"Next I suppose you'll be a Chinese Mandarin!"

- Entirely without the aid of mirrors or other legerdemain, our versatile news commentator, H. R. Gross, has now become a full-fledged Chief of the Sac and Fox Indians. He was inducted on September 17, before an audience of several thousand braves and mere pale-faces. But it's the story behind this story, though, in which we believe you'll be interested.

Seems that sometime ago, the noble red men became worried by the diminishing wild life here in the Middle West. One reason was lack of food in winter. So WHO was called on for help. H. R. Gross broadcast an appeal over WHO for funds to buy winter supplies. At once, the money came pouring back—from sportsmen in every state in the Union—from Canada, Mexico and Cuba!

So H. R. Gross is now an honest-to-goodness Indian Chief! But advertisers will find an altogether different significance in this brief item... What important message would you like to broadcast to the most attentive audience in the Nation?

WHO for IOWA PLUS!

DES MOINES...50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives
In less than a year KLZ-produced “Lady, Lend an Ear” has completely captured the housewifely interest of 255,000 radio homes in the Denver-Rocky Mountain area. It started off as a 15-minute period of home-making suggestions and household hints. It has grown, by popular demand, into a 45-minute, six-times-a-week program that holds its audience through a flawless blend of showmanship plus.

Local advertisers were first to discover the power of this typical sales-provoking KLZ production. National sponsors lost no time in capitalizing on its popularity and its drawing power. So in less than a year on the air, “Lady, Lend an Ear” has counted on its roster of participating co-sponsors leading names in Colorado among retailers and manufacturers of home furnishings, foods and appliances.

Naturally, this type of program . . . designed, planned and conducted by KLZ’s Margaret Moore*, a skilled commentator who for eight years has been creating outstanding women’s programs . . . can be made available for a limited number of sponsors. But participation of a few seasonal accounts leaves an occasional spot for those who want a sure, economical road into the hearts of women of this region.

*Dinty Doyle, N. Y. Journal-American columnist, referred to her as “an important lady of radio who should be grabbed by the networks.”

**VISUAL EVIDENCE of the popularity of KLZ’s “Lady, Lend an Ear” is to be found in the SRO sign which usually goes up in KLZ’s main studio before this sparkling program goes on the air.

KLZ Denver

CBS AFFILIATE * 560 KILOCYCLES

UNDER MANAGEMENT AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY * PUBLISHER OF THE DAILY OKLAHOMAN, THE TIMES AND THE FARMER-STOCKMAN * OWNER AND OPERATOR OF STATIONS WKY, OKLAHOMA CITY, AND KVOR, COLORADO SPRINGS * REPRESENTED BY THE KATZ AGENCY, INC.
NEW ENGLAND has 18 areas where density of population and trading activities assure quick response to direct advertising. Thorough coverage of these focal points is essential for a complete selling job.

The 18 stations of The Colonial Network give plus coverage of these vital centers of sales activity at a lower cost than any other combination of stations. That's why Colonial is the best buy for limited sales budgets.

THE COLONIAL NETWORK

21 BROOKLINE AVENUE • BOSTON • MASSACHUSETTS

EDWARD PETRY & CO., INC., National Sales Representative
Can any radio station match this record?

Crossley Inc. finds 94% of all sets in use tuned to one station
6 A.M. to 12 midnight...Monday through Friday...in three cities...94% of all sets were
...tuned to WJNO

From September 25 to 29 (Monday through Friday) Crossley, Inc., measured the radio audience in Palm Beach, West Palm Beach and Lake Worth, (year-round population, 51,780; winter population, 173,000). Crossley Inc. used exactly the same technique they use for the regular CAB survey of program audiences from coast to coast...except that a total of 5,000 calls were made in 5 days in our market; one third as many as Crossley makes during the same period to measure program audiences in all the 33 CAB “checking cities”, from New York to San Francisco!

Here's What Crossley Found:
That 94% of all sets in use were tuned to WJNO!
That 99% of all programs heard in this area from 6 A.M. to midnight—Monday through Friday—in three cities—are heard over WJNO!

That no program broadcast over any station other than WJNO has even a 1% rating in our market!
That CBS network programs carried on WJNO have very high ratings. Like this: Major Bowes, 31. Professor Quiz, 25. Lum and Abner, 21.

“Strongest Baby in Radio”
So, because we are only three years old, we introduce ourselves as “the strongest baby in radio.” And although we don’t see how Crossley’s findings could be improved upon, we would like to remind you that we now operate on 250 watts, night and day—a power increase that went into effect too recently to influence the Crossley study.

The conclusion is obvious. Only through WJNO can you hope to reach the wealthy Palm Beach market and its environs. No other station gets in!

WJNO, WEST PALM BEACH, FLORIDA
Representative—Weed & Company, 350 Madison Avenue, New York, New York
Lang-Worth Acclaims Orthacoustic

*A revolutionary NEW recording system developed by RCA and NBC engineers. See National Broadcasting Company's story on the pages that follow.

Lang-Worth pays tribute to the engineering genius of the National Broadcasting Company and the RCA Manufacturing Company in the development of this new Orthacoustic System which has raised the art of sound recording to a height never before attained.

Lang-Worth is proud to announce that it has been awarded complete rights, and that starting immediately all Lang-Worth productions will be recorded by the new Orthacoustic Recording System under the personal supervision of RCA-NBC sound engineers.

Lang-Worth Feature Programs, Inc.
420 Madison Avenue • New York, N.Y.
THE GREEKS HAD A NAME FOR IT
(which NBC has borrowed)...

ORTHACOUSTIC
—the truest recorded
Here's a revolutionary new recording system developed by RCA and NBC engineers—the result of RCA’s and NBC’s vast experience and research in every phase of sound transmission, recording and reproduction. Orthacoustic Transcriptions give you recorded programs that literally sound like Live Studio Broadcasts!

You’ll agree, after one demonstration of the new RCA-NBC Orthacoustic Transcriptions, that here is the truest recorded sound you’ve ever heard! You’ll hear tone that is vibrant—sparkling with life and warmth. You’ll be able to distinguish every instrument in an orchestra. You’ll hear voices as naturally as if you were face to face with the speaker. In short—sound that seems to breathe with life!

Yes—you’ll be able to note the superiority of these new true-sound transcriptions even if you’ve never before been able to discern differences in the quality of sounds! Orthacoustic Transcriptions provide colorful, living sound because they eliminate over-resonance, ear-ting, needle-hiss, “wows” and “muffles.” They are boom-proof and distortionless. They reproduce with unmatched fidelity the true sound that goes into the microphone— and nothing else.

But let the new RCA-NBC Orthacoustic Transcriptions speak for themselves! Judge them as your audience will—by hearing them in action! Let us prove their superiority by comparison with current recordings.

For a long time you’ve wanted transcriptions that sound like Live Studio Broadcasts. Now NBC makes it possible for you to have them! Ask for a demonstration.

ELECTRICAL TRANSCRIPTION SERVICE, NATIONAL BROADCASTING CO.

A Radio Corporation of America Service

RCA BUILDING, RADIO CITY, NEW YORK • MERCHANDISE MART, CHICAGO • SUNSET BOULEVARD AT VINE STREET, HOLLYWOOD

TRANSCRIPTIONS

sound you’ve ever heard!
FUNNY HOW SOME FELLOWS MISS THE REALLY VITAL SPOTS!

SALES HUNTERS...DON'T MISS THESE 15 VITAL SPOTS!

In all Radio there are no spots more vital than these 15 NBC Programmed Stations...In reaching and influencing radio homes, each is an absolute natural for advertisers...For each of these 15 is more than just another local station. Completely programmed by NBC, each carries the prestige, popularity and sales vitality of "The World's Greatest Broadcasting System."

NATIONAL BROADCASTING COMPANY

15 VITAL SPOTS!

<table>
<thead>
<tr>
<th>Station</th>
<th>Power (Watts)</th>
<th>Frequency (kc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>50,000</td>
<td>990</td>
</tr>
<tr>
<td>WBZA</td>
<td>1,000</td>
<td>990</td>
</tr>
<tr>
<td>WENR</td>
<td>50,000</td>
<td>870</td>
</tr>
<tr>
<td>WMAQ</td>
<td>50,000</td>
<td>670</td>
</tr>
<tr>
<td>WTAM</td>
<td>50,000</td>
<td>1070</td>
</tr>
<tr>
<td>KOA</td>
<td>50,000</td>
<td>830</td>
</tr>
<tr>
<td>WEAF</td>
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<tr>
<td>WJZ</td>
<td>50,000</td>
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</tr>
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<td>KYW</td>
<td>10,000</td>
<td>1020</td>
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<td>KDKA</td>
<td>50,000</td>
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<td>WGY</td>
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<td>790</td>
</tr>
<tr>
<td>WMAL</td>
<td>500-250</td>
<td>630</td>
</tr>
<tr>
<td>WRC</td>
<td>5,000-1,000</td>
<td>950</td>
</tr>
</tbody>
</table>

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.

The World's Greatest Broadcasting System
A RADIO CORPORATION OF AMERICA SERVICE
Standard Radio SUBSCRIBERS RECEIVE THE FULL BENEFITS OF THE NEW ORTHACOUSTIC TRUE SOUND TRANSCRIPTIONS ... immediately

WITH the first announcement of the new Orthacoustic method, comes the news that Standard Transcriptions to be shipped to subscribers on and after November 1 will be made by this revolutionary new recording system.

Thus, Standard Radio subscribers receive added confirmation of their good judgment in selecting a Library Service which is always in the fore of every new and vital development in the transcription field. The growing realization among station executives that Standard Radio offers certain well-established superiorities, together with Standard's clearly defined attitude on tax-free music, have resulted in an impressive swing to Standard within recent months.

Over forty new subscribers have been added to the Standard Radio family within the last sixty days, bringing the total of Standard Program Library users to a new high. More and more stations today answer in the affirmative the question —

Are Your Transcriptions Up to Standard?

Standard Radio offers a variety of services, tailored to fit transcription needs of every station, without waste and without duplicating live talent resources. Send for our Yardstick which enables you to judge accurately the value of any transcription service.

Standard Radio

360 N. Michigan Ave., CHICAGO

www.americanradiohistory.com
... WHAT with the constantly-increasing interest in news of all sorts, spot advertisers are cashing in this year as never before in the history of radio.

What are you doing to capitalize on this high-tide of opportunity for spot-radio advertisers? Can't we help you get a bigger share of this opportunity? At your request, we'd be glad to give you a list of the stations and cities in which news-casts are still available, or where additional and valuable news tie-ins are easily possible. Wire or telephone our nearest office—now!

FREE & PETERS, INC.
(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
NEW YORK
DETROIT
SAN FRANCISCO
LOS ANGELES
ATLANTA

180 N. Michigan Ave.
247 Park Ave.
New Center Bldg.
One Eleven Sutter
650 S. Grand Ave.
617 Walton Bldg.

Franklin 6373
Place 5-4131
Trinity 2-8444
Sutter 4353
Vandike 0569
Jackson 1678
First Code Action Brings NAB Discord

BY SOL TAISHOFF

Father Coughlin Barred; Elliott Roosevelt Cited, With MBS Action Slated; Industry Showdown Likely

CAUGHT between a sharp conflict of views of member stations on its interpretation of the new self-regulation code, particularly as to the ban on the use of paid time for discussion of controversial issues, the NAB faced a new crisis which already has had industry-wide reverberations.

Not only Father Charles E. Coughlin, the crusading Detroit priest, but Elliott Roosevelt, second son of the President, also has become involved in the disagreement over controversial broadcasts. Having been informed earlier that Mr. Roosevelt had announced his intention "to violate the code" by presenting personal opinions on the arms embargo in his thrice-weekly commentaries over MBS for Emerson Radio, the NAB Oct. 13 referred the matter to the network for action, holding that Mr. Roosevelt as the "talent" on the program is subject to network rather than NAB jurisdiction.

Some Won't Drop Coughlin

But it was in connection with the Coughlin broadcasts over a 44-station independent network, that serious intra-industry strife has developed and a showdown appears in prospect. After the NAB Code Compliance Committee, headed by Edgar L. Bill of Peoria, ruled Oct. 3 that neutrality discussions in sponsored broadcasts constituted discussion of a controversial public issue, barred under the Code [see page 13 for text], things began to pop. A number of stations notified the NAB of their intention not to renew the Coughlin contract when current contracts expire. But another group of stations carrying the priest's broadcasts indicated clearly they did not intend to follow the Code Committee edict.

With the majority of Coughlin contracts slated to expire Oct. 29, it was impossible as BROADCASTING went to press to ascertain the precise lineup of stations and their future policies with respect to the Coughlin series. Confusion also developed as to the interpretation of the code provision itself, with one school insisting that the Coughlin series can be renewed for a year under the code, irrespective of the Committee's interpretation.

Several May Quit NAB

In any event, it appeared likely that the Coughlin problem would be focused upon John Shepard 3d, president of the Yankee and Colonial Networks. Mr. Shepard has taken the position that by virtue of commitments of certain stations on the 17-station Colonial Network he cannot reject the Coughlin contract renewal due Oct. 29 and that his present intention is to continue the series. While Father Coughlin himself has refrained from publicly condemning the code, both Leo J. Fitzpatrick, executive vice-president of WJR, Detroit, WGAR, Cleveland, and KMPM, Beverly Hills, and John F. Patt, vice-president of the three stations, have attacked the action. Mr. Patt on Oct. 5 expressed strong criticism of the Code Committee's action, declaring it went far beyond self-regulation [see page 12].

There were indications that at the showdown a number of stations might prefer to resign from the NAB, if that course becomes necessary, rather than yield to the Code Committee's interpretations. While the Code Committee itself refrained from mentioning names in its rulings, it was self-evident that during its deliberations it discussed personalities. But it was repeatedly emphasized that the code provision is one of principle and does not deal with individuals.

The Roosevelt situation grew out of a statement in his broadcast of Oct. 7, in which he advised that his remarks "may be cut off the air by the station to which you are listening" because the NAB had adopted a code "in which they set forth that any commercial program featuring a commentator must not allow that commentator to express an opinion on controversial issues, and the NAB has listed the Neutrality Act and the question of the repeal of the embargo provisions now pending before Congress as a controversial issue which no commentator should express an opinion on personally." He then stated he intended to express opinions.

Following this observation, NAB President Neville Miller discussed the matter with Code Committee members and with T. C. Streibert, vice-president of MBS and WOR. Mr. Roosevelt was to have conferred with Mr. Streibert in New York Oct. 13 but was suddenly called to his home in Fort Worth and was due to return to New York for the discussion the following week. Presumably it is felt that Mr. Roosevelt's personal expressions of opinion on controversial issues, particularly in connection with neutrality, are in conflict not only with the code but with the announced policies of the major networks to refrain from handling broadcasts which might in any wise jeopardize this country's neutrality.

MBS To Rule on Roosevelt

The fact that Mr. Roosevelt is president of Texas State Network and of KFJZ, Fort Worth, an NAB member, was not used as a basis for the NAB consideration. Because he is featured as "talent" in the CODE COMMITTEE of the NAB, which met in Washington Oct. 2 and 3 at its first session since the self-regulation code became effective and issued an edict which has the effect of barring Father Charles E. Coughlin and other "controversial" speakers from purchase of radio time, the Code Committee members refrained from mentioning names in its rulings, it was self-evident that during its deliberations it discussed personalities. But it was repeatedly emphasized that the code provision is one of principle and does not deal with individuals.

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Code’s Restrictions on Commentators Are Blow to Freedom, Patt Tells NAB

FOLLOWING is the text of the telegram sent the NAB Code Committee by F. Patt, vice-president and general manager of WGR, Cleveland, and vice-president of WJR, Detroit, and KPC.

“Public reaction to your general statement to the press leads me to hazard the following statement: it is my opinion that many broadcasters with whom I have talked are aware that the voters who voted for the adoption of the code, while well-intentioned and having high purposes, may have gone too far on the controversial issue question and have taken an unfortunate step from which we may never be able to retreat.

“That step is in the direction of censorship and abridgement of free speech, as time will certainly show whether we like to admit it or not. While most of the code shows care, there will be of ultimate benefit to all broadcasters and to the public, the legislation on controversial subjects seems to many of us the first shackle on freedom of speech on the air. It takes the advice of many of our broadcasters, who have taken one side of a controversial issue given on paid time which was not the best solution and to whom the paid time and on the same terms.

“We are aware that there are possible excesses in freedom, but the excesses that have been taken must have the excesses than to have the cure that is now proposed. But, in particular, we were told that self-respecting broadcasters can devise ways and means of permitting the broadcasters to go on their own sponsored programs and at the same time eliminate any objectionable financial return to the broadcasters is secondary here to the larger public interest.

“If the code as it now stands is to hold without reasonable amendment, I predict we shall see an increased agreement in broadcasting with a solar plexus blow to freedom in this country, and to the Commander’s Code for further Government regulation.”

Shepard’s Viewpoint

Repercussions to the code edict on the fundamental question of controversial issues came on the heels of the committee’s action. In the 15 stations agreeing to carry the Committee’s broadcast Oct. 15 were given as WAAB, Boston; WOCU, Lewiston, Me.; WEAN, Peoria, Ill.; WRG, Bangor; WJAS, Pittsburgh; WTMJ, Milwaukee; WHO, Des Moines; WIBA, Madison, Wis.; WJZ, Baltimore; WGIR, Mazono; WIRE, Indianapolis; WSAR, Fall River; WHT, Hartford; WSTP, St. Paul. It was announced that since other stations from whom no reply had been received, presumably results of listeners’ replies might wish to reconsider, the committee was sending transcriptions to all carrying the Coughlin broadcast.

Railroading Denied

The NAB committee and President Neville Miller, took sharp issue with the contention of complainers that the code was "railroading" through the convention in Atlantic City last July. It was pointed out that the NAB began its word on the code nearly a year ago and that the first draft was sent to all stations, with attendant publicity, as early as last May. It was said that July convention action, as amended, by an overwhelming vote of six to one. Moreover, it was pointed out that the social code were only slightly amended from their original form as adopted by the convention, that the convention not only approved the code but authorized the machinery to enforce it.

Coughlin series carrying the Coughlin series have been deluged with letters protesting the NAB action, so far as could be learned most of the protests have emanated from individuals. On the other hand, many women's, social and other organizations and groups have been given the code, which also has received generally favorable editorial support.

Union States Position

In its rejoinder, Oct. 7 to Mr. Patt’s telegram [see top of this page], the National Council of Freedom From Censorship, declared it struck them as "highly improper for the Detroit station at which Father Coughlin’s programs originate to criticize the new NAB code for defective."

"Complaints already have been made for Father Coughlin's opportunity to reply to him," the Union said. "It is unfair to ask us to recapture the money that has been taken out of free speech since hereafter Father Coughlin or anybody else under that code."

It was made obvious that such stations as WJR, Detroit, WGR, Milwaukee; WOCU, Lewiston, Maine; KQV, Pittsburgh, and WHH, Newark, among others, would continue to carry the Coughlin series. Several of the stations which already have renewed their contracts through Aircasters have advised NAB officials that they are bound by the Code Committee’s ruling on the controversial issue question and exercise their cancellation options within a few days.

The code and the profession of broadcasters are bound by the rulings understood to have dropped Coughlin were WFBL, Syracuse, WHAM, Rochester, WTAG, WOR, Columbus and others Station such as WHK, Des Moines, WCKY, Cincinnati, WTMJ, Milwaukee, WBBM, St. Louis, WSTP, St. Paul, were understood to be considering the question, for putting the series on the basis of the NAB ruling. In Worcester, WORC officials were saying Coughlin in lieu of WTAG.

(Continued on Page 72)
Radio Questions Placed in Census

Housing Survey Tentatively Includes Query on Sets

INCLUSION of a radio question—amount of home radio—has been proposed in the Census, to be conducted in conjunction with the 10th Census for the first time. The Census Bureau hopes the question will yield an actual house-to-house count of radio homes rather than the approximate figure that would be furnished by inclusion of the question on the supplementary schedule of the regular census, according to the U. S. Census Bureau.

The Bureau indicated to BROADCASTING Oct. 11 that the Housing Census, which has been authorized by Congress, will be conducted when the necessary appropriation is secured.

Previously the radio question had been included on the supplementary schedule employed by the Census Bureau in a sample population census conducted in mid-August in two Indiana counties (Lake and St. Joseph) and July 1, Aug. 11, first results of which will not be available for several weeks.

“Does This House Have Radio?”

The question, “Does this household have a radio set?”, has been included in the tentative schedule proposed for the Housing Census, which will cover an estimated 33,000 homes. The housing survey will be conducted simultaneously with the population census, and enumeration is to start April 1, 1940. Although Congress has authorized a $15,000,000 appropriation for the general census program, along with a $45,000,000 appropriation for carrying on its various phases, the housing survey, which is priced at $5,000,000, is sought for the Housing Census itself. An appropriation of approximately $5,000,000 is to be added as a supplemental appropriation in the First Deficiency Appropriation bill brought before Congress when it convenes in regular session in January. This amount would cover the cost of field and office work necessary to gather census data, while the remainder would be spent in compilation of the results and would extend over a period to Dec. 31, 1942.

Speaking to the 11th annual Boston Conference on Defense Oct. 3, Dr. Vergil D. Reed, assistant director of the Bureau of Census, commented that the Housing Census, the first of its kind ever taken, "is really a stock dividend to every retailer, wholesaler, and manufacturer. It will be of particular importance to the building and construction industries, to real estate, utility, and housing finance interests, and to manufacturers and distributors of all kinds of appliances." In addition to radio, he explained, the housing survey will provide basic facts as to adequacy or inadequacy of dwelling facilities, income and condition of structures, major repairs needed, and presence or absence of electricity, gas and running water. In this connection he also added, "will be included on home mortgages, amounts, interest charges, and amortization arrangements, he added.

Text of First Ruling of Code Compliance Committee . . .

FOLLOWING is the full text of the statement issued by the NAB Code Compliance Committee following its Oct. 5 meeting in Washington.

While the Committee realizes that the American people, through the delegation of authority, has placed upon the broadcaster final responsibility to accept or to reject programs which have a material interest in the convenience and necessity, it nevertheless recognizes the public interest in the correctness and thoroughness with which the Code is carried out.

The Committee recommends, therefore, that:

(a) Since discussions of controversial issues have been eliminated from paid commercial broadcasts, adequate time for the presentation of the opposite views shall be given to such stations.

(b) All such programs shall be required in advance for examination in the public

Public Conference

Such a situation would pervert the function of radio as a forum of public discussion, and would irrevocably shatter the confidence of the public in the American system of broadcasting.

In order to assure the American people for all time that such an intolerable practice shall not take place, the Code states that "Time for the presentation of controversial issues shall not be sold."

The Code does not bar anyone or any group from airing a program. It simply denies the right to buy time, for the reasons stated. (Political broadcasts, as defined, are excepted because, in certain times the contending parties want to use them to convince the public to accept or reject some position, or plan, or proposal.)" Representative spokesmen of groups in the field of public controversy is a good time to reach the public by radio, and the public interest in the public interest. Broadcasters shall use their best efforts to assist to all time and shall work for the promotion of the public interest in accordance with fairness to all elements in a given controversy.

The handling of public controversial issues by radio stations is a matter of principle and not one of determination. A public controversial issue is a matter of public controversy subject or not is one sometimes difficult to determine, and especially in national and statewide affairs.

The Committee adds, therefore, that its duty and function is that of rendering advisory opinions, and of recommending procedures which although not precise may promote the public interest of understanding.

BROADCASTING • Broadcast Advertising

October 15, 1939 • Page 13

www.americanradiohistory.com
News Fees Raised For War Service

Greatly Increased Costs For Gathering of News Cited

INVOKING emergency clauses in the contracts with newspapers and radio stations subscribing to their news services, International News Service and United Press have advertised special war assessments on all subscribers, amounting to a 15% increase in the normal fees for INS and United Press subscribers and 10% for UP subscribers.

Contract of both UP and INS contains emergency clauses permitting them to assess increases amounting to a maximum of 25% for periods when conditions demand extra expenditure for the news.

Cost of Communications

At INS headquarters it was stated that since the first of August expenses of the European scene had increased by approximately $10,000 a week. In making the increased assessment, which has been made up by subscribers, New York's is not attempting to collect for the extra expenditures, it was stated, but only to carry itself a substantial proportion of the increased costs. Some of the subscribers computing to the increase were given as: The shut off of phone and cable communications between London and Paris, causing intercommunication between two cities to be routed by way of New York; lack of financial cooperation between London and New York, for the correspondents in the German capital to write by radio or wire, and return to some point behind the lines, probably Paris, to broadcast the reports immediately; the military authorities will limit the coming and going of the radio men is likewise unknown, and what sort of broadcasting schedules will be permitted is another question still to be answered.

Aided by Time Shift

The difference in time between Europe and America, it is pointed out, would enable the correspondent to spend the day in the front lines, return to Paris during the evening, and go on the air after midnight there and be heard in the United States in the early morning. Possibility of a daily broadcast broadens authentic front line observations is believed slight by special events directors here, however, General={()=>Unit.Inspection.}(a new week's report, one or two such broadcasts a week is the most that can be expected.

William Henry, who is acting as CBS representative with the Allied Press, will assist in covering the front for the Los Angeles Times. Sporting editor of this paper, Henry went to Europe to cover the preliminaries of the Olympic Games, scheduled to be held in Finland in 1940. An experienced radio reporter, Henry had as a result of his previous work in the Far East, been included in the new network when the war broke out as assistant to E. R. Murrrow, CBS representative for the Far East with his departure for the front, Larry Le Sueur has been appointed Murrrow's assistant.

In Paris, CBS is represented by Thomas B. Granda and Paul Archinard, who has also been stationed in Paris, is temporarily in Brussels. William L. Shriver, chief of the CBS Foreign Service, visited London and Paris.

Liber Spots in Canada

LIBBY, McNEILL & LIBBY of Canada, Toronto, are to start a transcribed spot announcement campaign twice daily six weeks starting on October 26, in eastern and eastern stations in cities. Account was placed by McConnell, Eastman & Co., Toronto.

Page 14 • October 15, 1939

WAR CORRESPONDENTS Leave For Front, Hoping to Broadcast Actual Fighting

WHEN the first contingent of American war correspondents officially accredited by the British authorities left for London earlier this week, the front "somewhere in France," with the notable exception of MBS, first radio reporters ever assigned to front line duty. NBC's accredited radio line reporter, Brigg, Jr., Henry J. Reilly, U.S.A., retired, was absent from the lineup because the British authorities have decided that the "pause" in the war to return home for a brief visit, in New York on the Lisbon Clipper on Oct. 9.

Exactly how radio's reporters will handle their assignments of covering the front for MBS, an American listeners is not known. The possibility of arranging for a daily broadcast broadens authentic front line observations is believed slight by special events directors here, however, General Inspection (a new week's report, one or two such broadcasts a week is the most that can be expected.

Ready for Front

AN INDICATION of the accoutrements of a radio correspondent of the front is being gleaned from the following radiogram sent by Fred Bate, WRNY, New York: "General Reilly needs two tunics, one slack, one breeches, one pyjama, a personalized service mask. Maximum baggage allowance in pounds: 50, personal; 50, for servants; baggage, 20; tents, where carried, 50."

cover the front for MBS, was for a correspondent for the St. Louis Post Dispatch and is now associated with the London office of the New York Times. The MBS correspondents in Europe include Sigrid Schults in Brussels, Waverly Root in Paris and James Minifie in Rome.

Stations, including radio, newspapers and the movies, have settled down in their task of reporting war, and therefore eliminated danger of commitment of "unneutral" acts. Senator Thomas (D., Calif.) last week said that he had abandoned his plans for an amendment to the pending Neutrality Act to restrict radio and newspaper operations of these media.

Recalling he had observed last month that such a move might be desirable, he asserted that voluntary steps taken by the industries have eliminated entirely any desire on the part to restrict fostering legislation.

"As far as I can see, nothing especially objectionable is going on now," he declared. He urged that radio commentators should avoid "overdramatization" and laud the cooperation of the neutrals.

Wartime Use of Radio

CANADA's war department, Ministry of National Defence, starts on Oct. 17 a weekly series of 15-minute talks entitled "Canada's Voice of War," for radio and NBC's Foreign Services to be carried on the full Canadian Broadcasting Corp. national and English language network. The series was announced at Ottawa by Prime Minister Mackenzie King, who said "a form of communication which would be of useful purpose would be served by these talks in the people of Canada could thus be kept formed, as far as it is possible, of the work developing upon the Department of National Defence as a whole and the progress when we were achieving." The first of the talks will carry introductory remarks by Defence Minister and man McLen Rogers. In addition to this weekly series the CBC will carry reports and bulletins, including radio stations as WOR, WITI, and 1230, Oct. 27 titled A Day In The Life Of A Recruit.

Detrola Sponsors Lewis

FULTON LEWIS Jr., Washington news commentator, will be sponsored on a partial MBS network starting Oct. 23 by Detrola Corp., a big Detroit radio manufacturer. He will be heard Mondays, Wednesdays and Fridays, 7-7:15 p.m. and 10:30-10:45 p.m. along with reports of the network, including WOR, Newark, and WGN, Chicago, in addition to about 250 stations. He will continue on a sustaining or local sponsorship on all other stations of the Mutual Network at 7-7:15 p.m.
ASCAP Starts Retaliation
By Filing Infringement Suits

KGIR and KGVO Named in Criminal Actions; Buck Names ASCAP Committee to Study Radio Angle

INFRINGEMENT suits, filed ear-
ly in October by a number of the
publisher members of ASCAP
against the owners of KGIR, Butte,
and KGVO, Missoula, constitute the
first retaliation of ASCAP to the
civil and criminal actions brought
against it by the Montana broad-
casters. As ASCAP has been en-
joined from doing business in the
State, under a Montana court order
largely through the efforts of the
broadcasters of the State, the suits
were brought by individual publish-
ers and not by the Society itself.

Suits against Mosby's Inc., owner of
KGVO, and A. J. Mosby, were
filed in the U. S. District Court in
Missoula by F. P. Paine of Butte, against
seven alleged infringements; Leo
Feit Inc., charging five infringe-
ments; Sallaney-Jones Inc., in	for four; Chappell & Co., for five,
and Irving Berlin Inc, for six. In the
suits against E. C. Craney and
KGK Inc., filed in the Federal Dis-
trict Court in Helena, nine infringe-
ments are charged by Harms, five
by Berlin and four by Chappell.

ASCAP Names Committee

This action by these publishers followed closely on the heels of the attempt of New York broadcasters to arrest Gene Buck, ASCAP presi-
dent, and other officers of the or-
ganization on a charge of copyright
so-called spotters in Montana, charging criminal
conspiracy. Mayor La Guardia
halted the police before any arrests had been made [Broadcasting, Oct. 1]. Although similar warrants had
been issued for officials of NBC and
CBS, no effort was made to serve
these, as it being known that the
warrants had been sent to Montana
authorities asserting they were not
guilty. Several of the ASCAP execu-
tives were asked to send such statements led to the request for their
arrest.

Following a meeting of the
ASCAP board on Sept. 28, Mr.
Buck appointed a committee to
study the radio situation and report
back to the board. Its members are
Irving Caesar, Dennis Taylor, Wal-
ter Fisher and Herman Starr, the
latter head of Warner Bros. music
companies. Reports that this com-
mittee had been appointed to ne-
gotiate with the NAB Copyright
Committee were denied and confirmed
by John G. Paine, general manager of
ASCAP, who told Broadcasting that
"this committee will function entirely
outside the ASCAP organization and
that there is no plan to name any
committee to meet with the broad-
casters, those negotiations to be
carried on in the name of ASCAP
which have in the past by Mr. Buck,
Louis Frohlich, ASCAP attorney,
and myself."

The Festival of American Music,
eight concerts presented in Car-
negie Hall the week of Oct. 1 in
celebration of ASCAP's 25th an-
niversary, was sponsored by WNYC,
New York's municipally-owned sta-
tion, via transmissions made at
Carnegie Hall and broadcast on the
afternoons following. This was nec-
essary, as WNYC, which shares
time, signed off before the concert
program in the evening. At least all of the concerts except that of Friday evening, which featured
two orchestras holding contracts that
bind them to broadcast only for
their sponsors.

Offer of the concerts to the major
networks was passed over by Samuel R. Rosenbaum, chairman of the Independent Radio Network
Affiliates, for the reaction of his
members. He in turn put the ques-
tion up to his board, a majority of
which recommended accepting the
programs on a sustaining basis if
time was available. The Wednesday
night program was broadcast on
NBC-Blue and the Saturday after-
noon concert on NBC-Red. Neither
CBS nor MBS broadcast any of the
concerts, although MBS had planned
to carry the swing concert but was
prevented from using the con-
tracts of the featured bands.

And Then Came Radio

An elaborate Festival program,
containing the ASCAP membership
roll and portraits of its most fam-
ous members, also concert portraits
by E. C. Mills, chairman of the
executive committee, and Mr. Paine,
who do their bit to spread the
news of the organization by means of radio broadcasting as public
entertainment and the tremendous
and spectacular growth of its pop-
ularity," writes Mr. Mills, "com-
posers and authors were almost
dramatically destroyed through a
change which occurred in the musi-
class of the American people. The
sheet music and phonograph rec-
ords rapidly declined. The craving
of the people for something new to
be satisfied by radio with the result
that royalty income to creators
from the normal source of sheet
music and phonograph record sales
was almost disappeared."

Describing the reluctance of
the broadcasters to pay for the right
to use copyrighted musical works
until, through litigation, "the right
of the composers and authors to
reasonable payment from broad-
casters for the use for profit of
their copyrighted compositions was
sustained," he concludes: "Our So-
very few weeks of the most
means of making it possible for
them [authors and composers] to
live comfortably—by protecting them is their right and
collecting for them its infinitesimal
portion of the enormous profits
made by commercial users of their
composition. They are far too
nearly the market for the availability of music, could
not be successfully operated."

Similarly Mr. Paine in his article,
titled "Advances and Retractions
of Copyright," likewise states that
ASCAP "in the most practical manner possible is keep-
ing alive the creation of music in
the American life and using it by
which this is done is a simple one.
We make those commercial enter-
prises that use the music of our
members in the profitable conduct
of their business pay for that right
of the money which we can give
to the men and women who create
as a reward for their creation and
as an encouragement to their
continuation."

"We are abused grossly by those
from whom we collect money. The
dance halls, the taverns, the thea-
ters, the broadcasters and like com-
mercial enterprises, charge us with
being a monopoly, heap epithets
upon us in the hope that they will
make repugnant to the American
people the very existence of the
American Society, but we fear them
not; we go on for ever. We are
hand in hand with us is the right
and the knowledge and the convic-
tion that the preservation of the
Society and its continuation is nec-
essary if American musical culture is
to be preserved and America's
musical future assured."

Pure Oil Buys Spots

PURE OIL Co., Chicago, has added
six-weekly 50-word spots on
39 of the 39 CBS stations carrying
the 25th anniversary broadcast of
the weekly Kalahren News Ser-
ies. The series is sponsored
Mondays, Wednesdays and
Fridays, and is aired sustaining
Tuesdays and Thursdays. Follow-
ing the sustaining programs, spots
have been purchased on a 50-week
basis on WADC, WWNC, WGST,
WWAN, WOR, WBGU, WFLW, WJ
KDAL KDNC WMN TQA WBIMG WFXG WRCG WCOC WAGM WODA WBOH WDBJ WTQJ WDAE WLB
WJNO WJSN WFBM WWVA, Wheeling stations of the
West Virginia Broadcasters
League, and WJCA, the Sioux City,
Moines, were recently added to the network for
the series. Leo Burnett Co.,
Chicago, handles the account.

