Yesterday... November, 1920, broadcasting began with KDKA.

Today... November, 1939, KDKA begins another Era with a complete NEW TRANSMITTER PLANT, most modern in the world... located only nine miles from Pittsburgh's Golden Triangle. SIGNAL STRENGTH INCREASE... over eight times... throughout the Metropolitan Airea.

Tomorrow... and all the Tomorrows to come, KDKA will continue to be THE FIRST STATION.

WESTINGHOUSE
KDKA

50,000 WATTS • 980 KILOCYCLES
"The Only Master Key to The Master Market"

PROGRAMMED BY
NATIONAL BROADCASTING CO.
Best Buys for Listeners

Through a White King Soap Company sponsored classified advertising page of the air, KLZ listeners each Saturday night are invited to offer for sale "Tonight's Best Buys." A battery of six special operators is required to tabulate the listings for this 15-minute show which has been renewed twice since the original contract.

For Advertisers

- Just as listeners in the Denver-Rocky Mountain area are offered their choice of some fifty items for sale on KLZ's weekly "Tonight's Best Buy" program, so do advertisers in this market have their choice of several stations for product exploitation.

But to the vast majority of sponsors, both local and national, KLZ remains everyday's best buy. White King Soap Company has found the reason on more than one occasion.

Checking up on March 15, 1939, White King saw KLZ in seventh place among fifty-six stations on its list in mail count. Again, on June 12, KLZ stood third among fifty stations in low inquiry cost. In both instances KLZ outstripped the other Denver major station, despite the fact it carried three announcements a week to the other station's five.

KLZ gets the listeners of the Denver-Rocky Mountain region through a careful attention to its local program structure plus a generous sprinkling of star-studded CBS network productions. KLZ, too, has a market that inspires merchandising drama . . . a market comprising 78% of the entire state of Colorado, made up of a listening audience that embraces 80% of the most thickly populated area of the state.
HE’S EARNING GOOD WAGES!

The trend is UP in New England. For the first nine months of 1939...

- Wool Consumption UP 50%
- Cotton Consumption UP 30%
- Shoe Production UP 5%

New England’s skilled workers have always earned good wages. The new minimum wage law in effect last month insures textile and hosiery workers increased and adequate earnings.

The 18 Yankee Network stations have loyal acceptance and complete coverage in this responsive, able-to-buy market. Use this two-fold advantage to increase YOUR sales.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

A market containing 1,292,454 families with $2,214,269,000 to spend can’t be omitted from any national sales program...

For effective distribution of your advertising message in this rich area you must have WHAS, the radio station that gives maximum broadcasting power PLUS listener reception with the LEAST INTERFERENCE.

50,000 WATTS
820
ON THE DIAL
WHAS
EDWARD PETRY & CO.
National Representatives

Owned and Operated by
THE COURIER-JOURNAL • THE LOUISVILLE TIMES
as familiar as thirst, as certain as hunger...
From this inborn
human pattern...

as familiar as thirst, as certain as hunger,
comes the enormous leverage that
radio adds to a selling message

People together are more intensely moved than people alone.

People laugh more when they’re together . . . respond more when they’re
 together . . . are influenced more when they’re together . . . than when
 they’re alone. That’s why people together are sold so much more suc-
cessfully than people alone.

And people listen to radio together.

Here you have one of the deep roots of radio’s success; one of the bril-
 liant inks with which radio writes the accomplishments of its clients.
People hear the radio sales message together . . . respond to it together
 . . . talk about it then and there (given the slightest peg to hang it on).

Nowhere else does an advertiser get this simultaneous impact on the
family . . . this immediate and stepped-up response to his message. No-
where else does the advertiser start so many conversations, so many sales,
so quickly, so surely, as in radio. Because people listen together.

Radio’s unique ability to reach a roomful of people at the same time is but one of a dozen
fundamental encouragements radio gives to advertising copy. We’ll be glad to submit the
others, at your convenience. They, for more than the vast size of audience delivered to radio
clients, explain the advertising history of the past decade. Write to 485 Madison Ave., N.Y.

Columbia
Broadcasting
System
WHAT DO YOU EXPECT OF A TRANSCRIPTION TURNTABLE?

HIGH QUALITY REPRODUCTION?
The Presto 62-A table is equipped with a newly developed lateral pickup reproducing a range from 50 to 8000 cycles uniformly and with negligible harmonic distortion. Instead of the usual bass equalizer and high frequency cut-off filter, the new Presto turntable is equipped with an adjustable network that alters the frequency response curve of the pickup to compensate accurately for the individual characteristics of various transcriptions and phonograph records. There is a specific setting of the compensator for each make of transcription commonly used by broadcasting stations, including Presto instantaneous recordings.

CONSTANT SPEED? NO WOWS?
The new Presto 62-A transcription turntable is as steady as the famous Presto recording turntable now giving satisfactory service to over 400 station owners.

NO MECHANICAL VIBRATION?
Place your ear within six inches of the drive mechanism. You’ll never know whether it’s running or not.

PERMANENT REPRODUCING STYLUS?
The pickup has a highly polished permanent diamond stylus shaped to cause the least wear on commercial pressings or instantaneous recordings. The needle pressure is 1½ ounces, the lightest pressure recommended for practical operating conditions. The pickup head is designed so that you can always see the stylus. There’s no groping to find the groove. You can easily remove the stylus if damaged by accident and replace it for a few dollars.

SIMPLICITY? LOW MAINTENANCE COSTS?
The Presto 62-A turntable has only two moving parts. The motor pulley drives directly against a rubber rimmed turntable, a feature exclusive with Presto. Motor and turntable shaft require oiling no oftener than once a year. The life of the rubber rim is indefinite. There are no idler wheels, no gears, no flexible couplings, nothing to wear out.

GOOD APPEARANCE?
The standard Presto 62-A turntable and mounting cabinet are attractively finished in two tones of gray with chromium trim. Other colors are available at slight additional cost if necessary to match your present control room equipment.

AND THE PRICE?
$280.00 net, FOB, New York, N. Y.

ORDER YOUR PRESTO 62-A TURNTABLES DIRECTLY FROM THIS ADVERTISEMENT.
A LIMITED NUMBER ARE READY FOR IMMEDIATE DELIVERY.

PRESTO RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK, N. Y.
WFMJ

begins operating on unlimited time
November 1.

Your Youngstown campaign is not complete without the large listening audience of this popular and enterprising new station.

WFMJ

Youngstown
Ohio

News every hour from The Youngstown Vindicator

Headley-Reed Company, National Representatives

New York • Chicago • Detroit • Atlanta
WAR NEWS

HOW WWJ SERVES ITS LISTENERS

War coverage at WWJ has been and continues to be epochal. The far-flung news gathering agencies of one of America's greatest newspapers, The Detroit News, in combination with WWJ's own resources provide listeners with a war news service unsurpassed by any radio station in the country.

Six regularly scheduled news broadcasts daily, (two each by C. C. Bradner, Austin Grant and Charles Arlington of the WWJ staff), have been augmented with broadcasts by Russell Barnes and S. L. A. Marshall, of The Detroit News editorial staff. Mr. Barnes spent many years in Europe as foreign correspondent for The News and Mr. Marshall is an ex-officer of the A.E.F. during the World War, and a close student of European military affairs.

During the days of the crisis immediately preceding and for sometime after the beginning of the war, Mr. Barnes was on duty in the WWJ newsroom sixteen hours daily. At the same time Mr. Marshall broadcast his interpretations of the day's military events nightly. WWJ continues to broadcast war news "every hour on the hour," regardless of the revenue loss involved, when there is anything of importance to broadcast.

Such thorough, accurate and complete news coverage is another example of the manner in which WWJ serves its listeners—another reason why WWJ is first in listener interest in the important Detroit market.

RUSSELL BARNES
Well-known Detroit News foreign correspondent.

S. L. A. MARSHALL
Ex-army officer and student of European military affairs.
WRVA LEADS THE PARADE IN VIRGINIA!

You’re ‘way out in front when your programs or spot announcements are on Virginia’s only 50,000 watt radio station!

Thanks to its strategic location near Richmond, WRVA covers Virginia’s most important markets like a blanket. It gives you Richmond and Norfolk and Portsmouth and Suffolk and Newport News and Petersburg and Fredericksburg and Charlottesville and Williamsburg and Hopewell and Elizabeth City (N.C.) and dozens and dozens of other cities and counties in Virginia and North Carolina.

You can cover this rich market with one station—one order—one cost! So join the leaders now...strike up the band...and listen to the cash registers ring!


PAUL H. RAYMER CO.
National Representative
NEW YORK CHICAGO DETROIT SAN FRANCISCO

WRVA 50,000 WATTS
Where THE HOUSES THAT JACK BUILT
add up to $100,000,000 in 1939

Where building is booming, there too is a prosperous all-round market. The average U.S. increase in residential building during the past year was good—39%. But take a look inside the Golden Horseshoe, that rich market covered by WJR in Detroit and WGAR in Cleveland. An increase of over 100%! During the first 7 months, cities above the 10,000 population mark alone, reported new homes aggregating $50,000,000. More than $100,000,000 will go into home building within our boundaries this year! Which also means extra millions are being spent for more tobacco and toothpaste, more cars and caviar, more of almost everything that’s sold. And selling becomes a simple task with these great radio stations to do your job!

THE GREAT STATIONS OF THE GREAT LAKES

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland
Fly's Approval Brings New Code Support

**FCC Chairman Asks Fair Trial for Pact on Eve of NAB Board Session and Renewal of Coughlin Series**

The NAB self-regulation code, blessed by Chairman James Lawrence Fly in his first radio address since becoming head of the FCC two months ago, and damned by no less a personage than El- liott Roosevelt, the President's son, appears to have acquired the necessary impetus for industry reaffirma-

tion.

With the melodramatic suddenness of an Orson Welles epic, Chairman Fly Oct. 26 told the CBS radio audience —and the industry—that he thought the code was not only consistent with the public interest but should be given a fair chance. Whether timed or not, his comment came just three days before the bulk of the existing station contracts for the Father Charles E. Coughlin broadcasts were due for renewal. It came also as a prelude to the special meeting of the NAB board of directors called for Chicago Nov. 2-3 to deal with code recalcitrants who have disrupted the ban on sale of time for broadcast of controversial issues.

Had Seen the President

The fact that Chairman Fly had visited the White House only two days prior to his sudden decision to accept an invitation to broadcast also appeared significant. At first it was announced the chairman would talk on "Progress of Communications". But when he de-

livered his address, it was on "current radio problems", with particular emphasis on the code.

It became immediately evident that a number of stations which were debating continuance of the Coughlin series, among others, evidently awaiting the reaction of their colleagues in the same plight, would be disposed to adhere to the Code Compliance Committee's literal interpretations and abandon such commercials. This was not ascribed in the remotest way to duress, but rather to the crystallization of the view that they would be within legal rights by so doing, since the Fly address is interpreted as such an assurance.

"The adoption of the code and its self-imposition by the broadcasters with a wary eye to the audience," the chairman stated, "democracy can hardly mean either in a game or in a form of government that those who have adopted the regulations will abide by them only so long as they serve their particular interest. Any set of regulations, even when self-imposed, is apt at some point along the line to apply to every owner, and it is as such an "ad hoc" code that the regulation has been received. No one particularly enjoys the regulation moment it restricts his own activity; but still, he should be capable of viewing the overall picture. The code can be derived from a comprehensive and effective set of rules applicable to all alike."

Seen as an indirect dig at Elliott Roosevelt's action was Mr. Fly's observation that he was reminded of the boy, who, understanding the problems, went into a game with a group and decides upon the rules of the game which shall be applicable to all concerned. Thereafter, when one of his rules has its impact upon his own conduct, and the boy breaks up the game, picks up his playthings and goes home, he is hardly displaying the highest type of sportsmanship."

Not a Common Carrier

In endorsing the code, Chairman Fly said it should be given "a fair opportunity to work". Previously he had alluded to the limited number of channels, which meant that only a few could be accommodated on them. He emphasized that for this reason radio is not a common carrier. The public interest the stations must act in a manner that the citizen cannot be placed in the attitude of sitting at the loudspeaker "listening to his master's voice".

"It is not pointed out that it is the word where it is the "servant who speaks while the master listens". After these preliminaries, in which also it was less clear than can be a censorship of radio, Mr. Fly said the real issue was that if they should not and cannot be a censorship of radio, Mr. Fly said the grave issue on controversial questions was whether they shall be limited to those who can buy the time. "Shall this mode of expression be sold to the highest bidder?" he asked. Then he pointed out that the "least freedom exists in those countries today where only limited groups of powerful individu-als can broadcast radio waves with absolute freedom".

Mr. Fly's address climaxed a fortnight of controversy, during which Elliott Roosevelt hurled inective at the NAB and on Oct. 25 formally withdrew his KFJZ, Fort

(Continued from page 72)

High Spots in Radio Address of FCC Chairman Fly . . .

Following is an abstract of the address of FCC Chairman James Lawrence Fly delivered over a network CBS Oct. 25, and marking his first appearance on the air:

The forward march in the work of the radio has presented us with completely the problem of utilizing this public facility to the greatest good for the people. Important issues have thus arisen.

It hardly behooves anyone to speak in a tone of finality, particularly where, as in my case, the speaker does not have the thoroughgoing background in the field. It may be suggested that one with due regard for the gravity of the problem, can set himself before the world as having power, promptly and finally to adjudge any of the serious problems of radio policy.

By the same token, many of the existing rules to govern practices in radio operations cannot be deemed ultimate guide for the conduct of activities. The industry is young; technically, it moves forward day by day. We all have much to learn. It must be true, therefore, that any rule or set of rules can hardly be deemed immutable. At the same time, it does not follow that rules of conduct should not be laid down and generally observed.

Contrary to the notion occasionally expressed that the air is free, only a limited number of channels are available in the entire radio spectrum. On the few stations which may be on the air there is a definite and elastic limitation of time. There is no way to guarantee the total availability of the purposes of that limited number of stations.

Over those limited facil-

ities must be exercised the best judgment. See the performance of the operations stations in terms of education, information and entertainment.

Radio Not Common Carrier

This is the reason the radio is not a common carrier; in the nature of things broadcasting facilities cannot be available to the public generally. Only a few can be accommodated.

In contrast to the limited number of individuals who may broadcast, there is the public as a whole who may listen. Obvious is the fact that the essential service being rendered is to the service to the public beyond the radio phone. And again, may I suggest that the public interest to be served under the law is primarily the public interest of the millions of citizens. The citizen cannot be placed in the attitude of regarding his voice or speaking listening to his master's voice. In this case the plain fact is that it is the servant who speaks while the master listens.

I do not mean to suggest that there is no room for the private business concerns. It can and does enter on the public service with the private business, venture and with a view to success as a private enterprise. The whole Amer- can concept of broadcasting is based on the fortunate fact that in general the best public service is the best business. To succeed the listeners must be attracted and held. Thus, the private benefit emerges from a general interest.

Neither the Congress nor the Commission undertakes to act as a general censor. In the same time, there is beyond the field occupied by Com- mission action a substantial one where industrial self-regulation should have a fair opportunity to work. There is no reason why self-regulation may not be in the public interest and may not be to a certain extent supplement the work of the Government. I want to make clear my own thought that one should not assume in dogmatic fashion the finality of any rule created by the industry. At the same time certain of those rules have been adopted by the great majority of the industry should be given a fair opportunity to function.

An example of industrial self-regulation is the radio field is the Code adopted by the NAB last July. I shall endeavor to discuss the Code in detail, but a few important points may be noted. The Code adopted by a vote of the members of the Association covers six subjects: children's pro-

(Continued on page 76)
IN THE first action against a broadcast station growing out of war hysteria, the FCC Oct. 25 sharply rebuked WMCA, New York, for alleged interception and broadcast of secret radio communications, and in effect placed the station on probation pending an investigation into the matter.

Regarding as a stern warning to the industry, the ten-page unani- mously adopted and printed opinion emphasized the necessity for utmost caution by station managements, not only during times of stress but in day-to-day operations.

Strong emphasis was placed upon the "character and responsibility" of an operation not warranted. The recommendation, made by the FCC, was the stiffest meted out in radio annals short of actual deletion. The Commission said it was one of the opinions that an order of revocation "need not be entered at this time", but added:

"The whole, however, grave doubt has been cast upon the licen- see's qualifications to operate its station in a manner consistent with the public interest. It is possible the record made in the different phases of this proceeding must be of cumu- lating weight and nature, dispo-sition to be made upon any fu- ture examination into the conduct of this station."

Now Vulnerable

Use of this precise language was interpreted by some quarters as placing the station on probation. It was indicated that the language was a compromise and that cer- tain members of the Commission had sought an even more stringent ruling. In effect, it was held, the FCC served notice on WMCA that should it again engage in an operating controversy, whatever its nature, it will be far more severe than the average station licensee.

In its opinion the FCC reviewed minutely the developments leading up to its "show cause" revocation order issued Sept. 12, WMCA's "legalistic" rejoinder, the testify- ing narrowly adduced at the all-day hear- ing before the Commission Sept. 27 and the circumstances surrounding WMCA's publication in trade pa- pers of its provocative "scope" ad- vertisement in which it made the claims of having outriveted both newspapers and stations in war coverage that the "World of London" intercepted secret British and German messages [broadcasting, Sept. 15, Oct. 1]. It was this advertising copy that launched the FCC action.

The opinion pointed out that Section 605 of the Communications Act, banning the interception of wireless communications and divulging of government messages, is a mandate of Congress and not a regulation of the Commission. It is equally applicable to operators, broadcasters, the press, and the public, the Commission said, point- ing out that the right of free speech "cannot be interpreted to include the right freely to pub- lize private communications."

Moreover, the states and European nations, including Germany and Great Britain, have entered into treaty solutions in the interest of insuring the publication of addressed communications handled over international communications systems.

Newspaper Contract

Only incidental reference was made to the New York Herald-Tri- bune's participation as the source of the newscasts, whereas it had been indicated previously that the FCC might turn over to the De- partment of Justice for further study and possible prosecution, its participation in the WMCA inci- dent [Broadcasting, Oct. 1, Oct. 15]. It is the Commission's intention to bring out that WMCA had entered into a contract with the Herald Tribune for this type of service and that such participation did not involve publication of communications to the station from the newspaper's wire- less room.

After noting the "scope" ad as published in Radio Daily Sept. 6, the FCC said that, if the conduct (Continued on page 79)

Test in Providence

MIRUS LABORATORIES, New York, which recently appointed Moore & Hamm, New York, to handle advertising for Mirus Scalp Cream, conducted a seven-week test cam- paign on WPRO, Providence, using weekly coupons to spot addi- tions to the products. More stations may be added if the test is suc- cessful.

Mexican Approval

DESPITE THE lackadaisical at- titudes of the Mexican Senate, hopes have not been abandoned either by the FCC or the State Department that the Havana Treaty governing radio communications on the North American continent will be ratified, in some form or other. Best pre- diction now is that action will occur within 60 days at the latest.

While there have been proposals and counter-proposals regarding reservations to the treaty, something is being done to protect border stations and others to permit Mexico even- tually, if not immediately, to play an integral role in the interior of the country, it is felt that approval will be forthcoming. The opposition is to the idea that rather than outright ratification of the treaty by the Senate, which has been declined so far, the FCC or the State Department may bring about the approval by virtue of a treaty, which is formally recognized by Mexico. The government of Mexico has sent an inter-American agreement dealing with communications facilities, rather than broadcasting.

NEWS FROM FRONT

LIKELY FOR RADIO

WAR NEWS via the networks direct from the western war front, to supplement the reports emanating from London and Paris, are considered likely by virtue of rep- resentations made by Secretary of State Cordell Hull, who was recently appointed ambassador William C. Bullitt to the French Government, it was learned Oct. 26

Mr. Hull believed that the treaty that had been ratified by the Senate, circulated a fortnight ago, proved inaccurate. The government of France has now sent an order for an inter-American agreement dealing with communications facilities, rather than broadcasting.

By DAVID GLICKMAN

CHECK-UP with station sales managers and opera- tors in the Los Angeles area reveals that commer- cial business has been increasing the past year, although in Southern Cali- fornia broadcasters have been en- joying a boom. Increases in some instances were gradual, while others sudden, and do not include politi- cals. New sponsors, it was reported, show an increase toward spots, time signals, transcribed shows, commentaries and news programs, as well as audience participation broadcasts.

Outstanding increase is that re- ported by KECA since taking over pro- perties and Frequency from KKEH on Aug. 1. New frequency of 780 kc, coupled with intensive pro- motional and advertising campaign is responsible for the pronounced rise, according to Harrison Hollisy, general manager of the station. He offers the following figures for the first three months of operation on the new wave length: Increase of 450% for September over the same period last year; increase of 465% for September over that month in 1938 and for October there is an increase of 420%. KECA is the NBC-Blue station in Los Angeles but for the month just ended did not include network business.

A Big Year for KFI

KFI, the NBC-Red station, also managed by Mr. Hollisy, is en- joying a big year, too, although not quite as spectacular as KECA. Business for the first nine months of 1939 is more than 20% over that of the same period last year. While 1938 saw radio in general take a "summer beating", Mr. Hollisy declared, KFI "was climbing up through a summer slump this year. The fall in- crease has been steadier and more pronounced than in 1938, he said. Another Jump Occurred

A three jumps occurred in the station, registered by KMPC, Beverly Hills, Cal., which shows a 42% rise over the same period last year. Peak months were September with a 33% increase and October which showed 39% more than last year. This station has had the "sold out" sign up for the past seven weeks, Len Eyring, general manager, re- ported in late October. He explained that time has not been available to advertisers on this station during that period and from all indications November and December would also be banner months for business. In last month, making the stiffest revocation order against another station in the industry, the French Ministry originally was not dis- posed to grant the American network the same privileges as for foreign correspondents. Harry C. Butcher, CBS vice-president, orig- inally took the matter up with Mr. Bullitt via the State Department and authority was forthcoming for only NBC and CBS to dispatch correspondents to the front. This was with the understanding that MBS would be excluded. Secretary Hull, however, pushed the matter with the result that dispensation is now considered virtually assured for NBC and CBS.

While details have not yet been forthcoming, it is hardly expected that actual pickups will be made by the radio correspondents. News- work commentators will wire their dispatches to Paris and London from the Maginot Line.
Appeals Reopen Record License Case
Paul Whiteman, RCA & WNEW Seek Review Of Decision

By BRUCE ROBERTSON

APPEALS from the decree of Federal District Judge Vincent L. Leibell in the case of RCA versus Paul Whiteman, WBO Broadcasting Corp. (operator of WNEW, New York) and Elin Inc., have been taken by RCA, and by the National Association of Performing Artists, representing Whiteman.

Right to License

The two associations are interested in the case because the decision handed down by the court may be used as a precedent for other decisions affecting all stations and performing artists. Elin Inc., sponsor of the orchestra, broadcast the records in question, and the records in question were played, did not enter a defense during the earlier suit and has not taken an appeal. Pending the decision of the appellate court, RCA will stand on its rights to license as granted by the lower court and will proceed to issue licenses to stations on Dec. 1, as previously planned. Company had originally announced Oct. 1 as the licensing date for WNEW, but was allowed to delay it two months at the request of the NAB.

Appeal on behalf of Whiteman was filed Oct. 20 by Maurice Speisner, general counsel of NAPA, who also handled Whiteman's defense in the earlier trial. David Mackay, attorney who presented RCA's case in the lower court, filed the appeal for that company on Oct. 23. Crawford & Sprague, New York law firm appointed by NAB to handle WNEW's appeal, filed their petition on Oct. 25.

While WNEW chose to make no defense during the earlier suit, Stuart Sprague appeared for the NAB and filed a brief as amicus curiae, presenting the broadcasting industry's views. There is a possibility that the WNEW appeal will be challenged by other broadcasting attorneys, on the ground that it was filed after the termination of the 90-day period allowed for appeals following the lower court's decision.

Effect of Ruling

WNEW is appealing from all parts of Judge Leibell's decision affecting the station, which he found guilty of unfair competition in broadcasting RCA's recordings of Whiteman's orchestra, in violation of a non-exclusivity contract. The station is also appealing the court's decision that RCA's right to broadcast the recordings of Whiteman's orchestra consists of all mechanical and all sound recordings of the performances which RCA has exclusive right to broadcast.
Farms Need Clear, Says Rep. Sweeney

Makes Own Rural Study; Plans Legislation
At Next Session

The opening gun in a new onslaught in favor of superpower was sounded in Congress Oct. 28 when Rep. Martin L. Sweeney (D-Ohio) placed in the record a resolution out of a 14-State postcard survey designed to show that rural listeners are overwhelmingly in favor of clear channel broadcasting.

A comprehensive breakdown of the postcard replies, based on a 10% return received from a 25,000 card mailing, was presented by the Congressman for the record. It showed generally that in all the States covered the rural listeners preferred clear channel outlets. Mr. Sweeney asserted that the results appeared to coincide largely with those received by the FCC in its postcard surveys of 1935 and 1937 when WLW ranked first and WLS second. Rep. Sweeney indicated that he had in mind the introduction of legislation, probably at the next session, to assure protection of clear channels and parallel licensing of superpower stations in the interests of rural listeners.

The postcard survey employed the same questionnaire used by the FCC in its rural surveys made in conjunction with its investigation of the superpower issue. Rural listeners were asked to indicate their first four choices of stations for both day and night reception. The percentages, according to Rep. Sweeney, were in favor of clear channel outlets.

Criticizes Commission

Mr. Sweeney said he made his survey in an effort to show that the FCC action last May in denying clear channel power to WLW to meet the demands of rural listeners was "arbitrary, unwarranted and capricious, and the decision was against the weight of all social and economic evidence.

The postcards were sent to rural residents in Michigan, Kentucky, Michigan, Florida, Virginia, Kansas, Missouri, West Virginia, Alabama, North Carolina, Mississippi, Ohio, Indiana and Arkansas. In addition to asking for the first four stations of their choice, the listeners were also asked to comment in a general way on broadcasting.

"The survey card which I sent out was almost exactly the same as the one sent out by the Commission in 1935 and again in 1937," said Rep. Sweeney, "and bears out exactly what I said on the House floor when I said that rural America stands condemned to 'the turgid silence of the dreamless dusk.'"

Rep. Sweeney said the results showed the clear channel stations which now have only a small amount of power are almost all in the preference of rural listeners. These listeners, he asserted, not only want superpowered stations, but a program that will put them on a par with their metropolitan brothers in the matter of radio reception."

"Many of the cards came back with the notation to restore the power of the Ohio station (WLW). He did not mention WLW by call letter. He added that the survey showed that WLW in its experimental operation was able to furnish good radio reception in rural areas, a condition that cannot now be approached since the station was "arbitrarily reduced from 50 kw. to 50 kw. power last March."

Urging the FCC to prob the superpower question a little further, Mr. Sweeney said he felt certain he would then reach the "unanswerable conclusion that the only answer to reception parity in radio is power. He added that, since WLW's reduction in power, many of the rural listeners, especially in the South and Southwest, have been left without service except that furnished by XERA (Blinkley) and other Mexican stations.

"Mr. Sweeney, said, since listeners naturally turn to get any reception they could when deprived of good signals from domestic stations "They were forced to pick up a wildcat operator selling goat glands and any such like commodity," he said.

Depend on Clears

How long American listeners will have to depend upon Mexican stations is a matter for the FCC and its new Chairman to decide, the Congressman asserted. He said XERA is reported to be using an output of 800,000 watts effective power while regulations in the United States limit stations to one-sixteenth of that amount.

In placing into the record the breakdown of the postcard survey, Mr. Sweeney said it would be noted that rural listeners "cannot get service from foreign stations despite the fact that there are hosts and hosts of these local and regional stations in the States where this survey was made."

"The rural listeners in these areas, therefore, must necessarily depend upon the signal he gets from the clear channel group of stations," Mr. Sweeney said. "In many instances this signal isn't even strong enough to give him service because of the edict of the FCC, which says in effect 'you can't increase your power above 50 kw. despite the fact we know there are hundreds of thousands of people in the United States who do not get satisfactory radio reception and must turn to the reception afforded by the question-able operators of other nations.'"

Mr. Sweeney did not prepare a comprehensive breakdown of the returns from the 14 States. Nor did he attempt to identify the regional and local stations which might be involved. He was employing his analysis to clear channel stations only. On each State sheet, however, he gave percentages for each of the four choice classifications for "all other class stations," along with a total figure.

Top-Ranking Stations

The top-ranking clear channel stations by States, shown only as "first choice" selections, based on the percentage of box-holders, were listed as follows:

In West Virginia WLQ ranked first with 57.6% of the first preference. WLDR was second with 17.1, WSM 8.5, WBT 3.8, WLS 2.9.

In Mississippi, WLW was first with 34.6%, WLS second with 23.7, WSM third with 12.1, WLS fourth with 5.6. A single question from Indiana listed WLW with 48, WLS 25, WGN 10, WHAS 6.3.

The Ohio breakdown showed WLW with 63%, WJR 13.1, WTAM, 11.8, KDKA 4.7. Other stations gave WLW 54% as the "first preference," WSB 10.3, WSM and WVL 10.8.

Alabama voted WSM 32.3%, WSB 20.7, WLS 14.1, WBL 5.9.

In Missouri, it was KMOX with 21%, WHO 17.3, WLS 14.8, WLS 5.6.

Arkansas gave WSM 29.2%, WLW 25, KMOX 15.3, WOAI 11.7, WLS 5.

Kentucky was listed as WLW 45.9%, WUKY 28.5, WSM 17, WLS 3.

Louisiana gave WLW 54.1%, WLS 17.6, WOAI 9.4, WSM 7, KMOX 3.6.

Michigan listed WJR with 50.8%, WSM with WLW and WMJQ 11.4, WJS 9.3.

In Kansas, KOA was given 44.1%, WPA-WRAP 15.8, WLS 12.5, WOAI 9.2, WSM 8.2, WHO, WLS and KSL 5.1.

Virginia was listed with 38.6% for WLS 17.4, WJT 13.7, WJS 8.1, WOR (Why no mention was made of WRVA, exposed 30,000-watt, could not be ascertained). In North Carolina, WBT was listed first with 42.5 from WLJ 17.5, WSM 14.5, WEAFe 9.8, WBS 5.7.

Flemex Launches Series

PUREPAC Corp., New York, on Oct. 22 and 23 started a campaign for a group of its Flemex products (cough syrup) using seven spot announcements weekly. New stations in the series are: WCBS, WINS, and on WAAT, Jersey City. Also started was five times weekly participations in the Zeke radio programs on WOR, New York. Later expansion of the campaign to the Yankee Network is planned, according to Klinger Adv., New York, agency in charge.

Radio News High
In Reader Choice

Ranking Is Shown in Survey Of Newspaper Subscribers

A "MASTER COPY" of the Akron Beacon Journal for July 27, 1939, showing the percentage of men and women readers of each editorial and advertisement, has just been released to advertisers and agencies by the Advertising Research Foundation, the Assn. of National Advertisers and the American Assn. of Advertising Agencies. It is the first unit in the "Continuing Study of Newspaper Reading".

Which is financed by the Bureau of Advertising of the American Newspaper Publishers Assn., is based on the premise that "an effective use of the press for advertising purposes might result from a more definite knowl-edge of newspaper reading habits."

In other words, the "continuing study" will attempt to analyze the reading habits of newspaper buyers in much the same way as the Cooperative Analysis of Broadcast agencies, employed to the listening habits of the radio audience.

Read Radio News

Method is first to select a representative cross section of the paper's circulation among adults; next to ask, of each individual, if he owns on a fresh copy of the newspaper for the preceding day, covering every page and every advertisement on each page, asking "Did you happen to read anything on the 'first page'? Did you have time to read this story or this advertisement?" everything actually read is checked; the results are tabulated, with separate percentages for men and women, and a master copy is prepared. In presenting the first unit to the advertising press, Foundation spokes-men stressed the word "continuing" and got out that these results and conclusions can be drawn only from an accumulated series of studies of the same single subject.

Without violating this warning, it is interesting to note that the radio column was read by 19% of the men and 30% of the women on the "Tonight's Radio" highlight box by 21% of the men and 30% of the radio column. Of program listings by 45% of both men and women. A breakdown of the paper's general editorial features shows these program listings the second most read feature among men, preceded only by the weather report on the front page, and the fourth most popular among women, following weather, "City Life," calendar of social events, and the death notices.

Series of studies will be issued at the same time, or three months from now and will be sent without charge to members of the ANA, and the American Advertising Bureau of Advertising. Others may obtain these studies for a subscription price of $200 a year.

Big Local Contract

WCPO, Cincinnati, has signed what it believes is the largest block of time there for a local station in the country, a one day on a one-year basis. Two sponsors bought the time, Better-Buy Butter-Nutt and Butter-Nutt, and the Butter-Nutt Cream and Clyde creek Brewing Co. for 1,352 quarter-hours, a total of 2,340.

Page 16 • November 1, 1939
BROADCASTING • Broadcast Advertising
Gala Program for KDKA Anniversary

19th Year to Be Marked By Debut of New Transmitter
By J. FRANK BEATTY

KDKA, Westinghouse-owned and NBC-operated 50,000-watt station in Pittsburgh, will take the air Nov. 4 from its new transmitting station at suburban Allison Park. To celebrate the event the station plans an anniversary party which promises to be one of the most spectacular dedications ever conducted by single station.

A signal described as over eight times stronger will greet KDKA’s listeners that day, just 19 years and two days after it had broadcast its pioneer program from a 100-watt transmitter.

Joining in the festivities as the guests of General Manager Sherman D. Gregory will be a hundred radio executives, time buyers and trade figures who will be brought from all over the country, with KDKA supplying all transportation and entertainment. The guests will go to Pittsburgh in special roomette cars and will be feted for two days.

"KDKA Day"

In Pittsburgh and Allegheny county Nov. 4 will be “KDKA Day” by virtue of proclamations by Mayor Cornelius D. Scully of Pittsburgh, and the county commissioners of Allegheny county. Both paid official tribute to the “benefits of radio broadcasting” and declared KDKA’s debut Nov. 2, 1920, the actual date of birth, marked an important event in history.

Along with the main two-day program, KDKA will stage a preliminary two-day festival along Hollywood lines in connection with the world premiere of the RKO film “Allegheny Uprising”, based on historical events in the Pittsburgh area. A troupe of screen stars headed by Claire Trevor, star of the picture, will take part in the program.

A 10-minute sketch from the film will be broadcast by Miss Trevor Nov. 3 over KDKA and NBC-Blue network. Supporting roles will be taken by KDKA players, with the Maurice Spitalny 22-piece staff orchestra, P. J. Wolfsen, producer of the picture, and Mayor Scully participating.

Miss Trevor will visit the new transmitter Nov. 2 for photographs. A scene will be staged at the transmitter site, with an Indian sending a message by smoke signals, uniting the oldest and newest means of communication.

Technical Innovations

All modern technical features and a number of brand new firsts are found in the new transmitting station. Among them are radio air conditioning, duplicate controls for the transmitters and a push-button relay device banishing interruptions from rectifier tube failure.

The two-day program for KDKA’s guests includes a greeting at the station by the Carnegie Tech Kiltie Band. Breakfast will follow at the Schenley Hotel where Mayor Cornelius D. Scully of Pittsburgh will present the formal greeting, along with presidents of Senior and Junior Chambers of Commerce. Pittsburgh agency men and newspaper publishers will join in the welcoming.

Following breakfast, guests will be taken to the KDKA studios in the Grant Bldg., which will be decorated in holiday splendor. A tour through the studios and a movie of KDKA activities will fill the time until lunch at the famous Duquesne Club. In the afternoon the party will be taken in buses, with police escort, to the Allison Park transmitter, 8½ miles away, where the formal dedication takes place.

Capsule speeches will feature the dedicatory ceremonies, with speakers including Lenox R. Lohr, NBC president; Samuel Harden Church, president of Carnegie Institute; George H. Bucher, president of Westinghouse, and H. S. Wherrett, president of Pittsburgh Plate Glass Co.

Climax of the ceremony will be the sealing of a Crystal Case containing recordings of American legends, who predicted that KDKA will be like in 1959 when the case is opened. A rag paper edition of the Crystal Case will contain a rag paper edition of the Nov. 1, 1939 BROADCASTING and other publications; 15 transcriptions carrying the prognostications; typical day book of KDKA; guest log of those attending the ceremonies; microfilm photographs of typical radio scripts and articles describing the event, with complete photographic diary.

The case is built of three-plty plate, laminated document glass three-fouths of an inch thick. The face is 3 x 4 feet, shatterproof, and filters ultra-violet rays due to high lead content.

Broadcasting, along with other magazines and newspapers, will be sealed in the case, as well as a guest log, KDKA day book, typical scripts and program recordings, and microfilm photographs of books, magazines and newspapers.

The dedication will be recorded by KDKA for broadcast later in the day. A rest will be taken after the ceremony at Hotel Schenley, with dinner at the Field Club.

Sunday Schedule

Sunday’s program includes choice of breakfast in bed or a hunt breakfast. Opening formal event will be a visit to the Edgar Thompson steel works, with dinner at historic Hye-holde Inn up the Ohio. A night view of the Pittsburgh panorama will be offered from the hills of Mount Washington, Later at Carnegie Music Hall a one-hour broadcast will be staged in honor of the guests, to be carried on 65 NBC-Blue stations. KDKA artists will appear with stage and screen luminaries. Closing the two-day party will be a meeting of talent and guests after the broadcast, guests then going to the Schenley Hotel for luggage and a trip to the station.

The new transmitting plant adjoining a 718-foot antenna designed ultimately to carry short wave programs of WPIT (formerly WSKX) now operating at Saxonburg, and to be equipped for experimental short wave programs radiated from a pickaback antenna atop the main tower.

The Technical Plant

Reaching an elevation of 1,900 feet above sea level, the tip of the tower has been equipped with a 36-inch rotating aviation beacon mounted on a 60-foot tower. Eventually a superimposed cross-arm aerial is to carry the high-frequency signals by which engineers expect to study noise-free line-of-sight emanations.