Groundwork Laid
For NAB Music

Draft of New Concern Drawn
At Meeting Held Oct. 5

REPORTING "encouraging pro-
gress" in laying the groundwork for the new $5,000,000 Broadcast
Music Inc. pool, J. H. Dunham,
NAB president, declared Oct. 12
that practically all of the initial
data had been worked out and that
he looked forward to a "going con-
cern" operation within a relatively
short time.

At a meeting in New York Oct.
5, members of the Broadcast
Music Inc. pool, with Sydney M.
Kaye, special counsel, and approved
the draft for the corporate organi-
zation. Papers have been filed with
the Secretary of State at Albany
and registration with the Securities
& Exchange Commission in Wash-
ington is pending perfected.

Paid Head Sought

Meanwhile, the quest for a paid
head for Broadcast Music is being
continued. President Miller has in-
viewed hundreds of individuals in
the music publishing field and it
is possible an appointment will be
made at the next meeting of the
corporation. The man selected will
be Samuel R. Rosenbaum, president
of WFIL, Philadelphia, a veteran
of the music business who has
never received endorsement in se-
neral quarters but it is by no means
certain that he would accept the
post.

Once the S.E.C. registration is
completed, NAB representatives in the
I Heating Oil Burys Spots

For Greeting Cards

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WWW.AMERICANRADIOHISTORY.COM
Major Music Publishers Protest Plan Of RCA to Demand Fee for Recordings

A GROUP of Music Publishers Protective Assn. members has entered the lists along with the broadcasting industry against the proposed plan of RCA to license stations to broadcast phonograph records. Lining up with the performing artists and the musicians in protest against this move of RCA's, the music publishers have notified the broadcasters that licenses given recording companies by copyright owners to record their numbers do not include the right to license their use on the air.

The following letter, signed by Harry Fox, president and treasurer Sept. 12 to all radio stations, following a meeting of the publisher group at the New York headquarters of the Music Publishers Protective Assn.:

"We have seen the proposal of certain manufacturers of commercial phonograph records to grant to radio stations licenses to broadcast such records. Inasmuch as this association (MPPA) represents a great many publishers whose copyright works are involved, we wish to advise you that any such proposal is not authorized or sanctioned by our members. The record manufacturing companies are entitled to the services of licensed manufacturers by the copyright owners do not give them the right to demand from you license fee for the broadcast of phonograph records."

Gas Assn. Budget

ASSOCIATION of Gas Appliance & Equipment Mfgs. New York has approved a budget of $110,000 for 1940 promotion of "CP" gas ranges, double the 1939 budget. The campaign, divided into spring and fall drives, will tie in with the national campaign of American Gas Assn. Radio stations in the past, probably will be included. The account is handled direct.

Gas Assn. Budget

Three Intervene

MPPA in this action, becomes the third organization to intervene in RCA's attempt to license to broadcasters covering the use of phonograph records on the air, not including the NAB, which persuaded RCA to postpone the effective date of its licenses from Oct. 1 to Dec. 1 [Broadcasting, Sept. 1].

National Association of Performing Artists, organization that provided the defense in the RCA-Whitman suit in which the Court found in August that RCA has not been authorized to collect royalties on behalf of NAPA members and at the same time told RCA that it would "legally resist" its attempts to license stations.

In September the American Federation of Musicians entered the situation by writing all AFM members that any assignment of rights in phonograph records to the manufacturer without prior consent of the AFM would mean the immediate loss of union membership [Broadcasting, Oct. 1]. Authorization of this ruling and an explanation of how the union expects to apply it is expected to be issued by the AFM executive board during its next meeting, which will be held in New York beginning Oct. 17.

Possibility of Ban

Meanwhile the question has been raised as to whether such action by the AFM would not be a violation of its contracts with the network stations and the network stations, both of which were predicated on the promise of the AFM not to interfere with the use of transcriptions and phonograph records by stations employing the services of AFM members. The contract drawn up by the union and the committee representing non-network stations specifically states that in the event of an interfering into the agreement with the local union "is granted full rights to broadcast electrical transcription s a n d phonograph records."

Refusal on the part of AFM to permit its members to assign their rights in phonograph records to RCA might make it necessary for the contractor to withdraw its contract and to issue instead an order prohibiting the broadcasting of any of its records. The phonograph record manufacturers have consistently denied ever deriving any profit from the use of their records in broadcasting, and if it is determined that they would probably be willing to eliminate the practice altogether in exchange to be allowed to collect a reasonable fee from the broadcasters for its continuation.

The three organizations not intending to block the licensing efforts of RCA and the other record manufacturers, but instead plans to insure its members that an extra payment for the broadcast use of the records they helped to make will be probably such extra payment will have to come from the broadcasters.

Similarly, if the MPPA insists on an extra payment, that too will probably be passed along to radio. However, since the stations are already paying the NAB for the privilege of broadcasting copyright music there is serious doubt as to whether another payment to MPPA would not mean paying twice for the same thing.

Fly Sees President

FCC CHAIRMAN James Lawrence Fly conferred with President Roosevelt Oct. 13 for nearly an hour on FCC affairs generally. While he made no comment following the conference, Mr. Fly is understood to have given the chief executive a progress report on Commission affairs since he assumed his helm six weeks ago.
AFM Pickets Force Shutdown, WPEN Recruits a New Staff

Refusal of Musicians to Enter Definite Pact Leads to Release of Staff Orchestra

AFTER a day-and-a-half of enforced silence occasioned by refusal of CIO announcers, engineers and other employees to break through an AFM picket line, WPEN, Philadelphia, returned to the air Oct. 11 with non-union help.

The strike grew out of a refusal of AFM headquarters or the Philadelphia local to enter into a definite contractual arrangement for union musicians based on the standard form entered into with independent stations, with the result that the staff orchestra was released, according to Harold A. Lafount, general manager of the Bulova radio interests.

As BROADCASTING went to press Oct. 13, the station was still being picketed by the musicians, and all negotiations were to get underway the following day. AFM headquarters in New York had invited WPEN and other independent stations to come there with them and officials of the Philadelphia local.

Mr. Lafount declared that when the station staff refused to break through the picket line Oct. 10, it became necessary to recruit engineers and technicians and other help, which was promptly done. There has been a minimum of disturbance to station operations and accounts, he said, since its return to the air.

Adjustment Refused

The burden of the $42,000 per year contract for musicians was so onerous, Mr. Lafount declared, that the station lost money in 1938 and, based on the present outlook, will also be in the red in 1939. The contract was entered into three years ago by John Inao, then owner of the station, before the industry had negotiated the standard form of contract with AFM.

Subsequently, independent stations negotiated a national contract offered to all stations which provided for an expenditure of 6&1/2% of the station's gross to hire union musicians. The contract, however, carried a clause that no station could spend less for musicians than it was disbursing at the time WPEN went off the air.

When WPEN sought to have the local (No. 77) in Philadelphia alter its contractual arrangement as a result of the industry-wide arrangement, the local responded that it had no jurisdiction. The question was then referred to Joseph N. Weber, presi- dent of AFM, who likewise dis- claimed jurisdiction. The upshot was that for the past three weeks WPEN has retained 14 musicians on a week-to-week basis under the standard provisions of the original contract.

Because of the failure of AFM to accommodate the station by reason of the clause that the sum was far in excess of WPEN's ability to pay, Mr. Lafount said that Arthur Simon, general manager of WPEN, on Oct. 7 advised the musicians that the station henceforth would operate without a staff orchestra. There was no question involved regarding wages and hours and the controversy grew out of the refusal to revise the contract.

Picket Line Started

On the following morning, Mr. Lafount related, a picket line was thrown around both the WPEN studios and the transmitter. Because AFM is an American Federation of Labor union, while other station employees belong to CIO unions, it had been agreed that there would be no general strike. Technicians, announcers and production men were reported for duty on Sunday and Monday but on Tuesday morning refused to cross the picket line. Notice was given the station Monday night to that end and the station management was unable to open the following day.

So far as known, the WPEN case is the only controversy growing out of the AFM contracts forcing shutting down of stations. All other independent stations, it is reported, are operating on the basis of the 6&1/2% of gross scale.

Radio Censorship in Europe Described,
German System Called Most Efficient

WHILE the censorship imposed on correspondents by Europe's warring nations is extremely strict, American newspaper and radio men have more latitude than during the last war, in the opinion of John Paas sen, Firmin Lafont and Hilmar Bouchake, NBC representatives just returned to America from London, Paris and Berlin, respectively. Conditions in each country were described in a roundtable discussion led by John B. Kennedy on Oct. 10.

German censorship, according to Bouchake, is as efficient as German military installations. They say that they 'll get a lot better deal out of the whole thing if they treat you sort of humanly, he said, "and if they're going to amputate some of your most pleasing periods they're going to give you a little anasthet- ic in doing it. Their whole treat- ment is one of absolute cooperation. Why, they turn over an office to you, they give you a war room. Maybe you can make up the books of five copies and sometimes a little refreshment is a handsome figure. The worst censor, you know, is not the fellow that cuts out most of your stories but the one who won't let you know how much he's going to cut or when it's going to come back. That's where the Germans have us beat to a pulp. You know what you can do and you can count on your copy being done in time. It's pretty swift.

Quite a different picture of censure was given by Van Paas sen. In his view censorship was never so bad, though he had to present himself three hours before the delivery of his talk at the BBC. He heard the BBC produce three copies of his intended comment. The speech was read by several functionaries representing the War Ministry, the Ministry of the Interior and the Ministry of Finance. If approved by all three, a set of stamps and seals was affixed to the document and the broadcaster was allowed to depart, but with the warning that some official would be listening to his talk and that at the slightest de- viation from the script it was feared the broadcast would be shut off.

One evening, Van Paas sen said, he had prepared a broadcast dealing with the international situation, when men leaving for the front and their relatives as he had seen them at railroad stations were not anxious about the war, the desPair, the heart rending scenes of parting. The French censor killed the whole script, telling Van Paas sen that he'd seen wrong, that there was no weakness but only determination and reality. Calling this "pre- tety rigid censorship," Van Paas sen added that if this was war had actually been declared.

As soon as hostilities opened, the French put a ban on interpreta- tive broadcasts by foreigners and designated native Frenchmen to take our places," he explained.

In London, according to Gunther, radio regulations were "rather very limited as to what news we could send, but we were quite free to interpret what little there was according any way we wanted. But we didn't have time there three hours ahead and we didn't have to have any number of scripts. One scribbled manuscript was enough." Describing some of the troubles caused by inefficient censorship by people "who obviously didn't know

Singing Breaks

THERE'S no monopoly about station breaks on KIRO, Seattle. Several breaks, ad- vertised by Billy Reuter, techni- cian, are performed by a quartet. "Cheney's Voice to Seattle" is one break, sung to the tune of Columbia, the Gettysburg Address. After a kiddle program comes this: "Little Jack Horner sat in a cot next to his radio and stuck in this thumb, pulled out a plum, and said I've got KIRO." Staff members colla- borate in singing the breaks, which are scheduled in appro- priate spots.

WPEN now is controlled by Arde Bulova, New York watch manufac- turer, who acquired it with FCC ap- proval several months ago. Mr. La- fount is a minority stockholder.

On Oct. 9, R. E. Shipp, president Local No. 28 of the American Federation of Labor, CIO, announced that at a general as- sembly meeting the local had agreed to "respect the picket line" of stations WPEN. He asserted ACA is a CIO union af- filiate and is the representative union of all the engineers, announcers and production employees employed at stations in the Phila- delphia area.

Accounting Group Changed by NAB

Lucy Named as Wilder Quits; Questionnaire Is Sliced

APPOINTMENT of a new Accounting Committee, headed by C. T. Lucy, general manager of WRVA, Richmond, was announced by Mr. Oct. 12 by NAB President Neville Miller, with the retirement of Col. Harold E. Williams, Jr. in the CIO. WSYR, Syracuse, from chairman- ship of the group.

Col. Williams relinquished the post on completion of negotia- tions with the FCC Accounting Department on financial, program and other ques- tionnaires. The form of the 1939 financial questionnaire, developed after interviews during the past year, awaits formal approval of the Commission itself after conferences between the NAB Committee and the FCC Accounting Department.

The new committee early this month, the chairman has been held in abeyance until formal Commission action is forthcoming, now expected by Oct. 24. It is in an 18-page form, compared to a 27-page document sent out last year to cover the new procedures of stations. It will cover the calen- der year 1939 and must be filed with the FCC by March 1, 1940 [BROADCASTING, Sept. 15].

Standard Log Sought

Other members of the Account- ing Committee to serve with Chair- man Lucy are H. W. Batchelder, WFBT, Baltimore; N. L. Kidd, WSYR, Syracuse; Earl J. Gluck, WSOQ, Charlotte; Harry J. Mc- Kean, NBC auditor; S. R. Dean, CBS assistant treasurer; E. M. Spence, NAB secretary-treasurer, who has been here throughout.

The new committee, it was stated, probably will meet late this month to complete preparations for a station log meeting all of the re- quirements set forth in the new FCC regulations which became effective Aug. 1. Many sta- tions, particularly smaller units, have suggested adoption of a uni- form log meeting all FCC require- ments.

In boiling down the FCC finan- cial questionnaire form to an 18- page schedule, both the NAB com- mittee and the FCC chief account- ant, Wilder, feel that an effective cooperative job was done. When the conversations began, the committee had some 180 pages was projected. Items gradually were eliminated, consolidated and condensed until the new form was produced.

a newspaper from a hole in the ground," Gunther went on to say that those were for the cable cor- respondents and that in contrast radio correspondents were mostly trained experts who did all they could to help the correspondent get his stuff, as he would be reading some clear of military information, such as the state of the weather, which might advise the envoy that conditions would be good for an air raid.
Third Stipulation Signed by Agency

FTC Facts Provide Revision Of Advertising Claims

The Federal Trade Commission on Oct. 14 announced the third stipulation entered into by advertising agencies in recent weeks, the first agency stipulations accepted pursuant to the agency stipulation program under the Radio & Periodical Division under the Wheeler-Lea amendments to the Radio Act. The agency stipulation program is jointly responsible with the advertiser-client for false and misleading advertising claims.

The agency stipulation program which signed individual stipulations, based on similar agreements signed by their clients, included: Tennessee, Memphais; Ralph Jones Co., Cincinnati; and Van De Mark Advertising Co., Cincinnati.

Agency Agreements

The Powell agency, first to enter into a stipulation with the FTC on a "Blue Star Ointment," announced it had signed a similar agreement in which advertising is handled by Harold J. Maloney, advertising manager of Flordex, Co., Columbus, Ohio, which previously had entered into a similar stipulation.


Newfoundland has filed recently by the FTC, Lady Esther Ltd., Chicago, was charged with the disposal of misleading representations in the sale of "Lady Esther Face Cream." The 20 complaints grant respondents 30 days for filing answers.

Among other stipulations announced by the FTC, Luxor Ltd., Chicago, agreed to a certain representation for its "Luxor Special Formula Cream."

Pacific Coast Agencies Start Meeting Oct 26

"TIME, Space and Dollars," will be a subject of a meeting of Pacific Coast advertising agencies, held in Portland, Ore., Oct. 26, sponsored by the Portland Council, American Association of Advertising Agencies. Mr. Crossley will speak at the day meeting to be held at the City Hotel.

Jewel Stove on KQV

JEWEL STOVE Co., Detroit (gas ranges), has started its fifth week participation on KQV, Pittsburgh, Pa. The sponsors have been invited to expand. Holden, Graham & Clark, Detroit, handles the account.

KWKH Tests 50 Kw.

TEST operation during daytime of the new 50,000-watt plant of KWKH, Shreveport, began early in October. It now begins full-time operation with the new power the week of Oct. 22, according to Jack McCormack, manager. A Western Electric transmitter has been installed with a full-wave half-circle ground system on a 50-ac. site. Power Truscov radio towers, each 481 feet high, complete the installation, which was directed by Mr. W.M. Byrnes, under the supervision of Paul Godley, consulting engineer.

Radio Is Included In Agenda of ANA

Media Expenditure, Consumer Research to Be Discussed

NEVILLE MILLER, president of the NAB, and D. P. Smioer of Procter & Gamble Co., will represent the NAB at the 36th annual convention of the Association of National Advertisers to be held Oct. 22-26 in Chicago. The NAB hopes special emphasis will be placed on facts pertaining to the consumer research movement. The first of the meetings will be a closed session devoted to a discussion of association affairs. Paul O. Howard, ANA secretary-treasurer, will preside.

Last day of the convention will be devoted to adjournment with a show by the Advertisers Club under the direction of Douglas Meservey of NBC.

BROAD CURB URGED FOR DRUG CLAIMS

MORE STRIENTGHTENING of regulation of claims made by food and drug advertisers is being advocated by the Association of Food & Drug Officials, at their 25th annual convention at the Sheraton-Hartford, Conn., late in September. Representing State food and drug boards, the officials contended that some of the claims made in radio advertisements, if included in written advertisements or on labels, would be considered by law violations. The group was instrumental in securing amendment of the Wheeler-Lea Act at the last session of Congress, invoking more rigid regulation in these fields.

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THESE newspaper personalities have been clipped recently by the WLS publicity department. Read each one and you will quickly understand why WLS is "one of the family" in Mid-West homes.

No trip to Chicago is complete for any WLS listener without a visit to the studios. And in return, the latchstring is always out for WLS stars when they make personal appearances in any city, town or village of the WLS Four-State Primary Area.

This confident friendship between WLS personalities and their hosts of listener friends results in closer cooperation between WLS listener-buyers and WLS advertisers.
TALL CORN and TALL TALES
Maize Sweepstakes Ends in Conceded But Grudging Victory for WHO's Iowa Entry

Editor's Note: Joe Maland, manager of Iowa Tall Corn Contest, sponsored annually by WHO, appointed us 'Korn Kounsellor' and WCHS-WKS sweepstakes, just ended. It was an honor highly esteemed, but more than glad the ultimate decision didn't rest with us as proposed by Mr. Maland. WHO's competitors, as is following correspondence will disclose, have conceded honors to Iowa, therefore their contest terms, send their State's choicest specimens of corn to Iowa's Governor:

MOST Noble Korn Kounsellor:
We received the following telegram from Clark Luther, of KFH, Wichita, admission that the tallest corn with a mature ear in the WHO-WCHS-KFH Tall Corn Contest, made it easy story to tell. Our prize specimen with two mature ears also busts WCHS entry only two. For marking it in exposed stalk inadvertently to Kansas breeze which blew away 3 feet, 4" in middle of cutting length to 15 feet 4" inches. We are too proud to acceptances. Our best corn measures 18 ft. 8" inches. Must yield to Iowa entry with thyroid trouble. Broken heart Hams get going. Congratulations. Hoping for better luck next year.

As this will require good judgment on your part, let me review briefly the situation. We conducted Tall Corn contest in connection with the Iowa State Fair, requiring all entries to be submitted by Aug. 23, which as you know is right in the midst of the growing season. The winning longest corn will contain a mature ear 18 ft. 5 in. tall and tall corn with a mature ear 18 ft. 4 in. tall. Mr. Maland, of Linn County has the tallest corn, with a mature ear 18 ft. 6 in. tall and immature, 22 ft. 10 in. Six of the leader agriculturalists in the State were judges so there was rigid enforcement of the rules that stalks should not be broken and pasted together in order to get extra height. Also, that it should be a fully matured ear. From years of experience we have found that other corn can be raised tall stalks but cannot raise corn at the same time. The trick is to prevent the budding ears and let all the nourishment from the soil be used for raising the stalk.

The Va. Challenge
About that time, WCHS challenged us with a Tall Corn Contest, which we accepted on the same rules and regulations of the Iowa Tall Corn contest, copy of which is enclosed. They terminated their contest about Sept. 23, which gave them an additional thirty days in order to attain height. We, of course have no objection to this handicap because we know that West Virginia must import all their black soil from either Iowa or Minnesota (that great State from which you came and so did I). We received a telegram from J. E. McLaughlin, West Virginia Commissioner of Agriculture, inquiring as to the admisibility of broken stalks, to which we advised him that broken stalks were not admitted in our contest. His reply was that the stalk was broken in taking the curves on their crooked roads. This, of course, is possible and we did not want to voice the suspicion that it consisted of two stalks tied together. Their broken stalk entry measures 18 ft. 9 1/4 in. We have no definite assurance as to whether it had a fully matured ear or not. In the event that it had an ear, but not fully matured, we, of course, would like our entry of 23 ft. 10 1/2 in. to be considered.

It looks to me like it will require a man of superior judgment, like yourself, to settle the problem. J. O. Maland, Vice-President, WHO, Des Moines.

Korn Kounsellor, Broadcasting: West Virginia asks no quarter, and will not receive a broken stalk measure 18 ft. 9 1/4 inches when put together, we will not embarrass our competitors by sending admisibility of this specimen. We are not suggesting sabotage but we understand some folks from Iowa and Kentucky are quite prominent at our leading hotel recently. Watch our small neighbor next year, however! And we are going to make extraordinary precautions against Iowa and Kentucky. I should add that West Virginia's unbroken entry in our Tri-State Corn Sweepstakes measures 17 ft. 8 inches. At least this tops Kansas.

John A. Kennedy, President, WCHS, Charleston, W. Va.

Ford Dealers Use Spots To Promote New Models
FORD DEALERS of Des Moines are broadcasting the complete Iowa U football schedule on WHO, that city. Ford Dealers of Kansas City have started sponsorship of the Missouri U schedule on KMBC, that city. It is understood that dealers in St. Louis will soon choose a station to air a schedule of local college football games. In addition, Ford dealers in various cities will sponsor an extensive spot campaign this fall. McCann-Erickson, Chicago, is agency.

Ford Motor Co., Detroit, recently ran a special eight-day campaign for its new cars using eight announcements on Larry Elliott's The Rising Sun program, heard daily from 6:35 to 7 a.m. on WABC, New York.

Jack Howard's New Duties
JACK HOWARD, president of Scripps-Howard Radio Inc., is dividing his time between radio and newspaper activities since his appointment as assistant to John H. Sorrels, executive editor of the Scripps-Howard newspapers. He will handle his newspaper duties in addition to his duties as head of the organization's radio interests.

Quin Ryan, manager of WGN, Chicago, has started the fifth year of his Marriage License Bureau Romances, three-weekly quarter-hour series on MBS from the Cook County License Bureau.

BROADCASTING • Broadcast Advertising

FROM THIS maz of maize, numbering hundreds of stalks and exhibited at the WHO booth at the Iowa State Fair, was chosen the winning entry of D. D. Hill, farmer of Batesville, Iowa, in the annual WHO-Iowa State Fair National Tall Corn Sweepstakes. Mr. Hill's entry stood 18 feet 2 1/2 inches from ground level to highest tassel and was the tallest entry bearing a fully-matured ear, although the winner of the special prize for the tallest stalk, but without a fully matured ear, stood 18 feet 10 1/2 inches. Mr. Hill won $100 and the Col. B. Palmer trophy. Thirteen other prizes in the contest totaled $150 cash.

Blossom WHBU Partner
In ORDER to equalize their shareholdings, Leo M. Kennett and Roy E. Blossom have arranged for transfer of two shares of stock in WHBU, Anderson, Ind., to Mr. Blossom, a local manufacturer of farm equipment, as a result of the FCC 9-70 decision. Mr. Kennett continues as manager of WHBU, while Mr. Blossom is general manager of WBFB, Indianapolis, until its sale several months ago. John A. Kennedy, general manager of WTRY, Jamestown, N. Y., who also holds a construction permit for a new station (WTRY) to be constructed in Troy, N. Y.

Hartz Sunday Series
HARTZ MOUNTAIN PRODUCTS Co., New York (birdseed), which recently started a Sunday afternoon musical program on MBS [BROADCASTING Oct. 1], will soon start a series of 10-minute spot programs Sunday mornings and afternoons on an undetermined number of stations. George H. Hartman Co., Chicago, is agency.

WNBX to Keene, N. H.
THE FCC on Oct. 10 authorized WNBX, Springfield, Vt. to move to Keene, N. H., where it will continue operating with 1,000 watts fulltime on 1360 kc. With a new transmitter site, it is expected the removal will be completed within a few months. Studies will be maintained at Springfield. The station is controlled by Harry C. Wilder, operator of WSYR, Syracuse, and WTTN, Jamestown, N. Y., who also holds a construction permit for a new station (WTRY) to be constructed in Troy, N. Y.
"The Green Hornet"

Half-Hour Mystery Drama • Twice Weekly

A BIG TIME SHOW
With A National Reputation

The Green Hornet is Known from Coast to Coast on sixty-four Stations

And soon appears, as a Universal Moving Picture for Nation-Wide Showing

Produced by the Creators of the Lone Ranger

Tested and Proven as a Sales Builder

LIVE TALENT
or
TRANSCRIPTIONS

Write for Green Hornet Case History and Price for Your Market

KING-TRENDEL BROADCASTING CORP.
Stroh Building
Detroit, Michigan
Three New Locals Authorized by FCC

Stations Granted in Syracuse, Fort Myers, Cordele, Ga.

THREE new stations were authorized by the FCC in decisions rendered Oct. 5, and a proposed finding favoring the authorization of a fourth was approved. The newly-authorized stations are all local and will be located in Syracuse, N. Y., Fort Myers, Fla., and Cordele, Ga. The proposed finding, which requires later ratification by the commission, provided for a new station in Fremont, Neb.

The Syracuse station, a fulltime 100-watt matter on 1460 kc., will be licensed to Fort Myers Broadcasting Co., Inc. The owner of WLW, E. W. Bennis Jr. is president; Mrs. E. W. Bennis, vice-president and treasurer; R. Julius Skinner, director. Call letters will be WTPM.

The Cordele (Ga.) station, 100 watts night and 250 watts day on 1600 kc., will be licensed to Civic Broadcasting Corp., of which T. Sherman Marshall, Syracuse advertising man, is president and chief stockholder. Vice-president is George E. Hughes, of New Rochelle, N. Y., and the owner of radio production for Shell Union Oil Co., who resigns to join the new project. Secretary is Lawrence Sokol, Syracuse attorney.

New Florida Outlet

The Fort Myers station, 100 watts night and 250 day on 1210 kc., will be licensed to Fort Myers Broadcasting Co., Inc. The owner of WLW, E. W. Bennis Jr. is president; Mrs. E. W. Bennis, vice-president and treasurer; R. Julius Skinner, director. Call letters will be WTPM.

The proposed new station grant in Fremont, Neb., which will be made in routine unless exceptions are filed within 20 days, will go to the Nebraska Broadcasting Corp., and the assignment is 100 watts night and 250 day on 1370 kc. Directors and stockholders are Clark Standford, manager and treasurer, and owner; E. W. Bennis Jr., president, and 69% stockholder in the corporation. Call letters will be WBFRM.

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FCC Seeks Fund Boost

AN INCREASE of approximately one-third in its budget requirements for 1939, which begins next July, has been proposed to the U. S. Budget Bureau by the FCC. The current appropriation is approximately $25,000,000, and it is understood the additional amount sought primarily for personnel increases, more intensive supervision of telephone activities, and replacement of outdated and technical equipment in the field.

Barbasol Test

WASEY PRODUCTS, New York, is conducting a 30-day test of transcribed announcements for Barbasol to start late in October on six stations in the Tri-City area and the Bridgeport Broadcasting went to press. Erwin, Wasey & Co., New York, is the agency.

KWRC and KQH Granted 5,000 Watts; Group of Locals Get 250 Watts Night

FIRST of the regional stations to be accorded 5,000 watts power day and night are the stations in San Francisco, and KHQ, Spokane, which received the grants under the new rules and regulations on Oct. 3. At subsequent meetings, the FCC is expected to authorize similar grants where no engineering controversies are involved in accordance with the new rules which classify such stations in the 3-A category.

Adding to the group of more than 120 stations already authorized the 5,000 watts full time and night, pursuant to the new rules, the FCC at its meetings Oct. 5 and Oct. 10 authorized additional grants in this new local station classification. Stations awarded the increases Oct. 10 were:

WBTW, Williamson, W. Va. (also authorized to increase hours from daytime to unlimited); WOLS, S. Elkhart, Ind.; KTWA, Ariz.; WMSD, Muscle Shoals; KSAN, San Francisco; KORE, Eugene, Ore., and KBOO, Portland, Ore.; WBNY, Buffalo; WBHC, Canton, O.; WPOY, St. Augustine, Fla.; WCHR, Punta Gorda, Fla.; WJHC, Hialeah, Fla.; WJFD, West Palm Beach; WJIN, Birmingham; WCRY, Atlanta; WADD, Deforest, Wis.; WDDT, Daytona Beach; and WADD, Miami.

At its meeting Oct. 10, the following stations were given 250 watts night power:

WGRG, New Albany, Ind. (also granted increase in hours from daytime to unlimited); WHN, Laconia, N. H.; KTSM, Emporia, Kan.; KYNV, Logan, Utah; WENY, Elmira, N. Y.; WCOL, Columbus; WALTERS, Zanesville; KPAB, Laredo, Tex.; KOA, Kilgore, Tex.; WEDC, Chicago; KBWJ, Globe, Ariz.; KLOS, Marshall, Ore.; WKBV, Dubuque, Ia.; WBRK, Pittsburg, Mass.; WKNQ, Winona, Minn.; and WOC, Columbus, in addition to its grant of 250 watts full time, was authorized to change its frequency from 1210 to 1200 kc.

Syd Brown, Toronto, producer of 'The Northern Messenger,' Canadian Football Play, during the winter to Canadians living in the Arctic, was presented with a sealskin rug by Miss Florence Hruska, mouse of Pangnirtung, Baffin Island, when she arrived on leave early in October on the annual supply ship's return from the Arctic.

Station Transfers Receive Approval

Quick Action in Transfer to Poughkeepsie Paper

TRANSFERS of the ownership of five broadcasting stations were authorized by the FCC in decisions rendered Oct. 3, all of which were reached without preliminary hearings in line with the new Commission policy that unnecessary hearings and delay in routine cases.

Peter Goelo, owner and founder of WPGK, Newburgh, N. Y., for 250 watts daytime on 1220 kc., was authorized to sell the station for $40,000 to the Poughkeepsie (N. Y.) Courier, a weekly newspaper. Application for the transfer had been filed on Aug. 25, and the speed of its grant indicated not only that newspaper acquisitions of radio stations are no longer an issue but that the Commission is resolved to clear its calendar of cases as rapidly as possible.

R. J. Laubengayer, owner of WDIA, Salem, Va., and publisher of the Salem Journal, was authorized to transfer the station to a corporation which he controls as KASL Inc., in which he remains as controlling stockholder. Mr. Laubengayer recently reorganized his weekly newspaper and continues as its publisher for the new owners.

Acquisition of 99.9% of the stock in KAKA, Aberdeen, S. D., by H. C. Jewett Jr., wholesale grocer, already holder of 44.6% of the stock, was approved. This acquisition was also made Aug. 29. Mr. Jewett acquires the additional stock in satisfaction of obligations on the stock held by him in the amount of $67,660.

Sale of WCHY, Charlottesville, Va., a WJR, Detroit; with Dick Campbell of the Cleveland Rams of the afternoon championship ball team, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati Reds championship club, Mrs. Dick Campbell, owner of the Cincinnati.

Cranberry List

AMERICAN CRANBERRY EXCHANGE, New York, from Oct. 26 through Dec. 17 will sponsor its annual campaign for Eastor cranberries using four spot announcements weekly on the following stations:

WFRF CFRB WTM WEXN WBWM WJR WHIO WKNX WMT WCCO KRTN KFMJ WDAY KABR WNAX KSCJ WOW WMT WSB WSBW KLZ KSTM KFI and KSF0. Agency is BBDO, New York.

Kellogg Participations

KELLOGG Co., Battle Creek, Mich., on Sept. 18 started a 13-week campaign for All-Bran Flakes using five weekly spot announcements in women's programs on WAPI-WBZB WGN WCKY WWIF WCIP KFI KSTP WJZ KDKA WHAM WGY-KMBC. Kenyon & Eckhardt, New York, handles the account.
September 1939 was the 13th month of operation of the St. Louis Star-Times Radio Station, KXOK. We're not superstitious, however, because in September we received the largest volume of new advertising contracts of any month the station has been on the air. Advertisers who plan to use radio in St. Louis this fall and winter would do well to make their KXOK reservations now.

91,260 TELEPHONE CALLS
During the first twelve days of a brand new locally created program, KXOK received 91,260 measured telephone calls—details on request.
This enormous audience response is available for your advertising message to the rich St. Louis Area.

KXOK
Owned and operated by the St. Louis Star-Times. 1000 Watts—Full Time—1250 kc. Nationally represented by WEED & COMPANY, New York, Detroit, San Francisco and Chicago.
The Announcers Have a Word for It

But No Matter How It's Pronounced Some Listeners Will Object

By WILLIAM CABELL GREET

Associate Professor of English

Barnard College, Columbia University

FOR TWO YEARS Dr. Greet was speech advisor for CBS. And in that capacity he was probably radio's most thorough and comprehensive listener. Twenty times a day he would drop the work at hand to listen with critical ear to CBS programs, checking the delivery and pronunciation of the network's announcers. Later, at conferences with the announcing staff, he would point out faults and make suggestions. But, despite his far-flung reputation as an authority on speech, Dr. Greet, also lecturer at Bryn Mawr and editor of American Speech, is wholeheartedly against pedantry or anything that sours of pedantry. In the remarks that follow he outlines some of his general conclusions and gives some valuable tips—which may serve the public as well as they do members of the radio announcing profession.

The Announcers Have a Word for It

RECENTLY on the key station of one of the networks an announcer pronounced Trieste to rhyme with "feast". Danzig to rhyme with "fan-zig", and the Pittsburgh Pirates as if spelled "parts". These errors that marred the late evening news broadcasts may offend the fastidious, but most listeners probably will have a tolerance for one or more of them. A professor may regard them as typical of different sorts of linguistic excess to which announcers are liable.

Two of these errors are "spelling pronunciations" of limited or no currency and the other is dialectal. Yet none of these is so serious an error as a ridiculous attempt to give a foreign pronunciation to an English word. (Tiber, Munich, and Copenhagen are English words.) We expect an announcer to use the pronunciations of a well-educated American who is familiar with the subject.

Tricks of the Tongue

We can sympathize with the announcer's difficulty when we realize this hypothetical American man-of-the-world has to be on speaking terms with more subjects than any real person ever has been. In addition, the announcer is burdened by purists. For example, he must say "program" to rhyme with "ham", while everyone else in radio pronounces it "program". He is asked to pronounce Debussy as French, a feat which will throw almost every American from the cadence of his sentence.

An announcer's greatest financial return comes when he is working on commercial programs that present few difficulties of pronunciation. As a cub on sustaining programs with scripts linguistically difficult, he may hardly see the use of taking all the pains necessary to becoming competent in English speech and not too awkward in pronouncing names in French, German, Italian and Spanish (and other languages of a world at war). He sees the pot of gold in being a gag man or a stooge in a radio-vaudeville skit.

The two ideals, of course, are not incompatible. Several of the best commercial announcers are extremely competent in pronunciation.

The broadcasters have encouraged listeners to expect the best English from announcers, but they have not given as much sober thought as they should have to the problems involved. Very few stations have the necessary dictionaries available for the use of announcers. Scripts very often, especially news releases, come to the announcer so late he has no time to check with the dictionaries.

Dictionary Difficulties

As a matter of fact, most people in radio don't know how to use dictionaries, and we may as well confess that the critical apparatus of dictionaries is difficult, especially when the most recent information on pronunciation so often appears in prefaces in minute type. The best chance for improvement, I believe, lies in urging everyone interested in radio to study the English language from what is called academically a linguistic point of view. It is not as disagreeable a pill as you would think from the label.