Duplicate controls are provided for each of these transmitters, so that an operator in the glass-enclosed master control room can supervise all three programs.

A radio air conditioning method, developed by Westinghouse engineers and claimed to be placed in use for the first time, will cool transmitter tubes and heat the building. It supplants the conventional practice of circulating streams of water around the tubes and carrying off heat from the...
IRNA and AFM Will Confer On Renewing Musician Pacts

Session in New York on Nov. 2 Will Take Up Terms of Contracts; Board to Meet

OPENING of conversations with the American Federation of Musicians looking toward revision, extension or renewal of contracts for employment of musicians by the broadcasting industry, is scheduled for Nov. 2 in New York by the executive committee of Independent Radio Network Affiliates and the International Executive Board of AFM.

With the present “Schedule A” expiring on Jan. 17 for network affiliation agreements, and with AFM contracts for non-network independent stations which expired on Jan. 31 of the past year, for network stations running through early September, the two groups will meet with a group of prominent musicians looking toward the renewal of contracts, according to sources close to the negotiations. The meetings will be held with the labor committee of the AFM, the executive committee of the IRNA, and a group of prominent musicians looking toward the renewal of contracts, according to sources close to the negotiations.

To Meet Other Groups

The IRNA executive committee, after holding its preliminary session, will meet with the labor experts of the major networks. These include Mark Woods, NBC vice-president; Lawrence W. Lowman, CBS operations vice-president, and T. C. Streibert, vice-president of WOR-MBS. Under the existing contracts, the networks share in defraying the cost of hiring musicians for stations, based on a stabilization fund through which they contribute to payments made by affiliates.

The IRNA executive committee will also meet with a group representing the National Independent Broadcasters Inc., headed by former Federal Radio Commissioner Harold A. LaFountant, on the same problem. That group, too, has evolved a system of independent stations-only, and also have meetings with the board of directors of the American Federation of Musicians looking toward revision, extension or renewal of contracts for employment of musicians by the broadcasting industry, is scheduled for Nov. 2 in New York by the executive committee of Independent Radio Network Affiliates and the International Executive Board of AFM.

At the preliminary meeting of the IRNA committee with the AFM board, it is expected that a basis will be reached for conversations and negotiations, whereby a uniform type of employment contract can be developed. Any stations have objected to the present schedule—providing roughly that stations pay expenses approximately 5% of the gross, and also have meetings with the board of directors of the American Federation of Musicians looking toward revision, extension or renewal of contracts for employment of musicians by the broadcasting industry, is scheduled for Nov. 2 in New York by the executive committee of Independent Radio Network Affiliates and the International Executive Board of AFM.

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As far as could be learned, there have been no further negotiations of stations or station groups with AFM regarding contract renewals to succeed those which expire at the end of next year.

An indication, however, that ASCAP may be reopening its campaign in the public prints was seen in an announcement published in Chicago Daily News of Oct. 17 cataloging the broadcasting industry for “denial of fair compensation to songwriters and song publishers of reasonable recompense for the production and dissemination of copyrighted materials.”

Referring to the letter, the editorial pointed out that several Federal Courts have granted injunctions against anti-ASCAP statutes in such States as Florida, Tennessee and Nebraska. It was stated, however, that when the issue is brought before the Supreme Court the unconstitutionality of State statutes has been “fully established.” The editorial continued: “Yet even among broadcasters there seems to be a definite realization of the futility of attempting to nullify Federal copyright laws through State legislatures. Perhaps this movement will be renewed at the next convention in Chicago.

Foresees Its Doom

“Enthusiastically backed by nearly every radio station in the country and the unqualified endorsement of a radio-controlled rival for ASCAP. Such an organization would eventually give radio power a monopoly, be it ever so carefully controlled cilque of publish...” (Continued on page 70)

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Savings Counsel for Oklahoma Folks

Brings Hundreds of New Accounts to Sponsor as Show Proves Success

BY J. E. BARRY

Secretary-Treasurer, Oklahoma City Federal Savings & Loan Assn.

Savings Counsel for Oklahoma Folks

NOT LONG AGO the Oklahoma City Federal Savings and Loan Association received notification from the U.S. League of Building and Loan Associations, that our radio program, The Home Folks Counselor, had been selected as “... the most constructive and resultful radio effort by any savings and loan association in the entire United States for the year 1938.”

It was a high honor and deeply appreciated, not only because of the added prestige and publicity it brought to our organization, but because it publicly bore out our sustained belief that with proper programming, proper station selection, intelligent showmanship plus correct merchandising timing and talent, radio will pay big dividends.

We had no idea that our five-minute program, The Home Folks Counselor, was headed for national honors. However, we did know that it was both producing profitable results for us and at the same time rendering a distinct public service.

Finding a Solution

Our success didn’t “just happen.” To those readers who receive the impression that perhaps that statement is a trifle conceited, let me say that the Oklahoma City Federal Savings and Loan Association had used radio for a long time without impressive results before the Home Folks Counselor idea was evolved. Mistakes and shortcomings of other radio trials were, by paradox, very valuable.

We had tried “spots,” a weekly quarter-hour show, a half-hour musical show on Sundays. None clicked. Not because of copy or of shoddy talent because we had the best writers and most musical talent that money could buy in the whole Southwest.

We had obtained results too, but not in the proportion of money we were spending in other media.

Early in 1937 it became evident that some close analytical work was imperative if we were to continue in radio. We knew something was wrong. Our problem was to hunt down and eliminate that something. We were positively satisfied WKY had the audience we wanted to reach.

Solving this fact, we threw overboard all other factors and started from scratch. Our appeal, we decided, should be to the persons who handle the average family’s purse strings. That was easy. The age-old answer was right — “women.”

National surveys corroborated our own finding that morning time, preferably late morning, was the best housewife reaction.

Our own surveys again tallied with national surveys in indicating that “news” was the favorite listening program of all listeners. For two reasons we eliminated the news idea. First, we did not feel it was a vehicle quite in keeping with our message; second, WKY does not sell sponsorship of its news periods.

Our answer, then, was a dignified personal message. We felt it was a vehicle quite in keeping with our message; second, WKY does not sell sponsorship of its news periods.

For example, traveling salesmen one day commented to the effect we had always listened to the program while he was driving. Inquiry showed us that other traveling salesmen listened also. As a result, we devoted, for a time, our Monday program to salesmen. Why Monday? Because that’s the day most of the traveling to distant territories. Neither did we blatantly make a play for them, but by use of copy that was of interest to this class, by use of questions and answers at beginning and end of the program, respectively, that were of interest to them, we gained a distinct class of listeners without losing our regular audience.

The philosophy by the Counselor in the middle of the program was oftentimes indirectly pointed at the salesmen, pointing out that “in fat commission months, you have for the months when selling drops off.” The result was a nice slice of a business melon hitherto uncut.

Another thing eliminated all commercial references to our organization by the Counselor himself, depending on the station announcer to care for this detail in the closing announcement. A small thing perhaps, but audience reaction was quick and favorable. Since the Counselor make any commercial reference.

From the Farmer

Not much thought had ever been given to making the farmer and small-town citizen acquainted with the convenience of the savings and loan plans. It had been accepted as a foregone conclusion that such prospective business was for the very small town inhabitants. When it occurred to us that there might be some overlooked business to be gained, we slanted a few programs to the rural direction. Again, results exceeded expectations.

Within seventeen months from the initiation of . . .

November 1, 1939 • Page 19

JOSEPH GIFFORD

BROADCASTING • Broadcast Advertising
Getting Around Europe's Blue Pencils

Ad-libbing a Lost Art
Among Those Facing Miles Abroad

American listeners, and ra-
men as well, have the idea
how carefully each word broad-
from the European war
centers must be weighed to
void the censor's blue pencil.
Baukhage, NBC commentator
who appeared to be everywhere
there, knows the re-
s t r i c t i o n s and dub d u g s in
some interesting talk in these
obstructions, now that he is
b a c k on American soil after
two months in Europe.

By BAUKHAGE

NBC Commentator on International Affairs

THE FELLOW who invented the
slogan "in Rome as the Romans
do" was no rhyming poet; he
was probably some relative of Mar-
co Polo or a staff. After returning
from a quick trip in the war
zones and adjacent territory as
NBC's roving international com-
mentator, he broadcast the fact
was right. I wasn't in Rome; but in
Germany, Switzerland and France
the sooner you learn to do it the
war is over.

In the first place you learn to
forget you ever heard of the phrase
"ad lib". Ad-libbing is a lost art in
Europe today, but apparently
think they have cause to weep over
the censorship, the broadcaster has
a lot more ground for tears.

The problem is the chief
difference in radio abroad
and radio in this country. The
answer that came into my head
first was this: In America
sells goods; in Europe it sells

governments.

Efficient Germans

It would be hard to say which
of the three governments under
whose censorship I spoke
was the hardest. The Germans manage
the job with such precision and
discipline that once one became accus-
tomed to doing the same, any of them
would be considered the
most painful.

They had a lot of experience. The French, when I left,
had just passed the job over to the
military, who were using a tank
stead of a scalpel. Their leisurely
methods and the lack of a chance
to talk about it, made the French
method harder to get used to. Per-
haps by now they have their sys-
tem organized a little better with
an eye to making it a less heart-
breaking process for the broadcast-
er.

In both countries the objectives are
largely the same: First, to
withhold military or other informa-
tion which might give aid and com-
fort to the enemy; second, to con-
serve sympathy abroad and morale

In Switzerland any and all reg-
ulation of public expression has one
concrete purpose; namely, to
keep out of war. And that means
the broadcasters have to keep
in mind the censorship, the first
to protect Switzerland's inter-
national interests; the other two to
keep from offending either belliger-
telling a pretty informative story.
The usual amount of unbelief with
which any good reporter must be
endowed keeps him fairly immune
to propaganda. I found that with
a little tact and adroitness. Germany
at least, I could get through
some ideas that might have been censorable had they been too
previously. The German censors
make allowances for a certain
amount of reportorial zeal on my
part and censored without pause, frequently
with apology. Sometimes
with a generosity that surprised both me and my listeners.

Two exciting months started Aug.
24 when Hilmar R. Baukhage, NBC
commentator, got off for Port Washington, N. Y.
to board a transatlantic plane one
afternoon and return in around
Europe Oct. 6 by plane.

All radio censorship must be
more rigid. Europeans argue, be-
cause of the immediacy and inti-
ity of the spoken word. A broad-
caster is tied melting in the lis-
tener's mind to the nation from
which he speaks than a dispatch in
newspaper printed in the read-
day of a home town.

Of course Europe is far more
shortwave conscious than America.
Therefore great effort, probably the
major radio effort of each nation at
war today is the broadcast aimed
at foreign countries. The Germans
have long worked on this phase, of
course, but now they have re-
doubled these activities and Ger-
nian radio broadcasters and
officials are working night and day
with cots in many offices.

Telling the World

While I was in France I was
present while 42 contestants were
auditioned one afternoon (and none
accepted) for jobs on broadcasting
shortwave to the United States.
Only one spoke American, the rest
rather English Oxford or had a
strong Gallic flavor.

Of course listening to foreign
broadcasts in Germany is strictly
forbidden (the penalty can be
death). As one news-hungry listen-
er put it to me, "It isn't worth
the worry." Any disgruntled neigh-
bor, discharged sergeant or other
resentful sniper can com-
plain if he hears your radio going
at a time when no authorized
German broadcast is scheduled.

How widely German propaganda
is listened to in France and else-
where there is no way of knowing.

Recently Berlin stations have
been broadcasting messages of the world that Germany is fighting
shoulder to shoulder with Russia
for the workers of the world
against Fascism. The F r e n ch
claim these appeals fall on deaf
ears.

As far as the American listener is
concerned, the broadcast is back at
is, doesn't stop a wide-a-m ake
American broadcaster abroad from

W9XAA License Denied

DENIAL of a license renewal for
W9XAA, international broadcast
outlet operated by the Chicago Fed-
ceration of Labor, in connection
with WCFL, was ordered Oct. 23
by the FCC alone with dismissal of
other two applications under which
the station was last licensed.

The FCC, incidentally, assigned
the station's local management to
the Mormon Church, in accordance
with the order of the order. The di-
smisal of the transfer application to
the Radio Service Corp., which
ran the Mormon Church, was without
prejudice and presumably leaves
the way open for the Utah corporation
to file a new application for the
W9XAA facilities.

Newspapers Buy WTMA

WTMA. Charleston, S. C., which
was on the air last June as a loc-
tal outlet on 1210 kc., has been
sold to the Charleston News and
Courier and Charleston
Evening Post, subject to FCC ap-

KRBK, Bozeman, on Air

KRBK, Bozeman, Mont., new 100-
wattnight and 250-watt daytime
station, went on the air Oct. 15 under
the management of Pat Goodover, with
J. MacLeod as technical advisor and
E. Itz as chief engineer. The sta-
tion is RCA equipped throughout, with
a direct Dunson group.

KRBK, which is 50% owned by E. B. Crane,
operator of KGIR, Butte, and 50%
by Robert H. MacNab Jr., Mont-
and North Dakota hotel owner.

CBS War News

ALL CLIENTS and ad-
vancing agencies doing business
with CBS have been advised
of two new policies instituted
at the network in regard to war
broadcasting in a special com-
munication signed by
Paul Kenten, CBS vice-presi-
dent. The letter states that
in relation to broadcasters the
network has arranged a
space of scheduled news pro-
grams to the Germans abroad,
and that "advertisers are requested to make no place of war
news broadcasts without prior
consultation with CBS.

Radio drama is not as dramatized
as sayaciones, the letter said that
"situations growing out of the
present war are to be avoided
either for drama on the air
or as background for the presentation
of other dramatic program material.

Elmer Davis Explains

Reporting of War News

BREATH-TAKING pace and

effect of radio news reporting, as
reflected in radio's minute-to-minute
coverage of the outbreak of war in
Europe, is discussed by Elmer
Davis, CBS news analyst, in his
article, "Covering the Outbreak
of War," in the November Harpers.

Mr. Rice, a veteran of both
newspaper and radio journalism, decried
job of reporters and broad-
casters for being first with the
news, and emphasized the need
corner between the press and the
media in preserving their constitu-
tional rights of freedom of speech and
press.

Drawing from his experience
with CBS before and during the
outbreak of hostilities, Mr. Rice de-
scribed the trials and tribulations of
a radio news analyst in Ameri-
ca, among them the incessant
standing in emergency sessions
and the long hours of reporting,
clubs, working in last-minute
bulletins extemporaneously while a
new broadcast is on the air, a
working day of 18 hours while
actual time on the air during that
time, and the continuously ringing bells on the teletype
which indicated bulletin after bulletin, all on the
within 30 seconds after receipt and
30 minutes before a newspaper extra
could be on the street. He paid
to H. V. Kaltenborn for the "outstanding brilliance" of his
call-by-day interpretations, and to
Bob Trumpon for his "unique ability
to announce, for his handling of extem-
poraneous assignments and ability
to get a jam out of a jam during
a broadcast.

West Gets WTMV Control

The FCC on Oct. 24 authorized trans-
fer of control of WTMV, East
Louis, Ill., from Lester E. Cox to Wil-
liam H. Keil Jr., manager. Mr. Cox
sells his 66% of the stock, totaling
770 shares, in equal parts to Mr. West
and Mr. Keil, owners of WTMV.

With the 130 shares already
owned by Mr. Keil, become controlling
stockholder. Purchase price for the
Cox holdings was $50,000.

WOLF are call letters assigned by the
FCC for the new local station recently
authorized in Racine, N. Y. (Broad-
casting, Oct. 15).
"I ain't never saw nothing like these here promotions!"

- With all due regard to Messrs. Barnum and Bailey and their undoubted genius at "promotion", we of WHO can smile a tolerant smile at any three, nine, or fifteen-ring circus the world has ever known! For almost every day, WHO does something new! And the result is that every day and every night, the whole Mid-West is crowding into our tent!

For instance, this way, ladeez and gemp-mums — hurry, hurry, hurry! — here are a few of our recent promotions! ... At the Iowa State Fair, August 25 through September 1, WHO set up a "Crystal Studio" from which we broadcast all local and feature programs. Broke all attendance records — distributed 25,000 broadsides with pictures of WHO staff and artists — completely ran out on the second day! ... At the WHO Tall Corn Contest, 63 entries got huge crowds and publicity, with Governor of Iowa presenting prizes before Grandstand on August 30! ... On September 17, H. R. Gross, our popular newscaster, was made Honorary Chief of the Fox and Sac Indian tribes at Fort Atkinson, before the largest crowd assembled in north-eastern Iowa since Ringling Circus was there many years ago! ... At Corn Belt Plowing Contest, sponsored by WHO, nearly 20,000 people saw 23 contestants vie for the plowing championship of the Mid-West, with news-reel reporters shooting the contest for national distribution. This was on September 23! ... On September 30, WHO opened the ninth season for the Iowa Barn Dance Frolic, with 4500 people in attendance at the Des Moines Shrine Temple. Hundreds turned away!

And so on — until both you and we are out of breath! But mark you — this is promotion. This is showmanship. This is the stuff from which radio audiences are built — the substance that has made WHO in fact the Voice of the Mid-West. ... And so on ...

Is there a sales message that we can shout for you?

WHO
For IOWA PLUS!

DES MOINES ... 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives

www.americanradiohistory.com
Addition of Mexican Stations To Ford Program Is Approved

Use of 10-Station Hookup May Lead Others to Include Southern Nation in Schedules

PREVAGING introduction of American network commercial program service to Mexico, the FCC Oct. 25 granted the petition of CBS for authority to transmit the Sunday Evening Hour to 10 stations in the most populous areas of that nation.

It was regarded as an experiment which will be watched by other network advertisers, the service was slated to begin Oct. 29 for a 13-week run, through the regular Ford agency, N. W. Ayer & Son. Arrangements for projection of the Ford program, featuring symphonic music and occasional concert artists, were made by CBS at the behest of Victor E. Creighton, representative for a number of regular Mexican stations who headquarters in both Mexico City and San Antonio.

No Official Objection

CBS did not initiate the move, but on behalf of the Ford company and its agency filed the necessary applications with the FCC and checked also with the State Department. It is understood that no official objection was voiced in any quarter, but on the contrary it was felt that transmission of outstanding programs, both commercial and sustaining, to Mexico and other Latin American countries would tend to foster the Administration's Good Neighbor policy.

According to the application filed with the FCC, a toll charge of $250 per program for the special feature would defray all time, special announcer and other charges billed through the agency. It specifies also that the agency would procure customary discounts as well as the normal 15% commission. While there was no formal explanation, it is presumed that the station time charges in Mexico will be handled locally through Ford factory branches and distributors, rather than through the American agency. CBS does not stand to realize any return on the "experimental" series.

Mr. Creighton, who is understood to have convinced the Ford company and its agency of the desirability of opening the Mexican field for network broadcasting, sought the aid and assistance of CBS in making the arrangements. It was reported also that at least three other substantial network advertisers plan to observe the experiment closely and if it proves successful to follow the same course.

Under Section 325 of the Communications Act, special FCC authority is necessary to transmit programs across the U.S. borders. All three major networks are using both commercial and sustaining programs to Canadian stations and the network of the Canadian Broadcasting Corp. The Ford series, however, will mark the first venture of American advertisers into Mexico on a regular basis via network transmission. Commercial transcriptions are used regularly on Mexican stations.

It was pointed out that the stations to which the service would be supplied are regularly licensed commercial Mexican outlets. So far as is known, none is in the so-called "outlaw" classification and there are no border stations included.

Transmission Setup

The contract, as filed with the FCC, specifies that the Sunday Evening Hour will be delivered to the Mexican border through KTSK, San Antonio, CBS outlet, by AT&T telephone lines. The contract cost per program at the border was quoted as $190. At the border, the Government-owned telephone and telegraph company of Mexico will pick up the programs for distribution to nine of the ten stations by wire line. Since no wire lines are available to the tenth outlet, XEME at Merida, Yucatan, it will rebroadcast.

The FCC was advised that Spanish announcements on the programs would be made from Monterey, and that the commentators of William J. Cameron included in the program will be Spanish translation to be given from Monterey during that interval.

In addition to XEME, the regular broadcast stations to transmit the programs are XEQ, Mexico City; XET, Monterey; XEZC, San Luis Potosi; XES, Tampico; XEDD, Ciudad Juarez. International shortwave stations to carry the program are XEQQ, Mexico City; XETT, Monterey, and XEDD, Guadalajara.

A NAME WANTED

Cowles Stations Offer Prize

FOR GROUP TITLE

TURNING tables on the feud-minded who devise prize contests for public amusement, the Cowles Stations (formerly Iowa Broadcasting Co.) have announced their own competition "for advertising only", offering a $500 award for a name.

Following the "What's sauce for the Goose is sauce for the Gander" theme, the Cowles Stations (formerly Iowa Broadcasting Co.) have announced the rules for the contest. The purpose is to procure a market name describing the primary areas served by the four stations--WMT, Cedar Rapids; KRNT and KSO, Des Moines, and WNAX, Tipton.

Eligible for entry are all employees, male and female, of agencies, advertising managers or any time buyer now using radio as a medium. The Earle Allen agency, of Omaha, handling the campaign, said that it was felt the matter of contests foisted upon the public daily at the instigation of agencies had gone "far enough". To change the usual procedure, it said entrants "will not have to tear the scriptures, or run to the dictionary to send it in with their entry".

Ruling May Be Required

By NAB on Dramatized Programs for Elections

WITH open season for electioneering in the offing, some question arises among newspaper agencies regarding dramatization of political broadcasts, which may force a ruling by the NAB Code Compliance Committee. Announced last week by WHN, New York, that a series of programs under the auspices of the Citizen's Committee on Broadcasting will be based on the dramatization plan precipitated the issue. The code itself does not mention such dramatization, and the proposal may force a revision of the code.

It is understood that in addition to eliminate specific language dealing with political dramatizations and leave the issue for interpretation by the Code Compliance Committee after a test. Several years ago a furor developed when the Republican National Committee sponsored a dramatization in which the late President Benjamin Franklin was employed in a broadcast by Senator Vandenburg (R-Mich.). The NAB the announcement said that the new series involved illustration of a political talk with playlets. The series is believed to be a new idea in political broadcasting and may be the forerunner of similar "airings as a political show," the announcement said.

New Poughkeepsie Local Is Authorized by FCC

FOLLOWING its refusal several months ago to authorize the local newspaper interests to establish a new local outlet in Poughkeepsie, N. Y., the FCC on Oct. 17 authorized the Poughkeepsie Broadcasting Corp., a group of local residents including newspaper operators, to construct a new fulltime 250-watt station in that community to operate on 1420 kc. Call letters will be WKIP.

The corporation is headed by Richard E. Cono, editor of the Poughkeepsie Eagle-News and Poughkeepsie Courier & Enterprise, for the morning and evening newspapers. He owns 40% of the preferred and 70% of the common stock. Mel Blanche J. Parks, publisher of the newspapers, owns 32% of the preferred and 14% of the common stock. Other stockholders are: John E. Mack, attorney, 20% preferred; 10% common; James Townsend, banker; Henry N. MacCrate, president of Vassar College; John B. public attorney; Charles S. Mitchell, former head of the local Chamber of Commerce. Each of the latter four owns 5% of the preferred and 1% of the common.

WENY, Elmira, Starting

WENY, Elmira, N. Y., new 250-watt outlet on 1200 kc., will become the 122d outlet of MBS when it begins operation in early December. It will be licensed to the Elmira Star-Gazette Inc., publisher of the Elmira Star-Gazette and Advertiser, WESG, Elmira, which operate WEBSG, Elmira, under lease from Cornell University. The FM station will have joint studios in the Mark Twain Hotel and will be jointedly managed by Dale L. Taylor, station manager, and a 425-foot tower will be installed.
5,000 women wrote to WLS for a miniature sewing kit, mentioned only once and then incidentally, by a guest on the WLS "Feature Foods" program (11:00 to 11:30 A.M.).

41% of the requests came from Metropolitan Chicago—25% from Chicago proper, 16% from the suburbs. Metropolitan Chicago contains only 26% of the radio homes in the WLS Major Coverage Area. Thus 26% of the homes sent in 41% of the mail. Which proves again:

WLS Is Listened to in Chicago

THE PRAIRIE FARMER STATION
Burridge D. Butler, President (Chicago) Glenn Snyder, Manager

JOHN BLAIR & COMPANY, New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco
Test of Economic Policy Is Sought

FCC to Ask Supreme Court For Rule in Dubuque Case

SUPREME COURT adjudication of the FCC's "unlimited competition" philosophy and according the agency power to grant licenses regardless of economic injury to existing stations, will be sought by the FCC itself in a petition for review of the so-called Saunders case involving a new station application for Dubuque, la. The FCC is expected to file its petition through the Department of Justice by Nov. 2, according to sources.

While two other FCC appeals from decisions of the U. S. Court of Appeals for the District of Columbia are pending before the highest tribunal, they go only to the lower court's jurisdiction, and hence are not a test of the FCC's regulatory power. The Saunders case, however, raises clearly the economic issue, upon which the court has dealt harshly with the FCC's contentions. It was in the WMEX, Boston, case, that the court last August voided the FCC's decision which upheld the WMEX case involving a new station. The court cited the FCC's economic theory, sustaining, however, the FCC's decision against permitting ad insertion in the station's signals. The decision had protected an increase in power for WMEX on economic grounds.

Dubuque Case Pending

Because the FCC could not appeal the WMEX decision, it is likely that the decision in this Dubuque case, in which WKBB, existing station, opposed the licensing of a new station on the same frequency, is the only decision appealed to the Supreme Court. The lower court reversed the FCC's grant, holding that the FCC is legally bound by the Supreme Court's findings as to economic injury to existing stations.

Determination to seek a Supreme Court review is quite unexpected, however, after FCC General Counsel William J. Dempsey had taken up with the agency the question of whether it desired to "retain jurisdiction" in the Saunders case by making an appeal to the Supreme Court, allowing reargument on the economic question. The court concluded informally that it had no such desire and implied it would not object to a Supreme Court review.

Another chapter was written in the WMEX case Oct. 23 when the Court of Appeals, in a per curiam opinion, dismissed the appeal of WOCP. Both the FCC and station were granting WMEX 5,000 watts full time on a frequency 1,750 kc. high power regional channel, in lieu of its existing local license. As the Yankee Network appeal, WOCP contended refusal would result. The Court, however, ruled that the assignment of reasons for appeal by WOCP "is even less adequate than an appealing interest" than that of Yankee.

Allsweet on 60

SWIFT & Co., Chicago (Allsweet magazine), announced that it starts a six-week campaign of six spot announcements weekly on 60 stations. J. Walter Thompson Co., Chicago, handles the account.

HONORING H. V. Kaltenborn's movie debut, as himself, in "Mr. Smith Goes to Washington", Columbia Pictures Corp. invited the "dean of columnists," to be present at a special showing of the picture on Oct. 16. In the group are (standing, l to r) Frank Singiser, WOR; George H. Combs Jr., WHN; Mark Hawley, WOR; Arthur Hale, WOR; Richard Brooks, WNEW; (seated) Bryce Oliver, WHN; Raymond Gram Swing, WOR; Mr. Kaltenborn, CBS; Johannes Steele, of WMCA.

Picture-of-the-Month Series Symbolic Of New Movie Attitude Toward Radio

By DAVID GLICKMAN

DESPITE reports to the contrary, there will be greater cooperation than ever before between the motion picture industry and radio. Those who but a few months ago predicted that the agency executive would call fewer film names and contract talent used on transcontinental sponsored radio shows, is now firmly convinced that the trend is in the other direction.

Practically every major network show emanating from Hollywood today features at least one local film studio cutting down production activity because of the loss of the European market due to the current motion picture talent in turnings to broadcasting with a vengeance as a means to keep their name before the public and also to increase income.

Where in the past many film stars had to be imported into radio for appearances by big money, today their front man is seeking out agency producers for the opportunity. The film industry itself has also made a complete reevaluation of radio plugs, and competition for the motion picture talent is increasing. Personalities promises to be greater than ever before.

Down Go The Bars

A combination of circumstances is involved, all of them, however, pointing to a closer working "agreement" between motion picture units, exhibitors and network radio. Film studios that early this year set up stringent regulations in their relations with broadcasting are relenting, and in several instances have given the approving contract players to make network appearances on sponsored shows.

General opinion among Hollywood advertisers who have been following with interest the studio, against their better judgment, yanked talent from sponsored network shows when the theatre operators throughout the country protested against a tie-in between the two mediums, declaring it hurt both. The exhibitors thereupon agreed to use the talent at other times. They further declare that film studios right along acknowledged radio as a valuable medium to exploit pictures and to build up known or unpopular talent. With the clamor by exhibitors, they were forced to relent. Now that the cry has died down, film executives are again permitting their talent to take advantage of the extra money to be gained from radio. Much of it, incidentally, returns to the picture studio's coffers because players are under contract.

If the film industry really has a "beef" then radio has one too. It must be remembered that film studios have made many a raid on radio for personal appeal. Many Nacional outstanding motion picture stars and contract players today got their start in radio, have acquired a following on sponsored network shows. The list is too long to enumerate, but good examples are Dorothy Lamour, Nelson Eddy, Jack Benny, Bing Crosby, and Bob Hope. Radio still continues to supply the new talent, so necessary to the small and the film industry's success and at the same time it is using well established picture talent on important transcontinental programs.

There are many in Hollywood who right along advocated a common motion picture and radio policy, believing that each could and would help the other. Many film studio executives of that opinion are warm to the idea in the hope of giving radio their benefit. In return they would accept all the help that national and international broadcasting can give to the progress of pictures. It would be a game of give and take.

No Fight, Says Hays

Will H. Hays, president of Motion Picture Producers & Distributors of America, has repeatedly declared that there is no fight between the film and radio industry, despite contrary reports from other sources. He maintained that there is even a genuine understanding.

Gangsters in Papers

Gangsters, produced by Phillips H. Lord and Clipper, under the direction of Colgate-Palmolive-Peet Co., is being adapted into comic strip format by Relaxer syndicate under the direction of Bernard L. Rubicam, for the Budapest Post of Lord Co. The strip has been tested for the past seven months in Popular Comics magazine with a central hero character known as "Gaugust John Winston."
LIVE TALENT

Police and criminals join to "Get the Green Hornet" but he's still at large. And going stronger every day... Thrilling scripts... Inspired acting... Outstanding sound effects... All by the organization that originated and produces The Lone Ranger... Here it is—exactly what YOU'VE BEEN LOOKING FOR.

TRANSCRIPTIONS

Write for Green Hornet Case History and Price for Your Market

KING-TRENDLE BROADCASTING CORP.
Stroh Building
Detroit, Michigan

WXYZ • DETROIT
Basic Station NBC Blue Network • Key Station Michigan Radio Network
Increases Slated for 12 Regions

Only Routine Stands in Way
Of Power Boosts by FCC

WITH engineering conflicts already cleared, and only the legal routine to be covered, a dozen regional stations operating on three channels, are expected to be accorded licenses for 5,000-watt full time operation in the near future.

Two stations operating on 1370 kc., FRANK, San Francisco, and WMAZ, Macon, Ga., the FCC later the same day disclosed that the extensions have been granted.

The stations to be granted are: WMYG, Greensboro, N. C.; WLB, New Bedford, Mass.; WMAZ, Macon, Ga.; WSN, Utica, N. Y.; WLRN, Mesquite, Texas; WRSN, St. Louis, Mo.; WSB, Atlanta, Ga.; WTYW, Wyoming, Pa.; WABC, New York, N. Y.; WOR, New York, N. Y.; WAKS, Kansas City, Mo.; and WAXY, Miami, Fla.

Meanwhile, informal conferences are continuing between FCC engineers and engineers and attorneys for several of the applicants, offered no legal conflicts are involved such as pending applications for new facilities.

Three Channels Clear

Based on prevailing information in Washington, it is understood that stations on the 590, 950 and 1330 kc. channels are cleared from the engineering standpoint so far as the power increases are concerned. These include WOW, Omaha, and WEEN, Boston, on 950 kc.; KFWB, Hollywood, Kayo, Missoula, Mont., WRC, Washington, and KMBC, Kansas City, Mo., on 1330 kc.; WTAQ, Green Bay, Wis.; KGB, San Diego, KRIS, Corpus Christi, KBOO, Sioux City, Ia., WDRD, Hartford, and WSAI, Cincinnati, on 1330 kc.

It is told, however, that there are pending some 100 applications for power increase to 5,000 watts full time, which would give these stations Class III-A status under the new rules. Because of interference protection requirements and other complications, it is expected that all of these applications can be granted. A majority of them, however, are expected to be cleared within the next few months.

Sarasota Outlets

FRANK S. LANE, former manager of WDDO, Chattanooga, who resigned several months ago so as to assume the management of the newly-authorized WSBP, Sar asota, Fla., 100 watts night and 250 day on 1370 kc., announces that the station is expected to begin operating on Nov. 21. The RCA transmitter equipment and a 1750-foot Tuscon tower have been ordered. Mr. Lane will hold the post of manager as well as general manager, with Jack Daub as program director. The remainder of the staff is being recruited.

KXOX Nears Completion

J. ALLEN BROWN, advertising manager of WHMA, Anniston, Ala., has been appointed commercial manager of the new KXOX, Sweetwater, Tex., which is scheduled to go on the air on or about Nov. 15. He will work with William D. Bennett, manager, who is co-founder of the Sweetwater Waterfall. Radio and one of the chief stockholders. Construction of the RCA transmitter equipment and the 1217-foot tower is nearing completion.

The station was authorized for construction last May and will operate with 250 watts daytime on 1217 kc.

Riggins Cigarettes Test


临时许可

在宣布取消延期的许可后，对某些特殊实验申请，被授予的全功率许可被取消。威格威，明尼苏达州；和WMAZ，麦康，佐治亚州，被FCC在同一天披露，已取消了这些扩展。

据传，FCC将授予以下电台的全功率许可：WMYG，格林斯伯勒，北卡罗来纳州；WLB，新贝德福德，马萨诸塞州；WMAZ，马康，佐治亚州；WSRN，梅斯奎特，德克萨斯州；WBSN，尤蒂卡，纽约州；WABC，纽约，纽约州；WOR，纽约，纽约州；WAKS，宾夕法尼亚州；WAXY，迈阿密，佛罗里达州。

与此同时，FCC正在与几家申请人之间进行非正式的会议，讨论可能存在的法律冲突，诸如正在等待审批的新设施。

三个频道已清理

基于现有信息，华盛顿方面认为，在电源功率增加方面，590、950和1330 kc.三个频道的电台已经清理，满足工程要求。这些电台包括WOW，奥马哈；和WEEN，波士顿，位于950 kc.；KFWB，好莱坞；Kayo，Missoula，Mont.；WRC，华盛顿；和KMBC，Kansas City，Mo.；WTAQ，Green Bay，Wis.；KGB，San Diego；KRIS，Corpus Christi；KBOO，Sioux City，Ia.；WDRD，Hartford；和WSAI，Cincinnati，位于1330 kc.。

然而，据透露，还有一百多份申请，请求增加到5000瓦特全时段功率，这将使这些电台达到Class III-A状态。因为干扰保护要求和其他复杂情况，预计这些申请都将被授予。其中大多数，但可能不是全部，将在未来几个月内获得批准。

萨拉索塔的电台

FRANK S. LANE，前WDDO，查塔努加的经理，因辞职后被委任为新许可的WSBP，萨拉索塔，佛罗里达州，100瓦特夜间和250瓦特白天，于1370 kc.，宣布该电台初步计划于11月21日启动。该电台配备的RCA发射器设备和1750英尺的Tuscon塔台已经订购。Mr. Lane将同时担任经理和总经理，Jack Daub为节目总监。其余的工作人员正在招聘中。

KXOX工程接近完成

J. ALLEN BROWN，WHMA的广告经理，被委任为新电台KXOX，得克萨斯州Sweetwater的商业经理，该电台计划于11月15日开始运营。共1217英尺的塔台正在建设中。

Riggins香烟测试

RIGGIO TOBACCO Co.，Brooklyn，N. Y.，于10月19日开始为期13周的Riggins香烟广告活动，于11月19日在WOR，纽约，N. Y.；和WRN，New Haven，Conn.，播出。每20秒在UP新闻中进行一次，每小时播出四次。广告内容可能在未来扩展。M. H. Trickett & Co.，纽约，是该代理商。
we sell pianos
—in memphis, nova scotia and new york

The skeptics said, "Now, really!"
The agency said, "Well, can't we..."
Please read carefully. It's the most amazing thing—
The pianos sold for $295 and up—mostly up, and WOR evening-time was used to sell them.
Did they use an orchestra? Name stars?
Lush?
No, Edgar. They used a piano: a piano which a little lady played and asked quietly would you maybe want a booklet describing the piano.
The announcer suggested that anybody who was interested might—hold everything—might BUY A PIANO! Such tact!
Well, that program stayed on WOR once each week. And in seven months this happened...
During the first month on WOR sales jumped 20% in Metropolitan New York.
At the end of two months sales had hiked themselves 47%.
And four months later the gain stood at 70%.
Inquiries poured in from Memphis, Nova Scotia and even— even New York! And sales were made in Memphis and Nova Scotia and even New York.
This incident is not told to stir you to crash into WOR with a lady at the piano. It is told because so costly and hard-to-sell a product as a piano sold just as easily on WOR as dresses and lipstick and insurance and overalls.
Our address is 1440 Broadway, in New York.
Radio Promotion Provides Aid to Retail Drugstores

Cooperative Steps Described At Convention by Ruppert

RETAIL drugstores can easily obtain public cooperation on radio stations through a reciprocal understanding in promoting which radio stations advertise, particularly in the form of window displays featuring radio advertised products, Dick Ruppert, of National Association of Retail Drugstore Ami, told delegates at the mid-October convention of the National Association of Retail Drugstores in St. Paul. The convention was attended by 500 drugstore executives, representing 33,000 of the 60,000 drug stores in the United States.