The announcer is, of course, kind of an actor, and it is difficult for most actors to speak naturally—that is, like ordinary folk. They may play a part well, but without a part and this side of the footlights their speech is likely to ring false and pretentious. Mark an actor's speech when he serves as his own master of ceremonies in a radio performance. The announcer has no footlights and no part on which to lean. Most announcers and directors agree that he should try to create the effect of being a genuine and passionate, but forceful fellow citizen. While an actor characterizes and caricatures, an announcer usually tries to present himself as an unobtrusive, yet interesting, personality of the air. He has to be an ordinary fellow, for his lines are only introductory to characters and personalities of the program.

The announcer is on the side of the audience. When an announcer has only this role of introduction and yet tries to make a more dramatic figure of himself, he often suggests a hand-ringing butcher or a gentleman whom he is superior to his hearers, or at the other extreme, a sideshow or carnival speaker. To appear in mufti is as difficult a task for an actor as for a uniformed official. And that is the announcer's job.

Announcers are the arbiters of an announcer's success, and they have not hesitated to criticize. The critics usually are of two kinds: The announcer either does not pronounce a word correctly, or he speaks a highfalutin' unreal English with a so-called "British accent". Letters from listeners usually make the first criticisms, and editorial writers and columnists the second.

Fortunately, these two criticisms tend to neutralize one another. When announcers attempt to speak correctly rather than idiomatically, they speak an artificial language which, like the mule, has neither pride of ancestry nor hope of progeny. If they take the columnists' score card and revolt against the puritan demand for a schoolbook language, they make errors.

Most listeners nowadays will sympathize with an announcer who almost every subject under the sun except spoken English and the history of the language.

H. L. Mencken has asked: "Why don't American colleges teach their students how to use the big dictionary? Any newspaper reporter knows how, but few if any students."

Using the Dictionary

Mr. Mencken's criticism of college students is just, I believe, whether or not reporters know how to use the apparatus of the dictionary.

The unabridged dictionary is a difficult volume. Linguistic distinctions are fine, it is hard to describe and illustrate them consciously and it is still harder for one without special training and practice to understand many of the distinctions. For indicating pronunciations there is no completely satisfactory phonetic alphabet, and those commonly employed by American dictionaries are very difficult for an inexperienced reader to interpret.

Until 1934, with publication of the "Guide to Pronunciation" in the second edition of Webster's New International Dictionary, there was no volume that gave authority for many common American pronunciations—pronunciations distinguished by speakers and not that an announcer must use if he is not to hamstring his speech and appear affected or foolish. In the meantime other excellent dictionaries, such as the unabridged pronunciations, are appearing among them a new edition of the Thorndike Century Book, designed (Continued on page 88)
USING WOR ONLY,

AN ADVERTISER

TRIPLED HIS SALES

IN ONE WEEK

AND ADDED 640

RETAIL ACCOUNTS

IN 9 WEEKS

A typical sales success from WOR's file of more than 60 success stories—the greatest collection of success stories ever gathered by one station.
Cooper, Cottone Appointed to FCC

Two Federal Attorneys Given Positions on Legal Staff

TWO NEW appointments to the Legal Department of the FCC, effective Oct. 15, were approved by the Commission Oct. 3 on recommendation of William H. Dempsey, general counsel. Robert M. Cooper, special assistant to the Attorney General and liaison with the Department of Justice, was named principal attorney. Benedict Peter Cottone, lawyer on the staff of the Civil Aeronautics Board, was employed by the FCC in a technical capacity in December 1939, and has since been employed by the Securities & Exchange Commission, Department of Justice, Power Commission and Civil Aeronautics Authority. He is a native of Brooklyn and took his undergraduate work at Cornell.

Mr. Cooper will participate in the handling of litigation in connection with pending prosecutions of NBC, and will be the liaison with the Supreme Court in reviews of the U. S. Court of Appeals for the District of Columbia involving fundamental issues. A number of new cases are earmarked for possible appeal to the highest tribunal to settle the jurisdiction of the lower court and the broad question of economic interest in radio litigation.

Mr. Cooper has been with the Department since he left school in 1934, joining it as special assistant to the Attorney General, which post he has retained since then. He has specialized in soliciting and enforcing orders of the administrative branch of the Government and in advising in anti-trust work. A native of Philadelphia, Mr. Cooper took his undergraduate work at the University of Pennsylvania. He then went on to graduate work at the University of Wisconsin, specializing in public utility regulation and government. He received his juris doctor's degree from the University of Michigan in 1934.

It is understood that no final determination has been reached by the Department in connection with revival of prosecution of the ASCAP monopoly case, which is expected to go to trial next year. Mr. Cooper undertook study of the case under instruction from Assistant Attorney General Thurman Arnold, in charge of anti-trust work.

The Department has also been associated with the FCC in handling a number of communications cases. He is a member of the Inter-Department Radio Advisory Committee for the Justice Department.

Mr. Cottone worked under General Counsel Dempsey and Assistant General Counsel William C. Koplovitz while they were with the Federal Power Commission. He was on the special telephone staff of the FCC under Special Counsel Reuben J. Z. Bookman, then of AT&T investigation several years ago. Since his graduation from Yale Law School in 1934, he has been employed by Securities & Exchange Commission, Department of Justice, Power Commission and Civil Aeronautics Authority. He is a native of Brooklyn and took his undergraduate work at Cornell.

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Seven years and yet a "granpappy" as far as radio news is concerned! Ken Miller, KVOO News Editor, came to KVOO in 1932, with a complete background of newspaper experience, most of it gained on the City Desk. Ken fought the battle of early day news gathering and helped in the formation of radio's own news gathering agencies. He has had a hand in every major development in radio news, serving once as Vice President of the Association of Radio News Editors and Writers.

Today, Ken Miller's News has the largest audience of any feature offered by Oklahoma's Most Powerful Station. A few words from Ken and the mail pours in. His latest offer, a colored war map for 15c, swamped the KVOO Mail Department with thousands of letters.

The KVOO News Department is the only one in Oklahoma carrying the full, daily wire reports of International News Service and the only News Department in the Southwest carrying both International News Service and Trans-Radio Press Service, as well as maintaining its own State Capital Bureau. Whether it be with news or some other feature, cover Oklahoma's Greatest Market through KVOO. 25,000 watts. Unlimited time. Both N. B. C. Networks.

EDWARD PETRY AND COMPANY, Inc.
National Representatives
O & M CHIEF ENGINEERS of CBS met in New York headquarters late in September for their annual conference with the EVP of Programming, Donald J. O'Malley. At the Head of the Lodge, engineer in charge of radio frequency division; Henry Grossman, eastern division operations engineer; Edward J. F. Pearsall, central division operations engineer; E. K. Cohn, director of engineering; A. B. Chamberlain, chief engineer; L. H. Bowman, western division operations engineer. Second row (l to r): G. L. Davis, KMOX, St. Louis; J. L. Middlebrooks, engineer in charge of transmitter construction; J. J. Belongey, WPRC, Cincinnati; P. K. Baldwin, WEEI, Boston; H. A. Chin, engineer in charge of audio frequency division; H. S. McCartney, WCCO, Minneapolis; J. D. Parker, network engineering assistant; G. C. Hutcheson, engineering assistant, radio frequency division; C. M. Hunt, of WJSV, Washington outlet for the Columbia network.

Dole Staff Named
HAWAIIAN PINEAPPLE Co., San Francisco (Dole Pineapple Juice & Gems), on Oct. 11 replaced Phil Baker's Honolulu Bound with Art Dore & Holley in 63 WM stations, Wednesday, 8:30-9 o'clock (PST), with West Coast repeat, 9-10 o'clock (PDT). Blake Browne, recently transferred to Hollywood from the New York office of N. W. Ayer, is the new director. Bruce Fouché is in charge of public relations. The squad includes Monroe Upton, for many years with Pearl; Art Phillips, formerly script writer for WGB, N.Y.; Jack Haley; and Don Prindle, who wrote comedy for the recent Joe Penner radio series. Jack Hasty continues to write the Eb & Zeb sketches. Beside Pearl, the cast includes Billy House, comedian; Don Reid, tenor, and Bill Wright. Carl Hoff has the orchestra. A guest artist is featured each week. H. L. Ferguson, head of N. W. Ayer & Son, New York radio department, was in Hollywood for start of the series.

General Foods VP's
GENERAL FOODS SALES Co., New York, has named four new vice-presidents, each to have charge of the merchandising of a group of the company's products, as follows: Mrs. E. B. Myers, formerly director of the consumer service department, merchandising manager of Celent Baking Powder, Swans-down Cake Flour, Sanka, Kaffee Hag, Certo and Sure-Jell; Clarence E. Elderidge, formerly a vice-president of Young & Rubicam, New York, merchandising manager of Post-Toasties, Post's Bran Flakes, Grape-Nuts and Flakes, Butskied Whole Bran Shreds and Post-O; Ray M. Schmitz of the merchandising department; James Ingram 3rd, former assistant to the vice-president in charge of sales planning, merchandising manager of Instant Postum, Postum General, J. F. Scudder, Santa in and Log Cabin Syrup.

Fly Praises Industry for War Policy; Record in WMCA Proceeding Studied
COOPERATION of the broadcasting industry since the outbreak of hostilities abroad was described Oct. 9 as "an excellent example of industrial self-regulation" by FCC Chairman James Lawrence Fly. Discussing the neutrality situation generally, the Chairman said the Commission was observing closely all phases of radio and communications activity and had been generally gratified over the status of industry activity. Efforts of licensees of international broadcast stations to draft their own self-regulation code as a means of avoiding unnecessary acts, also were cited by the Chairman.

Meanwhile, the FCC was studying testimony in the case involving revocation proceedings against WMCA, New York, for alleged violation of the Communications Act in connection with purported interception of code messages from Germany or Great Britain. Because of the absence from the city of several members, it was doubted if formal action would be taken before the Oct. 17 or 24 meeting.

Studying the Record
The record adduced at the all-day hearing Sept. 27, at which WMCA categorically denied willful violation of the statute, is being studied by members. Little likelihood of drastic action is foreseen, based on the record, although "sharp warning to stations and possibly a reprimand to WMCA are possible.

It is understood several members of the Commission felt strongly on the matter. Based on the record, however, actual revocation proceedings were considered too extreme. There is the possibility, however, that the entire matter, including the "Herald-Tribune" participation as the actual operator of the equipment which intercepted the transmissions, might be the subject of a hearing by the Department of Justice for further study and possible prosecution. The question is whether there actually was a technical violation of Section 605 and if that is affirmatively determined whether the FCC has any discretion under the statute itself.

In some official quarters, it was felt the worst accusation against WMCA was that it exercised bad judgment and that the "scoop" trade paper advertising was ill-advised and inaccurate. Since the original citation, the war hysteria has subsided considerably so far as radio is concerned, by virtue of voluntarily imposed self-regulation within the industry. Consequently, feeling has bogged down considerably, particularly since there have been several recent complaints of the WMCA code, so far as known, because of the purported interceptions.

Published reports of the internal selection of the Commission to which the FCC has been disallowed by Commission members. Since Chairman Fly took office Sept. 1, it is reported, internal activities have been harmonious, although there have been expected differences on policy matters. Any semblance of a "ruck down" attitude on the part of the FCC sofar as the broadcasting industry is concerned, however, is retracted.

There is no intention on the part of the FCC to invoke neutrality regulations unless there is provocation.

After Radio
THE SHOW must go on, but radio comes first. At least that's how it works out on Broadway this fall. "See My Lawyer," starring Milton Berle, has moved its Saturday evening curtain time up from 8:45 to 9:15 because Mr. Berle is also starred on the Quaker Oats Co. program, "Quaker Ma Yor'e Dard This One on NBC-Red from 8:30-9 p.m. Saturdays. Similarly, "Streets of Paris" is delaying its opening time on Fridays so that Abbott and Costello, who are in the revue's opening scene, may retain their spot on the last quarter-hour of Kate Smith's "Hour of the Great Ones." The CBS from 8 to 9 for Grape Nuts.

Plans to Build Studios In San Francisco Are Again Pondered by NBC
WITH transfer of A. E. Nelson, formerly manager of the Blue Network, to San Francisco as manager of KPO-KGO, [Broadcasting, Oct. 1], plans have been revived for the building of new executive offices and studios in that city.

This was revealed in early October when Mr. Nelson, enroute to San Francisco, spent several days in Hollywood conferring with Don E. Gilman, NBC western division vice-president. Several locations in downtown San Francisco have been scouted, perhaps the most likely being that on the corner of Stockton and Sutter Streets. Present San Francisco KEHE studios have been housed in the 111 Sutter St. Bldg. for 12 years and are the oldest now in use by N. B. Cooling and NBC executives believe it advisable to erect a new plant rather than to revamp the present quarters.

Lloyd E. Yoder, formerly manager of KPO-KGO, was scheduled to take on his new duties as manager of KOA, San Francisco, on Oct. 15. Robert H. Owen will remain as assistant manager. Mr. Nelson, at one time, was manager of KOA.

New Technical Building Planned by KFI-KECA
A NEW BUILDING to house the engineering and research division of KFI-KECA, Los Angeles, is being erected in the rear of the former KEHE quarters at 111 N. Vermont Ave., now owned by Earle C. Anderson's film firm. KFI-KECA, with FCC approval, recently bought the facilities of KEHE from Hearst Radio and took over Aug. 1.

The new building, scheduled to be occupied by Dec. 15, is an addition of 3,000 square feet to the main structure, according to Har- rison Hollway, general manager. Former KEHE studios and executive offices will be remodeled to fit the needs of KFI-KECA, and all technical equipment is being re- moved from the KEHE old quarters and installed in the new plant. A complete modernization has been ordered throughout, Mr. Hollway said. KECA for many years has been located in the Earle C. Anderson Bldg., 1000 S. Hope St.

New WCNG on the Air
THE new WCNG, Elizabeth City, N. C., authorized last June by the FCC to operate with 100 watts day- time on 1500 kc., made its debut Sept. 26 under the management of Trim W. Aydlett, local bar- gain and package manufacturer, who with Mr. Aydlett are J. M. McCabe, vice-president of the Norfolk & Caro- lina Telephone Co., owns the station. The station is a Western Electric equipped transmitter, with a 180-foot Blaw-Knox radiator. Staff members are Nathan Frank, com- mercial manager; Fred A. Paul, O. W. Miller, program director; Louis Highland, chief engineer; Ed Bray, Louis Biggus, and Robert L. McFadden, announcers; Jack Siegel and Nick Pieler, engineers.

WHEN Cardinal Mundelein of Chi- cago died Oct. 3, CBS and NBC aired network memorial services. WBRM, Chicago, was the principal religious. High Mass Oct. 6 for 45 minutes and NBC network broadcast a full hour of that day's services.

Page 28 • October 15, 1939 BROADCASTING • Broadcast Advertising
You can get them RIGHT NOW!

Famous Cardioid Mikes available for immediate delivery!

This revolutionary 3-in-1 mike will handle any situation. You can use it as a ribbon mike or a dynamic mike—and, combining the two, as a Cardioid. It gives you pick-up control never before approached!

Get your order in to Graybar—take advantage of this latest Western Electric mike for better broadcasting.

Western Electric
AWAKENING BOSTON'S DRUGGISTS
A Three-Month Institutional Drive Quickly—Convinces Them of Radio's Value

By J. BAIN THOMPSON
Division of Drug Merchandising
WEEI, Boston

IN GREATER BOSTON there are over 1,100 retail drug stores with an annual business running into the millions. It is traditional that the pharmacist regards himself first as a professional man, like the doctor or the dentist, and secondly as a business man. For many years I have been associated with the retail druggists of Greater Boston and I have never known of a group of men who adhered more strongly to this tradition. You will, therefore, understand what a job it meant for me to awaken this group to the possibilities of advertising.

My whole campaign of education was centered on the Boston Association of Retail Druggists which comprises a membership of approximately 400. In this group there fortunately were some progressive in spirit and could see the advantages of using modern merchandising methods as applied to their own sales problems. The whole purpose of my campaign was to arouse the druggists to the realization that through the medium of radio they should send their message of good will and educational philosophy.

Three-Month Drive

Our sales and merchandising plan was finally adopted and a three-month campaign was started. WEEI was named as the official station of the association in Boston and our broadcasts started in the early spring.

The program was titled Your Neighborhood Druggist Calling and ran for 15 minutes every Saturday morning at 10 o'clock, with the speakers known as "The Voice of the Druggist." From the very first broadcast our purpose was to educate the community patron to what his neighborhood drug store meant to him—that it was not just a place to buy a soda or a lipstick but a laboratory where an experienced pharmacist compounded those medical remedies as prescribed by the family doctor.

We supplied every member of the association with a large flyer calling attention to the program, which he put up in his store windows and inside. We also instructed clerks to boost the program, to listen in, and to tie in with the broadcasts. It was agreed there would be no technical discussion of the drug business nor any druggist member or drug manufacturer on the program.

We put on a special broadcast for Mother's Day, which the president of the association informed us belonged to his territory results. Our programs dedicated to Memorial Day and to Father's Day brought hundreds of express orders of appreciation to the druggists. The same true was of the program we put on for the Children's Hospital, the New England Peabody House for Crippled Children, the Boys Clubs of Boston, the Perkins Institute for the Blind, the Disabled American Veterans, the Veterans of Foreign Wars and other like worthy purposes. We proposed programs dedicated to Memorial Day and to Father's Day brought hundreds of express orders of appreciation to the druggists. The same true was of the program we put on for the Children's Hospital, the New England Peabody House for Crippled Children, the Boys Clubs of Boston, the Perkins Institute for the Blind, the Disabled American Veterans, the Veterans of Foreign Wars and other like worthy purposes. We proposed programs dedicated to Memorial Day and to Father's Day brought hundreds of express orders of appreciation to the druggists. The same true was of the program we put on for the Children's Hospital, the New England Peabody House for Crippled Children, the Boys Clubs of Boston, the Perkins Institute for the Blind, the Disabled American Veterans, the Veterans of Foreign Wars and other like worthy purposes.
NEW — location on the heavy traffic end of Southern California radio dial—now 780 kc.

NEW — selling opportunities with a new primary coverage reaching out to 91.4 per cent of Southern California's "buy-minded, try-minded" population.

NEW — business, both local and national. August time sales were 400% higher than average six month period prior to August 1st. September shows additional gain of 75% over new business written in August.

NEW — listening habits of a vast segment of this 3,000,000 population of Southern California, now "dial-habited" to KECA local and NBC Blue Network programs.

NEW — signal strength. Notably in the better residential areas in the nation's fourth major market. New signal is 5 to 10 times as strong in desired areas.

NEW — National Sales Representative. Effective October 1, 1939. FREE & PETERS, INC., will represent KECA as exclusive national sales representative.

OLD — rates still in effect. No increase yet. Rate card No. 14 in effect until further notice... but better sign today with KECA.
AFRA Negotiates On Pacific Coast Deadline Expires, Rate Scale Declared to Be in Effect

WITH deadline set by AFRA for settlement having lapsed, Los Angeles Chapter on Oct. 1 made known to local stations in the Los Angeles area that rates scales and conditions, as incorporated in the proposed local code, are now in effect. With the notification, local stations were invited to negotiate, and several have indicated willingness to bargain it is reported.

The advertising agency committee, headed by Naylor Rogers, former head of RKO Radio in Hollywood, recently notified the Los Angeles Chapter that it was unable to represent the local stations because of a “lack of cooperation.” Upon receiving this information, AFRA immediately set up scales and conditions for those not already covered by regional negotiation. A copy of the terms and conditions of the rates, which were agreed upon by AFRA and the agency committee some weeks ago, have been sent to all local stations. Along with this was a classification of local stations and applicable rates which have been proposed by Los Angeles Chapter.

Some Rates in Effect

AFRA already has in working effect the commercial rates for actors, singers and announcers for all networks. This includes regional commercials for this group on NBC and CBS. It also has signed regional agreements covering local, regional and local networks with NBC, CBS and Mutual network, as well as KFWB, Hollywood. A staff contract for KNX, Hollywood, has also been completed.

Negotiations for Don Lee Broadcasting System, for KHJ, Los Angeles, and KFRC, San Francisco, and the regional network, got under way as a regular panel of a general manager of KFI-KKEA, Los Angeles. There still remain several other stations to be negotiated for the Pacific and Los Angeles areas to be contacted and executives of AFRA expect that negotiations will be in full swing before the end of October, with many signed.

Los Angeles Chapter has appointed a new executive committee to act as steering body in handling organization business for various classifications. Members are William Brandt, James Eakins, Thomas Freeborn Smith, Edward Arrdeal, Ted Bliss, Edward, Duclaire, Lucile La Pointe, and Fred Shields, president of the chapter. I. B. Kouloukian, executive secretary and attorney of Los Angeles Chapter, is an ex-officio member.

The AFRA board of directors has authorized the use of KNX, Hollywood, staff writers to Radio Writers Guild of America. Only provision is made by terms of assignment by showing it represents majority of the scrip- ters, and is to assume all duties imposed by writers upon AFRA. Combination writers who double as producers, announcers or actors, are excluded from the agreement. Jurisdiction over the latter group has not been settled, but amicable settlement is seen.

AFRA and AFM Wage Feud in Chicago; Recording Code of AFRA Nearly Ready

CHICAGO recording companies and stations have become spectators in another jurisdictional scrap between American Federation of Radio Artists and American Federation of Musicians, both AFL affiliates. During the week of Oct. 2, James C. Petrillo, head of the Chicago Federation of Musicians, sent local recording companies telegrams stating that all recorded programs using AFM musicians must be announced by AAF announcers. As Broadcasting went to press, Chi- cago recording firms were recording as usual, for their executives did not know what their firms outside the union jurisdictional dispute.

Background of the controversy is this: For the last two years WBBM, Chicago CBS station, has employed announcers who are members of the union to handle WBBM assign- ments. Since last March, an agreement with AFRA to use AFRA announcers on CBS-Chicago originations has been in effect. Script shows originating at WBBM are announced by AFRA mem- bers.

Mostly Script Shows

On Sept. 25, the CBS program, We the People originated in Chi- cago, and was heard over the network. It was announced by Jerry Von Zell, who had to return to New York soon after the first net- work show. The announcer, who was a regular member of AFRA, was about to go on when it was learned that the assignment had been given to Jay Nagy, a staff announcer and member of AFM. On AFRA’s objection, the agreement was canceled and the program, announced by Franklyn McCormick, was returned to AFRA. On Oct. 4, the Paul White- man show, Chesterfield Hour, origi- nated in Chicago, was announced by a member of AFM. It was understood that national official of AFRA wanted to take over the AFM contract with WBBM but Mr. Petrillo refused. He then sued his terms to the union, which was handled by Mr. Petrillo, and the local station was signed with the new contract. As a result, all union members in Chicago are now in full swing as a full time job.

CBS Leases 4th Theatre

RITZ Theatre, 219 W. 48th St., New York, has been leased by CBS as the network’s fourth theatre studio for the presentation of radio programs heard live by over 300,000 people, and was first used by CBS for the Gay Nineties Review on Oct. 14. It will be used again during the day evening broadcasts of Walter O’Keefe’s Tuesday Night Party, sponsored by the Cus- tour soap. Renovation of the Ju- liard Bldg. across the street from CBS New York headquarters, which the network purchased last spring, is progressing rapidly, CBS reports. When the alterations are completed, it is expected the Rockwell will be in two large studios, seating 300 apiece, and a number of smaller studios.

OPENING day of the hunting season, Col. W. E. Whitmore, owner of KGFL, Roswell, and KWEW, Hobbs, N. M., killed this antelope.

Proposed Single Union Of Actors Said to Solve Television Jurisdiction

THE PROBLEM of television juris- diction, which has been a head- ache to various groups in Associated Actors & Artists of Chicago, is expected to be definitely settled with formation of one big union for actors. Under the proposed setup, there is a single organization, all jurisdic- tions in actor fields, including television, will automatically come under control.

At present television control is in the hands of the international union, AAA. It was tentatively placed there several months ago during the dispute between Screen actors Guild, Equity and American Federation of Radio Artists. SAG opposed the Equity move for control of television. It maintained that Equity was numerically the smallest of the AAAA groups. SAG, with more than 1,000 members, was the nearest back in the television field, with AFRA next in line by reason of its direct contact with union members.

SAG also raised the argument that since television is a combination art it could afford to have an organization which had at least 50 per cent equity in its jurisdiction. In case of a showdown, SAG and AFRA at that time were in the position of merging forces and out-voting Equity on the issue. With a single organization, it was hoped that the dispute would be settled for all time, and Hollywood members of SAG and AFRA would be represented by one organization.

They pointed out that a single organization would do away with multiple dues and establish a basic uniform with all members. Under the setup being worked out by AAAA committees, the period of representation is given free to all members of the local chapters. Still to be worked out is the question of a common treasury. This has been previously opposed by SAG and AAAA, on grounds that it would not be feasible.

Reynolds Begins Pair

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., has started two network programs for Prince Edward tobacco, in charge of regional distribution of the product. First program is Casey at the Mike, a quarter-hour sports program feature- ring Casey at the Mike, which started Oct. 7 and is heard three times on 18 Yankee Network stations. The other program, Grand Old Opry, has been heard locally on WSM, Nashville, for the last ten years. Both started Oct. 14, on a southern network of 24 NBC-Red stations, Saturdays from 10:30 to 11 p.m. Agency on the account is Wm. Easty & Co., New York.
Typical 20 series console installation at CKTB, St. Catharines, Ont., Canada

Rapid calculation of the 20 series console features is difficult as in this popular Gates speech equipment will be found feature after feature either not prevailing in or improved upon in other similar equipment.

20 series popularity is best exemplified by its large number of users plus being chosen by four leading Universities this year for student instruction in operation of the latest in broadcasting equipment.

The moderate price will surprise you.

GATES RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS
QUINCY, ILLINOIS, U. S. A.
Cable Address: Gatesradio

Typical 20 series console installation at CKTB, St. Catharines, Ont., Canada
FCC Granted Test Of Court's Power
Will Review Pottsville Case: Petition of WOW Denied

WHETHER the U. S. Court of Appeals for the District of Columbia has been "surprising" the administrative power was determined by the U. S. Supreme Court, which on Oct. 9 granted the Government's petition for a writ of certiorari in the so-called Pottsville case.

The highest tribunal, at the same time, refused a rehearing on the disposition of WOW, Omaha, from the FCC ruling granting WKZO, Kalama- zoo, a full-time license on the 590 kc. frequency. The court assigned no reasons for denial of the petition, which raised technical questions.

Extent of FCC's Power

In the Pottsville case, the Department of Justice and the FCC asked the highest court to review the action of the Court of Appeals in mandating the FCC to reconsider its denial of the application of Pottsville Broadcasting Co. for a new station in Pottsville, Pa. The question, the FCC contended, was whether the lower tribunal has power to issue a writ of mandamus to compel the Commission to reconsider the Pottsville application on the original record and within the Appeals Court reversed the FCC action denying a new station in Chester, Wyo., and ordered a new hearing on the original record. The Supreme Court has not yet acted on this petition. It is expected that the Supreme Court will schedule the Pottsville arguments in December, after which briefs will be filed and, pending before the court is the petition for certiorari of WLW, Cincinnati, from the action of the lower tribunal in reversing the FCC's decision withdrawing authorization to continue operation with 500,000 watts.

Some 30 separate radio cases now are in litigation, of which all, save the three pending in the lower court, are before the Court of Appeals.

Min-It Rub on 8

BRISTOL- MYERS Co., New York, on Oct. 2 began sponsorship of "CHUCK VON Unbeatable," a nightly newscasts on WOR, Newark, from 4 to 4:15 p.m. as part of the company's promotion for its Min-It Rub on eight stations. The news period is sponsored Tuesdays, Wednesdays and Saturdays; the other three weekdays, by Wheatens Corp., Rahway, N. J., which on Oct. 16 will shift the WOR schedule of the to the 8-8:15 a.m. period Mondays, Wednesdays and Fridays with Mark Phillips, and from 10 a.m. to 1 p.m. Thursdays. WOR, New York, is the agency for Min-It Rub, and Compton Adv., New York, handles the Wheatens account.

DEPARTMENT STORES RENEW

On KSTP Because Salesmen Keep Close Track

Of Department Heads' Problems

SELLING department stores does not present any special problem to KSTP, St. Paul, according to Sales Manager Ray Jenkins. "Our policy has remained a definite policy for all salesmen calling at different type of business. As a result of it, KSTP's department store policy, KSTP has re-trainedeated renewals from the leading retail firms of Minneapolis and St. Paul. On air now are the Golden Rule and Shunemans & Mannheimers of St. Paul, Donaldson's and Powers of Minneapolis, as well as the big Montgomery Ward retail store situated in the Midway area. The radio time per store runs between a quarter-hour to a half-hour daily plus special announcements on sales.

Not Far Enough

"The average salesman," says Mr. Jenkins, "merely limits himself to the advertising manager. He calls on him with an idea, talks about coverage and the benefits of advertising, leaves him a rate card and departs when the manager says he'll think it over. But nothing happens and the same procedure is repeated on subsequent calls."

"Our salesmen, however, go to the store with the knowledge that each individual department buyer, as well as the advertising manager, has a part in the ordering of advertising. In fact the advertising head is merely a buyer himself, working for the individuals who tell him what they think is most mote. He is simply their clearing house."

It is these department heads who spend the store's money, and so when a KSTP salesman visits a store he contacts each individual buyer and assistant buyer, telling his story to them, and then informs them through attractive mailing pieces."

Mr. Jenks himself is a firm believer that radio is an ideal medium (from the standpoint of cost per listener) and necessary adjunct to department store advertising. He points out that department stores can carry their sales messages not only to those who reside in the area where the store is located, but also to those in surrounding territory, reaching a potential trading area that is rich and worthy of cultivation without the use of numerous newspaper outlets.

The veteran sales manager, who began an immediate and successful drive on department stores when he came to KSTP about five years ago, also stresses radio's flexibility, which permits last minute changes in copy, prices or store policies to become immediately effective.

The Speed Factor

"Radio is geared to department store procedure," Mr. Jenkins declares. "Most department stores have made a quick capitalization when the element is vital to the successful promotion of their store merchandising as well as an important factor in successfully and quickly meeting competitive conditions."

"Then, too, by proper timing, the department stores' radio broadcast can reach the housewife when she is shopping in either the department store or drug store. Evening programs can be directed at family groups when the purchase of larger units of merchandise also takes place, such as furniture, rugs and major appliances, can be discussed and decisions made. Thus by careful timing, on the right time of day to broadcast, by directing the appeal to one type or another, the department store can reach the largest number of people who are logically the best prospects for their various department store promotions. By thoughtful and intelligent planning, the program appeal can be directed to certain income groups, to individuals or to family groups."

Colgate in Canada

COLGATE-PALMOLIVE PETE Co., Weanport, N. Y., is sponsoring the serial "Soap" which started six weekly quarter-hour British United Press newscasts on Oct. 2 and runs till Dec. 22. CaFRG, CFCF, CJO, Letbath, Alta.; CKK, Regina; CFQC, Saskatoon, Sask.; CKCC, Montreal, Que.; CKSB, Yorkton, Sask.; CKG, Timmins, Ont.; CKPB, Fort William, Ont.; CKW, Monterey, N. B.; CFNB, John B., CFB, Fredericton, N. B.; CHNS, Halifax; CKAC, Montreal; and Transradio News on Oct. 9 will launch the new radio show for Super Suds only on CJOR, Vancouver; CKY, Winnipeg; CKSA, Montreal, Alta.; CJBB, Quebec; CJBB, Rimouski, Que. The account was placed by L. J. Haegerty & Associates, Toronto.

Empire State Promotes

NEW YORK STATE BRANDS & Trade Marks about Nov. 1 will start a promotion campaign for all state-produced farm products using participating home-maker type programs on WSYR, Syracuse. Programs will be tested on WSYR and later extended to other upstate cities. Products promoted will bear the Empire State seal of approval and will include apples, grapes, tomatoes, etc. J. M. Mathes, New York, directs the account.

Crosley One-Timer

CROSLEY DISTRIBUTING Corp., Cincinnati (radios and refrigerators), on Oct. 7 sponsored a special period of programming on WOR, New York, giving airtime to a full slate of major sports for the day directly after the Northwestern football game in Evanston. J. D. Mathies, New York, placed the account.

COMPLETE discussion of the method, with nine charts covering the first three weeks of radio listenership gathered by the Audimeter method, used in the survey. The complete discussion was carried in the October issue of The Nielsen Researcher, published by A. C. Nielsen Co., Chicago.
WHY-ADVERTISED FOR 4 YEARS

Like the boy who in early spring dips his toes into the old swimming hole and then takes a run and a dive into the deepest part, Superior Feeds tested WKY's power to produce 4 years ago with a few announcements at market report time. Today, President B. C. Eddie says: "I wouldn't trade my radio advertising for all of the other available forms."

The rise from a nice selling item to the biggest selling commercial feed in the state... a 1938 business 25 percent ahead of 1937 and a 1939 sales record 15 percent above 1938... 80,000 requests for a song sheet distributed through dealers would make one feel like that. For the bulk of the Superior Feed Mills appropriation is spent on the air... over WKY.

But WKY is geared to accomplishments like that. It has men who know the Oklahoma market and what its potential is. It has the machinery and talent to produce the kind of entertainment that appeals to the Oklahoma market... and sells it. It employs methods of program production and merchandising cooperation that attract advertisers... and keep them on the air.

WKY Oklahoma City

NBC AFFILIATE * 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMAN 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.
Dominion Departments Permitted to Release Their News Separately

CANADA has followed Great Britain's lead in allowing each Government department to disseminate its own news, as before the outbreak of war, an Ottawa dispatch states. The government information bureau which had been planned and which rumor said would be headed by L. W. Brockington, chairman of the Canadian Broadcasting Corp., has been temporarily set aside. The bureau was to have been set up in concert with the censorship board. Criticism in Great Britain against the Ministry of Information at the Russian broadcast has been pointed out to be responsible for the move in Canada.

Under the present arrangement, each department hands out its news through a liaison officer or other spokesman and files releases to the Canadian Censorship Co-Ordination Committee, headed by Walter S. Thompson. Congress news continues to come from the Prime Minister's liaison officer, Walter Turnbull, who was a liaison officer during the Royal Tour this past summer. Assisting him to coordinate the news is George Hare, an extra-Canadian correspondent for Canadian Press. It is understood there is some criticism among members of Parliament on the lack of news about Canada's war effort appearing on the air or in the daily press. With the championships in progress, war conditions of allowing each department to issue its own news, this lack of news is regretted.

Broadcasters have received a number of new censorship regulations in recent weeks, all conflicting and not for publication. The CBC staff at Toronto is flooded with requests to give talks. Permission must be obtained for each radio talk under censorship regulations, although censorship of script is not necessary.

Quebec Elections

ALTHOUGH strict censorship has been enforced on political broadcast during the Quebec provincial election [BROADCASTING, Oct. 1], the commercial offices of the Canadian Broadcasting Corp., through whoevery network accounts must be booked, reports considerable activity in arranging small networks for election speeches on Quebec stations. All speeches are censored before being allowed on the air from a studio at which only the speaker and studio staff is present. There are no studio audience broadcasts nor broadcast political meetings at this election, which takes place Oct. 25.

New Quebec Station

CKVD, Val d'Or, Que., went on the air Oct. 16 with 100 watts on 1200 kc. The station is owned by La Voix d'Abitibi. Fred Darling, former manager of CKGB, Timmins, Ont., has been appointed manager, and Ed Ryan, formerly engineer at CKGB, chief engineer.

Met. Opera to Resume

ALTHOUGH no definite starting date has been announced, NBC will broadcast again this year the Saturday afternoon operas from the Metropolitan Opera House in New York.

WHEN Caroline's Golden Store, dramatized script show, started on CBS Oct. 9, Arthur B. Church, head of KMBC, Kansas City, and the production firm owning the program, held a cocktail party at Chicago's Palmer House. Snapped by Jack London of the Daily Chicago, are (1 to r), George E. Halley, of Arthur B. Church Productions; Kirby Hawkes, of the radio department of Blackett-Sample-Hummert Inc., Chicago; La Cote Campbell, Billy Wilder, a featured artist of the series; Dave Owen, head of production of General Mills (Gold Medal flour), sponsor of the program; Mr. Church; Harry Bingham, Mr. Hawkes' assistant; Fran Heyser, producer of the show.

RENEWAL DECISION ON KMPC MODIFIED

THE UNUSUAL practice of modifying an opinion rendered in a broadcast case, because of a complaint from other than a licensee directly involved, was reversed recently to Oct. 3 by the FCC in connection with renewal of license granted KMPC, Beverly Hills, Cal., last January.

The FCC had granted the station a renewal, but in so doing had criticized particular accounts broadcast over the station based on complaints in connection with its program, "Your Hit Parade," referred to and adapted for the period, particularly to the advertising of "Basic Science Institute" and "Samaritan Institute." The FCC modified its decision, reserving the right to renew the station on a "trial" basis, and broadcast over the station prior to its change in management and were continued by the new management.

The modification, it is understood, resulted from a petition on behalf of Leland M. Woods, who complained about the reflection upon the Samaritan Institute, an organization which claimed a "48-hour treatment for alcoholism." In modifying its decision, the FCC declared that it was "not necessary for it to make final findings as to whether charges leveled against organizations in other cities performing similar functions are applicable to the Samaritan Institute of Los Angeles. The program, it pointed out, had been discontinued.

New Campbell Series

CAMPBELL SOUP Co., Camden, N. J., started a new weekly program for Franco-American Spaghetti on CBS, featuring favorite star Lowery Ross, noted tenor and singing star of "Your Hit Parade," heard on CBS in previous years. The program is broadcast in the Eastern and Central time zones 11:05-11:15 a.m., the ten-minute period following Bob Trout's newscast, and in the Mountain and Pacific Coast time zones from 1:45 to 2 p.m. (EST).

WKY, Oklahoma City, is originating its own "Cowboy Round-Up of the Coast to Coast broadcast on NBC, Tuesdays, 6-7 p.m. (EST). The program, produced by Ralph Anderson, features music by Allan Clark's orchestra and songs by Lee Norton.

When radio advertising, including spot and network, reaches just over $7 billion in this year, the growth has been far more rapid than anticipated by broadcasting executives last January. Many of the fears entertained as to the slow growth, the survey shows, have proven groundless.

With an estimated ten per cent increase in revenues, radio advertising this year will reach new heights in terms of dollars and months. The growth has been steady and shows no signs of dropping off.

Among the reasons for the success of radio advertising, it is believed, are the fact that radio advertising appeals to every consumer, and the great number of consumers are exposed to radio advertising every day.

Radio advertising enjoys the advantage of being the medium that reaches the greatest number of people, and it is believed that this will continue to hold true for many years to come.
THE MOST SENSATIONAL PROGRAM EVER TO HIT THE RADIO INDUSTRY!

FIRST 8 OPENINGS GIVE THE PROOF!

WOR, New York  BLOOMINGDALE'S
WFIL, Philadelphia  LIT BROS.
WWJ, Detroit  LOOSE-WILES
WTIC, Hartford  BERNARD KOFSKY'S
WHK, Cleveland  THE HIGBEE CO.
WSMB, New Orleans  MAISON BLANCHE
WAPI, Birmingham  LOVEMAN, JOSEPH & LOEB
WEOA, Evansville  IDEAL PURE MILK CO.

AT LONG LAST—THE PERFECT PROGRAM!

"Nothing has been overlooked... topnotch production... song both plaintive and catchy... highly competent cast... plenty of action... While main appeal may be for the children... has much to hold grown-ups... as clean and faultless a production as any advertiser would want to sponsor."—Radio Daily

EDWARD SLOMAN'S Superb Production

PINOCCHIO

Complete Promotion Campaign. Especially Created By TONY SARG

RADIO ATTRACTIONS, INC.

RKO BUILDING • RADIO CITY • NEW YORK

BROADCASTING • Broadcast Advertising  October 15, 1939 • Page 37
Program ratings now have a new meaning...one discovered in the most penetrating circulation survey ever made—a survey which proves the Red's regular listening audience of 22,000,000 families is greater than any other network's—and which also reveals that 13,000,000 families "listen most" to the Red!

To make another survey isn't necessarily news. But this one literally rolls away a fog that has obscured radio for years!

Never before had there been a measurement of network listening habits of people in every city in the U.S. of 25,000 and over...in addition to the cities where leading networks have stations.

Plus that, the research delved into one out of five of all rural counties from coast to coast, adding to the findings among that part of the rural audience living near the cities where large stations are located.

"The Other Half" Talks!

From this remarkably complete survey, facts were found which no advertiser can profitably ignore. Facts which will surprise those who have judged network values by program ratings...and prove the error of projecting, on a national plane, ratings made only in station-cities. Also facts based on the testimony of "The Other Half" of the national radio audience—the 51% of the country's radio owners never before studied!
new meaning

Red NETWORK advertisers!

Advertising men tell us this survey is the first to give them a factual presentation of why and how radio works the way it does. A survey that shows them the importance of the fundamentals of radio transmission...the relation of millivolts and listening habits to the curve on a sales chart. It shows how to judge networks on a comparable circulation basis...why day-and-night-time coverage are so vastly different...why a C.A.B. rating on the Red Network means a greater nationwide audience for a program than precisely the same rating on another network!

It will pay you to hear this story

We are eager to visit your office and show you the results of this survey. We think you'll agree that the proof it offers of the Red's superiority can mean only one thing to advertisers on the Red—more sales. That, we believe, is why 79 national advertisers last year spent over $31,000,000 on the NBC Red Network—more money than was spent in any other single advertising medium in the world!

You can now prove with facts why the Red—the network with the majority of leading programs, day and night, since the beginning of network broadcasting—is far and away your most profitable advertising investment!

NBC Red NETWORK

The network most people listen to most
National Broadcasting Company
A Radio Corporation of America Service
DL&W Prefers Blue Coal to Red Ink

Wise Choice of Radio Campaign Gives Sales Stimulus

By BRUCE ROBERTSON

On Sept. 24 last, The Shadow, supernatural sleuth with the sephulchral voice of Boris Karloff, opened his third season on MBS. A triple-threat detective, The Shadow has been equally successful in chasing criminals, entertaining listeners and selling Blue Coal for his sponsor, DL&W (Delaware, Lackawanna & Western Coal Co.), the only producers of anthracite to venture into network broadcasting.

But the success as a detective is proved each Sunday afternoon, when, shortly before the conclusion of the half-hour drama, he turns the malefactor of that week's adventure over to the police. In the entertainment field, the CAB reported that The Shadow during the 1937-1938 season reached the proud position as the most popular daytime half-hour program on the Mutual network. Last year, Mutual, the program achieved a CAB rating of 9.7.

Sales, Of Course

As to sales, well, in the first three months the show was on the air sales of Blue Coal increased 10.5% over the same period of the previous year. Nor was this a mere flash in the pan, for Blue Coal sales for the first eight months of 1938 were more than 25% ahead of those during the same period of 1937. Gains like these would be satisfactory in any business but as a line of grevyy little gratifying in the anthracite industry, which, due to increasing competition of oil, gas and coke as well as the Pennsylvania coal, has fallen from an annual production of approximately 100,000,000 tons 20 years ago to a 50,000,000-ton average now, with the drop being most rapid during the last five years.

A good many anthracite producers watched the declining sales with dismay but, aside from weeping into their beer and wishing for a return of the "good old days", did nothing to try even stem the tide. But DL&W is a different kind of company. They had proved that years before, when they developed and patented a two-stage process for coloring coal, enabling them to offer consumers a coal that could be unmistakably recognized, so that, in effect, the company could tell by a glance into his bin that he had received the coal he ordered.

By rendering substitution impossible and trade-marking their own brand of coal, DL&W had loked one of the chief hazards of coal merchandising.

But there still remained another large obstacle between them and the coal consuming public, the fact that few coal users ever came into contact with their coal dealers. Coal yards, by necessity, are back-lot ed alongside the docks or freight sidings, places completely outside the normal orbit of most consumers who order their coal by telephone and pay for it by mail.

So, in their broadcasts, DL&W kept constantly in the background and turn the spotlight as much as possible onto the "Blue Coal dealer". The program is presented, not by "Making an offer of your Blue Coal dealer!". Window streamers, counter cards, signs for dealer trucks, ask people to listen to "our popular radio program". Each broadcast concludes with a 45-second heating hint by "John Barclay", heating engineer, who tells his listeners that their heating problems can be solved by a call to their local Blue Coal dealer who will send his own John Barclay-trained heating expert around.

OUTSTANDING among daytime programs is that weird purveyor of justice and collector of criminals, 'The Shadow'. Outstanding among dramas, also, is the same appellation. But the sales figures of DL&W are no appurtenance, for sponsors, as radio well knows, want facts rather than fancies. DL&W sales reflect the sponsor's aggressiveness in refusing to let intra-industry troubles wreck the business. From that courageous stand has come a series of sales increases, in direct contrast to the general trends in the anthracite industry. Here is how Delaware, Lackawanna & Western found sunshine in 'The Shadow'.

"These programs were fair enough," says William E. Malone Jr., assistant sales promotion and advertising manager of DL&W. "But with the advent of the public's imagination, it seemed a good idea for us to stand out from all other coals. So, in 1937 when we were talking over advertising plans for the coming winter with a number of our distributors, Ruthrauff & Ryan, we were all seeing a program with something special about it. We wanted a show that would attract both the public's imagination, a show whose tag line would become a part of the public speech, like the Lone Ranger's 'Hi Ho Silver,' or Joe Penner's 'Wanna buy a duck?"

A Second Career

"Suddenly it occurred to us that in the long-discarded Shadow we had just that thing. His unholy laugh, his whispered 'The Shadow knows', were properties with a treasured value, if we only took advantage of their possibilities. And so The Shadow began a second radio career. We hired the best radio writers we could find to do the scripts. We hired the best actor we could find to portray the title role, who was now a major character in his own right. We were forced to clear the public that The Shadow was really Orson Welles."

A New Idea

"This time we were on the right track, as has been conclusively proved by both the program's popularity and the increased sales of our product, and we have continued along that line. When we lost Welles we engaged Bill Johnstone for the part and there have been no complaints. Arch Oboler, Jerry Devine, Jack Byrne, Ellery Queen and similar radio figures contribute scripts. This year for the first time we are introducing a note of comedy into our dramas, chiefly in the dialogue between our hero and heroine. This move, which is frankly an experiment and will be dropped if it does not prove successful, is based principally on a survey of entertainment trends during the past year. We showed a public's turn toward comedy as a result from the tragic front page news."

"The popularity of the radio program has encouraged both increasing toy and novelty manufacturers to put out a wide variety of Shadow merchandise such as masks, guns, hats and cape, makeup and disguise kit, stationery and invisible ink, etc., etc. We have also, in an effort to plug our program in hundreds of toy and department stores these novelties make unusually good premiums by dealers. Another by-product of the program that gives the Blue Coal dealers a chance for some extra merchandising is our version of The Shadow which Grand National made a Shadow picture a couple of years ago and Columbia Pictures is currently distributing as a Shadow serial.

Dealer Tipues

"Dealers are urged to cooperate with local theatres through truck and store signs advising readers to 'See the Shadow at the Bijou this Saturday and every Sunday' and through lobby displays. Contest, such as offering a ton of Blue Coal with each theatre program containing the correct weight of a large lump of Blue Coal displayed in the lobby, are frequently staged by our dealers and afford a natural tie-in between movie, broadcast, product and dealer."

Mr. Malone's interest in the program is not confined to some results alone. Acting on the premise that better programs produce better results, he reads scripts, takes active part in supervising the rehearsals, attends all broadcasts and has frequent conferences with his agency's radio experts regarding the best ways of making it more valuable to DL&W. Last year Mr. Malone hit on the idea of offering Shadow standing only to other advertisers outside the distribution area of Blue Coal, both through MBS or by transcriptions. Therefore ended the program was sold in eight or ten cities in the South and West to other sponsors, with an even larger sale expected for this winter. The use of cued local announcements for Blue Coal dealers makes the program unusually well fitted for sale to various sponsors.

Knock Fall Drive

CHAS. B. KNOX GELATINE CO., Johnstown, N. Y., on Oct. 7 began its fall campaign for Knox gelatine under Allen's sponsorship. The one-hour weekly football preview on WABC, New York, heard each Saturday before the football games broadcast on CBS. On Oct. 7, the company started a five-minute "Knox Sponsorship" program five times weekly on WXYK, Philadelphia, and a quarter-hour musical morning program, "Music Melodies in Your Pajama Monday" through Saturday on WCAU, Philadelphia. Kenyon & Eckhardt, New York, is the agency.

Stein Clothing Disces

STEIN Bros., New York (clothing chain store), consistent user of spot radio, on Oct. 1 started its 13-week, average of four transcribed one-minute dramatized announcements daily, six times weekly and six times nationally. Allied Adv. Agency, Los Angeles, has the account. Mel Roach is agency executive on the account. Photostore Don't Win, Don't Win and were cut by C. P. MacGregor, Hollywood transcription concern, under direction of Howard Fesky Radio Productions, that city.
ATTENTION:
SPOT TIME BUYERS!

The Only NATIONAL Network Commentator Offered for LOCAL Sponsorship

All ears are tuned to the Special Session of Congress. This, plus the European situation, makes LOCAL sponsorship of Fulton Lewis Jr. the moment's best buy... offers a ready-made audience eager for comments from the news front of national affairs. Fulton Lewis Jr. is available in individual markets over all Mutual Network stations. Write or wire Wm. B. Dolph, Station WOL, Washington.

*In a poll of all members of Congress by the Columbia Survey Inc., Fulton Lewis Jr. was chosen as the favorite of statesmen by a 2 to 1 majority over any other commentator.
POWERFUL AS ANY IN THE
COLUMBIA PROGRAMS
ECKY

CBS

ENTIRE UNITED STATES

FINEST QUALITY SIGNAL

L.B. Wilson
Code Commotion

RADIO finds itself caught in another rip tide over its first code interpretations. The Coughlins and the Townsends, the Rutherfords and the Coles are affected, along with numerous local satellites who broadcast about so-called controversial issues.

The broadcasting industry, at the NAB convention in Atlantic City last July, went into the self-regulation problem with its head up and its eyes open. The situation that obtains today was foreseen; it does not come as a surprise. Then why all the shooting from within the industry?

It is one thing to deny a person time because his hair is pink. But it's quite another to adopt a principle, applicable to all, under which time will not be sold for discussion of public controversial issues. It applies equally to J. P. Morgan and Earl Browder; to Bishop Sheil and Rabbi Wise. But it does not bar any station from allotting time gratis for such discussions, nor from according equal time and opportunity to opposing viewpoints on the same basis.

Those who scream out against the code provisions and their interpretation do not take into account all of the circumstances. Radio is not a public utility, open to all who have the price. If that were so, broadcasters would lose control of their microphones and radio might well become a Babel of arm-waving rabble rousers preaching their particular philosophies around the clock simply because they had the price.

The broadcaster, to hold his franchise, must serve the public interest. He can't do that if he must yield to the demands of all who have the price, and then give all opposing viewpoints equal time. He must take into consideration program balance and audience reaction. He must exercise his right of picking and choosing his programs, but in so doing he must not discriminate against any particular class.

The NAB has not set itself up as a dictator, as some contend. It is simply seeking to carry out the mandate of its membership in interpreting the code provisions. It is up to the stations themselves to follow through. The responsibility to serve public interest reposes with each individual licensee, not with the trade association. Current discussions over contract renewals, cancellation notices and the like are questions to be dealt with by the stations and are temporary considerations to which the answer will be found in each individual case. Moreover, as a man-made document, voluntarily issued, it can be amended.

If, after trial and error, certain of its provisions prove onerous or unfair, the proper and forthright step would be to modify them.

When the code was adopted last July, we viewed it as a step in the right direction. We still feel that revenue lost today by virtue of its prohibitions can be regarded as insurance for tomorrow's operations. To repudiate the code at this late date would be unfortunate.

'Shocking Discovery'

A "SHOCKING discovery", the nation is told, has been made by the National Committee to Uphold Constitutional Government, headed by the prominent and vociferous anti-New-Deal publisher, Frank Gannett. It is the "discovery" of Section 606 of the Federal Communications Act, which permits the President, in a national emergency, to commandeering radio, even to the point of taking over broadcasting.

To us, it is rather shocking that Mr. Gannett, himself the owner of several stations through affiliation with his newspapers, should have been so long ignorant of this basic provision of communications law. It was in the old Radio Act of 1927. We of the industry have cited it repeatedly, even as far back as the Roosevelt-declared bank holiday of 1933, which had all the earmarks of a "national emergency". The Mississippi-OHio floods likewise might have constituted the type of "national emergency" which would have justified legally the type of drastic action cited by Mr. Gannett.

"It shocked us, as it will shock the American people to discover that, by declaring that an emergency exists, the President can take advantage of a clause in the Federal Communications Act of June, 1934," Mr. Gannett advised Congressional leaders this month. He pointed out the President has absolute and limited power to stop free speech over the radio, to take over all broadcasting to suppress public discussion by radio of views contrary to the President's own, to seize any or all stations and turn them over to any department of the Government to be run as instruments of Administration propaganda.

We concur in Mr. Gannett's conclusion that the President's power is great and that in our democratic form of government dictatorial powers of that nature should not repose in any single individual. But we do not share his horrendous views on what might happen. It hasn't in the past, and the President has been more than friendly to radio and sympathetic with its aims and problems.

Radio through the current crisis has proved beyond any reasonable doubt that it can conduct its affairs without bias or favor and without disturbing the nation's equilibrium. Actually, Radio by the American Plan has contributed greatly to the morale of the people.

Prize Cycle

PROGRAM technique runs in cycles. Audience participation programs, after a rather meek start several years ago, are today the rule rather than the exception. The quiz technique has had a thousand offsprings. Box-top ripping has become a national pastime.

Then why all the squall, all the howls from the self-righteous, all the accusations of greed, all the protests against the destruction of free enterprise? Suddenly, some of the major sponsors, with the acquiescence of networks and stations, have turned to the cash-prize offer. Therein lies a danger. Several are variations of Bingo or Bank Night, which are barred in some States as lotteries. All of them apparently fall fairly close to the borderline.

The Postoffice Department already had found occasion to label one such program a lottery because the mails are used in the give-away formula. The Communications Act of 1934 carries a prohibition against lotteries and certain types of gift enterprises.

Widespread development of the cash-prize offers on the air will not help radio. Sponsors, interested only in results rather than in the welfare of the industry, can be expected to flock in increasing numbers to this new twist in audience building. And in so doing, they will try to outstrip their competitors with bigger, better and more sensational prize awards.

To prevent radio from becoming the vehicle for continuous series of prize competitions, we believe networks and stations alike would do well to check the new trend before it gets out of hand.

Legal Twist

A BRAND new philosophy in radio regulation has been adopted by the FCC under which it appears that only the applicant and the Commission will participate in hearings on new broadcast facilities. Other stations may not intervene or seek to have the issues enlarged unless they can prove to the Commission's complete satisfaction beforehand that their interests will be adversely affected, and even then the FCC reserves the right to admit them or not.

It is difficult to reconcile this new policy with that of former Chairman McNinch who, upon assuming office some years ago, adopted a "goldfish-bowl" procedure. All comers would be admitted to hearings, under his decree. We fail to see where the new procedure will result in a saving of time and money of applicants, existing stations or the Commission. On the contrary, it appears, the only result can be duplication of effort through rehearings on new issues which unquestionably will be raised by parties adversely affected.

Like other novel approaches, however, it looks as if the new policy eventually will come before the courts. It is a certainty that stations will challenge any procedure that does not give them the right to protect their facilities against undue encroachments.

Page 44 • October 15, 1939 • BROADCASTING • Broadcast Advertising
LOUIS K. SINDEN, who has been in Hollywood for two years, on Oct. 15 takes over his former executive spot, that of general manager of WHN, New York. He will also resume control of other organization's radio department. Mr. Sindens was brought to the West Coast originally as MGM radio director was the film studio's first agreement with General Foods Corp. He produced and sold talent for the NBC Red and Good News program. When MGM withdrew from television in the yellow field, Mr. Sindens continued with the film studio as a producer.

CARL E. HAXMONI, manager of KMO, Tacoma, and president of the Pacific Broadcasting System, that city, recently won first place trophy in the radio-press division of the annual goodwill tournament staged by the Northwest Golf Salesmen's Assn. Larry Halsey, publicity director of the network program, was awarded a trophy.

J. S. K. HAMMANN, formerly of WCIC and present sales manager of KWW, Philadelphia, has been named Eastern sales representative of publishing & selling magazine, New York.

JACK TIDD, formerly assistant to Herb Hollister at KANS, Wichita, was recently named chief of sales for WHB, Kansas City, and manager of KGUG, Coffeyville, Kan., has been manager of KJKM, Grand Island, Neb., with Randy Ryan shift duty to WWJ as sales manager. KJKM is owned by Mr. Tidd and Ivan Norgard, district manager of KTOI, Omaha, and KPAK-FM, Lincoln.

PHILL HOFFMAN, formerly with the local sales staff of KSKO-KLRN, Des Moines, has been named manager of WXAN, Yankton, S. D., succeeding Ted Matthews.

WILLIAM JOHN SCRIPPS

SHOP TALK among oldtimers in the editorial and business offices of the Detroit News now and then takes a reminiscent turn back to the days, more than 20 years ago, when "Little Bill," son of the publisher, made very much of a pest of himself around the place. Because his dad also had a mechanical turn of mind, young Bill would bring his many amateur wireless gadgets to the office to mull over, and at times hard-boiled news and advertising men, scornful then as few of them are today of radio, would have liked nothing better than to kick the clattering "play- toys" into smithereens.

As a matter of fact, William John Scripps, at age 15, was merely riding a "ham" radio hobby without the slightest thought that it would lead to a career and without even dreaming that his efforts might one day write his name high in radio's hall of fame as a pioneer broadcaster. Out of that hobby grew WWJ, the Detroit News station, with one of the finest studio plants in all radio. Though newspapering is Bill Scripps' blood, Bill Scripps' proudest pursuit among his many and varied activities is that of executive director of WWJ.

It was largely in the Detroit News plant that young Bill—his father's name is William Edmund Scripps—heard his "ham" experimenting. It was partly in deference to the boss' son, though probably more particularly because radio receiving sets lineage seemed to offer good prospects, that the newspaper instituted a radio page to tell something about the technical progress of radio. It was for no good reason at all—at least so some of the impatient but foreboding newspaper executives thought at that time—that the Detroit News inaugurated its own broadcasting station.

There is still a battle of historical research going on between Westinghouse's KDKA and the Detroit News WWJ as to which came first and which is entitled to be regarded as the true pioneer station still standing. Without attempting to take sides, we can only cite the record as it appears and the claims as made. Lee A. White, historian of the Detroit News, records that on Aug. 21, 1926, the Detroit station (then SMK) announced returns of the primary election in Michigan, remaining on the air daily thereafter. For KDKA it is claimed that it broadcasting the Harding-Cox election returns of Nov. 2, 1920, and then continued only on a semi-weekly schedule.

Now there is no doubt that both Frank Conrad, founder of KDKA, and young Scripps, founder of WWJ, did some broadcasting before these dates—on sporadic schedule. There is also no doubt that others ante-dated KDKA and WWJ as broadcasters, notably Dr. Lee DeForest, who broadcast Enrico Caruso from the Metropolitan Opera House as far back as 1910. But WWJ and KDKA both lay claim to being the pioneer "broadcasting station" still in existence. KDKA argues it was operating with its present call letters 16 months before SMK (later WBL) became WWJ on March 5, 1925. To that WWJ retorted it got its third license (in October, 1921) before KDKA had applied for its first.

Whatever the claims and counter-claims, young Bill Scripps remains one of commercial broadcasting's real pioneers, his station having begun broadcasting on a daily schedule the day after he turned 15. He was born in Detroit, Aug. 19, 1906, attended public schools of that city before going to the Hill School at Pottstown, Pa., and the University of Michigan.

Married in 1923 to the beautiful Virginia Stanley, of Boston, he chose to go into the family's Scripps Motor Co. plant, automo- bile manufacturer, rather than the newspaper. He started as a machinist, but that lasted only a year. Then he tried banking for a year. Inevitably he returned to the newspaper, where by that time (1926) the radio station he founded was already a going concern.

On the News staff he was a cub reporter before doing a turn at advertising, circulation and other branches. Always he kept an eye on the radio station, though, having once got it going, his hobby inclination was turned to flying, gliding, iceboating, sailing, deep sea fishing, experimental gardening and genealogy. He wasn't exactly a dilettante, but once a job was done he liked to try something new—still a characteristic.

In 1933 the late beloved Jefferson B. (Jeff) Webb, then director of advertising for the Detroit News and manager of WWJ, suggested that Bill become his assistant, giving particular attention to the technical and commercial side of station operations. It was now Webb who conceived and persuaded the newspaper's management, up to then just tolerating the radio station as an adjunct but refusing all offers to sell it, to erect its magnificent Gothic radio plant just across the street from the newspaper plant. It was completed in 1939 and Webb disburshed all other duties to assume the acting management of the station and the direction of its operations. In 1943 he took the formal title of general manager, although he remains a director of the Detroit News corporation and of the Scripps-Howard Co.

To the radio station young Bill brought and still brings the enthusiasm of youth and the zest of his instinct for hobbies. WWJ's program standards have always been the highest. Its innovations have been among the most striking. The highly successful anti-tuberculosis crusade headed by Paul de Kruif, which later went nation-wide, originated in young Bill's brain. Incidentally, a program which started the day the station opened, Tonight's Dinner, is still on the air over WWJ.

High-frequency broadcasting is one of Bill's newest hobbies. If and when television is an everyday practicality, he will be right in the swim. Latest technical development to intrigue him is Arm- adillo with its modulation system. If there's anything new in radio, Bill Scripps will know all about it.

At the ripe old age of 34, Bill Scripps is already a "leading citizen." Besides his corporate directorships, he is a member of the board of the Aircraft Club, a member of the board of the Detroit Symphony Society and a director and public relations head of the Detroit Children's Hospital. Mr. Scripps and Mrs. Scripps have four children—William Edmund II, 15; Diane, 10; Virginia, 8; and Keirmer, 7.

GORDON S. STUDEBAKER, son of Dr. John W. Studebaker, U. S. Commissioner of Education, who is director of the Farmers Radio Script Exchange of the U. S. Office of Edu- cation, recently joined Miss Janice Fuller at San Francisco. Miss Fuller has been a reporter with the San Francisco Chronicle. They will make their home in Washington after Oct. 15.

HAYDN EVANS, for the last year a commercial manager of WNAX, Yankton, S. D., has resigned to work on production of a new half-hour commercial show for Turner & Mr. Evans and Rob- ert L. O'Meara has joined the sales department of WOWO-WGL, Fort Wayne, Ind., as account executive.

INKHAM STEPHAN ROBERTS, of the commercial staff of KTRK, San Antonio, has married Margaret Virginia Thomas Sept. 2.

WILLIAM C. KOPLOVITZ, FCC assistant general counsel, had a succesful trans- seline interview on Oct. 4 at Emergency Hospital in Washington.

PERCY E. COLEMAN, president of World Broadcasting System, is vacationing at White Sulphur Springs, W. Va., following an illness of several weeks.

C. ARTHUR FIFER recently was named general manager of WTAD, Quincy, Ill.

TYLER SMITH Jr., new to radio, has joined KIEV, Glendale, Cal., as account executive. Cal Cannon, son of David H. Cannon, co-owner of KZIQ, also has joined the station as account executive, in the father of a boy born Sept. 23.

LES HARRIS, formerly of KOMO, R. J. Seattle, and before that manager of KFBL (now KRKO) Everett, Wash., recently joined KROWN, Oak- land, as account executive. On Sept. 30 he married Melba Hansen, of San Francisco.

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Wiley Appointed

George Daws

Mr. Wiley

MRS. DELAVAN COWLES

Mr. Wiley

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Simon Joins WOR

Mr. Wiggins

Meet the Ladies

WILLEY, business manager of the Modesto Bee, has been named assistant general manager of the McClatchy Publishing Co., organization, starting in the advertising department of the Sacramento Bee in 1926 and becoming general manager of the McClatchy newspapers and affiliated services. Mr. Willey, who will headquarter in San Francisco, has been with the McClatchy organization 13 years, starting in the advertising department of the Sacramento Bee in 1926 and becoming general manager of the McClatchy Bee in 1933.

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Baltimore--
"Test-Tube" City!

Get a representative reaction by trying out your advertising formula here:

WFBR is Baltimore's leading radio station--first in popularity first in advertising first in showmanship

In Baltimore they listen to--

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WEBB HOWELL, formerly of WYLi, New London, Conn., has joined the sales department of WELI, New Haven. Vincent Palmieri has transferred from the WELI publicity department to continuity, and is succeeded by Richard Carlson. Hill Reeves has been named chief of the news department, succeeding Sidney Goldfisch. Red Finch has joined the WELI announcing staff.

FRANK DOUGHERTY, head of the supply department of WIP, Philadelphia, sailed from New York Oct. 1 on the Santa Lucia for Guayaquil, Ecuador, where he will join the staff of the Ministry of Industry. Thomas Gill has succeeded him at WIP.

PAUL S. FARRELL, formerly of KBOY, Sacramento, has joined the announcing staff of KPMO, Bakersfield, Calif.

GAYLE'S SCARBOROUGH, formerly of WJBY, Gadsden, and WBRC, Birmingham, has joined the announcing staff of WHMA, Anniston, Ala.

LINCOLN R. SIMMONS, of Texas State Network, has returned to work in Fort Worth following a successful eye operation and five weeks confinement in a New York hospital.

SHIDON WATSON, former announcer of WOR, Newark, on Oct. 1 joined the station's news staff with a daily 1 p.m. Transcend period. Floyd Mack, formerly announcer of the Don Lee Network, has joined the WOR announcing staff on a permanent basis after a temporary position this past summer, and Al Heller, who assisted Red Barber with baseball broadcasts this summer, has returned to the station's regular announcing staff.

ED MASON, announcer of WLAV, Cincinnati, and George Bigger, program director of the station, recently won first and second prize, respectively, in a muzzle-loading rifle contest staged by the Ohio Valley Cooch Dog Assn. at Hillsboro, Ind.

KEN ALLYN, formerly of the NBC guest relations staff, has joined WRTD, Richmond, Va., as special events announcer. Hugh Carlyle, Carnegie Tech graduate, has replaced Tec Ganson as head of the WRTD sports department.

EMERSON SMITH, formerly with XBE in San Francisco, has joined the announcing and production staff of KVOE, Salt Lake City. Mildred Baker has joined the KVOE continuity department.

FRANK WILLS, who returned early this summer from an exchange post with the Australian Broadcasting Commission, is now stationed at the Toronto production headquarters of Canadian Broadcasting Corp.

WILBUR CORLEY, announcer of WIND, Gary, Ind., is to marry Miss Audrey Miller Oct. 21.

DON McNAMARA, chief announcer of KATR, Hollywood, has resigned to join KFI, Los Angeles.

HUGH (Boo) ERNST Jr., production manager of KATR, Hollywood, for 10 months, has resigned. His successor is Mort Werner, formerly assistant to Ernst.

WALTER KELLEY has resigned as musical director of KPO-KGO, San Francisco, but will remain on staff as a conductor and violinist. The post will not be filled.

THOMAS B. COXOLLY, assistant to Victor M. Ratner, CBS Director of sales promotion, on Oct. 10 spoke on "Covering the Market by Radio" before the National Canvas Goods Manufacturers Assn., at the Hotel New Yorker, New York. Using as a basis the figures that 28 million families in America own over 41 million radio sets and spend an average of more than five hours daily listening to their sets, Mr. Connolly proved that radio produces results for advertisers in this tremendous market by telling of the rise in net profits as a result of radio advertising for a gum manufacturer, a silvertone producer and one of the largest of the food advertisers.
GRUBB'S SONG

WHEN Oklahoma City's Downtown Quarterbacks saw the need for a new Oklahoma U football squad, a committee approached Layle Grubb, manager of WKY, with the suggestion that the station sponsors a professional football team. Manager Grubb, a football fan and something of a composer himself, enlisted the aid of further search by composing "Hail to Oklahoma", which made its debut between halves on the Oct. 14 game. Also one of radio's pioneer football announcers, Manager Grubb started his 15th consecutive year of stadium broadcasting when he handled the color commentary for John Shafer's description of the Oklahoma-Northwestern game Oct. 7.

NBC HOLLYWOOD SHIFTS

REALIGNMENT of executive personnel has been put into effect at NBC's Radio Station KNX in Los Angeles. Formerly Roy W. Waters, assistant manager of the broadcast division, has been given the new position of executive vice-president. Shuffling created three new positions and coordination of the duties of two department executives. Walter Baker, formerly general sales manager, has taken over the newly created post of office manager of NBC Artists Service, under management of Alec Roerich, another NBC executive. Baker's former supervisor—building management, maintenance and general operations—has been given over to aides, responsible to Lew Frost, assistant to Gilman. Walter Danziger, former director of road tours, has been transferred to the sales promotion department as assistant to Charles Brown, head of that division on the Pacific Coast. William J. Andrews has relinquished the post of night program supervisor to Marvin Young. He is now manager of guest relations department which includes tourism, sightseeing and other outside sales promotion. Young also continues as assistant program director under John Swallow.

Opera Names Weber

HENRY WEBER, musical director of WGN, Chicago, has been named general musical director of the Chicago City Opera Company for the coming season. In addition, Mr. Weber will conduct several of the 40 operas to be given. At 38, Mr. Weber has a record of 20 years as conductor of world famous opera orchestras, including the opera company of Civic and operas at Bremen, Germany, and Florence, Italy. Mr. Weber, who is a native of New York, is a graduate of Columbia University, where he studied under Beck, one of the most modern in northern Ontario.

Lucille's Crew

WHEN the new home of Lucille Long, singer on the WLS National Barn Dance, was recently completed, a new loafing place one who worked on the house was invited to a broadcast for the show. The alfresco toucheddrivers and painters filled a special section of Chicago's Ahrens' roof top theatre during the show.

Personnel and Facilities In Ontario Are Widened By Thomson Interests

WITH establishment of a new company, combining the broadcasting and publishing enterprises of W. A. H. Thomson in Northern Ontario, an expansion of personnel has taken place. The new company is now known as Northern Broadcast and Publications, Ltd., with Mr. Thomson as president. The organization operates stations CKCB and CKCQ; North Bay; CJJL, Kirkland Lake; CKGB, Timmins; and the Timmins Daily Press; the weekly French language paper La Voix Populaire, Timmins; the weekly Larder Lake (Ont.) Sun; and the Northern Directory Co.

Jack Cooke, 27, for three years sales manager of Northern Broadcasting in Timmins, has been appointed general manager of the broadcasting division of the company. Also associated with the organization of Colgate-Palmetto-Peet Co. in Toronto before joining Northern Broadcasting. He will have an office in Timmins, visiting each station frequently and also keeping in touch with the Toronto sales department.