Invited to address the NARD convention was Mr. Ruppert, Ohio Drug Assoc., Mr. Ruppert outlined the cooperative efforts of WLW-WSAI, Cincinnati, to put the Ohio group in promoting special merchandising plans, particularly the campaigns built around First Aid Week and National Advertising Week, which have attracted national attention.

Special Campaigns

"There are three big phases of cooperation which radio stations can, consistent with their own aims of promoting radio-advertised products, give druggists," Mr. Ruppert commented. "These are, first, putting over special campaigns such as First Aid Week and National Advertising Week. Secondly, testing to see what the associations of druggists stand for, what they are accomplishing in the way of health campaigns." Ruppert added that helping them, too, are the millions of dollars spent by the drugstores in the past year and a half in writing and advertising the public to the new radio stations being built across the land.

"Druggists must remember, however, that they are at least two types of radio stations," he cautioned. "You cannot expect a station to cover all the areas in order to give emphasis, via broadcasts, to affairs important to only one small community. Most radio stations, such as WLW and WSAI, have been putting over national campaigns because the selling impact is so tremendous, but the stations are also finding such areas of makeup.

"The big stations are a powerful medium in explaining what the associations of druggists mean to a community. But here again a smaller association, such as a local group, in requesting too much time from a station, because most of your associations are limited to one city. And in order to get the cooperation on what an association means to it, the public must first have a geo-

As public relations director of KGKO, Fort Worth, and two other major Texas stations, I've had opportunities to plan and to do and to do so. Since the program has been arranged in one of four of the Lone Star State's daily, semi-weekly and weekly newspapers, newspapers published in Texas, fewer than 20 carry any radio schedules and they seldom mention in their columns the radio stations. But let us consider the problem. Therefore, when KGKO in three months built up a friendship with 10 town small-town papers hereafter shunning news about radio stations.

How It's Done!

So far as we've been able to discover, no other station within KGKO's primary area is conducting any radio or was or could be doing such a series when the KGKO Suburban Editor program was launched. Just the step, therefore, was to select carefully those small-town papers logically located within KGKO's primary area. Included in this figure are some 25 separate pieces toward showing KGKO's artists in action! And—most surprising—KGKO's Suburban Editor didn't space rates for a single inch.

Promotion Follow-Ups

But here's the beauty of the entire plan. Although to KGKO the public relations programs are of paramount importance to drugstores at the point at which big stations are unable to dwell too much on local events. Consequently the natural conclusion must be that the small stations are the ones to which the druggists should make overtures for public attention. KGKO Suburban Editor program, as a whole. KGKO was sustained by the FCC decision granting KGKO full-time operation from the studios. KGKO's transmitter house of WNAX, Grand Rapids. The new station was sustained as a whole.

Promotion Follow-Ups

But here's the beauty of the entire plan. KGKO's public department is deciding in any way of the possible enthusiasm of any editor. After the promotion's introduction, the editors were not bomhard with publicity blurs. Of their own volition they wrote for stations of their KGKO visit, etc. Then they received personally, mats of the KGKO Suburban Editor program. KGKO has been in operation from that site for some time, together with a 325-foot Lehigh tower. This tower will be duplicated with two additional towers for operation to protect WOW. The additional towers probably will be completed within 90 days.

New studios completed several months ago are located on the seventh floor of the Burdick Hotel. Completely modern in every respect, the studios occupy some 5,000 feet of floor space and include separate departments for news, production, copy, public relations and sales. Ted Matthews, formerly manager of WNAX, recently joined KGKO as a salesman and, according to the general sales manager, John O'Hara, formerly of the Bon Ami Co., is general sales manager.
By Choice...
THE PEOPLE'S VOICE...

Again this year NBC has arranged to broadcast an impressive galaxy of programs in the public interest... programs designed to serve, stimulate and inform America's millions of radio families—and programs which NBC presents as a public service!

Through them, the lives of Americans in every state—farm and city dweller, from coast to coast—will be enriched.

The sustaining programs listed below are typical of the various types NBC will present this season. Space does not permit a complete listing. In addition, of course, both NBC networks will broadcast scores of programs which, as in the past, will be among the outstanding offerings sponsored by American business.

"Radio is a public service." That is an NBC creed. And because NBC never forgets it, its networks are the most popular in the world!

ART
Art For Your Sake, in cooperation with National Art Society

LITERATURE
The Bookman's Notebook, by Joseph Henry Jackson
Between the Book Ends, with Ted Malone
Pilgrimage of Poetry, with Ted Malone
Meet Mr. Weeks, with Edward A. Weeks

PUBLIC AFFAIRS AND NEWS
America's Town Meeting of the Air
University of Chicago Round Table
National Radio Forum
Daily Associated Press News Bulletin
Daily Foreign Language Broadcasts
Special Broadcasts of Events of National and International Interest
Consumer's Program
Youth Questions the Headlines

DRAMA
Great Plays
NBC Radio Guild
Arch Oboler's Plays

HISTORY
Story Behind the Headlines, by Cesar Schreiber and American Historical Association
The Torch of Progress, by Edward Howard Griggs

MUSIC
NBC Symphony Orchestra and Arturo Toscanini
Metropolitan Opera
Metropolitan Opera Guild Operalogues
Paulist Choristers
Rochester Philharmonic Orchestra
Rochester Civic Orchestra
Cleveland Orchestra
Philadelphia Symphony
Eastman School of Music
Music and American Youth
Music for Young Listeners
Radio City Music Hall
Chicago Civic Opera
American Art Quartet
NBC String Symphony
Primrose String Quartet
American Art String Quartet
New Friends of Music
Music Appreciation Hour

RELIGION
Call To Youth
Catholic Hour
Message of Israel
National Vespers
Time for Thought
Radio Pulpit
Religion in the News

CHILDREN
Alice in Windland
Johnny Carruthers

Yesterday's Children
 Renew of the Mounted
Venon Crane's Storybook
Bright Idea Club
Adventure In Reading

PSYCHOLOGY
Human Nature in Action, with Harold D. Lasswell

VOCATIONAL GUIDANCE
On Your Job, in cooperation with National Vocational Guidance Association, N. Y.

SCIENCE
The World Is Yours, Co-sponsors—Smithsonian Institution, U. S. Office of Education
Science on the March, with Dr. Forest Ray Moulton
Magic Waves, with Dr. Orestes R. Caldwell

HEALTH
Medicine in the News, in cooperation with American Medical Association

PROFESSIONAL EDUCATION
American Education Forum, with Dr. Grayson Kefauver

GENERAL
Calling All Stamp Collectors
Order of Adventurers
No School Today (Safety)
National Farm and Home Hour
Sports Events

NATIONAL BROADCASTING COMPANY
World's Greatest Broadcasting System A Radio Corporation of America Service

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Feasibility of Wireless Chain Is Contested at FCC Hearing

LaGuardia Asks Permit for WNYC to Pick Up WRUL; Ring Points to Reception Problem

By LEWIE V. GILPIN

CONFLICTING views on the feasibility of operating a "wireless network" of educational stations were brought out Oct. 28 at a hearing before the FCC committee on the petition of Mayor F. H. LaGuardia, of New York, for amendment of FCC rules to allow WNYC, New York's municipal station, to pick up via radio receiver and simultaneously rebroadcast on its regular broadcast frequency certain programs of WRUL (for- merly WIXAL), Boston, international station operated by World-Wide Broadcasting Corp.

Although Mayor LaGuardia emphasized during an appearance at the hearing that his petition was limited specifically to the case of WNYC, discussion of the proceedings extended in general terms to adaptation of the "wireless rebroadcast" concept to the national level.

Following statements by WNYC and World-Wide witnesses that although conclusive tests have not been made, "wireless rebroadcasts" of WRUL programs could be accomplished, since satisfactory reception of the programs has been regularly received in the United States, Andrew D. Ring, FCC assistant chief engineer, testi- fied the rebroadcast service could not be conducted on a commercial basis under present conditions and that improvement of the domestic signal of an international station, such as WUL, to a point where it would be consistently dependable for rebroadcast in this country, could be attained only at the ex- pense of the station's international service.

No Policy Change Sought

The hearing was conducted before a three-man FCC committee comprising Commissioners C. a.e., chair man, and pay- liam C. Koplovitz, FCC assistant general counsel, handled cross-examination of witnesses and presen- tation of FCC testimony and ex- hibits. Testifying during the Oct. 23 proceedings were Mayor LaGuardi- a, M. S. Novik, director of WNYC, and Frank D. Schooley, program director of WUL, Univer- sity of Illinois station at Urb- ana, examined by Herman J. McCarty, New York assistant dis- trict attorney; Walter S. Lemmon, World-Wide president, by A. B. Landis, counsel, and Mr. Har- vard professor and member of the World-Wide Educational Council, by M. M. Jansky, and H. Howard Eaves, secretary of the National Committee on Education by Radio.

Although he said he had no quar- rel with commercial stations, May- or LaGuardia took the position that encouraging and the establishment of non-commercial stations in this country is "not only desirable but necessary." He added, "I don't believe we'll improve the idea of radio situation in this country until we have one non-commercial for each commercial station. These would serve as a protection to the people at a time when our country might starve for accurate informa- tion on some subject.

He explained that in his petition he was not asking the FCC to change the basic policy of Ameri- can broadcasting, which only to allow the fuller use of exist- ing facilities. He stated he thought the experiment would be beneficial, and so far as the technical problems involved went, "if we can accomplish it, fine; if not, we just don't.

Mr. Novik said it was believed the wireless rebroadcast operations could be conducted with an initial cost of only about $1,000 for re- ceiving equipment and that the Radio Tercentenary programs of 1936 as an educational feature would be broadcast at the time, but which could not be car- ried by the station because of the wire charges involved.

Mr. Schooley cited the Na- tional Asn. of Educational Broad- casters, of which he is executive secretary, backed Mayor LaGuardi- a's idea at its recent convention at Ames, Ia. Stating that WRUL originates certain programs that would be valuable features from an educational standpoint for commercial stations over the country, he added that it was likely NAEB stations could make good use of certain Eastern programs.

Rebroadcasting Abroad

Calling attention to successful rebroadcasting in foreign countries of educational stations, Mr. Lemmon declared existing facili- ties could be put to greater use if FCC rules were relaxed to allow experimental domestic rebroadcasting. He main- tained that such amendment of the rules would be consistent with the rules of the international broadcast service. As evidence of the reception of WRUL's international program in this country, he offered a photo- stat collection of telegrams received from various parts of the United States attesting "very good re- ception" of the programs. Mr. Len- mon also urged relaxation of the rules "as a protective measure against the day when wire connec- tions might be disturbed", pres- ently in the event of a military in- vasion of communications centers such as New York.

Cross-examined by Mr. Klop- ovitz, he recommended that the rule be amended to allow educational stations to rebroadcast inter- national programs and vice versa. Re- minded of the right of a station to transcribe a program under similar circumstances without rebroadcast, Mr. Lemmon cited the advantage favor among listeners of transcribed as opposed to live programs.

Discussing the Havana and Ma- drid treaty commitments, Prof. El- list reemphasized that the "wire- less network" plan was merely a move to make fuller use of present facilities "within the strict letter of international conventions". Aside from technology, the experiment would be interesting from the standpoint of developing educa- tional broadcasting, and Mr. Elliott reemphasized that as the primary inter- national coverage did not decrease, there would be no harm in making use of the "by-product" secondary domestic coverage in this manner.

Reception Difficulties

Mr. Evans pointed out that one of the original purposes of the Na- tional Committee on Education by Radio at the time of its founding in 1923 was that it would conduct a network of educational stations. He declared that such a network, through lightening the load on the educational stations, which could at present not be used to their full extent, might allow the stations to con- centrate on obtaining betterqual- ity in fewer programs, at the same time yielding a general rise in quality in the programs of all the educational stations in the country.

Mr. Ring, chief FCC witness, took the stand after Philip K. Eing, assistant chief of the FCC in- ternational division, had identified a series of exhibits based on the international frequency spectrum offered by Mr. Koplovitz, identify- ing a further series of FCC exhib- its, among which were station lo- cations and directive patterns of educational, municipal and inter- national stations in this country, Mr. Ring declared that the frequen- cies of the international broad- band are "virtually unsuitable" for dependable domestic service under present circumstances. An interna- tional station could give no consist- ent reliable service suitable for re- broadcast through WNYC and WUL as they did not stand to be increased without violation of the reasonable requirements of adjacent countries.

The fullness of the idea de- pends primarily on reception of a good signal, Mr. Ring pointed out, and the proposed experimental op- eration would merely locate certain points of satisfactory reception and not necessarily result in country- wide rebroadcast service. Cost of new station or extension facilities, several thousand dollars, depending on the frequencies considered, he estimated, pointing out that in ad- dition to a high-fidelity receiver, an intricate diversity antenna sys- tem might be necessary.

Northeast Studies Collegiate Hookup

Leased Wire System Visioned

By Radio-Minded Students

INTERCOLLEGIATE leased wire broadcasting system linking Brown Dartmouth, Harvard, M. I. T. and Wesleyan universities, is envisioned in a plan being developed by Brown, which for several years has operated its own wired radio frequency from the Brown Y. M. C. A. to serve Brown students. The inter-school network would, in addition to providing entertainment for listeners, and experience for radio-minded students handling technical details, promote "friendly contacts" between the participating schools, its backers believe.

Arrangements already are near- ing completion for a tie-up between Brown, Wesleyan and Harvard, according to George Abraham, chair- man and founder of the Brown Network. Dartmouth and M. I. T. have shown interest in the idea, and other colleges are being in- vited to join the network which grew from Brown's student-owned and operated intramural system, effective during the freshmen year and originating from a simple two-way communi- cation hook-up with a friend in his dormitory.

At present the Brown Network is a major extra-curricular organi- zation on campus, with sound- proof studios and a central control room, 30 stations in dormitory- and fraternity houses where programs can originate, a staff of 75 members, and complete pro- duction and technical staffs. The Network is a wired radio frequency system, broadcasting on 570 kilocycles and needing no license since power is so small that broad- casts can be heard only on radios within a few feet of the transmis- sion lines. Programs are carried over 30,000 feet of wire strung through steam tunnels into dormi- tories through which the pro- grams include recorded music, lec- tures, student skits and interviews. On campuses, and pickup although student and athletic contests through a portable unit operated in conjunction with the main studio. Part of the transmission money is covered by the sale of commercial time to adver- tisers.

To License Schools

AFRA, following in the footsteps of Equity, is preparing rules and regulations for radio schools and intends to submit them in the future. AFRA intends to use the same "house-cleaning" methods employed in Equity, which, through its strict government, helped clear the field of all incompetently operated schools. Various radio school reg- ulations include record music, lec- tures, student skits and interviews. The operation of institutions of athletic contests through a port- able unit operated in conjunction with the main studio. Part of the transmission money is covered by the sale of commercial time to adver- tisers.

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“Sauce for the Goose Is Sauce for the Gander”

SO HERE’S A CONTEST

For Advertising Men

$500.00 CASH

FOR THE BEST NAME DESCRIBING THE TERRITORY COVERED BY THE PRIMARY AREA OF OUR STATIONS

ADVERTISING MEN have inflicted contests on the American public to such an extent that most folks now go to bed haunted by the words “FREE PRIZE.” Therefore, we’re giving you a dose of your own torment. This contest is for advertising men and women only!

Frankly, we’re up against it. We need a name accurately describing the combined primary areas of The Cowles Stations... a term such as “America’s Breadbasket.” Thus far we can’t find it... so, we’re asking your help.

We’ll tell you anything about this rich market you need to know—give you facts, figures and success stories to help you come up with the name we want. Then, if you’ll supply a punchy “monicker,” that pleases our judges, we’ll remit with a check for $500.00. Get busy now... Check the map—study the facts! Write for more if you need ‘em.

HERE ARE THE RULES

1. Contest open only to members of advertising agencies and sales and advertising departments of radio advertisers.
2. Entries must be submitted on your firm letterhead. Submit as many names as you desire.
3. Mail to Contest Editor, The Cowles Stations, Register and Tribune Bldg., Des Moines, Iowa.
4. $500.00 cash will be paid for the name that, in the opinion of the judges, most accurately and completely describes the combined market or primary area of stations WMT, KQTV, KSO and WSKX. Entries will be judged for originality, accuracy of description, and propriety for use in advertising. No more than one entry per person will be accepted for consideration. Duplicate entries will be returned
5. Decision of the judges will be final, and all entries become property of The Cowles Stations for advertising or for any purpose they choose.

IMPORTANT FACTS TO HELP YOU SUGGEST A NAME

Out our way there’s a fellow who’s nuts about statistics. He likes to whisper in your ear such things as “Listen... In the primary area of these four stations there are 10.7% of the nation’s farms. Yet, these farms receive nearly 17% of the nation’s total cash farm income. And the folks who live on ‘em drive over 17% of the nation’s autos, and over 25% of the tractors.”

At his finger tips he has facts about our 20,630 retail food outlets, 14,873 filling stations, 4,117 apparel stores and 3,048 drug stores. And, say, he can carry on till you’ve got phobophobia. But, don’t let him... make him write it to you. Address “Market Facts Chief” with the message, “Give us the dope,” and you’ll get it.

P.S. — He also wanted to say that in this market, which has a total retail volume of over 1,500,000,000 smackers, there are over 1,364,000 radio families you can reach on one low combination rate.

Contest Closes December 31, 1939. Mail Entry Now!

The Cowles Stations

Affiliated with The Register and Tribune, Des Moines, Iowa

Represented Nationally by The Katz Agency

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www.americanradiohistory.com
Injunction Covers New Florida Law

Court Extends Restraint to 1939 Copyright Statute

EXTENSION of the temporary injunction granted last year against the Florida copyright monopoly laws to include ASCAP, the music publisher's suit in Florida was authorized Oct. 19 by a specially constituted three-judge district court in Jacksonville, as a result of a new litigation initiated by ASCAP.

The court rescinded the 1937 Florida statute, on which it had originally issued the temporary injunction and the revised 1939 legislation, are held to be the same and that no harm would result from temporary delaying enforcement of the 1939 statute. It concluded that the “balance of convenience” lay in deciding the constitutionality of both statutes at the same time and added that no ruling on the merits of the new law is to be inferred because of its action enjoining the temporary injunction to cover the 1939 statute.

Monopoly Ruling Refused

The court refused to rule on ASCAP's Motion to make the Florida Attorney General's counterclaim which he imposed in the 1937 suit against the ASCAP operations in Florida as being a “price-fixing monopoly.” It observed that until the final trial on the merits, though it was strongly urged by ASCAP counsel to take the counter-claim immediately.

Presentation of evidence and final determination of the constitutionality of both statutes will be effected by the court as quickly as possible it was indicated. The special court, composed of Judges Lemoi and Strum of the District Court and Judge Hutchison of the Circuit Court, are to ASCAP Florida attorneys, Frank Wideman and Manley Caldwell, were augmented by Louis D. Frohlich, ASCAP general counsel, and Herem Finkielstein, his associate. D. E. Stulwicz, chairman of the ASCAP administrative committee, was present. Appearing for the State was the Assistant Attorney General Turry A. Norwood, Lucien H. Boggs, of Jacksonville, and Andrew W. Bennett, NAB counsel, setting as special assistant.