George Brown, new to radio, has been taken on as operator at CKGB. The former, also new to radio, has been appointed operator at CJKL. Hal Cooke, new to radio, has joined the announcing staff at CFCH. Hal Cooke, former announcer at CKGB, becomes sales manager. Sonya Barnett, continuity girl at CFCH, has joined the announcing staff. Julian Garson, announcer at CHML, Hamilton, Ont., has been appointed general announcer at CKGB.

Bill Wren, former manager of CKGB, has been appointed editor of the Timmins Daily Press.

Building of a new two-story home of CKGB and the Timmins Daily Press, which was stopped at the outbreak of war, has been resumed, and the structure is expected to be completed by spring. The building, control room and press and the news room of the daily will occupy the second floor. The building will be the most modern in northern Ontario.

Scheekler for Isbell

GEORGE SHECKLER, recently returned from Shanghai where he was chief of RCA Communications affairs in China, has been appointed manager of the company's new radio station department in New York, succeeding Arthur Isbell, who retired Sept. 29 after 37 years of radio work. Mr. Isbell installed the wireless equipment in the steamship President in 1907 and sailed as operator with the ship, first voyage of the U. S. Merchant Marine to carry radio into the Pacific. Mr. Sheckler's radio career dated back to 1911 when he joined the United Wireless Telegraph Co. in operations work. After serving in the Navy during the war, he joined RCA in 1919 and has held successively the posts of radio operator, chief accountant, cashier, sales manager, representative and assistant superintendent in San Francisco until 1928, when he was sent to China.
Specialized Staff Leads to Speedier Handling of News

Control of Judgment, Avoiding Of Duplication Attained

By JOHN F. PATT
Vice-President & General Manager
WGAR New York

DOES news pay?

Managers of several hundred broadcasting stations have decided in the past several years that it does. Steadily increasing lists of stations broad- casting news attest to the success of news as a broadcast feature.

But—does a News Department pay?

That's another question. Many stations hesitated to build up the overhead by putting one or more full-time news men on the payroll to edit and prepare newscasts. But a News Department does pay. That, at any rate, is the experience of WGAR, one of the first stations to back up its wire service with an editorial staff.

Two to Edit

When we contracted with INS for trunk line reports, we did not consider this as the be-all and end-all. Rather, we regarded the wire service as a starting point and took on two experienced editors to develop the wire service and local news into a genuinely personalized service to WGAR listeners.

Here are the advantages that accrued to WGAR through the staffing of a News Department:

- Consistency in editorial judgment and centralized control of policy.
- WGAR broadcasts do not duplicate those on any other station, in structure and wording. Naturally, there is the coverage of the same major news facts.
- Developments of feature angles and local application of wire stories. Closer contact with police and fire departments, city officials, hospitals, etc.
- Faster action on flash news. The editor "rides" the wire and is not in danger of missing a flash while engaged in some other task.
- Complete coverage while newscast is on the air. In the case of 10-minute newscasts this is important. Major developments occasionally come while the newscaster is on the air. The news editor on duty does not relax his vigilance even during the airing of news.
- And possibly at the top of the list in importance—direct contact with listeners. There are innumerable occasions when listeners telephone to ask about items they have heard on the air. At WGAR the news editor handles the call and supplies the information. This has made a number of warm friends for WGAR. They advertise by word of mouth, and the station's consistent audience and its reputation as "Cleveland's Friendly Station" are enhanced.

In the WGAR News Department are Editor Ralph Wordsen, and his assistant, Ted Hanna. Both are experienced newspaper and radio newsmen.

WBBM Sports Sponsors

FOUR sponsored sports programs were recently signed by WBBM, Chicago, to start during October. Stephano Bros., Philadelphia (Marvel cigarettes), through Aitkin-Kynett Adv. Co., is using Sports Huddle, three-weekly quarter-hour sports celebrity interviews with Pat Flanagan and John Harrington. WBBM sportscasters as m.c.'s. Peter Hand Brewing Co., through Mitchell-Faust Adv. Co., is sponsoring the Wednesday evening quarter-hour Harrington's Foot- ball Preview and on Dec. 2 will start Sports Quiz, which will run up to the 1946 baseball season. Andes Candies, Chicago, through McJunkin Adv. Co., is using Fifth Quarter, a recapitulation program immediately following WBBM's collegiate football broadcasts.

H. V. KALTENBORN will be guest of honor at a luncheon given Oct. 16 in New York by Columbia Pictures Corp., at which a preview of "Mr. Smith Goes to Washington," in which Mr. Kaltenborn portrays himself, will be shown. Edwin C. Hill, Bob Trout, Gabriel Hutter and other commentators have been invited.

Vice-President Ralph Worden, and General Manager John Harrington, were recently signed for WBBM TV's first major sponsorship. They will present a new concept, "Sports Spectacular," a series of weekly, hour-long telecasts of major events in the Chicago area - the World Series, the World's Fair, the Rose Bowl, etc. The series will be sponsored by the Chicago Daily News. The newscasts will be anchored by popular Chicago sportscaster, Art Houghton, with special guests from the field. The telecasts will be simulcast on WBBM's radio affiliate, WFRU, and will be heard on the radio network of the NBC television system, NBC Radio.

WCKY Carries Program At Gubernatorial Shift

AS A public service, WCKY, Cincinnati, ran lines to the Kentucky State Capitol at Frankfort Oct. 9 and broadcast the proceedings as Gov. A. B. Chandler resigned, Lieut.-Gov. Ken Johnson took the oath as Governor and then appointed Chandler U. S. Senator from Kentucky to succeed the late Senator Logan. The ceremonies, held in the House Chamber of the Capitol, were attended by 7,000.

To accommodate the special broadcast, carried from 11:30-12 noon, WCKY cancelled two network commercial programs, simultaneously transmitting the ceremonies and rebroadcasting at 6 p.m. that day, L. B. Wilson, president and general manager of WCKY, and a friend of both Sen. Chandler and Gov. Johnson, went to Frankfort to take personal charge of broadcast arrangements. Rex Davis, announce, and Charles Topmillier, chief engineer, handled the Capitol pickup. Gov. Johnson had visited WCKY two weeks before to participate in its 50 kw. dedication.

Mr. William H. Levie

BASIC CBS

Representatives:

PAUL H. RAYMER CO.

New York Chicago Detroit
San Francisco

*The Fifth of a Series

Intelligent use of their advertising appropriation has had much to do with the sound growth of the Levis Music Stores to dominant position in Rochester.

Like other careful gauges of the media to reach this rich market, William Levis, manager of the Levis Music Stores, makes important use of WHEC—and has, continuously, for over 3 years!

Rochester merchants know Rochester's listening preferences first hand;—back their opinion of WHEC with their own hard dollars!
Canadian Quiz Test
WILLARDS CHOCOLATE Ltd., Toronto, on Oct. 15, started a weekly quiz on CFRB, Toronto, as a test for a possible network or transcription campaign on a large number of Canadian stations. Cockfield Brown & Co., Toronto, placed the account.

Promote N. Y. Auto Show
ANNUAL Automobile Show, held this year from Oct. 15-22 in the Grand Central Palace, New York, will be promoted throughout the week of the show with special announcements on various network programs sponsored by gas, oil and automobile manufacturers. Sponsors cooperating are Chrysler Corp., on Major Review program, CBS; American Oil Co., on Edwin O. Hill’s news program, CRC; Texas Co. on Terrace Star Theater, CBS; Sun Oil Co. on Lowell Thomas’ program, NBC; Cities Service Co. on Cities Methodist Concert, NBC; Firestone Tire & Rubber Co. on Ideas of Firestone, NBC; and on WJZ, New York. Woman of Tomorrow program, Ray Perkins’ program and Kid Boy’s program, Rowland Adv. Service, New York, is handling the promotion for the Auto Show.

ALL EARS
"All Ears" in the largest primary area in the United States are focused on KFYR for it is the only single advertising medium reaching all of the tremendous North-West.

N CBC-Red & Blue
550 Kilocycles

"All Ears" focus on KFYR because it has always given them the best entertainment; the latest AP news; told them where they can get best value for their hard-earned money.

Doubles in Justice
BUSY MAN for several years, William Montgomery, transmission engineer, WSM, Nashville, combined his engineering work with a course at the Vanderbilt U. law school for four years and got his LL.B. Last month, after a couple years practicing law in combination with his WSM job, Montgomery was appointed judge of the Williamson County general sessions court. Nothing daunted, he still is keeping his job as engineer, opening the WSM transmitter early each morning, working there until noon, then driving to Franklin to gavel the court into session during the afternoons.

Double in Justice
ROBERT J. SINNETT, formerly assistant chief engineer of WHBF, Rock Island, Ill., has been promoted to chief engineer, succeeding J. E. Gray, who on Oct. 1 resigned to join the technical staff of the Illinois State Police radio system. John Sharpley and George Hanna have been added to the WHBF engineering staff.

LAWRENCE A. JOSEPH, recently appointed executive head of the Blaw-Knox Division, was elected a director and vice-president of Blaw-Knox Co. at the last meeting of the board of directors.

MAJ. R. L. DUNCAN, veteran radio man, has been elected president of the Wireless Publishing School, 480 Lexington Ave., New York. Maj. Duncan was associated with the Marenco Institute in the past and was once managing director of the Radio Institute of America.

JACK JOVELL has been named chief engineer of WKY, Oklahoma City, succeeding Carl Hull, resigned. Charles Walker, formerly a WKY operator, has transferred to KLZ, Denver, Jimmy Roney, formerly of KTKO, Oklahoma City, has joined the WKY technical staff.

MISCHA PELZ Jr., formerly in charge of the Los Angeles City College public address system, has joined the studio engineering staff of KFAB, that city. His father, now retired, was at one time musical director of KOIN, Portland, Ore.

JOHN BUTTRICK, of WELC, Boston, has been transferred to the transmitter staff at Medford, Mass., and is succeeded at the studio controls by Robert DeHart.

HUGH L. LIBBY, faculty member, has been named chief operator and faculty supervisor of the Washington State College station, KWSC, at Pullman.

CHARLES JEFFERS, engineer of WOAI, San Antonio, on Oct. 5 married Mary Jane Knuth.

TED RIECK has joined the engineering staff of WDBX, Danville, Ill., as transmitter operator.

EDWARD NEILSON, formerly control engineer of WIEL, Hagerstown, Md., and WTMJ, Charleston, S. C., has joined the engineering staff of WSCS, Charleston.

EDWARD TURNER, transmitter engineer of WIP, Philadelphia, is recovering from a fractured hip received when he slipped on a newly-painted floor in his home.

RUSS THOMPSON, engineer of WBBM, Chicago, has returned to the studio following a month’s absence caused by a fractured right leg.

IRVING SMALL and George D’Laque have joined the engineering staff of WELC, New Haven, Ct., along with Grant Ehrlich as relief operator.

IAN MUNROE, engineer of WIX, Gary, Ind., married Jean Kraft Oct. 15.

BOB NICHOLAS, Kenneth Crunk and J. B. Hannon have joined the engineering staff of KXOK, St. Louis, Al Bergold, KXOK operator, recently married.

DON CHASE, engineer of WTMJ, Milwaukee, flight commander of Wisconsin’s Civil Air Patrol, announced a field day for 1939, staged recently.

KFRC, Abilene, Tex., has applied to the FCC for authority to change frequency from 1420 to 940 kc. and to increase its power from 250 to 1000 watts.

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COLLINS NEW 12Z REMOTE
Has Plenty On The Ball

It is football time again and to help you do a better pick-up job, here is Collins new 12Z.
Many operators will be trudging stadium steps again, but instead of carting a van load of equipment, the smart operator will be able to take two steps at a time with his lightweight 12Z.

Inherent Collins quality assures him of the utmost reliability and fidelity. He knows that with the 12Z he can do a studio job anywhere. A shrewd happy man, indeed, is our hero with his new shiny Collins 12Z Remote Amplifier. We say shrewd, because he knows the 12Z is more amplifier for the money than he can buy anywhere else.
AGAIN -- FIRST with the Newest

EXTRA KDYL INTRODUCES TELEVISION to the Intermountain West

TELEVISION demonstrations, of course—but it has been one of the biggest events in a long time here in Salt Lake, judging from crowds attracted and interest displayed.

What does this mean to you, as an advertiser? It means that the people of the intermountain territory look to KDYL for everything that's newest and most interesting—that they will continue to think of KDYL as the station that "always has it first"—that they will continue to sense KDYL's leadership.

NOT YET claiming he is the first person to have conducted a musical broadcast, but wondering if there were any others before him, is Al Pearce, currently heard with his Gang for Dole Pineapple on CBS. His record goes back to 1914—the log of the USS Sherman in Washington, D.C., contains the record of the ship having received by wireless telephone a musical program conducted by Pearce.

A lad of 16 at the time, Pearce broadcast over a radio arc transmitter from a station owned and operated by E. A. Portal, located atop the Garden City Bank in San Jose, Calif. Using an Edison "morning glory" type microphone, Al acted as m.c., and then sang with his brother in an act billed as "Al and Cal", with the theme song "Hello, Hawaii, How Are You?", which was the hit of the 1914 season. Currently he is trying to find out if he was the first person to conduct a music-comedy program on the air.

Langendorf Increases

LANGENDORF United Bakeries, one of the Pacific Coast's largest bakery concerns and a major radio advertiser, recently expanded its two network shows. News Pictorial, previously heard threetime weekly on 24 Don Lee stations, changed time, name, and format and is now on NBC-Pacifie Red Network five days a week as Original Rush Hughes Pictorial. The Phantom Pilot is now on Mutual-Don Lee two to three times weekly. Laingendorf introduced Wheat Nuts and Dr. Penland's bread in California and Washington this year. Leon Livingston Advertising Agency, San Francisco, is agency.

Rolls Razor in Canada

RICHARDS GLAS Co. Toronto (Rolls Razors) on Oct. 16 will start a campaign of spot announcements to run three to six times weekly in:

CHBN, Hamilton; CJCB, Sudbury; CHFT, St. John, N. B.; CFCE, Fredericton, N. B.; CJCK, Moncton, N. B.; CHMI, Port Hope; CKCO, Toronto; CKAC, Montreal; CFCF, Kingston, Ont.; CKGL, Kirkland Lake, Ont.; CKCR, Kitchener, Ont.; CFPL, London, Ont.; CKO, Ottawa; CKSO, Sudbury, Ont.; CKNL, Timmins, Ont.; CKCL, Toronto; CKLW, Windsor; and a group of western stations. A. McKinnon Ltd., Toronto, placed the account.

IN ANTICIPATION of 22 new papas, members of the staff of WJSV, Washington, tossed a baby shower for Joe King, announcer and Granville Klink, engineer. In front row (l to r) are Margaret Legge, assistant bookkeeper; King and Klink; Gladys Hall, secretary to CBS Vice-President Butler; middle row, Hugh Conover, announcer; Charles Parker, guest relations; Robert Pichior, engineer; Elma Williams, secretary to Chief Engineer Clyde Hunt; top row, Donald Saunders, engineer, and Harry McFigue, sports. The King baby, a boy, was born Oct. 11 and the Klink baby, also a boy, Oct. 2.

ABDICATION speech of Edward VIII of England in December, 1936, as recorded by World Broadcasting System, has been placed in the steel crypt of civilization at Oglethorpe U., Atlanta, along with other recordings.

THE VOICE OF MISSISSIPPI

STRIKE OIL IN MISSISSIPPI

"Black gold"—as-thousand barrels per day is being taken from Tinsley Dome, approximately 30 miles north of Jackson.

Oil drilling activity is underway in Hinds, Warren, and Madison counties. "Ghosting" continues along the gulf coast.

Rates for leases range from $17.50 to $500 per acre.

Oil fever is already manifest in Jackson and surrounding vicinity, Hotel, office and residential accommodations are at a premium.

Invest your advertising dollars with WJX. Mississippi's dominant radio station will help you "strike oil" in this rapidly developing market area.

OWNER AND OPERATED BY LAMAR LIFE INSURANCE COMPANY JACKSON, MISSISSIPPI

COME AND GET IT!

A ready-made audience with a constant supply of ready cash is the golden combination offered you on WAIR. If it's volume you want—it's here! Come and get it!

WINSTON-SALEM, NORTH CAROLINA

NATIONAL REPRESENTATIVES SEARS & AYER

Broadcast Advertising
THE VOICE OF THIS RICH MARKET IS...

This station can be your most effective salesman in the two-billion-dollar market that is included in its primary area...

LOOK AT THESE WHAS POTENTIALITIES

1,292,454 FAMILIES 1,185,900 RADIO HOMES
$2,214,269,000 Total Spendable Income
$1,296,831,000 RETAIL SALES $1,492,684,705 BANK DEPOSITS
$153,975,874 INDUSTRIAL PAYROLL
$1,360,831,000 VALUE OF FARM LANDS AND BUILDINGS

(OTHER DATA ON SALES POTENTIALITIES IN THIS AREA AVAILABLE ON REQUEST)

820 Kilocycles—50,000 Watts

WHAS

Nationally Represented by Edward Petry & Co.

C B S

BASIC STATION

Owned and Operated by

THE COURIER-JOURNAL

THE LOUISVILLE TIMES

www.americanradiohistory.com
KDKA, Pittsburgh
Kolling Co., Battle Creek (All-Brau), 39 sp., thru Kenyon & Eckhardt, N. Y., Quezon, Boston.
Chas. B. Knox Gelatin Co., Johnstown, N. Y., 20 sp., thru Kenyon & Eckhardt, N. Y.
Little Crow Milling Co., Warsaw, Ind., 5 t, thru Albert F. Hill Co., Pittsburgh.
Goodyear Tire & Rubber Co. Akron, (tractor tires), weekly, thru Arthur Kaufman, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem, Rel), 60 t, thru Joseph Kate Co., Baltimore.
E. I. DuPont de Nemours & Co., Wilming- ton (Cal-O-Jams), 15 t, thru BBDO, N. Y.
WOAL, San Antonio
Custodian Lobbies, Chicago, 6 sp., thru H. W. Kastor & Sons, Chicago.
Mechanists Co., Wilmington, Del., 8 sp., thru Dillard Jacob, Atlanta.
WCOU, Lewiston, Me.
Richfield Oil Corp., New York, 10 sp, thru Sherman K. Ellis & Co., N. Y.
Carleton & Hovey, Lowell, Mass. (Father John's), 156 sp, thru John W. Queen, Boston.
KCRV, Weslaco, Tex.
General Mills Minneapolis, 2C 2 t, 210 t, 150 t, thru Blackett-Sample-Hummert, Chicago, Knox Reeves, Minneapolis.
KPO, San Francisco
Tillamook County Creamery Assn., Tillamook, Ore. (cheese), weekly sp, thru Betsford, Constauft & Garber, Los Angeles.
KHEL, Denver
Mountain States Telephone & Tele- graph Co., Denver, as series, direct.
WFRR, Baltimore
American Chicle Co., Long Island City, 90 sp, thru Badger & Brodwick, N. Y.
Household Finance Corp., Chicago, 52 sp, thru BBDO, Chicago.
Lee & Perrins, New York (sauce), 52 sp, thru Schwimmer & Scott, N. Y.
Vick Chemical Co., New York (Vapo- Rub), 424 t, thru Moore International, N. Y.
WDZ, Tuscola, Ill.
DeKalb Agricultural Assn., DeKalb, (hybrid corn), 60 sp, thru Western Adv. Agency, Racine, Wis.
American Poultry Journal, Chicago, 3 series, as direct.
Furst-McNess Co., Freeport, Ill. (food remedies), 2 weekly, thru Rogers & Smith, Chicago.
Stover Mfg. & Engine Co., Freeport, Ill. (water softener), 2 weekly, thru Rogers & Smith, Chicago.
Howard Clothes, New York, weekly sp, thru Redfield-Johnstone, N. Y.
Kastor & Sons, Chicago.
Bristol-Myers Co., New York (Mint Rub), 5 weekly, thru Young & Rubican, N. Y.
KFHR, Sacramento, Cal.
General Sugar Products Co., San Fran- cisco, 10 t weekly, thru J. W. Thompson Co., San Francisco.
W. F. Fuller Co., San Francisco (paints), 21 weekly, thru Mc- Can-Brisken, Los Angeles.
White Laboratories, New York (Fenest- ral), 5 weekly, thru Wm. Esty & Co., N. Y.
WLW, Cincinnati
Willard Tablet Co., Chicago (proprietary), as series thru First United Broadcasters, Chicago.
Consolidated Drug Co., Chicago, as series, thru Beuson & Dail, Chicago.
KRE, Berkeley, Calif.
B. F. Goodrich Rubber Co., Akron (tires), 2 weekly, as direct.
WFKR, Montreal
Underwood Elliott-Fisher Co., Toronto (typewriters), weekly sp, thru J. J. Inbrahim, Toronto.
Royal Canadian Tobacco Co., Toronto, 20 sp, thru Metropolitan Bst., Co., Toronto.
 Fulford Co., Chicago (Dr. Williams pills), 100 sp, thru Spot Broadcast- ing, N. Y.
Wm. Wrigley Jr., Co., Toronto (chewing gum), 20 sp, thru Tandy Adv. Co., Toronto.

Imperial Tobacco Co., Montreal (Sweet Caporal), 5 t, thru Whitehall Broadcasting, Montreal.
Fairchild Motors, Montreal, (fur- nace blowers), 5 weekly, thru J. J. Gibbons, Montreal.

Dr. J. O. Lambert Ltd., Montreal (cough medicine), weekly sp, thru J. J. Gibbons, Montreal.
Oxo Co. of Canada, Montreal (cubes), 200 sp, thru McJunkin, Montreal.
Thomas Lipton Co., (London tea), 79 sp, thru Vickers & Beunon, Montreal.

Henry K. Wample Co., Perth, Ont. (cold liver oil), 63 sp, thru J. J. Gibbons, Montreal.

WFFA-WBP, Dallas-Ft. Worth
Vick Chemical Co., Greensboro, N. C. (Vaporub), 390 sp, thru Moore International, N. Y.
Scott Paper Co., Chester, Pa. (Scott towels), 360 t, thru J. Walter Thompson Co., N. Y.
Procter & Gamble Co., Cincinnati, (Lavender, 10t, thru Blackett-Samp- le-Hummert, Chicago.

General Mills, Minneapolis (Wheelers), 150 t, thru Knox Reeves Adv., Minneapolis.

Brown & Williamson Tobacco Co., Louisleville (Big Ben Tobacco), 7 weekly, thru Arthur Kaufman.
N. Y. Ballard Mills, Louisville (Jen- ready Biscuits), 156 sp, thru Hurst & McDonald, Chicago.

CFCH, North Bay, Ont.; CJJK.
Kirkland Lake, Ont.; CKGB,

Timmins, Ont., Canada.

Starch Co., Toronto, (corn syrup), 5 sp, thru Vickers & Beunon, Toronto.

Henry K. Wample Ltd., Toronto (medicinal), 3 daily, thru J. J. Gibbons, Toronto.

Dr. J. O. Lambert Ltd., Montreal (medicinal), 2 daily, thru J. E. Hichman, Montreal.

Richard Glass Co., Toronto (Rolls Kinken-Vanes), weekly, thru A. Mc- Kim, Toronto.

Northrop & Lyman Co., Toronto (medici- nal), 3 weekly, thru R. C. Smith & Son, Toronto.


WHO, Des Moines
Dr. Peter Fahreney & Sons, Chicago (proprietary), 135 sp, thru Kramer- Mason, Indianapolis.


Pep Tobacco Co., Wilkes-Barre (Kittsburgh Cream), 150 sp, thru Ruthrauff & Ryan, N. Y.

Kellogg Co., Battle Creek (All-Bran), 150 sp, thru Kenyon & Eckhardt, N. Y.

KSL, Salt Lake City
Mountain States Telephone & Tele- graph Co., Salt Lake City, as series, direct.
Radio Advertisers

W. P. FULLER Co., San Francisco (prints and varnishes), recently used 35 stations in eight Western states in a special two-week spot announcement campaign to test the radio station awareness of a new business offer. There are no rules to the contest. Only requirement is that business secured must not have been on the station within six months. Each account executive has contributed a "kit" which will be awarded to the top man at the end of the contest. Bob Reynolds, at the present time, leads the field.

Salesmen's Kitty
SALES staff of KMPC, Beverly Hills, Calif., has started a three-month contest to bring in the largest volume of new business by Christmas. There are no rules to the contest. Only requirement is that business secured must not have been on the station within six months. Each account executive has contributed a "kit" which will be awarded to the top man at the end of the contest. Bob Reynolds, at the present time, leads the field.

CUSTODIAN TOLETTIEN Co., Chicago (benzines), is using a varying schedule of transmitted spot announcements on WQAL, San Antonio; KGNC, Amarillo; WFAB and KIHL, Dallas; KFRC, Houston; KOMA, Oklahoma City, H. W. Kaster & Sons Adv. Co., Chicago, handles the account.

PEOPLE'S CREDIT JEWELLERS, Toronto (chain stores), has started a weekly "Tuesday's Corner," an interview with recently engaged couples, on CFRD, Toronto, and Musical Gems on CKAC, Montreal. Same sponsor on Oct. 1 started Sunday evening network sing song from Toronto on CKCL, Toronto; CKCO, Ottawa; CHML, Hamilton. Out. Agency is MacLaren Adv. Co., Toronto.

TUCKETTS Ltd., Hamilton, Ont. (Winds cigarettes), on Oct. 9 started spot announcements on 21 Canadian stations, to run till Dec. 30, 1939. Account was placed by MacLaren Adv. Co., Toronto.

WESTERN CANADA Flour Mills, Toronto, has added four additional stations—GPRC, Kingston; OPOO, Charlotte, Ont.; CKLN, Nelson, B. C.; CHWK, Chilliwack, B. C. —to the 12 stations listed in Broadcasting, Oct. 1. For the transcribed dramatized show Cavalcade of Drama. Account was placed thru A. McKinnon Ltd., Toronto.

I. J. FOX, Cleveland (chain furriers), on Oct. 11 started sponsorship of the MBS program The Lamp_lighter on WHK, Cleveland. Wednesdays at 10:45 n.m. The quarter-hour program, featuring Jacob Tarshish, is sponsored on WOR, Newark, by A. Goodman & Sons, New York.

G. T. FULFORD Co., Canada (Dr. William Pink Pills), on Sept. 29 started a campaign of transmitted announcements on 21 Canadian stations. Spot Broadcasting, New York, placed the spots.

CAN YOU USE THESE IDEAS AND SUGGESTIONS?

- How to produce hundreds of sound effects, from pistol shots to church bells.
- A complete dictionary of radio terms with illustrations and definitions.
- How to slant copy for various audiences.
- How to make the most of your studio, microphone and special equipment.
- Detailed rules for checking your production work.
- How to time your show for smoothness and space economy.
- How to make a radio speech—required reading for anyone who is ever likely to do the job.

SPECIAL OFFER:
See the book at our risk. Pay for it only if you decide to keep it. Keep it only if it gives you many times your money's worth. The coupon will bring you this book on approval.

BROADCASTING • Broadcast Advertising

WILLIAM T. THOMPSON Co., Los Angeles, out of radio for some time, to introduce a new air conditioner, VIT-1 powder, is conducting a test campaign on KFWA, that city, using the weekly Garden Club of the Air. Contract is for 13 weeks, having started Oct. 1. Regional campaign is com- pleted. Agency is Richard T. Clarke Co., Beverly Hills, Cal.

BOREDEN DAIRY DELIVERY CO., San Francisco (dairies), advertised on Oct. 9 for 62 weeks a thriving dairy product, with Ted Biles as commentator, on KJH, Los Angeles. Los Angeles City News Service and 11 NSC are used. Firm is also sponsoring similar daily news broadcasts, with John B. Hughes as commentator, on KFRC, San Francisco. Agency is McCann-Erickson, Inc., San Francisco.

LOWE BROS Co., Toronto (paints), has started spot announcements on CKCL, Toronto, as a test, and later will expand to cover a number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

FRUIT INDUSTRIES Ltd., Los Angeles & San Francisco (Guasti wine), in a Southern California pre-holiday campaign which started Oct. 10, is using daily 20-word spot announcements on KVG, KROY, KARL, KRLD, KSRO, Agency is Emil Braisher & Staff, Los Angeles.

HOUSTON MILLING Co., Houston, Tex. (American Maid Flour), has started using five times weekly, the quarter-hour transmitted program, Wade Law's Homestead, on KTRH, that city, in a test campaign, and contemplates extending the series to include eight additional stations in Texas and Louisiana. Giesendanner Adv. Co., Houston, handles the account. Transcribed series was produced by Merten & Price, Los Angeles.
SUPERTEST PETROLEUM Corp. Ltd., Toronto, has expanded its football sponsorship in Canada this season to include broadcasts of all intercollegiate games played in Molson Stadium, Montreal, Little Stadium, London, and Richardson Stadium, Kingston. The broadcasts will be heard in the home cities of the visiting clubs and in some cases additional stations will be used. Vickers & Benson Ltd., Toronto and Montreal, handle the account.


CAMPBELL SOUP Co., Camden (soup), is sponsoring for 26 weeks the 6-hour Radio Reporter on KPO, San Francisco. Agency is Ward Wheelock Co., Philadelphia.

MILES LABORATORIES Inc., Elk hart, Ind. (Alka-Seltzer), is sponsoring nine college football broadcasts on WGO, Fort Wayne, consecutive Saturdays starting Sept. 30, carrying either the games of Indiana U. or Purdue. Wede Adv. Agency, Chicago, handles the account.

WIND, Gary, Ind., is broadcasting the Chicago Bears at Soldier Field Park, Chicago, by arrangement with the National Football Club. Ted Williams and Frank Ashley air the races, jointly sponsored by Walgreen Drug Co., Gage Ogilvy, Chicago. Twenty Grand, Spud, Kremlin hair tonic and Studebaker Sales.

WANDER Co., Chicago (Ovaltine), has added WHK, Cleveland, and WKRN, Youngstown, O., to the list carrying twice-weekly spot announcements [Broadcasting, Sept. 1]. Blackett-Sample-Hummer, Chicago, is agency.

QUAKER OATS Co., Chicago, which has appointed Rutherfurd & Ryan, that city, as agency for its Field & Rice, is using Stop Me If You're Reading This One. Lee Motley as producer/ director. Berle on 53 NBC-red stations, Saturday, 8:30-9 p.m.

RATHSWEET Corp., New York, on Oct. 18 continues its news program campaign for Rathswheat soup adding WSPA, New York, with the Sunday News Highlights program from 11:30 to 11:45 a.m. Agency is H. M. Kiesel- weiter Agency, New York.

STANDARD OIL Co. of California, San Francisco, is sponsoring broadcasts of 24 local football games on KOMI, Honolulu. Agency is McCann-Erickson, San Francisco.

SOUTHERN CALIFORNIA Chevrolet Dealers Association. Los Angeles, in a 10-day campaign ending Oct. 18, scheduled an average of 14 spot announcements daily on 8 Southern California stations, KHH KGB KFBX KVOE KPMC KVOC KNX. Agency is Campbell-Ewald Co., Los Angeles.

PHOENIX LAUNDRY & DRY CLEANING Co., Phoenix, placing direct, on Oct. 8 started sponsoring the 30-minute transcription quarter-hour serial, My Prayer Was Answered, on KKY, that city. Contract is for 50 weeks. Serial was produced by Fields Bros. Radio Corp., Hollywood.

J. S. WILLIAMS, formerly sales manager of the Sunbrite Cleanser division of Swift & Co., Chicago, has joined Chappel Bros., Rockford, Ill., as vice-president in charge of sales and advertising.

70% Have One Rate

RESPONSE THRU ESTABLISHEDURRE THRU IN YESTADY IN THRU LESTADY IN THRU

STILLS THE BEST BUY IN THE DETROIT AREA

Premiums Are Offered By 60% of Sponsors on NBC Nets, Says James

APPROXIMATELY 60% of all advertisers on NBC make some kind of offer to their listeners, E. P. H. James, sales promotion manager of the network, stated at the opening session of the fifth annual Atlantic Coast Premium Exposition, held under the auspices of the Premium Assn. of America at the Hotel Astor, New York, Oct. 2-5. Of these, about two-thirds ask for cash, usually ten cents, he said.

Tracing the history of premiums on the air since Oct. 1, 1930, when NBC first granted an advertiser permission to announce an offer over the network, Mr. James said the chief motives behind such offers are to separate prospects from other listeners, to get tangible evidence of listening—although he added that the latter reason was largely invalid since no one has ever been able to establish any dependable relationship between the response to an offer and the size of the listening audience, and to send listeners into the dealers' stores.

Describing the various types of premiums that have been successfully offered over the air, Mr. James said that contrary to general opinion only about 15% of all offers are aimed at the juvenile audience. Most offers are made to the feminine audience, he added, with very few appeals aimed at the men. To be most successful in radio, he said, the premium should have a short, attractive name, identified if possible with either the program or the sponsor.

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Tired Hands

WHITE cotton gloves, the gift of John C. Roberts Jr., vice-president of the St. Louis Star-Times, and Ray V. Hamilton, manager of KXOK, St. Louis, the Star-Times station, recently were presented to Clarence G. Cosby, KXOK sales manager, to remedy the dull ache entering his hands from continual congratulating KXOK salesmen for bringing in 30 new contracts during September and continuing the run at the rate of two a day during October. Among national accounts brought in during the fall rush, KXOK lists Wander Co. (Ovaltine), Chicago; Willard Tablet Co. (proprietary), Chicago; Gospel Broadcasting Assn., Los Angeles, and Sinoze Co. (proprietary), Chicago.

Royal Dessert Serial

STANDARD BRANDS, New York (Royal Desserts), on Oct. 5 started for 52 weeks, Those We Love, a dramatic serial, on 53 NBC Red stations, Thursday, 8:30-9 p.m. (EST), with West Coast repeat, 7:30-8 p.m. (PST). Serial is written by Agnes Ridgeway. Calvin Kuhl of J. Walter Thompson Co., Hollywood staff is producer for the time being. He also produces the weekly NBC Chase & Sunborn Show for the same sponsor. Cast includes Nan Grey, Donald Woods, Helen Wood, Alma Kruger and Virginia Sales. All were in the serial when Those We Love was sponsored by Pond’s a year ago. Eddy Kay leads the orchestra.

Junket’s Spots

JUNKET FOLKS Co., Toronto (food) on Oct. 15 starts 100 transcribed announcements three times weekly on CHNS, Halifax; CFCY, Charlottetown; F. E. I.; CFCEF, Montreal; CIHI, Montréal; CBS, Ottawa; CKCL, Toronto; CKBO, Sudbury, Ont.; CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CK GO, Hamilton, Ont.; CKPR, Fort William, Ont.; CKY, Winnipeg; CKCK, Regina, Sask.; CPQC, Saskatoon, Sask.; CKBE, Prince Albert, Sask.; CJOC, Red Deer, Alta.; CFAC, Calgary; CFCA, Edmonton; CFGP, Grande Prairie, Alta.; CKOV, Kelowna, B.C.; CKWX, Vancouver, B.C.; and KBM, Toronto, placed the account.

Fougera on Trio

E. FOUGERA & Co., New York, during the first week in October started a campaign of three spot announcements weekly for Vapex cold remedy on KFI, Los Angeles, KOMO, Seattle, and KGO, San Francisco. Small & Seiffer, New York, handles the account.

New Jamboree Stars

LULU BELLE and Scotty, hillbilly team featured on NBC’s National Barn Dance for the last six years, have been signed by WLW, Cincinnati, to headline the Boone County Jamboree. Transfering from Chicago to Cincinnati, they made their bow to WLW’s audience Oct. 7. The well-known pair in real life are Mr. and Mrs. Scott Wiseman.
JOHN M. DOLPH, formerly assistant to Donald W. Thorsburgh, CBS Pacific Coast vice-president, Hollywood, has been appointed to an executive post with Young & Rubicam, New York. His department will concentrate on advertising research and general coordination with other branches of the agency. Before joining CBS on the West Coast he was associated with N. W. Ayer & Son in New York as a radio producer.

MITCHELL SUTHERLAND, formerly promotion manager of the Los Angeles Examiner, recently was named manager of Ruthroff & Ryan's Seattle office. He succeeded Fredrick Deur, recently transferred to San Francisco.

JAMES R. LUNKE & Associates has closed its Chicago office. Main office will remain in Seattle in the Joseph Vance Bldg. Miss F. M. Landwirth, formerly head of the Chicago office, has joined Mr. Lundie at the agency's Seattle office.

PHILPS RASMUSSEN, formerly with the research department of J. Walter Thompson, recently joined the markets division of McCann-Erickson, San Francisco. He was succeeded by J. A. Privett, Jr.

EDWARD A. CAHIN, former manager of Barco Collier, Minneapolis, and William L. Robinson, formerly in the promotion and sales merchandising department of General Mills Minneapolis, have joined the Minneapolis office of BBDO.

C. R. R. PRATT, for four years manager of the merchandising department of Young & Rubicam, New York, has been elected vice-president in charge of the agency's content department. John M. Van Horn, a member of the merchandising staff, succeeds Mr. Pratt.

McGivena Opens Agency

L. E. McGIVENA has resigned as manager of Brigg & Varley, New York, to open his own advertising agency, L. E. McGivena & Co., at 444 Madison Ave., New York. Telephone is Plaza 3-7422. Mr. McGivena was formerly with Lennen & Mitchell, New York, and previously with the New York News for 16 years in charge of promotion, research and merchandising service. He became well known for the "Tell It to Sweeney" advertisements for the News. Vice-presidents are J. Michael Thome, recently an associate of the Edward L. Bernays public relations organization, and T. W. Seck, of Atherton & Currier, New York. Harry Varley, former head of Brigg & Varley, has rejoined the agency following his resignation as advertising manager of Schick Dry Shaver Co., and will replace Mr. McGivena as president.

CARL STANTON, who has been producing the Bob Hope program on NBC for the past 4 years, returned to the New York office of Lord & Thomas to handle radio programs for Lucky Strike cigarettes. Mr. Stanton succeeds George McFaraday in Chicago, who resigned recently.

THOMAS LUCKENBILL, talent buyer and account executive on the Lux account at J. Walter Thompson Co., New York, on Nov. 8 will marry Juan Culbertson of Washington, D.C.

VIRGINIA GATES has resigned as publicity director of Lennen & Mitchell, New York, and has not announced her future plans.

TOD RUSSELL, formerly announcer at CFRB, Toronto, has joined the radio department of Ronalds Adv. Agency, Toronto.

McGivena’s agency is now known as McGivena, Stannard, Varley & Co., 444 Madison Ave., New York, N.Y.

George P. Hollingbery Co.,
National Representatives
BROADCASTING • Broadcast Advertising

M. H. PETERSEN, formerly manager of KFNX, Phoenix, Ariz., has joined the Chicago radio staff of Reynolds-Fitzgerald, Inc., national representative firm, and with Ed Allen will represent the firm's list in the Midwest. Mr. Petersen was formerly assistant manager of NBC-Chicago and later manager of the radio department of Blackert-Sample-Hammett, Chicago. During 1935-36 he was national sales manager of Hearst Radio, New York.


TRANSMERICAN Radio & Television Corp., national representative firm, has moved its Chicago office to 250 N. Michigan Ave.

KARM, Fresno, Calif., has named Weed & Co., as national representative.

WALTER BIDDICK Co., Los Angeles, has been appointed Pacific Coast representative of WIBW, Topeka, Kan.

WKST, New Castle, Pa., has named Burn-Smith Co. as its national representative.

HOWARD H. WILSON Co. announced its appointment by WIBW, Indianapolis.

WHAI, Greenfield, Mass., has named Joseph Hersey McGillivra an national representative.

CANADA Packers, Toronto, has started a series on CJRM, Regina. Details designed to inform producers of meat products of facts of war and timely revenue. Account was placed direct.

Mueller on Blue C. F. MUELLER Co., Jersey City, on Oct. 2 started a quarter-hour serial program titled Thunder Over Paradise in the interest of its macaroni products on NBC-Blue network. The program, written by Fayette Krum, is heard Mondays through Fridays, 10-11:15 a.m. Agency in charge is Kenyon & Eckhardt, New York.

Godfrey for Richfield RICHFIELD OIL Corp., New York, on Oct. 23 starts a 20-week campaign of one-minute spot announcements twice daily featuring Arthur Godfrey, announcer of WJSV, Washington, on discs on 56 stations throughout the country. Sherman K. Ellis, New York, is agency.

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FINAL program of the CBS Women's in the World of Tomorrow series presented Mrs. Franklin D. Roosevelt, who later asked to see the equipment. Here is with George Putnam (left) and Bob Trout, CBS announcers.

George Weston Discs

October 15, 1939 • Page 59

WHITE LABORATORIES Inc, Newark (Fremont Avenue) to Baker Adv. Agency, Toronto, on Canadian advertising.


W. M. SCULL, Camden (B ACk coffee, tea), to Compton Adv., N. Y. No plans have been released as yet.


SCHUDEL & Co., Sunnyside, Cal. (Rancho coffee), to Lord & Thomas, San Francisco.


OVERLAND PACKING & Beverage Corp., Long Island City, New York (Greyhound), to Norman A. Mack & Co., New York. Radio may be included in 1941 advertising but not definite.

EASTERN WINE Corp., New York (T white Frosted Foods, New York, to Philip Ritten Co., New York, No plans have been released as yet.

NORWEGIAN GOVERNMENT (f ircd codfish), to Friend-Weiner Adv. Co., New York. Foreign language quarter-hour programs will be used three times weekly. It is expected to begin on WOV, New York, WPGN, Philadelphia, and WOCQ, Boston.


PETER DOELGER BREWING Co., Harrison, N. J. (Lambic beer), to Atheron & Currier, New York. No media plans.

CHANDLER Laboratory, Des Moines (band lotion), to L. W. Ramsey Co., Dar es Salaam, T.

GLO-CO Co., Los Angeles (hair dressing), to Harton A. Stibbins Adv., Los Angeles.

PANCRUST-PALO CO., Houston (Crus tenee shortening), to Tracy-Dawson, Houston.

Objec tive For Sale

Background, not opinion; research, not rant; furious the color which has made Ray Dady's "Sidelights on the News" over St. Louis KWK a standout news program for years. Dady, pioneer newscaster of the Middle West, brings his incisive presentation of the things that make news to a news-hungry audience five days a week. He parades the news against a background of wit and wisdom that few radio newscasters possess. Two years as secretary to U. S. Congressman, five years as a government employee in Washington, six years of radio presentation, combine with a clear, forceful style to demand audience respect for his views. Right now, "Sidelights on the News" is available for sponsorship. Call St. Louis KWK or Paul Raymer.
Prior to 1935 no "first aid" directory source existed in the radio advertising industry. Those were sad days. Long hours were spent in vain research. Time-buyers, account executives, advertising managers, station managers, chief engineers—a whole industry—were in a constant question-and-answer quandary.

Naturally, a Yearbook was needed. So in 1935 the editors of Broadcasting published the Broadcasting Yearbook Number, first of its kind, with scores of fully-indexed directories and documentary reference data...large, well-tabulated, easy-to-read and easy-to-use pages...a completely reliable and useful volume.

Cast in the same mold, with yearly refinements, came the 1936, 1937, 1938 and 1939 Yearbook Numbers...a succession of indispensable, everyday tools for a growing industry.

The 1940 Broadcasting Yearbook Number now is in process of production. Many new features are being added...some at the suggestion of the men who use it most, the time-buyers. As before, the new edition stresses utility. It must work for everyone in the industry, everyday. Not a museum piece or "special edition", the 1940 Yearbook Number will get greater use than ever before.

Small wonder, then, that the 1940 Broadcasting Yearbook Number, the year-round advertising buy at regular issue rates, is your first advertising choice of the year.

One page, $192 • half page, $108 • quarter page, $60

Frequency rates on request
Announcers Have a Word for It

(Continued from Page 24)

especially for young people. It deserves mention particularly of its improved phonetic key. A sensible person should keep his own speech ways, his own phonetic patterns, when he finds them in good use, even if they are regarded by one dictionary or another as somewhat less to be preferred than others. A man who strives to cut himself off from his roots is suffering from a psychological ailment, and if he is courting other troubles. His speech probably will sound false and "ham", his phrasing will be bad, he will tend to speak in single words instead of in phonetic groups, he is apt to overstate fancy pronunciations that are false for him, and try as he may, he will be inconsistent.

This is not to say that one cannot and should not improve speech, but improvement is best undertaken along the lines of the phonetic patterns native to the speaker. It is not wise to teach or to ask a Midwesterner or Southerner to speak like an Easterner, or to ask either to acquire a British pattern. It is unforgivable to make anyone distrust the fundamentals of his speech—his most characteristic and most important means of expression. It should not be done unless his speech ways are very bad indeed—and never in response to any half-baked, eclectic so-called "standard English".

We must admit that the announcer has a difficult role. Though he is associated with cosmopolitan events, he is not so traveled nor so well educated as his duties really demand. An old-fashioned general education or its equivalent is a requirement for the job, but education alone cannot make a good announcer. For all his shallow fame, he does not receive from listener or producer the kind of respect that his position deserves.
Maxwell House Discs

GENERAL FOODS Corp., New York, on Oct. 20 started a quarter-hour transcribed program titled "Ruth Hopkins, Angel of Mercy in the Interest of Maxwell House Coffee" on the following stations: KTSN, KGNR, KRIS, KS TM, KLKD, KTHIN, KFKX, KSTP, and WNSA.

The program features Mary Ann MacDonald and Clayton Collier in the title roles, and is heard Mondays through Fridays at varying times. Benton & Bowles, New York, handles the account.

STANDARD RADIO announces the following stations as subscribers to its Standard Library: WJR, Detroit; KFIZ, Fond du Lac, Wis.; KPHW, Spokane; WGBI, Sarnia, Ont.; WDAM, Superior, Wis.; WINS, Asheville, N. C.; and WWNZ, Hobbs, N. M.

GENERAL MOTORS of Canada, Oshawa, Ont., has distributed transcriptions to the following stations: AMPS, Belleville, Ont.; WHAM, Rochester, N. Y.; and WCKY, Chicago. A list of dealers throughout Canada, the dealers placing orders in the region, is in the hands of the office.

Here's What They Say—
(Excerpts from letters to WTCT)

"Every year at this time WTCT has been very helpful in broadcasting announcements for the Christmas raffle of the Minneapolis Society for the Blind."—Addison Lewis, Minneapolis-Annandale Association's officer in charge.

"I desire to express on behalf of the Rochester Area Commercial Club's Christmas Tree Committee."—R. E. N. Peters.

"May we ask your continued help in the effort to raise our Christmas Seal quota?"—Marguerite Breen.

"Thank you very much for the time alotted to this morning for a Poppy Day broadcast."—American Legion Auxiliary.

"Thank you for prompt attention to our application for extended commercial time for the relief of Anoka and Sherburne counties."—American Red Cross.

BLOOD DONORS TO ENLIST blood donors on a nationwide basis, 49 NBC Blue stations on Oct. 6 tied in with a special network program, "Life Donors," by starting organization of "blood donor posts" in their respective communities. The idea, originated by Keith Kiggins, director of the Blue Network, is an extension of the work of the Legion of Blood Donors, a voluntary humanitarian organization of the American Legion of Rochester, N. Y., which was founded 2½ years ago by Al Sigl on WHAM, with cooperation of the Rochester Times-Union.

CIVIC MINDED!

MINNEAPOLIS-ST. PAUL

Doing a Great Job of Cooperating With Community Enterprises... It's The Northwest's Most Popular Station.

Plan Promotion Drive
For Lone Ranger Tieups

TO PROMOTE character merchandise in connection with The Lone Ranger program, an extensive campaign will be conducted between Thanksgiving Day and Christmas, according to an announcement by Robert Spector, director of commercial activities of Lone Ranger Inc. Sales license for the manufacture of "Lone Ranger" radio sets has been granted to Pilot Radio Corp. The sets are one of the 120 Lone Ranger items on sale in department stores all over the country.

Directors of the radio program have completed reciprocal publicity tieups with the department stores carrying these items. Promotion booklets, mats for newspaper advertising, window display cards and copy ideas will be used during the campaign. In addition to the special promotion of daily comic strips in 127 newspapers, 15-minute movie serials and The Lone Ranger programs on 140 stations.

Blood Donors

Address: American Radio History Society, 440 William Street, Minneapolis 3, Minn.
OUTSTANDING among the promotion stunts devised by MBS for its exclusive coverage of the 1939 World Series was the group of 5,000 Currie & Ives baseball prints cut into jigsaw puzzles, each piece representing an MBS station carrying the series.

Further publicity included the use of a specially constructed baseball bat microphone shaped into the form of a baseball, a bat and home plate for the broadcasts; New York City radio editors were invited to witness one of the games played in the city; giant telegrams were exhibited in 500 Western Union telegraph offices in 15 cities, and individual stunts were conducted by some of the stations carrying the series.

WHB, Kansas City, sent out baseball balls to 800 advertisers and advertising agencies, WLA, Lexington, had sandwich men touring streets with portable radios tuned to the Series. WHBF, Rock Island, erected a player board in the ballroom of Fort Armstrong hotel with a trained technician to operate the plays. WGR, Louisville, held a Memorial Day breakfast for radio editors and Advertisers. WFL, Philadelphia, advertised the series by its float at a water carnival. KUTA, Salt Lake City, ran a World Series sign over the ring at boxing and wrestling matches. Similar stunts covering a wide range of promotions and promotion tricks were staged by stations all over the nation in connection with the series broadcasts on the special MBS hookup.

Nashville Bat

SIXTEEN-INCH baseball bat, distributed during the World Series, was used as a direct-mail promotion by WSM, Nashville. Mailing list on the bat carried the legend, "Win a World Series in Sales! Send WSM, the station whose primary listening area alone produces between 20 and 40 million dollars worth of furniture and wood products yearly, to bat for you!"

Tillamook Recipes

TILLAMOOK COUNTY Creamery Assn., Tillamook, Ore., sponsors of Tillamook Kitchen with Benny Walker on NBC-Pacific Red network, is offering a recipe booklet for listeners writing to the station.

AMONG promotion stunts employed recently by Fin Hollinger, publicity director for WJL, Yarmouth, N. S., is a series of weekly letters to agencies throughout Canada. With one note was sent a vial of water from Yarmouth, referred to as "an ocean located just off Yarmouth...through which is drained 13,000,000 (thirteen million) dollars in spending money" between Yarmouth, Boston and New York, from which go the largest lobster shipments in the world, and in which swim the world's largest and hungriest lobsters.

A second note, written on canvas duck, pointed out that Yarmouth is the home of one of the largest cotton dolly mills in the world, with the admonition, "This is Yarmouth duck, but don't duck Yarmouth for bigger and better sails. A note with a minor letterhead was glued an American penny, explained with "Here is an American penny. With it Yarmouthians may buy two slices of bread, a fifth of a pint of milk, etc."

A third note, one billion plus three American pennies leave the pockets of American visitors stepping into the Yarmouth Duck Mills. The advertising will roll a few of them your way!"

WFBR Newspaper Tieups

EXTENDING its reciprocal tie-ups with Maryland newspapers to 11, WFBR, Baltimore, has negotiated a time-space exchange agreement with the Baltimore Sun, arranged for by Harold B. Jones, the executive vice-president, and Purnell H. Gould, commercial manager, for WFBR, and W. F. Schick and E. P. Kavanaugh, for the Sun. Through its arrangement, which weeklies in 24 counties of the state, WFBR devotes a daily five-minute program to news about the county each newspaper serves, receiving in return, three times a week, a public announcement in the Sun ad each week in the various publications. In addition the station frequency programs Yarmouth-sponsored local events, such as the Yarmouth Sea Fair and the opening and closing ceremonies, the titinames were guests at the theater.

Capital Oomph

ELINOR LEE, bone economist of WJSY, Washington, invited Capital redheads to a studio party Oct. 4 to meet Ann Sheridan, queen of the comic strip, during her personal appearances at the Earle Theatre. Ann Sheridan Club was formed, with scraping in the titles of the usual ceremonies, the titinames were guests at the theatre.

Sperry's Skillets

SPERRY FLOUR Company, San Francisco, sponsors of serial Dr. Kay on NBC-West Coast, is offering a Reverse copper skillet, chromium lined, for a sales slip showing purchase of Sperry Wheat Heaters and tents.

Juicer for Cereal Carts

ALBERS BROS. MILLING Co., Seattle, sponsors of the serial Linda's First Love on KPO, San Francisco, is offering an aluminum orange juicer for a box top from Albers Carnation Oats.

Ring and Flight

MORGAN JEWELRY Co., San Francisco jewelry firm, for a flat $500,000, is offering to any listener who travels to Reno, complete with wedding ring, to customers planning marriage. For that price the bride and groom-to-be, along with an al- leged $50,000 worth of jewelry, plus the all-expense flight, including taxis to and from the airports.

The wedding party may leave San Francisco in the morning, be married in Reno, and return in time for lunch. Sponsor calls it "Cupid's Air Express".

New Bulletin

PROMOTION NEWS in a plus-service for WLS advertisers is a new monthly merchandising bulletin published by WLS, for distribution to all wholesale groceries and large chain grocery stores in the Midwest. The service was started when it became apparent that if wholesale sales and retailers didn't know which advertisers were sponsoring these promotions, the results were running special contests, premium offers and other sales stimulants, according to WLS.

Kanawha Boom

PROMOTION letter sent to agencies by WCHL, Charleston, W. Va., calls attention to bustling business resulting from the development of the chemical industry in the Kanawha Valley by Dupont interests, emphasizing the novel use of the district's coal supply in manufacturing toothbrush bristles and ladies hose. Hinting at a gift of a pair of hose, the station offers to "go on and on" in response to a postcard answer, all the while plugging the Dupont products.

Photo Posters

KVOE, Santa Ana, Calif., has placed 20 18x20 inch news photo posters, using pictures of Dispatch Photo News Service of New York, in principals of local stores in the city. Pictures, of current news value, are replaced weekly, with the call letters appearing on the border of each and commercial copy on one of the programs on the station imprinted on the lower border.

Exactly Three

THE MOST recent service extended to early morning radio listeners is provided by Jack Gregson's Yard Patrol on KSFO, San Francisco. Gregson knows no morning program is effective without several "well-laid eggs". He likes to have a number of people in the studio, including many many bitter bridle tears are shed over inabilty to cook a three-minute egg. So, each morning with rise and sun, the stage is set, and the band is ready for the boiling water, Gregson gives the down beat to Dick Peltier, who, while Gregson is playing the tune lasting exactly three minutes. When the tune is over, the eggs are perfectly done.

Coast Displays

COINCIDENT with start of fall radio season, NBC Hollywood press department has embarked on an ambitious campaign to publicize the Merchandise and merchandise network shows originating from that city. Most impressive is the weekly NBC Photo-Flashes, a printed photo job built around a different program each week, distributed in window displays of more than 300 radio stations in Southern California. Photo-Flashes along with the program, its personalities, the network and station as well as sponsor.

Second window display deal, set by Hal Rock, NBC western division press manager, is a tie-up with publishers of Radio News-Week, which weekly will be distributed with weekly copies distributed weekly through 30 Ralphs Grocery Co. stores in the Los Angeles area. At the register of each market is a 16x30 inch framed announcement pluggig, Radio News-Week and the NBC Red and Blue network. Blow-up photo of a popular radio entertainer, is also included along with the information. These displays are in addition to photo and other exhibits being placed in three local chain grocery stores, Los Angeles and Hollywood store and bank windows.

Soup by Campbell

KOY, Phoenix, devised a novel way to announce release of the Kwame Campbell Telephone Hour, sponsored by Campbell Soup Co. over that station. A week prior to the show, KOY, Sept. 10, hot Campbell soup was served to all studio audiences. Auditors were informed the telephone station, will play any of the day's programs originating at KOY, and have a bowl of soup. Several thousand were served during the week.

CBS Oldtimers

WITH 45 dealers sponsoring 76 programs on CBS this fall, heaviest schedule in the network's history, CBS has issued a booklet, "The Measure of a Network—given by the people who know it best", listing these advertisers. On the cover, it states, "from the first half of this year, and on more than CBS; nine are starting their fifth year; six their fourth, third; five their second, and 10 have started on CBS within the last year."

Coast Promotions

WPO-KGO, San Francisco, has started a series of "Sneak Previews", new program ideas for the trade. Instead of conducting the usual transcribed or live talent auditions, a studio for a single agency group at a time, invitations are sent agency men on the Pacific Coast. Network was developed by KPO-KGO Sales Promotion Manager Robert McAndrews.

Week of Letters

KGO-KPO, San Francisco, capitalized on National Letter Writing Week in October. Spot announcements were made daily on both stations inviting listeners to write in and express themselves on their letter-writing habits, concerning programs heard over the NBC network.

Ears How What

WDZ, Tuscaloosa, Ala., has mailed corn husks to 500 advertisers and agencies on which is printed "O, Shucks! Husk your profits with WDZ, over 2,000,000 ears!"

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
Early Radio Incidents
Recalled in Wile Book

THE DEAN of American radio commentators, Frederic William Wile, a distinguished journalist and former war correspondent, relates how he happened to start his formen

Mr. Wile relates how he started broadcasting over WRC, Washington, in the fall of 1923, did his job
the station's five afternoon "Mystery" programs, which are heard in parts of the country as telegrams or

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Crime Prevention

DIRECTED at adults and recommending the wisdom of understanding and patience for persons directly concerned with the lives of first offenders against the law, The First Offender on WHO, Bridgeport, and MBS is presented Saturday mornings under auspices of the New Haven County Sheriff's Asso. to point out through dramatizations how a great percentage of "first offender" cases can be eliminated by proper handling of young persons during their adolescence.

Ticket Auction

TURNED into an auction sale for one day, the sustaining man-on-street feature of WMC, Memphis, was used recently to help boost the sale of season athletic tickets for the local Southwestern U. With a professional auctioneer actually selling season books to the highest bidder for a quarter-hour stretch, twelve of the regular $4.50 book were sold at prices ranging from $5.50 to $13.

Health Education

IN COOPERATION with the State Department of Health, the Arizona Network has launched a weekly quarter-hour program dealing with health from an educational standpoint. The program, originating at WMC, Phoenix, brings prominent doctors to the microphone with expert advice on health problems. The entire program is furnished by the State department.

Some Missing

REPORTEDLY a dandy mail-puller is the "Borrowing Neighbor" game included as a part of "first regular domestic series by Elinor Lee, home economist of WJJS, Washington. At the close of her program Mrs. Lee outlines a fairly common recipe, but leaves out one essential ingredient. Desiring the missing product, she then invites listeners to write and tell her what it is. The game is dramatized by having an imaginary housewife call on a neighbor to borrow the missing ingredient, outlining the incomplete recipe in the process.

A Week of Fires

AMONG special programs presented on WBZ-WBZA, Boston-Springfield, during National Fire Prevention Week was a weekly reporting of the fires in the Boston area in the preceding 24 hours. The chief operator of the Boston Fire Alarm Bureau listed the conflagrations during the Week, and each night summed up with an estimate of what the amount of the day's fire losses would have purchased if put to some useful purpose.

Songs at Night

MEANT to show how the lives of many individuals swing on musical vibrations of emotional tunes, Your Song on WHO, Cincinnati, presents Barney Rapp and his orchestra each morning at 1 a.m. playing the requests of listeners sending in the best reason for liking a particular number. After the selection has been broadcast, Conductor Rapp sends them a photograph of the band and copies of their songs.

Fast and Furious

RAPID-FIRED 90-minute revue recently staged and broadcast by KOY, Phoenix, to celebrate reunion of its staff after the vacation period, has resulted in the program continuing as a weekly feature untitled of Tuesday Night Fringe. All members of the staff, including technicians, are featured and the program is fed to Arizona Network, of which KOY is key station.

City Winter

WRBM, Chicago, has started a Saturday morning series designed to solve the problem of exercise for city dwellers during the winter months. Titled What Can I Do, the series features local recreation experts who tell the listeners where to go, what to do with their leisure time.

What Station--

What Station has so many listeners wanting to see broadcasts that it maintains an 800-seat auditorium from whose stage almost 100,000 dollars was raised with broadcasts during summer.

Why

Why it's WNOX 1010 KC.

KNOXVILLE, TENNESSEE

Script-Howard Radio, Inc.

Representatives

THE BRANHAM CO.
Drama’s the Thing
AN ORIGINAL musical comedy is presented on KGO and the Pacific Coast NBC-Blue Network every Saturday, 6:30 to 7 p.m. (PST) titled Tenth Row Center. The series aims to present musical comedy especially written for microphone production but retaining the atmosphere and color which has made this type of entertainment pleasantly enjoyed by audiences everywhere. Dave Drummond, NBC playwright, is writing the musical plays, including dialogue, lyrics and musical setting. A large orchestra, conducted by Ernest Gill, accompanies the singers.

Silver Buckle
ON THE weekly FE Quiz Court, sponsored by Petrol Corp. on KFJ, Los Angeles, six members of the audience, chosen as defendants and given 10 silver dollars each, try to answer questions put to them by the presiding judge, paying fines commensurate with the difficulty of the question for each miss. Winner receives all fines collected. Twelve jurors, also selected from the audience, are present for answering queries too difficult for defendants. Questions, worth a dollar if accepted, are submitted on blanks from Petrol dealers.

Lingo Puzzler
JOSEPH RIES, WLW station director at the New York World’s Fair, started taking private lessons in Polish at the outbreak of war, but his text books did not arrive until after Germany and Russia had split up the country. At the moment Ries is in a quandary. He doesn’t know if Polish names will continue in the news or if he should devote his time to brushing up on his German and French and let it go at that.

Cash for Noise
WITH dollar prizes to listeners for correct identifications, WOL, Washington, has started Zingo, new audience-participation game based on sound effects. Different audible effects are presented on each of the open quarters of the hour, and listeners are invited to compete for prizes by mailing in their identification lists. Apart from being a novel form of listener participation, the series serves an educational purpose by acquainting listeners with the technique of synthesizing different sounds.

Meet the Classics
THE MUSICAL side of literature, as expressed in famous diaries, letters and original manuscripts, and written for entertainment talent, the series is titled The Atlantic Monthly. will be presented in a series of informal weekly programs on NBC-Blue starting Oct. 17. The program, titled Meet Mr. Weeks, will feature weekly guest stars and will encourage listeners’ participation by answering their questions on literary subjects.

Capital Autumn
INCLUDED among new programs for the fall season, WJYS, Washington, are Washington Hour, weekly variety show built around local talent; Church News, church news and features; Fan Fare, providing inside stories of radio personalities along with their audiences; and Home Life, a weekly series which resumes this year and presents representatives of local schools, universities and educational groups.

The Tactical Slant
SPECIAL summary of the daily military and naval developments of the European war, is given nightly on WHN, New York, by George Hamilton Combs. WHN news commentator, to enable listeners to follow the war and be familiar with the maps distributed by the station.

War Outlooks
TO PRESENT the opinions on the present world situation of the man and woman in the street, WIP, Philadelphia, has started a new sidewalk interview program, John Q. Public, with Howard Jones setting up a WIP microphone each afternoon at 3:15 p.m. at Ninth and Market Streets in downtown Philadelphia. The program is picked up by the audience, via interviews, of the ordinary citizen.

Government Activities
UNDER title of The United States Government Reports, the Arizona Network has launched a weekly quarter-hour educational feature originated at KOY, Phoenix, conducted by the local head of the U. S. Government Reports Office. He interviews local Federal department heads on their official activities in that state.

Pick Your Noise
A RADIO novelty game on WIND, Gary, Ind., uses hundreds of sound effects. Listeners are supplied charts of the sound effects, and are asked to check the ones heard. Merchandise prizes for the most accurate charts are awarded by Cousins’ Jewelry Store, sponsor.

Years of Miracles
SENSATIONAL events through the years in radio history have lived are dramatized on These Amazing Years, weekly half-hour program on NBC-Blue featuring Howard Vincent O’Brien, creator of All Things Considered, a daily column appearing in the Chicago Daily News since 1937.

Abounds in Husking
WDZ, Wausau, Ill., is broadcasting 20 corn husking contests during October. The contests will be retransmitted within a 100-mile radius of the WDZ transmitter. Farm women will be featured in one contest, county farm advisers in another.

For the High School
SLANTED to high school sports fans, WLS, Chicago, has started a Saturday morning program, Prep Sports. Jimmy Evans, Chicago sports commentator, is heard on discussion of high school and prep teams, forecasts and predictions.

Busy Chicagoans
WIND, Gary, Ind., has started a series called Chicago of Work. John L. Sullivan interviews workers at local factories on the thrice-weekly series sponsored by the local Newart’s Clothers.

A SPOT A DAY
Proves an Effective Weapon
For Sports Dealers
ONE DAILY 100-word spot announcement on WFBG, Altoona, Pa., timed for the noon period when most workers in local industries take their lunch hour, has proved an effective advertising vehicle for Burchfield & Co., local sporting goods store, according to the trade paper, Sporting Goods Dealer. “Our radio advertising costs only $5.90 a week and it has brought as many as 50 customers to the store in a day,” commented Roy Burchfield, an official of the store. “It is easy to check returns from radio announcements. When we announce a special, usually a number of men come to the store and ask for it.”

Radio advertising is excellent for cleaning stocks at the end of each season. At the end of the last hunting season we had on hand a large quantity of coats. We offered them as a special and they were all moved out in a few days. It is our policy to clear stocks as far as possible each season, rather than have a lot of money tied up in old stocks. This speeds up turnover, enables us to use the money for new stocks and impresses customers with the fact that they are buying fresh merchandise every season.”

For Radio Writers
PRACTICAL advice on how to write for radio, geared to fill the requirements of all classes of radio writers - beginners, amateurs and professionals - is offered on Educational Writing (Little, Brown & Co., $2.50), by Erik Barnouw, former NBC script writer, and Professor of English Writing at Columbia U. The column includes a thorough survey of the market material and technique of the radio script, along with an appendix containing an academic analysis of a radio version of Hamlet and a 20,000-word writer’s guide to radio.

The Gars Came with the Motor for Extra Power
This picture reproduced on copper will be sent you on request.

BROADCASTING • Broadcast Advertising

October 15, 1939 • Page 67
**FCC Denials of Intervention May Bring Court Proceedings**

**Attorneys Protest New Policy and Claim That Rehearings May Be Required in Many Cases**

EVENTUAL court test of the new FCC procedure barring stations from participating in hearings on applications for new facilities unless the FCC is satisfied they can contribute substantially to the proceedings, is seen by virtue of action of that agency Oct. 10.

Sitting en banc the Commission, with two of its members absent, unanimously held the action of the Motions Docket on Oct 2 in denying intervention petitions filed by a number of stations which held their interests would be adversely affected if the applications in question were granted. In so doing, the Commission, with Brown and Case dissenting, upholds the contentions of the Law Department, as reflected in the opinion of Commissioner Payne announced Oct. 2. This action had been indicated last month when the presiding commissioner at the Motions Docket reserved rulings on intervention petitions [Broadcasting Oct. 1].

The adverse ruling on intervention brought a deluge of pleadings from attorneys representing stations seeking to intervene, on the ground that it was not in accord with the law or the FCC regulations. All these arguments, however, were rejected by the Commission in sustaining the Motions Docket actions.

Possible Legal Action

Several attorneys, it is understood, are considering possible legal action even at this stage, to enjoin the FCC from holding hearings on particular applications in which they are interested. It was considered more likely, however, that the majority of the stations would make their decisions in the cases and then appeal to the courts, if aggrieved, claiming they were deprived of their rights to full and free hearings by the FCC.

The Motions Docket ruling, sustaining the contentions of FCC General Counsel William J. Dempsey and Assistant General Counsel William C. Koplovitz, came in the case of WDBO, Orlando, Fla., which has sought to intervene in the hearing of Hazelwood Inc. for a new 1,000-watt station in that city. WDBO, represented by George O. Sutton and Arthur H. Shroeder, also requested enlargement of the issues prescribed for the hearing beyond the technical interference so that economic issues might be included.

The Payne opinion sharply condemned past practices under which intervention was almost automatic and stated that participation of parties other than the applicant in broadcast proceedings in many cases resulted in unnecessarily long delays and in expense to both the Commission and applicants. The opinion said that the major function served by interveners in many instances was "to impede the progress of the hearing," increase the size of the record, confuse the issues, and pile up costs to the applicant and to the Commission through the introduction of cumulative evidence, unnecessary cross-examination, dilatory motions, requests for oral argument, and other devices designed to increase the...disposal of Commission business.

Attorneys, in commenting on the action, not only contested its legality but held that the new procedure might well increase rather than reduce litigation costs. By preventing stations having a definite economic or technical interest in new applications from appearing in the initial hearing, the FCC might find that it will be forced to authorize interventions upon motions for reconsideration instead of as a result of court actions, thus further delaying the handling of such applications, it was pointed out.

It was also held that some reforms might well be instituted in FCC hearing procedure as a means of expediting Commission action but that the extreme procedure adopted hardly accomplishes that purpose.

The Commission held that the underlying purpose of the rule governing interventions is to limit participation to those persons who will be of assistance to the Commission in carrying out its statutory function. It is not that WDBO failed to meet the presumption of the present rule. Insofar as WDBO requested permission to intervene in the hearing, the opinion said that the determination of what issues an applicant should be required to meet is a matter committed to the discretion of the Commission.

Others Protest

The Commission said that if the issues specified by it in a notice of hearing are in themselves a sufficient basis for denying an application if the applicant fails to sustain its burden of proof, no third party is harmed because the Commission does not also include in the hearing other and different issues, "even though conceivably it may be necessary at some later time for the respondent to file a separate application for further hearing if the applicant meets its burden on the issues already specified."

In addition to the opposition to the Payne opinion cited on behalf of WDBO, a number of other stations, through their Washington counsel, contested the rule as it applied to denials of their intervention applications. These included pleadings on behalf of the Clear Channel Group and NBC, which sought to intervene in the hearing on the application of WHDH, Boston, for fulltime operation on the 550 kc. clear channel assigned to KOA, Denver; Scripps-Howard Radio Inc., which sought to intervene in the application of Stuart Broadcasting Co. for a new regional station in Knoxville, Tenn., where Scripps-Howard operates WNOX, and WOAI, San Antonio, which protested the application of KMAT, that city, to change its frequency from 1370 to 990 kc. and increase its power from 5 to 1000 watts day and 100 watts night, time sharing, to 1,000 watts day and night unlimited time. The WHDH issue, however, was disposed of when the FCC Oct. 10 postponed indefinitely the hearing on its application for full time on the 880 kc. clear channel. Mabel Walker Willebrandt, former Assistant Attorney General, had represented the station but the Commission was notified prior to the hearing that Mrs. Willebrandt, former FCC attorney, had been retained in the case and could not be prepared for the hearing as scheduled.

'Star Chamber' Charge

Louis G. Caldwell, counsel for the Clear Channel Group of 13 stations, filed three separate pleadings on their behalf protesting the intervention denial. Philip J. Hennessey Jr. filed two petitions and a motion to dismiss on behalf of NBC in the same case.