The new Florida statute requires full disclosure of copyrights by the copyright owners through filing of catalogs with the State. It sanctions blanket licensing and blanket fees provided each member of the copyright group makes available to the user, the right to use on a “per piece” basis the prices determined by the copyright and filed with the State. It prohibits blanket licenses which require payment on programs not using music coming under the license. The new statute is similar to those in force in North Dakota and Kansas.

Charles Stark, CBS announcer, a collector of the best old stories he has reported on his program, The Microphone Case, has heard on CBS for the two years. During this time, Mr. Stark has reported five oddities a day, making 5,000 stories, from which he plans to choose 200 for use in the book.

San Francisco Talks Barred From Air For Failure to Provide Advance Texts

THE QUESTION of upholding neutrality of the air arose in San Francisco in October when the Commonwealth Club was banned from the air by the BBC, for the first time in its 15 years of broadcasting talks on world affairs because advance transcripts were not provided.

NBC refused to release the regular Saturday afternoon talks emanating from the Commonwealth Club luncheon-meeting on the Pacific, where the talks have been the custom. Chester Rowell, director of the Club and columnist, was told that criticism was to be raised by the club in discussions on the subject with the FCC.

Controversial Topics

Heretofore the Commonwealth speakers had not been requested to provide advance copies of speeches, but according to Glenn R. Dolberg, NBC program director, due to the highly controversial topics discussed by guest speakers in past weeks and in line with the recent national agreement regarding radio neutrality, NBC demanded the advance copies.

Mr. Dolberg explained that the ban was in no way to be considered an attempt at censorship, other than a safeguard for the broadcaster. He pointed out that the speakers scheduled to have gone on the air and their respective topics were: Kirby Page, “Must We Go To War?”; Dr. Hugo Phillips, “British Policy—Yesterday, Today and Tomorrow”; Dr. Walter Morrit, “European Madhouse”; Dr. Alfred G. Fisk, “Our State in Europe.”

William L. Hudson, executive of the Club, stated, “We aren't going to submit any manuscripts until we know how far this thing goes. Till we find out what it all means, we're going to sit tight. Our relations with the FCC are sound.”

It was explained that many of the guest speakers arrive in San Francisco the same day as the broadcast and still others speak ex-temporaneously, making it practically impossible to furnish advance transcriptions. It is stated the Commonwealth Club has been broadcasting on either KPO or KGO in San Francisco since 1924.

DAVID APPOINTED ASSISTANT TO FLY

APPOINTMENT of Nathan H. David, Boston attorney, as assistant to Chairman James Lawrence Flynn, was announced Oct. 20 by the FCC. Mr. David, a native of Massachusetts, is 26 years old. He assumes his new duties Oct. 21.

Since 1937 Mr. David has been with the Boston law firm of Burns & Brandon, head of which is J. H. Burns, former general counsel of the Securities & Exchange Commission. Mr. Burns was chief counsel to the FCC in the New York monopoly inquiry which covered a six-month period last winter.

A graduate of Yale University in 1934 magna cum laude, Mr. David stood fourth in his class when graduated from the Harvard Law School three years later. He served two years on the board of Harvard Law Review. While with the Burns firm Mr. David assisted in the preparation of evidence and law in support of New England's position in the Southern Rate Case. He also specialized in work involving the Securities Act, the Exchange Act, the Public Utilities Holding Company Act, Fair Labor Standards Act, Labor Relations Act and motor vehicle regulations.

John Royal, NBC vice-president in charge of programs, left New York Oct. 20 for a three-week vacation in Mexico.

Calisthenic Program Gets Chicago Sponsor, Others Expected Soon

BEATRICE CREAMERIES, Chicago (white cheese) has started Keep Fit to Music, with Wallace, on WGN, that city, Monday. Monopoly sponsorship was expected soon. The show is aired throughout the 36 MBS stations coast to coast, and has signed a 12-week contract with WGN and it is understood the series will be sponsored on a number of MBS stations in the near future following the WGN test. Ray Linton, manager of Wallace, set the deal through Frank Roedl, Chicago agency handling the account.

The Keep Fit to Music series has started its fourth consecutive year on WGN and MBS. In October, 1936, Wallace started his physical culture program on WGN, combining exercise commands with lively music for timing. The program was formerly sponsored by Sterling Products for its calcium soap and more recently by General Mills (Wheaties). Since 1936, more than 100,000 exercise letters have resulted from the program. Highly personal in tone, the letters tell how women lose weight and gain men the women lose weight through regular daily exercises.

W. C. Fawell, pupil is an Arkansas woman who reduced from 367 pounds to 195 pounds. Last summer when Wallace said he was gaining a total of 120,000 requests flooded MBS mail department for the continuance of the campaign. Wallace and Fawell's career in reconstituting and weight control began in 1910 when he went to the Chicago Institute and Wallace to the Chicago. During the war he got the idea of exercises to music while watching soldiers parade. In 1927 he started his own recording firm and during the 1927-1929 period sold 1,025,000 phonograph records at $1 each.

Barbasol Spot Test

WASEY PRODUCTS, New York, on Oct. 30 started a 12-week test campaign for Barbasol, using one-minute spot announcements in four markets with plans to extend the test to the national market. The test proves successful. One announcement is heard daily, six times a week on KDKY, Salt Lake City; WHAM, Rochester; WBNS, Columbus, and WFBM, Minneapolis. Erwin, Wasey & Co., New York, handles the account.

Safeway Bread Spots

SAFEWAY STORES, San Francisco, on Nov. 1 will launch a radio campaign on behalf of its Julia Lee Wright Co. on a dozen stations in Texas, Kansas and Oklahoma. The campaign, using one-minute descriptive announcements, will run for four months. Accounts are handled by J. Walter Thompson Co., San Francisco.

New OXO Series

OXO Ltd., Boston, on Sept. 25 started a one-minute spot announcement campaign for its bouillon cubes, the theme of the campaign being "genuine food, fashioned goodness in new fashioned form," six times weekly on WBOY, Huntington, WCKR, Kingsport, WTBG, Roanoke, WTVX, Danville, WBOB, Westfield, WAPL, Fort Wayne, WDMH, Oxford, WSYN, Augusta, WDAY, Rochester, WSMH, Atlanta, WSRP, Rockford, WFOX, Gary, WRIH, Joplin, WDBO, Tampa, WOR, New York, and WDAE, Atlanta, handles the account.

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www.americanradiohistory.com
Not long ago a woman from a neighboring Connecticut town was en route to a New Jersey coast resort by car. Sudden illness in her family made it imperative that she be reached at once.

The Hartford police asked us to help. Naturally we complied at once.

Five minutes after her name first went on the air she phoned to thank us! She had heard our message on the radio in her car.

In itself, this is a small thing. We mention it simply as an example of how thoroughly New Englanders have acquired the WTIC habit—and how consistently they listen to us. A big, friendly audience like ours can be a big help to your products in this Southern New England Market.
Announcers’ Pact Ends in Chicago

WMAQ-WENR Next; Petrollo Yields WBBM Contract

AFRA contracts covering the basic pay of Chicago announcers will be signed early in November and the contracts with WBBM, NBC Red and Blue outlets in Chicago, are expected to be signed by Tuesday, according to officials of AFRA-Chicago. Following the jurisdictional dispute between the Chicago Federation of Radio Artists and AFM, AFRA [BROADCASTING Oct. 15], the AFM contract covering announcers on WBBM, Chicago, was turned over to AFRA. It provides for a basic weekly minimum salary of $50 for staff announcers and in October, 1940, WBBM sound effects men and production men remain under the AFM contract, it is understood.

As soon as AFRA had signed the contract with WBBM, it started negotiations with its announcers at other Chicago stations. For the present, no mention of a code for local commercials is being made at the negotiations only concern base pay for announcers. Meetings were held in late October with officials of WENR, and WGN, but no contracts were signed as BROADCASTING went to press.

Commercial Code

AFRA headquarters reports that preliminary contracts are being signed and that arbitration is going forward on the local commercial code and that an arbitration board will be set up this fall. Members of the Lafollette-Atterbury committee, however, continue to argue that no contract capable of being arbitrated exists. The committee appears to feel that AFRA plans to wait until 1941 when AFM networks contracts expire so that the local code may be signed along with the network code.

The AFM contract covering the staff announcers of WBBM was turned over to AFRA after James C. Petrollo, president of the Chicago Federation of Musicians, met in New York Oct. 17 with Mrs. Emily Holt, national AFRA executive secretary, and George Heller. Just preceding the acquisition of the contract by AFRA, NBC was notifying firms closed for two days to await the end of the jurisdictional dispute between the two AFL affiliates. Mr. Petrollo had them that no AFM musician could play for a transcription employing an announcer unless the disc was announced by an AFM announcer.

Since the recording firms are a waiting period, the output签订 shows, the two-day suspension simply delayed their usual programing operations, according to sources. That just prior to the settlement of the union dispute, Mr. Petrollo wired NBC-Chicago to suspend all radio shows using AFM musicians. This ruling, however, was revoked the same night it was given, for Chicago AFM officials threatened by threatening to withdraw all AFRA members if employed on any show using AFM participants. The constatement was removed when AFM turned over the WBBM contract to AFRA. The practical effect is that a new AFRA contract with WBBM is that the 16 WBBM staff announcers will now get additional pay on network shows.

MILLION-DOLLAR salesmen get their reward, and here are three of that ilk, with their boss, who do their selling for WOR, Newark—(1 to r) Red Herbert, president; James Schmidt. Last year Schmidt got over the million-dollar hump, and this year, both Herbert and Williams. They were awarded gold watches by Mr. Braucher recently for qualifying as million-men.

Limited Commercial Television May Be Recommended to FCC

Commission Committee Considers Encouragement Of Visual Art by Allowing Some Return

ENCOURAGEMENT of television experimentation through authorization of “limited commercial” operation, is foreseen as a possible recommendation of the FCC Television Committee following a lengthy study of the visual problem.

Fearful lest television experimentation be sharply curtailed because of the heavy expense involved, without monetary return to the experimenters, it is understood that the committee, engaged in the drafting of its final report, is seriously pondering such a recommendation. In its conversations with leading experimenters, which include such companies as RCA, DuMont, Farnsworth, and Don Lee, the committee apparently has been impressed with the arguments that in order to procure maximum public support of television, the experimenters must be in a position to realize some return. The committee is headed by Commissioner T. A. M. Craven, former chief engineer, and includes Commissioners Brown, and Case.

Receiver Sales Small

Since the formal debut of regularly scheduled television last April, by RCA and NBC, coincident with the opening of the World’s Fair, sales of receivers have been disappointing. In all, it is estimated that not more than 500 to 1,000 sets have been sold in the New York area, with the average price in the neighborhood of $200. While NBC is transmitting television programs on a regular schedule, the high cost of production and the extremely limited audience at this stage make it inexpedient to spend large sums for programs, it was pointed out.

Just what would constitute “limited commercial operation,” should the FCC decide on that course, is still open. The limitations of the proposal, however, transcends purely the reception factor and involves the entire operation. A licensing policy, the FCC proposed, might mean placing of current and future television bands available, also poses an important problem, and means must be found to encourage development of stations properly located along with receiver sales. “Limited commercial” operation, in the opinion of some observers, might mean placing of a restriction on rates by stations so that the return would defray operating overhead and not result in a profit. In that way, it is thought, advertisers might be encouraged to experiment with the visual medium and develop a technique so that when television comes of age, there will be a FCC commissioner of visual medium. Under such limited commercial operation, it is possible the committee might recommend restriction of commercial operation to specified hours of the day.

The committee apparently is sympathetic with the views of experimenters that they cannot be expected to make additional huge investments in television with only the hope of realizing something on these expenditures in the distant future. Moreover, in some cases, corporate stockholders must be satisfied. It is estimated that RCA itself has invested some $12,000,000 in the art during the last decade and that investments of other experimenters probably bring the total to $15,000,000 or $20,000,000. In recent months General Electric and Westinghouse also have entered the television field.

The FCC committee published the first part of its study last May, recommending a policy of caution and cooperation in dealing with the visual medium. It took no formal action on proposed technical standards for television but left that question to the industry itself. Before embarking upon a definite policy it must weigh many factors, including the possible effect of television upon standard broadcasting. Indications are, however, at this stage no serious competition with the aural medium is foreseen. The FCC committee recommends that Part II of its recommendations be referred to the full Commission within a fortnight. The committee also recommended, following a conference Oct. 20 with the Television Committee of the RMA, that the putting of the final touches on its own technical report to the committee, dealing largely with fundamental allocation questions.

With a dozen applications for new television stations now pending and with only a limited number of frequencies bands available, the allocations problem confronting the Commission is as knotty as the economic puzzle. In a word, the application, applications in the few that are available. With little known about the propagation characteristics of visual stations on adjacent frequencies and other problems, it has not yet been ascertained how a definite allocations policy can be worked out. In all likelihood it will be sufficiently flexible to compensate for changing conditions.

The RMA committee report, submitted by Dr. C. B. Jolliffe, its former FCC chief engineer, made a series of technical suggestions regarding allocations. Among other things, it recommended that the limit of the service area of a television station shall be no more than 200 miles, and that no protection be given outside this contour; that allocations be made to provide service from one station which will control the community to which it is assigned; that in allocating frequencies, certain channels be reserved for such stations as may be needed for low power service to large, highly-populated centers and their surrounding areas of economic dependence, and that other channels be used for low power service to smaller communities and concentrated centers of population.

Hearing May Be Held

Based on present experience in a highly populated area in which there are tall buildings and large steel structures, the Jolliffe report stated it appeared that wave reflections exist which cause annoying interference and poor reception and difficulty in obtaining satisfactory service. In such areas the serious of these difficulties are increased with frequency, and he concluded that the lower frequencies should be reserved for use in the larger cities.

The regulations made in the RMA report were based on the use of the seven television channels, three in the 45 to 50 Mc. band and three in the 138,000 to 139,000 Mc. band, and 103,000 kc. and did not refer to the 12 channels with unknown characteristics above 150,000 kc. The committee stated, however, that it believed the frequencies above 150 mc. can be used for providing a television broadcast service and that an application soon will be developed for their use. The report recommended, therefore, that the 12 channels between 150 and 300 Mc. be assigned permanently to television relay or other uses which would make impossible their use for visual broadcast service. The FCC commissioner submits its second report on television, it will then be decided whether a public hearing will be held on the whole picture to develop an outline plan of operation. In its initial report last May, the committee stated that after experimental operation had been completed, the public reaction to television development could be gauged more accurately, a public hearing might be desirable.
“Most constructive and resultful radio program conducted by any Savings and Loan Association in the U.S. last year.”

STILL GOING STRONG AFTER 492 BROADCASTS!

WKY has a reputation for putting on big shows in a big way. WKY also puts on little shows in a big way. Take “Home Folks Counselor” as an example. Sponsored by Oklahoma City Federal Savings and Loan Association, this five-minute, five-times-a-week program was awarded first place by the United States Building and Loan League as the most constructive and resultful program conducted by any Savings and Loan Association in the United States in 1938.

Equally important to Oklahoma City Federal is the fact that this program has chalked up more than 15,000 requests for literature on thrift and home financing during the 492 consecutive times it has been on the air . . . that 407 new savings share and investment accounts totaling more than $250,000 have been directly traced to the program.

“Home Folks Counselor” is a friendly program. WKY is a friendly station. The two combined form a sales-making coalition of men, methods and machinery that reflects WKY’s ability to cope with modern merchandising requirements . . . to build radio productions, large or small, that bring listener approval . . . and results.

WKY Oklahoma City

NBC AFFILIATE • 900 KILOCYCLES

Owned and Operated by The Oklahoma Publishing Company: • The Daily Oklahoman Oklahoma City Times • The Farmer-Stockman • Mistletoe Express • KVOR, Colorado Springs KLZ Denver (Under Affiliated Management) • Represented Nationally By The Katz Agency, Inc.
FOUR miles above the earth, NBC television from the Empire State Bldg., transmitting in New York was received in a United Air Lines plane above Washing- ton. The event marked RCA's 20th anniversary. Newspapermen and Washington officials saw the demonstration on an RCA television set mounted forward in the plane's cabin (upper left). This picture was taken at 20,000 feet. A chart of the technical setup shows how the details were arranged. A unique feature was the telecasting of the plane's arrival back in New York, with passengers in the plane watching their own arrival on the television receiver (photo at right). A teletype of David Sarnoff, RCA president, and W. A. Patterson, United Air Lines president, was relayed to the plane. The sound portion of their interview was heard on NBC-Blue. The flight marked the first successful reception of television in an airplane and the first pickup of clear images at a distance of 200 miles, according to directors of the flight.

Reception of Television in Airplane Over Capital Marks RCA Anniversary

By BRUCE ROBERTSON

TELEVISION history was made Oct. 17 when programs emanating from the Empire State Bldg. in New York were picked up on a standard television receiver from a United Air Lines Douglas C-3 plane flying over Washington, D.C., more than 200 miles distant. The program was designed to prove the truth of the theory of television engineers that the ultra-shortwaves carrying the sight and sound signals travel in straight lines and do not follow the curvature of the earth, the performance also disclosed a new field for this new art of picture transmission, evoking the interest of airline passengers who will be entertained with teletcasts of sporting events or dramatic shows as they travel through the air.

High Over Washington

Rising along the line of vision after its departure from New York, the airliner attained a height of 21,000 feet above the nation's capi- tal as the dozen New York newspapermen aboard watched and heard a broadcast of radio and television conversation between David Sarnoff, RCA president, and W. A. Patterson, president of United Air Lines, which was then taking place in an NBC television studio in Radio City. By means of two-way radio communication, NBC's announcer aboard the plane described the reception of the program and then requested Messrs. Sarnoff and Patterson to pose for a picture which was made by Sidney Desfor, NBC photographer, off the screen of the receiver as the ship set a new distance record for photography, with the cameraman some 200 miles away from his subject.

Maj. Gen. Delos C. Emmons, commanding officer of the Army Air Corps G-2, also spoke from the plane, describing the demonstration as "wonderful." He declined to comment on its military applications, however, beyond saying that further developments along these lines would be closely studied by military authorities for possible wartime use.

High point of the experiment for many of the observers came at the end of the return trip. As the ship circled the North Beach Airport, two of the program pictures which had been received at the plane were broadcast in Washington, 203 miles from New York, it was necessary to fly at a height of more than 16,000 feet. The engineers stated. The attained height of more than four miles, nearly twice the altitude of normal transport flying, required passen- gers and crew to breathe oxygen during the experiment, while frost formed on the windows of the plane on the side away from the sun.

During the stopover in Washing- ton, representatives of the Army Air Force, FCC, and Civil Aeronautics Authority, and several Washington newspapermen were taken up to witness a program originating at the mobile unit at North Beach Airport. Experiment marked the 20th anniversary of the founding of RCA.

Pop Corn Spots

AMERICAN POP CORN CO., Sioux City, Ia. (Jolly Time pop corn), is planning to use radio in selected markets, including one and five-minute spot announcements and station breaks. Tests are now being made on stations in various parts of the country prior to selection of stations and definite program arrangements. Winter Adv. Agency, Des Moines, handles the account.