For Scripps-Howard, Paul M. Segal, its attorney, filed a petition to have the FCC review and reverse the denial of intervention in the Knoxville case. Mr. Caldwell, Reed T. Rollo and Percy H. Russell Jr. filed the petition for review and a request for oral argument in the San Antonio case.

Mesers. Sutton and Shroeder submitted an 8-page response in the Payne ruling in the Hazelwood case. In addition to challenging the action as "unjust, illegal, arbitrary and contrary to existing court decisions", the attorneys took exception to the "public condemnation of the practices which the Commission has created on its own rules and regulations, all of which acts and conditions were brought about with its knowledge, consent and approval."

They further held that under the ruling of Commissioner Payne, the Commission undertakes to determine whether the broadcasting service now available to the public in Orlando from WDBO "will be depreciated, jeopardized or destroyed by extraneous proceedings." The ruling, it was contended, might be construed as smacking of "star chamber proceedings" and defeat the argument with respect to saving of time and money if further hearings are to be held on the same application. It was contended that it is far less costly for a petitioner to intervene in a proceeding in its first stage than for the Commission to order a denier intervening a second time and then have the matter threshed out through legal proceedings.

**Landslide for WNEW, Hooper-Holmes Shows**

More than twice the audience of any other New York non-network station!

Look at the figures:

<table>
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<th>Network</th>
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*On Survey Request*

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

Page 68 • October 15, 1939

BROADCASTING • Broadcast Advertising

590 Kilocycles

John J. Gillin, Jr., Mgr.

★ On the NBC Red Net ★
OMAHA, NEBRASKA

www.americanradiohistory.com
From zero to 44 million in 20 years!

in two decades research in RCA Laboratories has played a big part in making radio set ownership exceed the figures for any other electrical device

People want radio sets more than they want anything else in the line of electrical equipment. This is proved by the fact that there are in the United States more radio sets than electric irons, or toasters, or washing machines, or vacuum cleaners, or any other electrical device. Even the 44 million radios in this country are not enough. Millions of homes want more radios, and want to replace old models with new.

RCA takes pride in the fact that the intense public interest in radio, and the ever-growing market for radio sets, both rest in no small degree on research in RCA Laboratories. From these studies there have come many of the important advances constantly made in set design and performance.

But RCA does more. Through the National Broadcasting Company it renders a fundamental service that contributes to the life-blood of the radio business...broadcasting. For interest in buying radio sets depends on a continuous offering of good programs, and constant advance in the art of broadcasting. NBC discovered or developed many of the basic principles of radio entertainment, and is responsible for a large proportion of the advances that have been made in the technical aspects of broadcasting.

This month RCA celebrates its twentieth anniversary, confident that it has rendered in two decades a pioneering service of the utmost importance to a great American industry as well as to the American public.

RADIO CORPORATION OF AMERICA
RADIO CITY, N.Y.

RCA Manufacturing Co., Inc. | RCA Laboratories | Radiomarine Corporation of America
New York F-M Station Is Proposed by Yankee; Says New Art Is Ready

HOLDING that frequency modulation has passed the experimental stage and is ready for everyday operation, Yankee Network, pioneer experimenter with the new "stationless" system of transmission and reception invented by Prof. Edward H. Armstrong, has applied to the FCC for authority to erect two more F-M transmitters—one in the New York metropolitan area and the other on Mt. Washington, N. H. Yankee is now operating W1XOJ atop Mt. Asnabukenak, near Worcester, using 15,000 watts on 43 mc., and early next year will raise its power to 50,000 watts. A relay station, WEOY, carries F-M signals from Boston to the transmitter, 43 miles away, using 260 watts on 133.03 mc. Great success has been achieved with the system, leading to the conviction that it is ready to pass beyond the experimental stage.

The proposed New York station would operate with 50,000 watts on 43 mc., using a seven-day turnstile on Prof. Armstrong's tower already erected for his W2XAMN at Alpine, N. J. The Mt. Washington station would operate with 5,000 watts on 42.6 mc., and would utilize the experimental plant already installed there by Yankee under the direction of Paul A. demars, Yankee chief engineer.

Insurance Program Suit
CLAIMS of the Knickerbocker Broadcasting Co., owner of WMCA, New York, that the programs broadcast by Donald Besline and Morris H. Siegel, insurance advisers, were in the public policy and interest, were dismissed in the New York State Supreme Court Oct. 10 by Justice Peter Schmuck, who ruled that the programs were sponsored by the advisers and so were motivated by commercial interests. Station's claims were put forward as defenses in the $550,000 damage suit of Metropolitan Life Insurance Co. against the station and the two insurance advisers. Suit is concerned with 22 specific programs.

NORTHEASTERN YOUTH CO., Chicago (Maccabean), is using a varying schedule of participating announcements on approximately 20 stations. Han MacFarland & Co., Chicago, handles the account.

FROM delicate diminuendo to crashing crescendo, the magnificence of the symphony depends on sound. And in the transmission of network programs the guardian of sound is the telephone engineer.

Special circuits have been developed by the Bell Telephone System to link the nation's radio stations. The most modern equipment in the hands of trained supervisors protects the quality of sound all the way.

Behind the scenes, Bell Telephone Laboratories are constantly at work to improve today's network transmission, and provide more nearly perfect service for tomorrow's needs.

**Sound and Effect**

THE SCRIPT read "sound of chair breaking over man's head" and Cliff Thoresness, CBS Hollywood sound effects man on the Big Town program, sponsored by Lever Bros., accidentally took it literally. As a result he was treated for a severe scalp laceration at Hollywood Receiving Hospital on Oct. 3, following the broadcast. During the program Thoresness took his cue and hurled the chair mightily against a wall to secure the sound effect desired by Edward G. Robinson, featured on the broadcast. Thoresness put so much force behind his swing that he slipped and fell against nails protruding from the shatter-ed chair seat. Three stiches were taken in his scalp following the accident.

**New Transmission Plan Employs Narrower Band**

NEW WAVE transmission system, employing a restricted form of frequency modulation, has been developed by John Csepely of New Haven, Conn., who claims his invention will not only improve the tone quality of radio reception, but also will make possible the operation of a greater number of transmitters in the regular broadcast band and increase the range of television transmission. The new transmission system, applicable to wire, cable and radio transmission, according to its inventor, is based on the addition of a simple control circuit to the transmitter, with no changes of any sort required for receivers.

Through addition of the newly-devised circuit, which is bridged between microphone and oscillator, present standard broadcast transmitters may be converted into either a high-fidelity or a narrow band transmitter, Mr. Csepely declared. Frequency range is compressed, distortion transmission and high-fidelity reproduction is obtained at the receiver, he explained.

In demonstrations he reported he has tuned a receiver to WJZ, New York, received the signal, then broadcast it across the room via telephone wires, first rolling the signal through the special circuit and compressing it from 3,000 cycles to 1,500 cycles, and received the signal, expanded to its original 3,000 cycles, on another set. Among advantages resulting from the new type of narrow-band transmission he lists diminished natural and man-made static, less selective fading, effective increase in transmitter power and high-fidelity transmission within a 10 kc. band.

Bunn With Wire Broadcasting

C. W. Bunn, formerly general sales manager of Prof. Electrical Research Products, New York, and a pioneer in the development of talking pictures with Warner Brothers, has been appointed general manager of Wire Broadcasting Corp. of America, New York. Mr. Bunn plans to extend the company's wired service to other cities and will supervise the activities of the present associated organizations—Telegrams, Telephone, New York, Maccabean Art Corp. of Philadelphia, Television Music of Washington, D. C., Telephone of New Jersey, Wire Broadcasting of New Jersey and of Pennsylvania.
っこWoon, Brooklyn, has begun construction of a new 150-foot Truscron tower at its new transmitter site in the Newton Creek section of Greenpoint, Brooklyn, and is scheduled to start operation early this December. Plans call for a modern shunt-excited tower and underground transmission lines from the 900-watt RCA \textit{Hi-Fidelity} Electric Transmitter. The installation is under the supervision of Abe Haas, chief engineer.

RCA transmitter equipment and a 35-foot Wincharger tower are being installed for the new WKBZ, Plainview, Tex., authorized for construction last July by the FCC. It will operate with 100 watts daytime on 1200 kc, and W. B. Davis, owner and chief engineer, reports it will probably go on the air Dec. 15.

	extbf{HILEY ELECTRIC Co., Erie, Pa., has published its new catalog G-I-I, covering general communication frequency quartz crystals, holders and oven for frequencies from 20 kc. to 2 mc. Amateur frequency products are not listed in the publication.}

HYTRONIC LABORATORIES, Salem, Mass., has announced a new filament type beam-power tetrode with instant heating filament, listed as HY200 for use in mobile and portable transmitters. The tube has a thoria-doped filament designed for operation directly from a 6-volt storage battery, with a filament makeup of 1.5 and heating characteristics such that it will reach operating temperature before the motor generator has reached normal operating speed.

A NEW TYPE OF furniture, designed by Thomas E. Smith and especially adapted for audience studios, has been announced by Swan Engineering Co., Newark, N.J. Built of a rust-resistant nickel tubing with an all-welded construction that eliminates squeaks, the chairs are light, weighing approximately 81/2 pounds; are fire resistant; 100 can be stacked in 10 square feet of floor space; covers of seat and back can be easily removed for cleaning.

WCSC, Charleston, S. C., expects to have its new 312-foot vertical radiator completed by Oct. 15. Construction, supervised by J. H. Fegan, chief engineer, is being handled by Dawson Engineering Co.

WXVZ, Detroit, has purchased from RCA a 5-DX 5,000-watt transmitter.

**Rules and Regulations Correction**

IN THE volume Rules and Regulations and Standards Applicable to Standard Broadcast Stations, published by Broadcasting, the following corrections should be made on Page 31: Under Section 3.34 (a), second column, fourth line of paragraph (a) should read "830, 850, 860, 870, 970, 980, 990, 1000, 1020." Broadcasting regrets the misprint of the last two frequencies listed, which was due to an error in the original copy of the Government Printing Office. Copies of the second revised printing of the 72-page volume are still available from Broadcasting at 50 cents each, or 50 cents each in quantities of two or more.

**Where's Ellery?**

WBBM, Chicago, was off the air for more than an hour Sunday night, Oct. 8 when a water hose broke in the modulated stage of its transmitter, causing short circuits. Station went off at 7:30 p.m. when the solution to the Ellery Queen murder mystery was being given and more than 500 listeners phoned in for the crime’s solution.

**WOR Seeks FM Site**

WOR engineers are surveying the New York metropolitan area in search of the best site for the new 1,000-watt frequency modulation station recently authorized by the FCC. Station will operate on 43.3 mc, with the call letters WZWX. J. E. Poppele, chief engineer of WOR, has inspected the experimental work with this new type of broadcasting at the General Electric laboratories in Schenectady and at W2XMM, Alpine, N. J., station erected by Major E. H. Armstrong, inventor of the system.

**Call Letters Changed**

CALL letters for WMPO, Decatur, Ill., have been changed by James D. Doss Jr., to a corporation headed by Clarence H. Cubbison, of Atlanta, and Ted R. Woodward (Room B-10, Hotel Mayflower, Sept. 15), have been changed to WJSL. The FCC also announced that WPIT, authorized for construction in Petersburg, Va., but not yet operating, has changed its call to WPHD.

**Plans for WEAF Site**

NBC has tentatively set Nov. 1 as the date for ground-breaking ceremonies at New Providence, N. J., for the new transmitter site of WEAF, New York outlet of the Red network, which will be moved from its present site at Bellmore, L. I. Permission for the move, which NBC believes will increase the station’s coverage and efficiency, has been secured from the FCC and the land has been purchased, although no contracts for construction of the transmitter house and antenna have been let. The same transmitters now in use for WEAF will be installed at the new site, but a new antenna of more modern design will be erected. Raymond F. Guy, NBC radio facilities engineer, will be in charge of the installation.

**History**

“in the making”

KDKA Takes Air Nov. 1

With New Transmitter

THE NEW transmitting plant of KDKA, Pittsburgh, built by Westinghouse, which owns the station, will be ready for operation about Nov. 1, according to S. D. Gregory, general manager. Only eight miles from downtown Pittsburgh, the transmitter will materially increase the signal strength of the station, Mr. Gregory asserted.

With equipment tests to start Oct. 16, the station plans to dedicate the transmitter in early November, during its 19th anniversary. A 715-foot Truscron antenna, located 1,400 feet from the transmitter, is more than half complete, being removed and reassembled from the present Saxonburg location.

A group of local merchants, headed by Myer Wiesenthal, furniture dealer, has applied for a new 1,000-watt daytime station on 580 kc. in Stonebrinkle, O.
First Code Act Brings NAB Discord

Father Coughlin Barred; Elliott Roosevelt Ignores Pact

(Continued from Page 18)

Father Coughlin's sponsors apparently believe in free speech. They play a 'fair advantage' through the purchase of time. The Civil Liberties Union condemns such an attitude and considers the enforcement of the code in the interests of equal rights for all in the discussion of public issues.

At the NAB, it was stated that none of the commentators mentioned in the Patt telegram actually falls in the category of controversial speech in hundreds of broadcast issues, the current commentaries are concerned. Only Elliott Roosevelt, it was indicated, indulges in expression that is adversely pointed particularly on the subject of neutrality. In the case of Mr. Cameron, commentator during the Sunday evening broadcast, CBS, it pointed out that in his current series he is not espousing any views opposed to another and that CBS has so devised its contract with the Ford Company that in the event of serious controversy in the broadcast discussions, equal time will be allowed opposing viewpoints.

Committee Seeks Time

A new complication erupted Oct. 9, when the newly formulated Non-Partisan Committee for Peace Through Revision of the Neutrality Law petitioned the 44 stations carrying the Coughlin commentaries to give it equal time on Oct. 15 immediately following Father Coughlin's rejection of the address by William Allen White, noted publisher of the Emporia Gazette, as chairman, the Committee pointed out that the NAB has no funds to purchase telephone lines but it would send transcriptions of good quality to the stations. Mr. White said the request was made so that both sides of the question may be fully presented "in accordance with the spirit and ruling of the NAB Code." Such prominent figures as former Gov. Alf M. Landon of Kansas, Frank Knox, publisher of the Chicago Daily News, and Mgr. John A. Ryan of Catholic University, are listed as members of the Committee.

The request brought a deluge of inquiries to the NAB, since it asked for free time to answer Father Coughlin. The NAB response was that if the Code was transcribed and broadcast it would be a violation of the NAB Code, apparently to be a qualified organization.

Code Group Discussions

The Code Committee sessions Oct. 2 and 3 in Washington were heated. While the issues before the Commission transcended Coughlin and covered similar bans on such speakers as J. F. Rutherford of Jehovah's Witnesses, W. C. Colton, Unitarian Minister of Toledo, who has purchased time to answer Father Coughlin, the situation of the controversial issue phase predominated.

Technically, several attorneys held the view that under the strict terms of the code, it was possible to continue the September broadcasts for another year, or until all existing contracts expire. One attorney said it nevertheless would be morally wrong to do so. Committee transcribed Coughlin and considered the interpretations of the Code Committee.

Shepard at Meeting

At the Oct. 3 session of the Code Committee, Mr. Shepard was present with his attorneys, former President Paul D. P. Spearman. Mr. Spearman, it was reported, pointed out that if the time the code were enforced, it might have made official repercussions to the detriment of stations. For example, he stated, a station might find that a particular station had openly defied the code mandate, might lead to applications for that station's facilities and NAB membership.

The Code Committee did not perfect its compliance machinery, beyond that established by the NAB Committee, at its September meeting in Chicago. This procedure provides that rulings of the Committee can be appealed to the NAB board, which then will decide upon punitive action. There had been previous talk of expulsion from NAB membership but it is doubted now this course will be pursued.

Rev. Col. announced immediately after the NAB action that he intended to continue his subscriptions, and addresses along non-commercial lines. He said he regarded the new ruling as eminently fair and added that he himself maintained that America is entitled to be heard both sides of controversial questions. He said he had never urged Father Coughlin's popularity, but recommended that he should be heard with speakers representing both sides of the many controversial issues he has raised.

Many Voice Support

Support of the code came to the NAB from many organizations and groups. The National Council of Catholic Men, through Executive Director Edward J. Heffron, hailed it as a "landmark in the history of Democratic broadcasting." William Allen White said he could see how any "honest, tolerant American citizen who wishes both sides presented can fail to support that code."

Paul B. Watt, president of the American Newspaper Publishers' Associations, called it a significant and far-reaching step through which broadcasting have acknowledged and finally defined their responsibilities. Mr. Watt said the Code was "the best written code of any medium in the country's history." John Benson, president of the American Association of Advertising Agencies, cited it as "a fine extension of good stewardship."

Other associations which commented the code and its interpretation included the Federal Council of Churches of Christ in America, National Council of Women's Clubs, Boy Scouts of America, Union Theological Seminary, National Education Association, General Federation of Women's Clubs, the America's Town Meeting of the Air, Lyman Bryson, director of the People's Platform, and W. Russell Hilliard, director of Grace Church, New York City.

NAB buttressed action of its Code Committee by dispatching analyses of the code to members of Congress and other groups. President Miller sent to all members of Congress a letter explaining, the code's purposes and scope. Inviting comment and suggestions, he said he received nearly 100 responses, all commendations. Secretary Kirby sent to some 3,000 organizations copies of the code and advised them of its purpose and effect. Committee suggestions likewise were solicited.

To the some 200 complainers who registered protests with the NAB against the Coughlin action, Mr. Shepard sent them a copy of the code with a letter saying they had not deny the right of free speech to anyone but did just the reverse. He emphasized that the code guarantees that listeners will hear both sides of all controversial issues.

Reactions in Congress

Despite the spadework done, it was apparent that the code operations are not thoroughly understood in Congress. There were indications that Coughlin supporters in Congress would stir up controversy over its provisions. It was learned that a couple of inquiries had been made at the FCC by Irate Congressmen who wanted to know why conventions of the National Association of Broadcasters had instituted such "censorship restrictions!. FCC officials explained that the code was a voluntary industry proposition and that the Commission had nothing whatever to do with its drafting or enforcement.

In other Congressional quarters, the view apparently prevails that the code would prevent candidates for public office from purchasing time. This view was expressed by at least two members of Congress who, however, were straightened out on it. As a result of this misunderstanding, President Miller undertook to inform members of Congress by letter of the purport of the code, with particular reference to its non-commercial aspects.

Realizing that an educational job lies ahead, President Miller plans to set in motion a campaign in which the whole code will be explained at the primary medium. Following up his address before the Civil Liberties Union in New York Oct. 14, carried over an MBS network, he planned to use additional time on other major networks with the code as the theme. It was expected also that Chairman Bill of the Code Committee would make one or more network addresses.

Thought also was given to a regular series of programs using the educational code. It is believed particular code provisions would be amplified as they apply to particular groups or classifications.

For example, there are outstanding leaders in religion, politics, labor, women's activities and other substantial groups could be found who are willing to lead a series of programs of means of conveying to a complete cross-section of the country the impartiality of the code provisions.

AFL Chief Lands Code

Another strong voice in support of the code was heard Oct. 15 on CBS when Matthew Woll, vice-president of the American Federation of Labor, at its convention in Cincinnati, described it as an important move in defense of democracy by guaranteeing that radio would give every opinion of every group, on every issue a great public issue arises, but that all sides—majorities and minorities, rich and poor alike—shall have free access to the microphone to state their case.

"This is in the best tradition of democracy," Mr. Woll said, "and I trust the responsible broadcasting industry will be congratulated for this sane and orderly procedure, which rules out domination either by force of numbers or by force of wealth. On that front, at least, power politics has been defeated."

MOVIES OVERRULDED ON FREE TIME BID

REJECTION of a "free offer" of the Motion Picture Producers & Distributors Association to American radio stations commemorating the 50th anniversary of motion pictures was advocated by the NAB and others. A script had been offered stations which could be broadcast "free of charge," a plan which included many plugs for movie productions past, present and future.

Mr. Moore, while the industry desires to render every cooperation to sister industries, it has advised Kenneth Clark of MFPDA that the scripts were unacceptable except on a paid basis, and invited his cooperation in helping members sell their programs to local exhibitors.

Other free time seekers, the NAB reported, include the Miss America Pageant, the Most Holy Trinity, which has since withdrawn its offer after being informed that the plan to sell ads at 61 a copy was a violation of the code, and the National Dinking Assn., seeking to popularize this cuddy and sell more doughnuts and coffee.

"Cost-per-inquiry" propositions from Dietetic Research Laboratories, Inc., and the Interstate Advertising Agency for Sunlit Flower Fields, were judged "out of the NAB Code," and the principals so notified.

A GROUP of local merchants, headed by Mr. H. H. Voigt, has applied for a new 1,000-watt daytime station on 930 kc. in Steuben, N. Y.
ASCAP Contests New Florida Law

Claims It Is Unconstitutional

And Asks for Injunction

Pursuing its practice of combatting State anti-trust laws, ASCAP has filed an attack upon the 1939 Florida statute, alleging unconstitutional

And rules. The preliminary injunction, Arguments will be heard Oct. 19 in Jacksonville before a special three-judge court.

The new attack is by a supplemental bill of complaint in the existing suit of W. S. MacCormick, vice-president, against Florida's attorney general. The State will seek to compel ASCAP to file a separate suit.

Florida's new statute, supplanting one which had been held faulty, requires full enforcement of copyrights by the copyright owners through filing of catalogs with the State comptroller; sanctions blanket licensing and blanket fees provided each member of the copyright community was eligible to the user the right to use on a "per piece" basis at prices determined by the copyright owners. The comptroller's rules prohibit blanket licenses which require payment on programs not using music coming under the license.

Like Newspaper License

The effect of the statute is to require what amounts to an old ASCAP license accorded stations won by newspapers.

The statute imposes a 3% privilege tax for the right to do business in the State. The statute in question is the anti-trust law in force in North Dakota and Kansas.

The special court to hear the ASCAP plea comprises Judges Long and Strum of the District Court and Judge Hutchison of the Circuit Court of Appeals. ASCAP's attorneys are Frank Wideman and Manley Caldwell. Appearing for the State are Assistant Attorney General Tyrus A. Norwood, Lucien Borden, of Jacksonville, and Andrew W. Bennett, NAB counsel, acting as special assistant. E. C. Mills, ASCAP administration commission chairman, and Louis D. Froehlich and Herman Finkelstein, ASCAP counsel, appeared to participate in the hearing.

Spot Time Sales

EXPENDITURES for spot radio time on 14 New York stations in July totaled $775,000 according to the first issue of National Radio

Records, New York [BROADCASTING, Oct. 15]. Expenditures indicated include: retail, $167,771; general,$324,910; automotive, $899; finance, $35,227. The total national for the month, NPR reported, was $5,850,315, broken down to: retail, $2,925 (only), automotive, $495,581; financial, $31,855.

RICHARD MARVIN, vice-president of William Eddy Co., flew from Hollywood to Nashville Oct. 12, to attend the following day's dedication of WSM's Grand Ole Opry, first under the sponsorship of R. J. Reynolds Tobacco Co. for Prince Albert pipe tobacco.

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DISCLAIMING any reported change of policy in allowing ser-

vice privileges for renewal of First Class Telephone Operator li-

censes, the FCC on Oct. 4 re-

sponded to a group of identical let-

ters of protest received from sev-

eral American Communications

stations located statewide over the

country. Protests entered by the

technician unions centered about

the alleged refusal of the FCC to

consider applications for renewal

duty, in lieu of regular transmitter

story, in satisfying the service re-

quirement for renewal of license

without re-examination.

Pointing out that the revised operators' rules have not altered the situation prevailing under the old rules, where a technician performing duties not requiring the employment of a licensed radio operator was not to be given credit for such service as a basis for re-

newal of license, the FCC in its an-

swer declared that "in no case has the Commission knowingly accepted this service". As for "satisfactory service", that interpretation also is essentially the same in substance as under the old rules, the FCC let-

ter continued.

Justifying the stand against al-

lowing studio and control room ser-

vice as well as actual transmitter

duty, the letter stated: "Experience

obtained as a result of broadcast station inspections has indicated in many cases operators assigned sol-

ely to studio control work for ex-

tended periods of time lack intri-

cate knowledge of the operation of the transmitter."

"The station licensee is responsi-

bile for the proper operation of the station if it is the position of

the employees that either or not a station licensee required licensed operators for studio work is a matter to be determined by each licensee.

For the Commission to require licensed operators for all positions associated with the technical opera-

tions of broadcast stations would be impractical as well as unne-

cessary. Since the transmitter is al-

ways in charge of a properly lic-

ensed operator, it is the Commis-

sion's policy to permit the employ-

ment of unlicensed personnel in other parts of the broadcast sta-

tion's system."

A similar query on the "satis-

factory service" interpretation and service requirement also has been answered from Samuel A. Rosen-

baum, president of WFIL, Phila-

delphia, who pointed out in his let-

ter that apparently disparity exists between the rules as promulgated and as interpreted by FCC field of-

fices. Mr. Rosenbaum, "speaking of the minor stations and the major sta-

tions owners", declared that while owners felt strongly about opera-

tors who may attempt gratis re-

newals upon alleged but fictitious service, to avoid "undue hardship

both on employer and employee" the whole subject should be carefully reviewed with an eye to clearing up apparent discrepancies.

To Support Red Cross

ARRANGEMENTS are being com-

pleted by networks, independent

stations and big radio advertisers

to support the annual Red Cross

Roll Call. Starting Nov. 11 with a

full-hour Red Cross Parade on

NBC-Red, CBS and MBS, 10:30-

11:30 p.m. (EST), on which sev-

eral well-known bands, theatre and

radio stars will appear from both

Hollywood and New York, the Roll

Call drive will be supported from

Nov. 12 to 25 by spot announce-

ments and sketches on sponsored

network programs. To about 250

independent stations the Red Cross

will distribute, about Oct. 25, two

quarter-hour taped dramatic pro-

grams, each of which concludes

with a short Roll Call appeal. It is

hoped that stations taking part

will be able to broadcast the pro-

grams several times in order to

repeat the appeal.

New CBS N. E. Rates

NEW rate card for CBS New Eng-

land Network, effective Sept. 15,

has been issued by Radio Sales, list-

ing the one-time evening rate at

$1,730, an increase from $1,625.

Since the last rate card was issued, in November, 1938, the night power of many stations, including WOR, Providence, R. I., has been increased from 500 to 1,000 watts.

Emphasis on Experience

As More Stations Install Vertical Radiators

Business is Good in Shreveport

October 15, 1939 • Page 73

www.americanradiohistory.com
THE FCC has assigned the call letters WNYE to the New York City Board of Education's non-commercial educational broadcasting station operating on 41100 kc. under the FCC rules of Jan. 27, 1939 (BROADCASTING, Jan. 29, page 371). From this point the station was known as WCNY, but the new call was allotted to avoid confusion with the municipal broadcast station WNYC.

WLS, Chicago, has started two new educational programs under supervision of its director of education, Mrs. Harriet Hester. A quarter-hour Wednesday evening series features high-school choral groups from various Chicago high schools. A second quarter-hour series features parent education and is given under auspices of the executive council of the WFA. Various schools who regularly listen to the WLS School Time are invited to see the broadcasts and participate in the singing.

WXIAQ, Chicago, has started a half-hour Saturday morning studio program High School Studio Party. Students who can act, sing, tell stories, etc., are auditioned for the show and students from all of Chicago's high schools are considered eligible. Tickets are necessary for admission to the show and in addition to entertainment a parent of each student appearing on the program is invited to attend. The program is given under auspices of the Chicago Radio Council, directed by Harold Kent.

DR. LEE DeFOREST, radio and wireless pioneer, has accepted membership on the board of consultants of CBS' American School of the Air, serving as an advisor to the air school in scientific fields in general and radio technology in particular.

TREATING health, social security, foreign trade, labor welfare, and other problems of democratic government in units of five or six broadcasts each, the U. S. Office of Education has inaugurated a new plan of educational broadcasting on its Democracy in Action series, now heard Sundays at 2 p.m. (EST) on 101 CBS stations. The first groups of five programs, covering foreign trade, started Oct. 8. Laurence Vitrany, formerly Sunday editor of the Washington Post, writes the Democracy in Action scripts.

COURSE in radio has been added to the curriculum of the State Teachers College, Trenton, N. J., for the 1939-40 school year, under the direction of Robert R. MacLaughlin, a member of the radio committee of the National Council of Teachers in English.

KWSW, Washington State College station at Pullman, has increased its School of the Air broadcasts by five hours a week for the 1939-40 school year, now including in its schedule 10 separate programs designed for use in grade and high schools in Washington and neighboring states.

DEPARTMENTS of Education in New Mexico and Louisiana have officially adopted CBS' American School of the Air as part of the curriculum in state schools, thus making a total of 23 states which have joined the CBS series in classroom programs.

THE HISTORY of democracy and its ideals is again being dramatized for children and adults on the weekly educational feature Ideas That Came True, which returned to NBC-Blue on Oct. 5 for the 1939-40 season, with Dr. Rollo G. Reynolds, principal of Homer Munn School, New York, again acting as narrator.

A "Must" Book for Station Management

Rules & Regulations and Standards

Applicable to Standard Broadcast Stations

★ PROMULGATED BY FCC, EFFECTIVE AUGUST 1, 1939
★ 72 PAGES
★ 60¢ PER COPY
★ 50¢ EACH, TWO OR MORE COPIES

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

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City __________________ State ______

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BROADCASTING • Broadcast Advertising
PITTSBURGERS got a demonstration of visual broadcasting the week of Oct. 1 through the cooperative efforts of KDKA and the local Spear's store. Operating on a schedule of four performances daily, two in the afternoon and two in the evening, the exhibition telecasts were dedicated opening day by Mayor C. D. Scully, of Pittsburgh, and later presented interviews with local and visiting celebrities, along with entertainment by KDKA staff artists, band and chorus. Technical installation was supervised by J. C. Baudino, KDKA plant manager, and operation was supervised by Engineer T. C. Kenney. Spear's store publicized the demonstration with announcements on all five Pittsburgh stations and full-page ads in local newspapers, and both the store's and KDKA's merchandising staffs got behind the project. One of the chief highlights was a KDKA special events car, a midulet Bantam, shown above carrying (1 to 2) Nathaniel Spear, president of Spear's; Mayor Scully; Miss Pennsylvania (Ruth Willeck); and Miss America (Patricia Donnelly). The car was used to carry artists, staff members and technical experts through Pittsburgh streets daily on their way from the studio to the store for the visual demonstrations.

RC Appears in Visual Broadcasting

A CROSS-LICENSING agreement has been entered into by RCA and Farnsworth Television & Radio Corp., whereby each party acquires the right to use the other's inventions in television and other fields, according to an announcement made jointly on Oct. 2. RCA gets a non-exclusive license to use Farnsworth receivers and transmitters and other radio and sound recording and reproducing apparatus under the Farnsworth patents. Farnsworth Corp. receives a standard non-exclusive license for broadcast and television receivers and electric phonographs and also other non-exclusive licenses for television and broadcast transmitters and for other fields. Neither company acquired any right to issue sub-licenses to third parties under the other's patents.

* * *

Book by Lohr

LENOX R. LOHR, president of NBC, has written a book on television broadcasting which will be published early this winter by Mc-Graw-Hill. Volume, which has not yet been titled, will cover visual broadcasting from all angles, engineering, program production, economics, etc., in non-technical language.

* * *

To Give Lectures

THELMA PRESCOTT, who resigned recently from the NBC television production division, has been signed by NBC Artists service department to give lectures on "Behind the Scenes in Televislon" at women's clubs, drama schools and universities throughout the East.

Cleveland Demonstration

W. P. B. T. Cincinnati, conducted the first public television demonstration in the city recently when it arranged for installation of technical equipment, installed and manned by RCA, in a local department store.

* * *

Indians See

UTE INDIANS of the Uintah and White River tribes of Eastern Utah recently performed ancient tribal dances and ceremonies for the television audience during a demonstration using the RCA portable equipment conducted by KDYL at the Paris Co. Department Store in Salt Lake City. After representatives of the two Ute tribes had performed the ancient "Beau Dance" and "Turkey Dance", the 88-year-old chief of the Uintah described in Ute sign language the coming of the whites to Utah.

REVISION of NBC's television schedule will drop Tuesday afternoon and evening programs and start each week off on Wednesday, but will add Saturday evening and Sunday afternoon telecasts to the schedule instead. Arrangements have been made to televise boxing matches in Brooklyn, 9 to 11 Saturday night, and home games of the Brooklyn Dodgers, football team.

CBS Television Deferred

ALTHOUGH several months have passed since the date originally scheduled by CBS for the inaugu-ration of its first television station, the installation of its video transmitter in New York's Chrysler Tower, it is still incomplete and the network’s television executives are unwilling to make any surmises as to when they will finally get on the air with the first such station.

Meanwhile, plans for production of visual entertainment are progressing at a rapid pace, and it was stated, so that when the technical problems have all been solved the network will immediately start presenting a varied schedule of visual entertainment.
WSKY officially became a Cincinnati station Oct. 10 with approval by the FCC of its removal from its main studios from Covington, Ky. to the Gibson House in Cincinnati. All executive offices and main studios are being moved to the Gibson, in which branch offices heretofore have been housed.

KTSJ, San Antonio, transferred its news bureau and equipment to the Musical Auditorium during the local National Home Show, Sept. 30-Oct. 8, where night news programs were prepared and broadcast on regular schedule. The complete news bureau setup, including a UF typeface, was placed in the orchestra pit of the auditorium, where Charles C. Shaw, KTSJ news editor, prepared and read the programs and answered questions of visitors. Jack Mitchell, KTSJ production manager, acted as master of ceremonies for the entire show, introducing stage shows and conducting a quiz program concerning the exhibits. Bee Morin, staff organist, also played organ programs nightly. KTSJ broadcast the Home Show program, in addition to the news, from the auditorium each night.

NEWS BUREAU of KVCO, Tulsa, is expanding its operations by furnishing 15 local business firms with news bulletins that will be displayed on local bulletin boards and also broadcast days when developments occur at high speed, as many as eight sets of bulletins have been sent out.

WNOX, Knoxville, during the annual Tennessee Agricultural and Industrial Fair conducted open-air performances of several popular local programs, including two performances of the daily Midday Merry-Go-Round variety show and musical and man-on-street features.

SHIFTS in the production and technical departments of KSL, Salt Lake City, are made to designations by Earl J. Glade, manager, and Fred Sharp, director of operations. The new staff lineup follows: Gene Peck, technical director; Willies Thorson, studio manager; Charles E. Shaw, production manager and chief engineer; Farley E. Bass, production manager; Irma F. Birner, educational director; Earl J. Glade Jr., director and station manager; and Thelma Urry, production. Thomas H. Axelrod, director of special events, sports and promotional activities, with Wayne F. Richards as assistant.

WSM, Nashville, has all its news programs sponsored since the end of December. The establishment of studio hours a day, Sponsors are Pirex Co., Manhattan Soap Co., Vick Chemical Co., Fisher Paul Inc., and Bristol-Myers Co.

CBS has arranged six Monday evening programs from the Auditorium of Music, Philadelphia, in addition to the usual afternoon series starting Oct. 14 for the 11th season. Five CBS programs each are planned from New England Conservatory of Music, Wickenburg, and Ohio State, Columbus, as part of the network’s 1939-40 musical broadcasts, which will contain a sixth year of concerts from Cincinnati Symphony Orchestra.