School Adds 6

UTILITIES ENGINEERING INSTITUTE, Chicago, has added the following stations on a varying schedule: for three-minute five and 15-minute programs: WJR KVOF KFNF KFRU WSAU. The list is kept current as necessary. PAired, according to First United Broadcasters, Chicago agency handling the account.

Brooklyn Hearing Is Reargued Again

Six-Year Fight for Increase in Time Continued at FCC

CONTINUING a six-year stram for increased operating time on the 1400 kc. channel in Brooklyn, the application of WBBC, Brooklyn, for an additional four hours time on that frequency, now shared with three other Brooklyn stations—WJW, WARD and WQW—was reassigned before the FCC Oct. 19. The move of WBBC, which now operates one-fourth time, would delete WARD and WQW, leaving WQW occupying the remaining quarter of the broadcast day. Presenting both WJW and WBBC at the hearing, which was attended by Chairman Fly and Commissioners Gore, Brown, Walker, Craven and Payne, Attorney Paul M. Segal traced the course of the six-year litigation, dating from 1933 when WBBC originally held its application for increased time, and continuing amid a bewildering series of applications and court actions.

Two Types of Applications

He argued that since the FCC itself had called upon WJW in January, 1933, while its regular license was under suspension, to file an application for renewal in order properly to conduct a hearing on WBBC's application, the regular renewal of WJW's license would be "automatic" upon the failure of WBBC's application, either from withdrawal or from a lack of proof. He argued further that there were two types of license renewal applications, the regular application filed by a station and that called for by the FCC in particular cases, the latter applying to WJLTH in the present instance.

This view met with strenuous questioning from Chairman Fly and Commissioners who held that notwithstanding the original request the FCC retained its power to hear renewal on a case by case basis of public interest, convenience and necessity, apart from any procedural requirements. Mr. Segal was also pointed out by the FCC members that while some stations were granted what the FCC called "a six-year hearing," this does not result from any rule forcing such renewal.

Gustave A. Gerber, New York attorney representing WBBC, pointed out that the reargument marked the second hearing on the case after it had been remanded to the FCC by the Court of Appeals. He opposed the view of Mr. Segal, holding that the FCC finds no violation of WJW and WARD are not operating in the public interest, the matter of the possible renewal is already disposed of, since at present they are operating only on temporary licenses, but in the case of WBBC, it necessarily must make a decision and be given the opportunity to show in a hearing that allegations of operation not in the public interest are not true.

MBUS listeners received a new thrill in radio's coverage of the European war and its effects when Arthur Beale, who handles the network's correspondent at the front, prepared a recording of his observations for transmission over CBS. The sound of gunfire was heard on the pickup. This transcriptions of voice, made at the front line, was flown to London, then played and returned to MBUS.
ENTHUSIASM is a fine thing. Yet many company managements, just as individuals, are carried away with it at the wrong stage of the game. They frequently rush into new plans, new policies, new products, before they have appraised properly the full facts.

It is then that enthusiasm becomes costly. Often causing damage in market prestige that is difficult to rebuild. Often causing needless waste of money. Often giving competitors the chance they have been waiting for to edge in and upward.

All major promotional and marketing plans should be preceded by intelligent, unbiased fact finding. Only in this way can strong and weak points be discovered and analyzed before it is too late. Only in this way can dangerous pitfalls be uncovered and avoided.

Why learn the hard, expensive way? Why not try to discover in advance what is wanted, what will work, what has the best chance of success?

The right kind of facts, obtained by the right kind of market research organization, can help guide you to a more scientific profit approach.

Each program, plan, method, appeal, activity and argument is far more likely to be productive if founded upon fact instead of fancy. Sales activities can and should be engineered just as are products.

Look before you leap. Get the facts first through a Hooper-Holmes market research survey. Then you can afford to be enthusiastic—and with much more certain results.

WHAT IS THE HOOPER-HOLMES BUREAU?

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

Address all inquiries to Market Research Division, Chester E. Haring, Director.
Fun With Fitzpatrick; and Profit, Too

Everybody's Hobby as Chicago Sponsor Meets Ladies

BY PAUL BRINES

WHEN EVERYONE participating in a business idea makes money out of it, business becomes a pleasure and the pleasure turns into fun and fun is what the day when Fitzpatrick Bros. airs its afternoon show titled Meet the Missus on WBBM, Chicago. The program originates at the Home Arts Guild where 400,000 women have eaten lunch during the last nine years, 90% of the next three years are booked solidly for members of Chicago's 5,000 social and religious clubs.

Fitzpatrick Bros., makers of Big Jack laundry soap, Automatic soap flaker and Kitchen Kleiner, has distributed 1,500,000 premiums to listeners of Meet the Missus during the last three years. The firm has offered every gadget in a premium catalogue and whenever an offer is made the agency (Neisser-Meyerhoff Inc.) has a staff of 18 mail clerks on tap for the avalanche.

And in Comes Tommy

Behind the success of Meet the Missus and the nation's housewife unions in America, the Home Arts Guild. More than 36 national advertisers display their products at the modest Home Arts Guild headquarters, their ideas for package colors, commercial announcements, and distribution procedure. Here's the way it works. A Guild contact man visits the president of some Chicago club. He offers a free luncheon to the members of the club's head-quarters for an afternoon of bridge, asking that the Guild be paid $15 to cover serving and incidentals. It suggests that club members be charged 50 cents or a dollar. Usually 200 women attend the luncheons daily and their club nets $185.

Meet the Missus is broadcasted from the Guild quarters, the visiting club woman turns her afternoon over to the national advertisers. But the trick is this; she isn't conscious of it. She has herself so thoroughly immersed in the flow she walks on, the food she eats, the air she breathes—everything is the product of a national advertiser.

Highlight of her afternoon is 3:15-3:30, when in bounces a grinning red-headed Irish lad named Tommy Bartlett. At 23, Tommy is a top announcer of the WBBM staff and one of Meet the Missus and The Missus Goes to Market. The theme of the show is fun and the questions asked are all questions of opinion. Before the show goes on the air, Tommy gets on a chair and sings "My Wild Irish Rose" which usually brings down the house.

Before the show by quizzing the club president, then carries his portable mike to all corners of the spacious Guild restaurant to interview the women. Questions like "Do you let your husband out on Thursday night?" result in enough giggles and small shrieks to give any WBBM listener a pleasant afternoon. When things get dull, Tommy gives some fat lady a very proper pinch or accidently gets entangled with a hat feather.

In 1936, Meet the Missus started as a serious quiz show. The club women were asked serious questions of fact. Tommy tapped the humor inherent in "the average housewife" and the program went with it.

So much so that Fitzpatrick Bros. added a Saturday afternoon disc show called The Missus Goes to Market. WBBM sends its mobile unit to selected retail stores within a 200-mile radius of Chicago and records Tommy's interviews with local WBBM salesmen, looked on. The five-weekly quarter-hour show is sponsored by Fitzpatrick Bros., Chicago.

WHEN Meet the Missus takes the air on WBBM, Chicago, from the local Home Arts Guild, members of Chicago's 5,000 women's clubs participate in the fun. The afternoon show Mrs. B. G. Babicky was interviewed by Tommy Bartlett (right), while Dudley Faus, WBBM salesman, looked on. The five-weekly quarter-hour show is sponsored by Fitzpatrick Bros., Chicago.

Broadcasts in Book

A Philadelphia woman in 1927 was the first to reflect in the day-to-day or hour-to-hour of radio broadcasts of a radio of a radio commen- tator is how WBBM [W. N. Norton & Co., New York, $2], a compilation of selected broadcasts of various programs during the Swing on MBS. Book is divided into parts. "From Prague to Dianax," which includes the texts of 27 broadcasts made in the period between March 9 and Aug. 18, and "The Fourteen Days," with 27 more broadcasts made between Aug. 21 and Sept. 3. Texts of manuscripts for the broadcasts were left unchanged for the occasional alteration from the spoken to the written word.

Chesebrough Resumes

Chesebrough Mfg. Co., New York (vaseline products), on Nov. 1 the dramatic series, Dr. Chesebrough Visits the Market. The weekly program, Wednesday, 10-10:30 p.m. (EST), with Jean Hersholt continuing in the title role, is being produced by Dorothy Barstow of McCann-Erickson, New York, agency that handles the advertising for the series, the third consecutive season is in Hollywood to produce the show. Arthur Gilmore again will announce.

Seller's Sawbucks

USING regular poker rules, S. W. Townsend, manager of WKST, New Castle, Pa., has evolved a unique plan to stimulate the sale of some of the company's newest products, clever recipes, and each woman is given a recipe book. Advertisers display their wares in a section of the Guild quarters called Street of Shops. After lunch, and before Meet the Missus takes the air, they stroll by the displays, peek into a modernistic kitchen.

The effectiveness of the Guild advertising is marked by its informalities, one example, the Nov. 10, high-priced selling. The "listeners" at the conversations during which the most conservative and modest woman feels free to chat. The atmosphere is a combination of the housewife heckling a merchant over the price of beans, and the same housewife glowing with satisfaction because her husband likes her cooking.

Will the Guild plan work in other and smaller cities? To this question Irwin L. Rosenberg, who handles the Guild's sponsor contacts, replies, "I don't think it could be worked in any city except one that has 1,000 women's clubs. The idea demands a new audience every day. The women are dominated by prosperous neighborhoods. We seldom have the same club officer than once in two years." But agency men, who handle the Alasam Neisser-Meyerhoff firm, know how effective a well-planned radio program can be when aired from a setting like the Guild provides. And officials of WBBM realize the listener interest of Meet the Missus, for they recently signed a five-year contract with the Guild for exclusive broadcasting privileges.

Unity on Copyright Advised by Craney

Tax-Free Library Restriction Brings Complaint to Miller

DECLARING that "copyright history is repeating itself," E. B. Craney, operator of KGIR, Butte, Mont., and other Montana stations, Oct. 16 expressed doubt about the outcome of the present AARCR crisis unless networks and stations work together, particularly on tax-free music.

In a letter to Neville Miller, NAB president, the active Montanan referred to purported refusal of NBC to make tax-free music available as the "tax-free portion of the "Thesaurus" transcibed service as a unit, and without forcing the stations to take their whole service". He urged Mr. Miller's "serious consideration".

Too Soon, Says Miller

Upon receipt of the Craney communication, Mr. Miller asserted that "the NAB normally has expressed its desire to cooperate with the NAB in its effort to establish a tax-free phonographic reservoir along the lines embraced in the Broadcast Music Inc. plan adopted at the special board meeting in Chicago Sept. 20." He observed, however, that definite arrangements with transcription libraries could not be made until the Broadcast Music Inc. project is under way, with funds available. He felt it premature to ask any organization, even the NAB, to complete its program of doing business with the industry until definite, tangible propositions could be worked out.

Mr. Craney's letter follows:

"To me it seems copyright history is repeating itself. We are going through some sort of situation in the industry must stick together frenzy that we went through in 1952 and 1953. As broadcasters we have always stuck together. As broadcasters and networks we have always found that the networks have walked out on us. This time, as in 1935 and back in 1932, the networks as a unit have all stuck together. As broadcasters and networks we have always found that the networks have walked out on us. This time, as in 1935 and back in 1932, the networks as a unit have all stuck together. As broadcasters and networks we have always found that the networks have walked out on us. This time, as in 1935 and back in 1932, the networks as a unit have all stuck together.

If this is actually the case, I am wondering why it is today that the NAB is sitting tight when the broadcasting stations their tax-free portion of their Thesaurus transcibed service as a unit as a unit without forcing the stations to take their whole service.

"Today NBC claims that 40% of their monthly releases are tax free. Yet to stations who wish to use only this tax free music, they refused to make this service available. I feel that stations can increase their libraries of this type of music but instead, make the stations take the whole service, even though 80% of it will never be used. If NBC was sincere in its statement that it will stick together with the broadcasters and wishes to find a solution for this problem, I am sure it would make this possible. If broadcasters now the broadcasters will not be made to the broadcasters now the broadcasters will not be made to
FROM LOCAL BAKERY: “After studying various media, and specifically the audience, we're sold on KVOR and are placing with you the most extensive campaign we have ever attempted.”—A. C. Hanneman, Star Baking Co.

FROM LOCAL BUICK DEALER: “When someone asked me what I thought of KVOR's ability to get results, my answer was that I have been using KVOR for 3 years.”—H. D. McDonald, President, Strang Garage Co.

FROM LOCAL DEPARTMENT STORE: “It has been our experience that you have a large and responsive audience not only in Colorado Springs but also in cities and towns for miles around.”—R. B. Frost, Giddings, Inc.

FROM LOCAL GOODRICH STORE: “For the second year in succession we have spent a good share of our advertising budget on KVOR. And for two years we have shown a highly gratifying sales increase.”—L. R. Wilson, Manager.

FROM LOCAL COFFEE COMPANY: “We have used KVOR to sell our Derngood Coffee in Colorado Springs and also the territory surrounding. Results have been very satisfactory in both instances.”—J. J. Dern, Dern Company.

FROM LOCAL SHOE COMPANY: “Although we have been in Colorado Springs 50 years, I feel our 2 years of KVOR broadcasting has brought us customers that we had never reached before.”—F. M. Bait, Vorhes Shoe Co.

THE soldiers who hold down the front line trenches in the battle for sales in the Colorado Springs-Southern Colorado sector have found their most powerful weapon in KVOR.

The reason... KVOR, one of the pioneer stations of the Rockies, has positively and definitely established itself as the Home Station of the area. Actively and earnestly, KVOR goes about daily making itself an integral part of its community. Every civic, cultural, educational and religious interest affecting its area finds expression in its program structure. Scores of locally produced shows, newscasts and sportscasts are eagerly listened to.

Network centers were surprised when, in 1938, KVOR was awarded Variety's recognition as the nation's outstanding station for community exploitation. Listeners in Southern Colorado simply took this honor as an official confirmation of their own rating for their own station. And sponsors saw in this designation a reason for the highly gratifying manner in which KVOR handled their sales jobs.

KVOR Colorado Springs

COLUMBIA NETWORK • 1000 WATTS • FULL TIME

THE OKLAHOMA PUBLISHING CO.: THE OKLAHOMAN & TIMES • THE FARMER-STOCKMAN • MISTLETOE EXPRESS

WRY, OKLAHOMA CITV • KLZ, DENVER (Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.
INVENTED by Vernon Mallory, 26-year-old control engineer of WOAI, San Antonio, this apparatus makes it possible for an airplane pilot to turn on, while in the air, boundary and runway lights from the cockpit of his plane. Demonstrated with success recently to civic, government and military representatives, the idea was conceived by Mallory six years ago after hearing pilots talking about having to drop flares in order to land after lights on the landing field had failed to come on because the watchman was asleep.

Sale of South American Time Planned By New Crosley International Station

WITH THE completion in November of the new Crosley 50,000 watt international station, WLW, efforts will be made to sell time on the station pursuant to the new rules governing international broadcasting stations permitting sponsorship, according to announcement Oct. 18 by the Crosley Corp. Formerly known as W8XAL, the station will begin operation with entirely new equipment and beam its signals toward the South American market. The station management and operation, along with the pioneering work in time sales, will be under the direction of James D. Shouse, Crosley vice-president in charge of broadcasting, and Robert Dunville, general sales manager.

The signal will be concentrated along the east coast of Brazil, Uruguay and Argentina, directed toward such cities as Rio De Janiero, Buenos Aires, Montevideo and Sao Paulo. It is estimated WLW will transmit more than 100,000 watts in this direction. A rhombic antenna concentrates the station's full output in a small beam, making it possible to deliver a signal strength of more than 600,000 watts at any given point, it was stated.

To Use Six Frequencies

The station will operate on six frequencies, which will be changed throughout the day so that the comparative signal strength always reaches the east coast of South America. The frequencies are 6000; 9590; 11,870; 15,270; 17,760, and 21,650 kc. An automatic frequency change system has been devised by R. J. Rockwell, Crosley chief engineer, whereby the frequency shifts can be made without a time lag. The push-button arrangement permits the frequency shift "as quickly as you can snap your fingers", Crosley announced.

Simultaneously, it was announced that Crosley is adding to its staff both Spanish and Portuguese announcers, continuity writers and promotion men. In Brazil and Argentina, the two most sought after countries from the merchandizing standpoint, different languages are spoken. Brazil with a population of approximately 45,000,000, has 420,000 receivers. Argentina, on the other hand, with a population of about 12,000,000 has 1,110,000 receivers. Despite the low ratio of set ownership, it was stated that in many South American towns, there are community receivers for community listening. In the specially devised programs there will be emphasis on music though numerous news periods are contemplated.

WLW will be new only in call letter and equipment. Its predecessor, W8XAL, first began operation in 1925. It has operated with 10,000 watts.

Gophers Bombed

PARTICIPATING in the Flying Peace Crusade, a 30-plane armada "bombing" Minnesota communities with keep-out-of-war petitions under auspices of the Minneapolis Times-Tribune, Dr. George W. Young, owner of WDGY, Minneapolis, flew his own plane and made the only scheduled broadcasts during the trip. Landing at Rochester and Winona, Dr. Young spoke over KROC and KWNO on the peace flight, and later was interviewed on WDGY by Joe Ferris, Times-Tribune correspondent. Signed petitions are being forwarded to Minnesota Congressmen in Washington.

AIRPORT REQUIRES WMCA TOWER SHIFT

REMOVAL of the transmitter and towers of WMCA from Flushing, L. I., to Kearney, N. J., was authorized by the FCC Oct. 17, to eliminate the hazard to the new $40,000,000 North Beach Airport, one mile distant from the present WMCA site. A sum of $85,000 to cover condemnation and land costs for the present transmitter building and antennas has been authorized by the Board.

$135,000 New Plant

To minimise the hazard of the present WMCA antennas, located on a direct line from the longest runway of the new airport, one of the two towers has been dismantled while the second has been cut down from 300 to 200 feet. In so doing, the directional pattern of WMCA designed to protect stations in Syracuse, Youngstown and Asheville, has been eliminated and WMCA's power temporarily reduced to 600 watts from its present authorization of 1,000 watts full time.

Construction of the new transmitter at Kearney, under the FCC ruling, must be effected within four months from Oct. 15. By virtue of the new location, WMCA is applying for 5,000 watts day and 1,000 watts night on 570 kc., with ultimate hope of procuring 5,000 watts full time under the new FCC rules. It is estimated cost of the new installation, including a new 5,000-watt transmitter to replace the present composite unit, would be in the neighborhood of $135,000.

That's why you time buyers know the tremendous selling power of a station with an audience of consistent listeners. You know that such voluntary preference will bring consistent results.

From sunup until late at night, the great majority of dials throughout Kansas and almost half of all adjoining states are set at "580"—WIBW's powerful, productive frequency.

As a canny time buyer, you'll say, "Prove it."

We'll not only prove it, but furnish you with a lot of mighty useful analytical material, if you'll write for your free copy of our new Kansas Radio Audience Report. This is a complete, door-to-door study of urban, village and rural listening habits. Program preferences for men and women of all age groups are broken down by place of residence. These valuable unbiased facts are not designed to "sell" WIBW, but to help you arrive at your own decisions.