WGN, Chicago, has a serial dramatization of The Guilty Bystanders, the novel of Rupert Hughes. Featured in the biweekly series is Caroline Fisher, central character in a story that concerns court witnesses whose reputations are injured by legal intrigue.

MORE THAN 200 employees of NBC, First National Bank of Chicago and American Tobacco recently at the local Lincolnshire Country Club, NBC, Blue sales chief, was long remembered. Page Charlie Whipple won the tennis singles match between Jack Donnelly, general office, won the ping pong trophy.

THREE IN the transmitters of WJAZ and WJZ, New York, were opened at 12:30 a.m. on weekly schedule. The sales department of the two stations reports the period between 7:30-8 a.m. completely sold to commercial sponsors. On WJZ, sponsors are Pirex Cos Commercial Solvents Co., Peter Paul Inc. and Standard Oil of New Jersey. On WJAZ, sponsors are Commercial Solvents Co., Vick Chemical Co., Peter Paul Inc., and Good & Co.

KGEO, Fort Worth, coopered with WSM and WLAC, Nashville, in carrying the sponsors in one of the games between the Fort Worth Owls and Nashville Vols played in Nash- ville recently. Hawthorne, of WLAC, and Harold Hogue, KGEO general manager handled the play-by-play descriptions and color, with WSM engineers handling the pickup, carried to Fort Worth via phone wires. The first game was sponsored by Wirth Credit Clothes, Fort Worth, and the other two by T-P Oil Co. of Texas.

WRC-WMAL, Washington, on Oct. 1 held the opening ceremonies of "House of the Future" near Washing- ton. Designed as an example of the future American living, a reopening ceremony was held last May, and WRC listeners have been kept advised on construction progress since through special programs of "Building America." Mason, director of the WRC Home Features, who was present at the official opening, has broadcast her daily programs periodically from the house as it was being constructed.

KNT, Yakima, Wash., for the ninth consecutive year, broadcast a series of daily programs direct from its glass enclosed observatory to the radio tie-in with the building of the Central Washington Fair. Oct. 1, in addition to having a rover reporting on the grounds and also broadcast the evening grandstand pickup with Hugh Barrett Dobbs as master of ceremonies.

Two Green Bay Packers football stars were sporting goods stores are sponsoring the new football, facts and forecasts on WTQA, Green Bay, Wis., with Al Michel giving enthusiastic activities and the Packers, immediately before the regular Packers game broadcasts, for Wadhams Oil Co., also sponsoring the games on WTJ, and then forecasting results of other pro and college games. The program, aired every Sunday afternoon at 2 p.m. by Arnold Hober, Packer halfback and DeWitt Drug Store; Charles Goldenberg, Packers guard, and manager of the Auto Ac- cessor. "Sports and Co., Barney Lent, public relations public relations director. KNX was acquired by CBS on Dec. 26, 1938.

WDR, Davenport, Iowa, quarter ended Sept. 30 for WQXR, New York, were 560% ahead of those for the same period according to preliminary reports. M. Scholle, WQXR sales manager, is working on "loopy" news programs for WQXR during the upcoming retransmission of "A Night at the Races".

WTAR, Norfolk, carried three special programs in connection with the 15th anniversary of the original opening schedule into the city via a new bridge at Magnol- la, Va., including coverage of tape- recorded ceremonies at midbridge, interviews with visiting Virginia and Carolinians, on other notables, and a description on plans held during the bridge-opening celebration.

WHEN NBC presents its second weekly national news magazine, Arturo Toscanini, there will be no outlet for the series. WENL, NBC’s station in Chicago is off the air on Saturday nights and the National Federation of Labor stations, which carry a number of NBC-Blue suspender, cannot carry the series as a result of prior commitments.

KMO, Tacoma, Wash., built a special display-studio at the recent Tacoma Home Show presentation and broadcast daily programs, promoting home- town products. The exhibit included the only trackless apparatus, for visitors entertainment, Special headlights were prepared on the radio industry and carried out to visitors. Jerry Geenham, KMO announcer, also directed the exhibition public address work.

Another NBC

FOLLOWING the publicity barrage in Cincinnati telling of WCKY’s joining CBS and the "World Of Volunteering, WCKY’s" tie-up, radio and agen- cy men rubbed their eyes recently when a fleet of trucks appeared at the WCKY studios and started sending signs with big red letters, "WCKY—NBC." The trucks, it was learned on further ob- servation, were owned by National Biscuit Co., which is advertising NBC doughnuts on WCKY with the trans- cibed Buck Rogers serial.

U.P.

The MARK

of Accuracy, Speed, and Independence

in Worldwide News Coverage

UNITED PRESS

BROADCASTING • Broadcast Advertising

Page 16 • October 15, 1939

Broadcasting
Cowboy Trio, The Rough Riders, who started their radio career three years ago on WXYK, Okotoks City, have signed a contract with Republic Pictures and are in Hollywood working for their first feature picture. The trio will shuffle between Hollywood and Oklahoma City to maintain both their picture and radio commitments. When not available in person, their programs for Cal's Coffee, present sponsor on WXYK, will be presented via transcription.

WHO, Des Moines, on Sept. 30 started its ninth season of Louis Dance Frolic with a combination of starring performance in the Shrine Auditorium before 3,000 persons. The ultimate broadcast is sponsored this season by Maxon LP Co., Chicago, Murray Feed Productions of Burlington, IA., Flex-6 Glass Mfg. Co., Chicago, and Red and Blue Broadcasting, supervised by Harold Fair, WHO program director, is handled by Stan Wisby, Ernie Sanders, Max Robinson, Jack Regier, and Bobby Griggs.

What it believes is a model policy of devotional programs has been inaugurated by KOW, Phoenix, with a daily morning WXYZ, Catholic City, handled by a staff member, which various religious groups of Phoenix and the Salt River Valley unite in rotation and a Sunday evening Vespers program. The program's name, which furnishes the Sunday evening music and its pastor delivers a free- lance sermon, and the remote lines are also put into a different Phoenix church each Sunday and the entire morning service is broadcast.

POLAR last Saturday evening program on WIND, Gary, Indiana, N.Y., the Newsletter Forum which features prominent Chicago personalities in the discussion of topics of the day. Another WIND feature which returned to the air recently is Chicago Telephone Club, a 45-minute lecture series by prominent clergies and laymen.

WIND, Baltimore, during the week of Oct. 9 broaded the regular early evening Ezra News Reporter five-minute spot from the stage of the Hippodrome Theatre. The program was handled exactly as in the studio and was provided by Paul Giraud and Tom Dane.

Western Electric commercial department recently entertained college students in the Bell Telephone SYSTEM at the annual outing and golf party at the Knoll Country Club, Boonton, N.J. A number of the young men participated in softball games, home shoo, bowling, and golf, and top prizes were awarded at the concluding banquet in the club house.

WBC, Washington, has installed a microphone in the Weather Bureau to bring morning forecasts directly from headquarters. The Bureau has increased its forecasts to four a day instead of two.

KPLC, St. Paul, was recognized officially as a medium of public information recently when a U. S. District Court in Minnesota ruled in recognition to an action of Linus W. Wall, state broadcast engineer, on the station, and the Minnesota Radio Network July 5. The government complained the KPLC radio station of Minnesota, with insufficient information and notice to WPA employees that their employment would be terminated under the new relief act. Attorneys for the defendant KPLC were opposed in the case on the address as evidence, but Judge M. M. Joyce upheld the government.

The First portable isolation booth was named a combination junket for a radio serial on the Pacific Coast has been constructed and to be used by William Robson, CBS Hollywood producer. It is employed each week on the Fred Allen show and is ordered by Lear Bros. The use of a microphone in the booth enables the distant noises such as telephone calls, off-stage voices and street sounds.

Broadcasting - Broadcast Advertising

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Tribute to Geo. Dealey
Texas and the nation paid tribute Oct. 11 to George Bannerman Dealey, publisher of the Dallas News and operator of WFAA, at a banquet in the Buccaneer Hotel, Galveston, on the occasion of the 65th anniversary of his entry into newspaper work. Notables from all over the country attended, and speeches were made by Lenox R. Lohr, NBC president; Amon G. Carter, owner of WABP and KGKO, Fort Worth, and publisher of the Fort Worth Star-Telegram;

Walter M. Dear, president of the American Newspaper Publishers Assn.; former Gov. W. P. Hobby, publisher of the Houston Post; and others. Sharing honors with Mr. Dealey at the banquet were his wife, whom he met when she accompanied her father to Galveston in 1883 with a delegation of the Missouri Press Assn.

RE-ENACTMENT of the CBS American at Work program dealing with the booking industry will be witnessed Oct. 18 by 5,000 of the bankers attending the American Bankers Assn. convention, in New York.

WISE, Asheville, N. C., To NBC, Opens Oct. 20
THE new WISE, Asheville, N. C., local, will join NBC as its 177th station Oct. 20 when it locates its new facilities. The station will be available as a bonus only to local and regional advertisers using WFCB, Greenville, S. C., which is supplementary to WISE. George H. Thomas, publisher of the Asheville Daily News, is licensee of the station which will operate fulltime at 1370 kc. with 100 watts. The station has installed a Gates transmitter. It is understood that Mr. Thomas, who will actively manage the station, plans to dispose of his ownership of the Daily News and devote full time to broadcasting.

Studios and offices of WISE are located in the Langren Hotel. In addition to the regular daytime programming, the station has purchased a Gates five-channel console and Presto heavy duty turntables with lateral pickups. Station personnel includes Bernard Macy, program director; John Kegel, continuity director; Kenneth Beechboard, production manager; Baxter Barkley, local commercial manager; William Hinn, assistant local commercial manager; Ralph Kibler, chief engineer; Durham Ipock and James Sims, engineers, and Miss Clara Lathrop, hostess. Mr. Thomas said the station will have available Transradio and INS news.

Mennen's Promotion
MENNEN Co., Newark, has set up extensive promotional campaigns tying in with the company's Quartz-Doodle broadcast. Mr. east of the Rockies and Bob Garred's new broadcasts on the West Coast. Special window streamers, newspaper ads and other promotional material have been prepared and Mennen salesmen have been supplied with presentation books which give the retailers a complete picture of the radio programs and their direct activities on the retailers' behalf.

Merchandising campaign was produced by F. S. Dietrich, merchandising manager of the Mennen Co.

ASSOCIATED RECORDED PROGRAM SERVICE
Quality Programs for Commercial and Sustaining Uses.
25 West 45th Street
New York City

CLASSIFIED ADVERTISEMENTS
Help Wanted and Situations Wanted. To per word. All other classifications, 10c per word. Minimum charge $1.00. Count three words for box address. Forms close 20th and 15th of month preceding issues.

Help Wanted
Station manager wanted. Position open for energetic manager local station-Southwest. Interested in one who is employed managing a small station successfully in a comparatively small city but who wishes to change for a position offering percentage of profits. Box AA-44, BROADCASTING.

Salesman-some man with a good background; 35-40 years of age; for full time NBC Red Station in western market. Drawing account and commission. Arrangement offers opportunity for real earnings. Give complete information. Box AA-41, BROADCASTING.

Salesman-Opportunity right now local station midwest city of 100,000. Must be able sell large accounts. Tell all first letter, Box AA-66, BROADCASTING.

Situations Wanted
Sports Announcer-Play-by-play all sports; sports commentary, readings. Box AA-19, BROADCASTING.

Experienced Staff Overlist-Plaintet Program Director desires change of location. Box AA-80, BROADCASTING.


Combined services available or technician only. Wife; sons, continuity, microphone, etc. 28 year experience. Box AA-59, BROADCASTING.

As Station Manager or Program Director: 10 years radio experience, both network and local facilities. Highest references. Box AA-19, BROADCASTING.

Instructor-Announcer-Teach voice, speech, radio arts, commercial announcing, programming. References. Box AA-45, BROADCASTING.

News-sports-special events announcer seeks better opportunity. Ten years experience-local and network. Box AA-19, BROADCASTING.


Situations Wanted (Con'd.)
Producer - Script Writer—network experience, formerly associated with National largest independent station—now available for staff or assignment work. Scripts and transcriptions upon request. Box AA-43, BROADCASTING.

Production Man, ten years experience, production, programming, promotion, writing. Employed, but wants to change. Married. Will accept small salary. Box AA-64, BROADCASTING.

Good Salesman or Sales Manager desires change of location. Ten years experience network and independent stations. Start reasonable and prove worth. Go anywhere. Box AA-46, BROADCASTING.

Idea Man, radio station or agency. Writer-producer, considerable sales and sales management experience. Excellent long standing national contacts in radio and advertising circles. Go anywhere. Reasonable salary and percentage. Box AA-85, BROADCASTING.

Commercial Manager seeks change. Now with well known network station where efforts in past few years have accounted for growth and increases in revenue that have gained national recognition. This man is a substantial citizen with a fine background of experience and training that qualifies him for the toughest radio job in the country. He is young, energetic, thoroughly reliable and not possessed of any false ideas concerning his own personal worth in the scheme of things. He has set up a program that is unique in the national field and knows the local sales and service problems. He is interested only in a permanent connection with a good station prepared to reward sound production. Starting salary around $7,000, with future growth on a make good basis. Box AA-58, BROADCASTING.

Expert News Man—Seven years newspaper experience, selling and writing a specialty. Can give local station news coverage, publicity, handle special events, promotion. Age 26, married. Box AA-55, BROADCASTING.

For Sale—Equipment
Western Electric 364-A transmitters 200/1000 watts. Good condition with complete sets tubes less crystal oscillator. $2500.00 F.a.b. W-F-D-B, Baltimore, Maryland.
Basic Standards for News Programs Discussed by Women's Radio Group

SUGGESTIONS that the Women's National Radio Committee prepare a set of criteria and distribute them to the women of America for use in evaluating war news and commentaries heard on the air, and that the WNRC prepare a demonstration news program or series to show how they believe war news should be handled by the broadcasters, were advanced at a luncheon meeting of writers and civic organization leaders held Oct. 11 under WNRC auspices at the St. Regis Hotel, New York.

The conference was called to "consider ways in which the standards of news broadcasts may be improved," according to a resolution passed by a recent board meeting of the committee which stated that the committee "is fully cognizant of the fact that the broadcasting companies have undertaken with great earnestness the serious responsibility confronting them in the challenge of the world situation" but that it has also received many protests against "hysterical and ill-considered broadcasts of news." Resolution was read by Mrs. Yolanda Merion, chairman of the WNRC.

Power of the Voice

Opening the discussion, Mrs. Marion Miller, chairman of the WNRC, said the organization, which through its affiliated women's groups represents millions of American women, had been troubled over the treatment of world news on the air, particularly by the over-emphatic presentations of some small independent stations, adding that this was not true of the networks.

"Perhaps the news being broadcast was merely an unconfirmed rumor," she said, "and if you listened closely enough you would hear that stated, but whereas in reading a printed report you have an opportunity to study it as a whole, with all of its implications, in listening to the radio this is much more difficult, as the emphasis of the announcers' voice can completely change the meaning."

This point was also emphasized by Will Irwin, author of "Propaganda and News," who said that frequently during the crisis he would listen to some appalling news on the air and the next morning on reading the same news in almost exactly the same words in the paper he would discover that it was not so appalling after all and that his reaction had been due entirely to the emotional appeal of the voice he had heard. Stating that a thing of this nature cannot be regulated by law, he said the job must be done by the radio industry itself, by setting up trade codes that all news to be read in a plain, matter of fact voice, and played down rather than up.

Raymond Moley, editor of Newsweek, praised radio for its decision to eliminate sponsorship of controversial subjects to present all such discussions fairly and impartially on sustaining time, but he criticized severely the "over editorializing of even the best commenters" who, charged, are giving the public opinions in place of news. "The way to get what you want," he told his audience, "is to scare the radio companies into giving it to you, for like all big companies they are awfully timid."

This point of view was emphatically contradicted by Mrs. Schenck, chairman of the National Committee on Cache & Cure of Radio in New York, who told the broadcasters "You've got to do this" would do no good as long as more people like educational subjects. She reported that her group had had many more complaints about the movies than about radio, and added that the problem wasn't that they were innocent either, she described the problem as essentially one of education of public to higher standards.

What the Public Wants

Asserting that "if nice young men get so enthusiastic over the merits of soap powders we have a right to expect them to become even more excited over some real news," Mrs. Lena Madesin Phillips, president of the International Federation of Business & Professional Women, said that "we can't expect to prevent the bombardment of the front lines, if that becomes possible, merely by threatening the broadcasters to stop advertising as long as the rank and file want that kind of news." She urged, however, that civic groups throughout the country be organized to protest against the sort of broadcasting that is producing a growth of intolerance, especially among the youth of the nation.

After several speakers had disagreed with Mrs. Moley's wholesale condemnation of commentators, Mrs. D. Leigh Colvin, state president of the Women's Christian Temperance Union, suggested that the broadcasters be asked to label news and commentary pieces so that each is unmistakably identified either as news or opinion. "I like to hear the commentators," she said, "but I also like to know who the speaker is and who his sponsor is."

Agreeing that most of us need some interpretation of the news, Mrs. Sidonie Gruenberg, executive director of the Child Study Assn., said she felt it would be unfair to ask such a commercial medium as radio to cancel sponsored newscasts and commentaries but that "we can ask that the broadcasters keep control of the news."

Mrs. Phillips asked the Committee to draw up a set of points on which a commentator might be judged, a "yardstick" which a listener could use in evaluating what she hears on the air. This suggestion was enthusiastically accepted by the meeting, as was that of Mrs. Miller that the WNRC prepare and, if possible, present on the air, a demonstration broadcast that would show both the radio industry and the public how the women of America want to have news handled over the radio.

Seeks Improvement

Asked why no broadcasters were present, Mrs. Miller said they had not been invited because some of the criticism might have been construed as an indictment of radio and that this was not at all the Committee's intention. She praised the networks for handling a dangerous situation very well, but said WNRC wanted to improve the present status of news broadcasting. A meeting of the WNRC would be called in the near future, she said, to present the thoughts of the conference and to work out plans for putting them into effect.

MOVIE ENGINEERS TO DISCUSS VIDEO

TALKS by a number of radio and television engineers will be featured at the fall convention of the Society of Motion Picture Engineers, Oct. 15-19 at the Hotel Pennsylvania, New York. A special demonstration of television will be held Oct. 16 in the RCA exhibit at the New York World's Fair, under the direction of J. Almonite, director of the exhibit. After the television program, delegates will witness a demonstration of two-channel recording and reproduction with steel tape, followed by a demonstration of the "Voder" in the AT&T Bldg.

Speakers from the field of radio and their topics at the general session of the convention on Oct. 16 include: G. L. Dimmick, RCA Mfg. Co., "Optical Control of Wave-Shape and Amplitude Characteristics in Variable-Density Recording;" P. C. Goldmark and P. S. Hendricks, CBS, "Synthetic Reverbation for Motion Picture Studios;" with demonstrations.


LUCIUS BEEBE, New York mad-about-town, raconteur and play reviewer, will review the new Broadway dramas this season at 11:30 of the evenings they open over MBS.

THE MAD HATTERFIELDS

by

PAULINE HOPKINS

OWEN VINSON

Director

NOW AVAILABLE

One-half hour refreshing comedy drama, geared for evening audience.

HIGH ENTERTAINMENT VALUE

Successfully and thoroughly tested on one of America's largest stations.

CARL WESTER & COMPANY

360 N. Michigan Ave.
Chicago

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BROADCASTING • Broadcast Advertising
A DUAL-CHANNEL console control was built by RCA for the New York Music Fair to provide two types of musical programs at once. Broadcasts may be received and re-routed through the special dual console simultaneously.
Network Accounts

All time EST unless otherwise indicated.

New Business

NOXZEMA CHEMICAL Co., New York, on Oct. 10 started Bob Trout on 38 CBS stations, Tues., Thurs., Sat., 9:30-11:30 p.m. Agency: Rutenberg & Ryan, N. Y.

AMERICAN BIRD PRODUCTS, Chicago (Birds & Country Hay), on Oct. 14 started American Radio Warblers on 8 MBS stations, Sun., 11-11:30 p.m. Agency: Rutenberg & Ryan, N. Y.

Ruppert Tells Druggists

Of Cincinnati Promotion

RICHARD RUPPERT, sales promotion manager of WSAI, Cincinnati, attended the convention of the National Association of Retail Druggists at St. Paul during the week of Oct. 9 by request to explain how the close promotion cooperation between WLW and WSAI had benefited both retail druggists in the trading area of the two stations. A resolution adopted by the Ohio Ugly Druggists Assn. petitioned James D. House, Crosley vice-president, to send Mr. Ruppert to the national convention.

Herbert C. Freking, executive secretary of the Ohio Valley group, declared the letter written by the druggists being able to more clearly present their purposes and endeavors to the public, “Although the action of our association in asking WLW and WSAI to send their representatives to the national convention of druggists is perhaps unparalleled,” he said, “we believe it is fully justified in view of the great assistance these two stations have been able to give us.”

MODERN FOOD PROCESS Co., Philadelphia (Thrive dog food), on Oct. 15 starts the Mylon Slaters on 13 NRC-Blue stations, Sun., 5-11 a.m. (east), 7-11 a.m. (west). Agency: Clements Co., Philadelphia.

Renewal Accounts

COLGATE-PALMOLIVE-Peet Co., Jersey City (Cheerhoo Bouquet preparations), on Oct. 21 starts Wayne King’s Orchestra on 60 CBS stations, Sat., 8:30-9 p.m. Agency: Benton & Bowles, Chicago.

FOOD & BEVERAGE BROADCASTERS Association, on Oct. 10, started I Went a Divorce on 30 NRC-Red stations, Sun., 5-5:30 p.m. (east), 4:30-5 p.m. (west). Agency: Emil Bratschich & Staff, San Francisco.


QUAKER OATS Co., Chicago (Fruit breakfast cereal), on Oct. 22 starts The We Will Win the War, Sun., 12:30-5 p.m. CST, on four NRC-Red stations (VMAC WCAB WTMJ WWJ), Agency: Benton & Bowles, Chicago.

STANDARD BRANDS Inc., New York (Royal DeWert), on Oct. 5, started for 52 weeks Those We Love on 53 NRC-Red stations, Thurs., 8-9:30 p.m. (EST) 7-9:30 p.m. (FST), Agency: J. Walter Thompson Co., N. Y.


DETROLA Corp., Detroit (radio), on Oct. 23 starts Fulton Lewis jr. on 9 MBS stations, Mon., Wed., Fri., 7:15 p.m. and 10:30-10:45 p.m.

Iroquois Scoop

PICTURE scoop for WISN, Milwaukee, and the Milwaukee Sentinel was registered Oct. 5 by G. W. Grignon, WISN manager. When he heard the CBS flash on President Roosevelt’s announcement of the Japa invasion, he telephoned that he had decided to send up a picture he had taken of the steamer during a West Indies vacation to send to the Sentinel. The morning paper carried the photo, which was later given to Grignon and WISN, hours before wire service supplied other papers with art on the steamer.

C & S Releases Eddy

STANDARD BRANDS Inc., New York (coffee), has agreed to re-lease Nelson Eddy, baritone, from his NBC Chase & Sanborn Hour contract following the Nov. 5 broadcast. The singer asked for re-lease from his contract because of heavy motion picture, concert and recording commitments, according to Danny Danner, vice-president and Hollywood manager of J. Walter Thompson Co., agency owning the Eddy account. Eddy, who has been on the show three seasons, is one of the highest paid artists in radio, drawing $6,600 weekly for his Chase & Sanborn Hour appearances. Don Ameche, m.c., is taking an eight-week leave of absence.

Does C. R. E. I.

Training Pay Dividends?

The success of a school is not indicated by its number of graduates . . but by the number of graduates employed! A survey made of our resident school graduates of 1934 through 1937 disclosed that 96% were employed in the radio and communication industry with an average elapsed time of one month after graduation. Such a record is proof that C. R. E. I. technical training pays because it is practical.

CAPITOL RADIO

ENGINEERING INSTITUTE

Dept. B-10 3224-16th St. N.W., Wash., D.C.

BLILEY CRYSTAL UNITS

PRECISION BUILT FOR dependable OPERATION

Billey Broadcast Crystals and Ovens meet all F.C.C. requirements. Write for Catalog G-11 describing complete line.
Higher Fidelity in Recordings
Claimed in RCA-NBC Method
Orthacoustic Reproduction, Developed Recently, Termed First Major Advance in Several Years

A NEW method of recording and reproducing sound is being announced by NBC, which expects to start next month recording all new selections of its Thesaurus of Recorded Music in the new manner. Both Standard Radio and Lang-Worth have announced immediate use of the method.

Claimed to be the first major improvement in the recording field in several years, the Orthacoustic system is the product of extended research by the combined engineering forces of RCA and NBC and is said to be based largely on their experimental work in the transmission of sound on ultra-high frequencies carried in connection with the experimental television broadcasts.

While the new process is not just a simple improvement, but rather the combination of a large number of improvements in recording apparatus and techniques, its basic factor is a preemphasis of the high and low frequencies during recording. When the transcription is reproduced, the procedure is inverted and the highs and lows de-emphasized, so that the resultant sound is the same as was heard in the studio.

Used With Filter

The de-emphasizing is done by means of a filter which can easily be installed on any standard turntable and requires an expenditure of only two or three dollars for material. The result of this peak- ing and pulling down is to eliminate to a large degree any motor or gear hum at the one end and needle scratch at the other, resulting in a minimum distortion. This procedure also provides a chance for distortion from harmonics created after the tip-up and before the pull-down, as these are also eliminated in the new process.

Another change is in the studio setup and placement of speakers and instruments. Instead of using a number of microphones distributed about the studio to pick up the various sounds and blending them all at the control room, only a single mike is used, which gives the most part, a uni-directional microphone with a pickup at 180°. Thus, instead of an artificial mixture of sounds, like anything else, the listener will hear the actors or orchestra exactly as he would if he were seated in the best seat in the house.

No longer does the mixing engineer change the formula to suit his own ear or mood, strengthening this sound and softening that as fancies dictate, it was stated. Under the Orthacoustic method the program is recorded exactly as it comes out of the studio, that is, as the program producer thinks it should be. If it's good in the studio, it will also be good on the disc.

And an improved material for pressings is also being used.

A demonstration of Orthacoustic (the name comes from the Greek words ortho, meaning true, and akosoustikos, meaning sound) system was combined with the new procedure played in contrast to those made under the methods previously used, showed the new ones to be more efficient and superior in that they have much less surface noise. The voices sounded clearer and more distinct; the music brighter and more colorful.

Tried in Canada

Asked if the difference would be as marked if the recordings were heard on the air instead of in the studio, NBC executives replied that since June the Orthacoustic system had been used in recording programs for the Imperial Tobacco Company in Canada, and Canadian broadcasters had been extremely enthusiastic about them. Their first introduction to American Orthacoustic was made with the release of the November Thesaurus selections and from then on all NBC transcriptions, both sustaining and custom-built for the studio, will be recorded by the new system.

G. B. Hanson, chief engineer of NBC, has sent a letter announcing the Orthacoustic system, together with a technical treatise with charts and instructions for adjusting and compensating reproduction equipment to reproduce the new records, and a test time record to all stations in the United States and to all Thesaurus subscribers in foreign countries. The letter points out, "It's playing old recordings through the new compensated playback equipment that surface noise is materially reduced without much loss of the high frequencies as observed by your listeners, or you may remove the compensation in playing the old records." Change from one to the other is merely a matter of flicking a switch, it is explained.

In addition to cooperating to produce a new recording system, NBC and RCA have also realized their respective aims in the recording field, with RCA withdrawing from the sale of transcriptions. As it now stands, NBC does the selling and handling of programs for RCA and the recording and processing of records.

Late Personal Notes

JAMES C. EWELL, vice-president in charge of the Chicago office of U. S. Advertising Corp., is convalescing at Indian Merchants Park Hospital after suffering a serious injury in an automobile accident Nov. 20, in which he suffered a fractured jaw and a compound fracture of his right leg.

WILLIAM E. WARE, formerly of WCAU, Philadelphia, KRLD, Dallas, and several other stations, has been named manager of KFAC, Fort Ar- thur, Tex., which plans to inaugurate its enlarged facilities next month. Mr. Ware is formerly of KOMET, Austin, and KFJZ, Fort Worth, which has joined KFAC as program director and continen- tial chief. Arba Mock, formerly of KFI, Los Angeles, as program- ning staff of KFAC, succeeding Wilford Nicholl, now with WHBR, Selma, Ala.

VICTOR ROWLAND has been named promotion manager of KYO, Santa Ana, Cal. He succeeds Jack O’Mara who was assigned to the new department of WOC, Fort Worth, Tex.

WOODS DREXUS, program and educational director of WINS, Mil- waukee, has published the first issue of a new weekly column for teachers in Milwaukee schools. The two-page micrograph lists educational features and current events broadcasts which can be assisted for extra-curricular listening to supplement classroom work. More than 3,500 copies were distributed to teachers.

HAYNE MACQUARRIE, former Hollywood producer, commentator and m. c., has joined MacQuarrie Agency, Inc., operated by his father, Earl, and is handling radio talent.

BILL GORDON, formerly identified with various East Coast stations, has joined KJL, Los Angeles, as an- nouncer, writer and producer.

GARY RECKNER, CBS Hollywood talent agent, has been named weekly of the Railway Union program sponsored by Hawaiian Pine- apple Co. in that network. He also represents the CBS’s Jimmie Fisher and Tannenbaum to Hollywood programs.

BILL LAWRENCE, CBS Hollywood producer, has been granted a loan-of- absence to direct the weekly Our Diverse program which starts Oct. 15 on NBC under the sponsorship of Food & Beverage Broadcasters Assn., and Unserman, Wormser & Co. The latter firm has been sponsoring the series on the West Coast for the past two years.

SHIRLEY LAUPER, formerly correspon- dent for various trade journals, has been appointed assistant to Mark Fleischer, director of Don Lee Broadcasting System, Los Angeles.

J. B. CLARK, of WPTF, Raleigh, has joined the announcing staff of a new station, KPEX, in Reeds Ferry, N. H., he will handle a total of 11 football broadcasts, most of which will be fed to an eight-station New England network.

TOM DAILY, sportscaster at KYO, Tulsa, has been named state manager of Thomas Michael to the Daily family, weight 8 pounds, 4 ounces.

Rep Office In St. Louis To Be Opened by Blair

JOHN BLAIR & Co., national representative, has announced that his firm will open a branch office of St. Louis, effective Nov. 1, under the direction of J. C. Sliker. Mr. Sliker, who is well-known among Midwestern station and agency men, Mr. Hetherington, who was formerly associated with the Chicago office of International Radio Sales to accept the new position. His background in advertising includes several years with CBS in both Chicago and St. Louis. From 1933 through 1935, Mr. Hetherington was assistant manager of KMOD in St. Louis. Following his graduation from Washington U in 1922, he joined the St. Louis Staff of the Chicago Tribune and later served for three years as general advertising agent of the Wabash Railroad.

In announcing the appointment, Mr. Blair said he was opening the St. Louis office because of his con- fidence in the radio developments of many agencies in St. Louis, Kan- sas City, Des Moines, and other Midwestern cities to be served from St. Louis. The address of the new office has not been announced.

WCAU's New Posts

CREATION of three new staff positions at WCAU, Philadelphia, and promotion of staff members to fill those posts Oct. 18 were announced by Dr. Leon Levy, president, Horace W. Feyh, former production manager, and Ehrhart, formerly of the engineering department, were made night managers of WCAU. The latter was placed in charge of the station from 5:30 p.m. until closing. Charles DeKlyn was appointed assistant manager in charge of programs for RCA at the studio, opening at 5:55 a.m. until the executive offices open at 9 a. m. Hugh Walton, former chief announcer, was named production manager succeeding Mr. Feyh. Hugh Ferguson, formerly assistant program director of WFMD, Fred- erick, Md., replaced Mr. Walton on the announcing staff.

NELDON L. KIDD, for three years with WSTR, Syracuse, has been elected treasurer of Central New York Broadcasting Co., which operates the WSPR station. He also is treasurer of WBOA, as an- nounced by C. M. Wilder, who was elected vice- president, according to announcement by Col. H. C. Wilder, president, P. R. Ely is vice-president.

GORDON HORNER, sports announcer of KTRI, Sioux City, Ia., has been promoted to program director of the station, formerly of KQAM, Kansas City, and is joined by the KTRI announcing staff.

RICHARD WRIGHT, formerly of KEBS, Philadelphia, has joined the announcing staff of WFBL, Syracuse, N. Y., succeeding George Reid, who is now with WENY, Elmira, N. Y., as program director.

CHARLES E. SMITH, personal man-ager of well-known radio production circles, has been named general manager of the newly organized Broadcasters Inc., that looking agency of KSTP, St. Paul.

WAYNE M. NELSON, owner and chief engineer and owner of WFIL, High Point, N. C., have been joined with the announcing staff of WSPR, Raleigh, N. C., to the FCC for a station in Burlington to operate with a 500-watt grant.

SIDNEY ROBARDS of RCA's New York publicity division, is the father of a son born Oct. 7.
Ask any retailer what he calls a "Hot Spot" in his store and he'll show you the particular display space that commands the attention of the most customers, and, thereby, creates more sales than other selling space on which he may realize only a normal return. He will probably qualify that choice, however, by adding that even the hottest spot in his store will not produce sales unless there are customers on hand to attract, people on whom selling impressions can be made!

Just so, in buying radio stations you choose the "Hot Spots"; those that deliver the largest number of proven listeners, since it naturally follows that the more people who hear your program, that many more will be prompted to buy your product.

In our recent 20-Market Survey, which, incidentally, is one of the most extensive ever undertaken, 159,299 Coincidental Calls were made by the Ross Federal Research Corporation, and the Alberta Burke Research Company, in twenty key cities. The results of that tremendous study may be summed up in one simple, direct statement of fact: 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%.

Many of you have already seen the 13-Market and the additional 7-Market Studies that illustrate, in detail, this remarkable dominance—and have made that dominance your own. For those of you who have not, we invite you to write, or telephone Transamerican Broadcasting & Television Corporation, or
A LARGE STATION SPEECH INPUT SYSTEM THAT'S Ideal FOR SMALL STATIONS!

A COMPLETE HIGH FIDELITY SYSTEM at low cost!

The RCA 76-B Consolette gives small stations one of the most flexible speech input circuits ever devised. Purchase price, installation and operating costs are unusually low. With it small stations can have a high fidelity system available in the past only for large stations.

Built to control two studios, this RCA Consolette provides for simultaneous broadcasting and auditioning, offering any combination of two-studio, remote line or turn-table operation. Efficient in design, it simplifies control booth arrangements and cuts time and installation costs to a minimum. Additional power supply units, meters, and other accessories are eliminated.

The RCA 76-B can be used either in individual studio control booths or in one- or two-studio layouts. You can originate transcription programs in the booth itself and handle programs from remote points. You can divide its six microphone and six line inputs however you wish between two studios and the booth.

We will gladly supply you with further information without cost or obligation. Write today and learn how this RCA Consolette offers small studios reproduction fidelity comparable to deluxe systems at a price amazingly low.

ADVANCED FEATURES!
Conveniently located operating controls
Separate talk-back microphones with interlocked switching to studios or remote lines
Heavy duty, double power supply for external mounting on wall or floor makes possible use of full-sized components without making console oversized
Rugged mechanical construction with hinged chassis for greater accessibility
Switches for quick connection of complete emergency amplifying channel
Large illuminated VI meter recently developed to accurately follow sound levels without causing operating fatigue
Plate current metering for checking of tubes in program channel
Attractive 2-tone umber gray finish—modern functional design
Factory wired, tested, and guaranteed, this equipment also offers many other features.

Use RCA tubes in your station—
for quiet, reliable performance

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