Write Today For Your Free Copy

WIBW "The Voice of Kansas"

COLUMBIA'S OUTLET FOR KANSAS

Ben Ludy, General Manager
Represented by CAPPERS PUBLICATIONS, INC.
New York-Detroit-Chicago-Kansas City, Mo.—San Francisco

Page 40 • November 1, 1939
In the **WWL New Orleans** Market

**they’re buying**

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Based on figures compiled by the Bureau of Business Research, Louisiana State University, comparing August, 1939 with August, 1938.

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**So advertisers are buying—**

**dominant ** **WWL** **the 50,000 watt station in New Orleans**

**Our sales are UP 64.6%**

Use one station—WWL New Orleans—and you win this big fast-buying market. WWL gives 50,000 watt power—plus the power of leadership. You get more than just coverage—you get EFFECTIVE coverage—and that means results. (Proofs from Advertisers are in our files.) Loyal listeners turn first to WWL—and stay with WWL—for CBS network programs and their favorite local features.

Tell-Sell over WWL New Orleans - CBS AFFILIATE - NATIONAL REPRESENTATIVES - THE KATZ AGENCY, INC.
The most nearly perfect thing is a World "Vert"
r 1, 1939

g in recorded sound

cal-Cut Wide Range transcription*

*Produced by
WORLD BROADCASTING SYSTEM, INC.

ents of
NE & TELEGRAPH CO.
E LABORATORIES
CTRIC COMPANY
Hearts & Flowers

COL. FRANK KNOX's Chicago Daily News literally rips the pants off the broadcasting industry for its fight against ASCAP, in an editorial published in its October 17 issue. Gene Buck, ASCAP's "grey eagle", or E. Claude Mills, who turns a neat phrase in his own right, couldn't have produced a scree more effectively espousing Tin Pan Alley's cause.

But the News editorial, like all of ASCAP's diatribes against broadcasting, falls flat because it doesn't deal in facts. The broadcasting industry has never sought "deprive song writers and song publishers of reasonable recompense". It simply wants to pay for what ASCAP music it uses, not a privilege tax on its gross income. Radio needs music, and, at this stage, it needs ASCAP's repertoire. It also needs microphones, copy paper, typewriters, transmitters, antennas, and other apparatus—all just as important if the station is to continue on the air. But stations do not pay a tax for these; they buy them in an open, competitive market. Music, too, is a commodity.

The issue, really is simple. ASCAP, however, always has preferred to be fogged and deal in hyperbole. It portrays radio as a blasted Goliath, dripping with gold, trying to wrest from a thousand tattered song-writing Davids their staff of life. We in radio know this is just so much hogwash. Show us a publisher or writer in ASCAP's exclusive charmed circle who is in dire need, and we'll point out a dozen who sup sumptuously at the Stork Club. But ASCAP finds it easy to dramatize itself to the tune of Hearts & Flowers, while appearing to forego the more crass commercial aspects. With the able editorial assistance of such journals as the New York Times, which apparently had not gone to the trouble to inform itself, it can get across its story to the body politic.

Referring to the NAB's Broadcast Music Inc. project for an independent radio-owned music producing organization, the News foreshadows its death aborning. But it talks about such a movement giving radio power to "deal dictatorially" with a controlled clique of publishers, composers and authors. This has all the earmarks of an adroit effort to make ASCAP's shoe fit the broadcasters' foot. We would commend to the News a reading of Associate Justice Black's dissenting opinion in a recent ASCAP case; of the Department of Justice bill of complaint against ASCAP in the pending anti-trust suit in New York, and of innumerable pages of testimony on ASCAP before Congressional committees and the courts. The News editorial concludes that the only way in which the new organization might become a real rival for ASCAP would be through assuring its "members" greater security and more adequate recompense for their talents. Although we haven't indulged in keyhole eavesdropping, we understand that many writers are far from satisfied with their lot in ASCAP, and that it isn't one big happy family. In passing we might note that the Broadcast Music plan envisages precisely what the News editorial views as unattainable.

**Goods or Government**

**THE CONTROVERSY** over controversial issues, precipitated by the NAB code, sadly has reached the pitch of rock-throwing and name-calling. To be sure, it strikes at fundamentals in radio, which is in the process of acquiring for itself a tradition, and is doing it in the public gaze. But the issue is not one of life or death for the industry.

As we quibble and quarrel over the right of individuals to buy a chance to express this cause or that, as against allotments of free time for the same purpose, we might take a look across the Atlantic to see what goes on there. abroad there isn't any question at all about free speech, because it doesn't exist. The governments of all the European nations, bellicose and neutral alike, run their radio shows as they please. No individual or organization, save those in power, can as a matter of right buy, beg or steal radio time.

Baukhage, NBC commentator just returned from the European scene, sums it up aptly in his observations published in this issue. The chief difference in radio abroad and in this country, he observes, is that "Radio in America sells goods, in Europe it sells governments". America is what it is because any citizen can mount the soap-box and holler his head off. If he's enough of a clown or a showman, he gets an audience. But radio is not a common carrier, and it cannot accommodate all comers on any basis. Moreover the station operator has a public service obligation. When broadcasters, of their own volition, get together and decide how they can best serve the public, whether the issue is neutrality or a neuritis cure, we think they are not only within legal bounds but would be derelict if they evaded the issue. The mechanics of contract expirations, enforcement and other collateral problems certainly can be adjusted withoutThundering headlines, innuendos and mud-slinging.

Again borrowing from Baukhage: "It's well to remember that, while you can't have war without censorship, without some censorship in the first place you probably couldn't have a war."

**The Needle Needed**

TELEVISION, glamour child of radio for the public, is just an incorrigible, spendthrift brat for the broadcasting industry at this writing. After 10 years of guarded, spoon-fed upbringing, it still isn't out of the kindergarten as a medium of entertainment and enlightenment.

Since April, RCA-NBC has been promoting television for all its worth in New York, with high-calibre, regularly scheduled programs. The fair-going public looked and became enthralled, but it didn't buy sets. Less than a thousand, we understand, have been sold in New York.

Telecasting is expensive, even by comparison with the supercolossal productions of the movies. Networks and stations alike are wary about sinking money in an experimental venture when its future is so conjectural and when there is no immediate prospect of return. The experimental ban, barring stations from selling time, and even preventing stations from procuring licenses unless they "contribute to the technical development of the medium" has re- strictions which they cannot treat lightly.

Blame for this condition cannot be ascribed to any single source. Because the FCC has adopted a cautious policy, it has been criticized by certain experimenters, primarily in the set manufacturing field. We do not think that is justified. The Commission isn't responsible for the high cost of receivers.

We think there is merit in the suggestion that the experimental ban on television be modified. Realizing that they can sell time for visual broadcasts and limited only by their own ingenuity, those broadcasters in the field unquestionably would get the needed impetus to make their investments in the medium pay off. As in the early days of broadcasting, they would devote the return not with any idea of immediate profit but to defray overhead and build audience.

Television cannot start from scratch. It suffers from aural radio's unexcelled quality. The "looker" won't be satisfied with the squawky local soprano of radio's cat whisker era. There must be highly attractive programs before sets can be sold. Spot news events, sports, parades and the like will prove a boon—"spotvision" it has been called.

Because television cannot go through a "chaos era", the same regulatory yardstick cannot be applied to it. Why not lift the experimental ban and let the advertisers themselves and their agencies get in on the ground floor and work alongside the stations in launching the medium?

There is always the chance it won't take. But we have an abiding faith in the resourcefulness of our broadcasting industry and in the genius of our industry. Given the opportunity, they will find means of attracting the advertisers' dollars to pay the way, and of developing visual receivers within the average pocketbook range. To date much money has been ventured, but none gained. That's the wrong approach to a very real problem.
GARDNER COVILLES Jr., president of the Iowa Broadcasting System, and Roger Starr, in charge of CBS college stations and the Columbia Broadcasting System's new 20-28 at Drake U. Des Moines, Mr. Covilles spoke on "Win and the News," just before a press dinner on "What Radio Can Mean to the College Community."  

WILLIAM BAILEY, formerly commercial manager of KFNZ, Shenandoah, Ia., has been named manager of the new WCAO, Pontiac, Mich. Mr. Bailey was a member of the sales staff of KOFH, Omaha, and was associated with KOWH (then WAAW), Omaha, before joining KFNZ.

LEONARD D. CALLAHAN, former artist of the XAB, has joined the New York legal staff of the Society of European Stage Authors & Composers (SESAC), according to an announcement by Paul Raymer, president. For the last two years Mr. Callahan has been practicing law in Washington specializing in copyright. Before joining the XAB, he was on the legal staff of the Justice Department of the U.S.

GEORGE A. TITUS, formerly commercial manager of CJGC, Winnipeg, has been appointed manager of CKCA, Moose Jaw, Ont. The 28-year-old former program director of CJGX, Yorkton, Sask., and former announcer at CKX, Brandon, Man., has been appointed commercial manager of CKCA.

Billie McCullough, former advertising manager for NSN, has been placed in charge of studio operations.

PHILIP G. LASKY, general manager of KSFQ, San Francisco, and KROW, Oakland, Cal., has been appointed commercial manager of CKCA.

HAYDN EVANS, formerly commercial manager of CKCA, has been named commercial manager of WYXQ, Green Bay, Wis.

Tower, it's a tossup whether you can keep your eyes from the top-notch color photographs hanging on the walls. Mr. Raymer's business interest is one of quiet confidence and there's something very shrewd in his judgment of radio advertising. But touch on photography in your conversation and he's away on a description of his favorite hobby. He says he has fun on the golf course even if his handicap is 19, but you easily sense that photography is his main hobby.

And one of his best photographic subjects is Janet Raymer, Paul's 17-year-old daughter. When not attending the exclusive girls' school, Academy Hall in Tunbridge Wells, "Jan" travels with her dad and is known to station personnel far and wide. One day Broadcasting may well pay tribute to Janet Raymer, outstanding woman of the radio industry.

BROADCASTING • Broadcast Advertising

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PHILIP SOUSA has resigned as station manager of WGY, Schenectady, N. Y., to become the director of the Phoenix Chamber of Commerce, Phoenix, Ariz. His resignation, which was effective Jan. 21, was announced by John H. Kimball, WGY's chief engineer. Mr. Sousa has been with WGY for 20 years, serving as chief engineer, assistant station manager and station manager. He succeeds Oscar E. Borth, who has resigned to accept a position with a major radio network.

FRED A. PALMER, president of the Arizona Network, has been elected to the directorate of the Phoenix Chamber of Commerce. He is a native of Phoenix and has been active in the radio industry for 20 years, serving as station manager and program director for several stations in the Phoenix area.

DAVID SARNOFF, president of RCA and chairman of the board of NBC, on Oct. 13 addressed the 70th annual convention of the University of the State of New York in Albany, speaking on "Broadcasting and the Public Welfare." He discussed the role of radio and television in educating the public and promoting good will. His speech was well received by the audience.

ROY HUGHES, former Phoenix, Ariz., radio executive, has been appointed captain of the local Community Chest campaign.

BRADLEY R. EIDMAN, national sales manager of WAAF, Chicago, has been in Hollywood during mid-October on station business.

DAN OANN, sales manager of KCKX, Kansas City, and Erwin Nettles, Wurlina, manager of the KCKX Shopping Service, have left the station for a trip to his hometown in Kansas.

S. J. ABRAHAMS, of the sales staff of WVL, New Orleans, has left the staff to return to his Baltimore home.


JOHN BROWN, new to radio, has joined the sales staff of KOH, Omaha.

**NATIONAL PUBLIC SERVICE PROGRAMS**

PUBLIC RELATIONS.

The Public Relations Department of the National Broadcasting Company has been reorganized, with a new staff and a new policy. The department has been enlarged to include a full-time staff of three, under the direction of JAMES R. SMITH, who has been appointed public relations director. The new staff includes BILLY J. BOYD, assistant public relations manager, and RALPH H. BELL, assistant public relations manager.

The department is now directing publicity for all of the company's radio and television stations, as well as for its motion picture and recording divisions. It is also responsible for the company's public relations program in all areas.

The department's activities include the preparation and distribution of press releases, the scheduling of radio and television interviews, and the preparation of materials for use by the company's advertising agencies.

The department also maintains a library of material on the company's activities, and provides information to the public on request.

The department's services are available to all of the company's stations, as well as to its motion picture and recording divisions.

The department's activities are supervised by JAMES R. SMITH, who has been appointed public relations director. He is assisted by BILLY J. BOYD, assistant public relations manager, and RALPH H. BELL, assistant public relations manager.

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This Ancient Greek took just one peek—and said: "It's ORTHACOUSTIC (TRUE SOUND)"

And when you take one peek—or better yet—one listen to NBC Transcriptions made by the amazing new Orthacoustic recording system, you’ll agree that here is a truly revolutionary development—one that will give your transcribed programs the vivid reality of Live Studio Broadcasts!

Get ready for a surprise that will delight you! Now you can have the kind of transcriptions you’ve always wanted! They’re the new RCA-NBC Orthacoustic Transcriptions—and they’ll infuse your program with life and color! Every spoken word will radiate the full warmth and enthusiasm of the speaker. Every note of music will be reproduced with brilliant fidelity. In short, your program will sound like a Live Studio Broadcast—the truest recorded sound you’ve ever heard!

This previously unattained fidelity of reproduction is now possible because of a new recording and reproducing system developed by RCA and NBC engineers. It eliminates over-resonance, ear-ting, needle-hiss, "wows" and "muffles." Provides reproduction that is boom-proof and distortionless. Thus, these new Orthacoustic Transcriptions reproduce only what has been recorded!

But don’t take our word for it. Let us prove it to your own satisfaction. We’ll compare current recordings with the new Orthacoustics—and even if you’ve never before been able to discern differences in the quality of sounds, you’ll quickly and easily notice the superiority of these new true-sound transcriptions.

Arrange now to give your transcriptions that "Live Talent touch!" Phone us today for a demonstration.

ELECTRICAL TRANSCRIPTION SERVICE • NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York; Merchandise Mart, Chicago; Sunset & Vine, Hollywood

The New RCA-NBC ORTHACOUSTIC TRANSCRIPTIONS—the truest recorded sound you’ve ever heard!

DEVELOPED BY RCA-NBC ENGINEERS after years of research in every phase of sound transmission, recording, and reproduction. Orthacoustic Transcriptions are a tremendous forward step in transcription quality. The unmatched experience of RCA and NBC in every phase of sound transmission, recording, and reproduction—including radio, television, sound movies, and records—stands behind them.

RCA-NBC ORTHACOUSTIC TRANSCRIPTIONS—the truest recorded sound you’ve ever heard

They give users of transcriptions these advantages:
1. New high fidelity reproduction quality.
2. Elimination of distortion, particularly in high frequencies, no "ear-ting."
3. A maximum, signal-to-noise ratio...no "needle-hiss."
4. Entirely natural reproduction of speech.
5. Greater tone fidelity in reproduction of music.
arl Flaxer, Charlotte attorney who has studied agriculture as a hobby for many years, has been engaged by WBCT, Charlotte, N.C., to conduct the new Farm Forum series heard Sunday mornings.

SAM BROWN, announcer of WMCA, New York, in collaboration with Jack Ford, WMCA's staff organist, has written and published a song titled "The Candle Burns." 

JAMES V. SIMS, formerly engineer-announcer of WRTH, Williamson, W.Va., and other stations, has joined WRNE, Asheville, N.C.

RALPH CAMARGO, formerly of KVI, Tacoma, has joined the announcing staff of KOLY, Portland, Ore.

LUCILLE DINSMORE BURTON, publicity director of KFAC, Los Angeles, and Tommy Blake, civil engineer, were married Oct. 21 in Yuma, Ariz.

About Ducks

A HALF-HOUR of duck hunting greeted listeners of WMBD, Peoria, on the opening day of the season. Announcer Dick Tripp, who has not missed an opener in 15 years, directed the broadcast. Veteran hunters were interviewed to the tune of adjacent shooting. The blind was located on the Illinois River, north of Peoria.

ETHEL LYN, (Skip) BOOKWALTER, assistant head of the KNX, Hollywood, script department, has returned after a month's illness.

DIOR DORES, formerly chief announcer of KX, Hollywood, is now teaming with John Wolf as the "Shortfield Reporter" on the NBC-Pacifica Red network. He succeeded Ken Barton, now a KPWB, Hollywood, news commentator.

MIKE FRANKovich, Los Angeles sports announcer, and Bonnie Barnes, are engaged, the film actress has announced.

Maurice C. Dreier, conductor of the People's Forum on WMNY, New York, has been placed in charge of the newly-organized educational department of WCBS, Brooklyn, and will supervise a series of educational programs.

MARION McCLOSKEY, secretary to Alfred J. Cummings, manager of WDL, New Orleans, has announced her engagement to Martin Macmillan, local business man.

LARRY CRUMP has joined the announcing staff of WCSB, Springfield, Ill., replacing John Morris, resigned.

TOM BOWERS, KESD, San Diego, Calif., announcer and program director, has replaced John Newman, the new program director of the station.

ABOUT DUCKS WITH DOMINANCE

INDIANA'S COVER CITY....

There is only one way to cover the "Bright Spot" of the Hoosier market! Radio Station WOWO reaches 296,010 Indiana homes—with a bonus coverage of rich counties in Ohio and Michigan, too. An interesting folder is yours for the asking.

WESTINGHOUSE RADIO STATIONS, INC.

FORT WAYNE, INDIANA

INDIANA'S MOST POWERFUL RADIO STATION

GEAR UP WOWO DOMINANCE IN THE NORTHERN HALF WITH THE SUCCESSFUL MEDIA OF THE CAPITAL CITY...

10,000 WATTS, 1160 Kc.

FREE AND PETERS, INC.
National Representatives

IN THE CONTROL ROOM

SYDNEY E. WARNER, former chief engineer of WDPY, Waterbury, Conn., has been elected secretary at Remso's Polling Company. Polytechnic Institute, has been named supervisor of the Connecticut State Police Radio System. He replaces first in an examination of 50 engineers, and will be in charge of installation of the new two-way frequency-modulated system for police radio work with helicopter, police officers.

HERMAN FLOREZ, chief engineer of WVBP, Brooklyn, after completing installation of a new 1-kw. RCA transmitter and receiver for the radio station, has reported to both auxiliary and main transmitter. Oct. 16 flew via Pan American Airways to Bogota, Colombia, where he will direct installation of another 1-kw. RCA broadcast plant.

HAL LINES, transmitter engineer of KYX, Phoenix, has returned after an illness of several weeks.

KEN CURTIS, control operator of WEAL, Quakertown, won the "Bright Spot" tournament held at Upton Country Club in Stonington, Mass., retaining the Joe Jones Cup. Roy Girard was runner-up.

PERRY KESTEN, formerly chief engineer of WDNY, Danville, Ill., will join WENY, Elmira, N.Y., in that capacity. He is succeeded by Ted Margulis, chief engineer of WDWS, Chicago, who will fill the resulting vacancy in the WDAN engineering staff.

JOHN SHARPEY and George Hanna have joined the engineering staff of WHRP, Robertsville, Ind.

THOMAS REDFORD, formerly of KFJZ, Fort Worth, has joined the engineering staff of KTXK, Oklahoma City.

NATHAN WILCOX, chief engineer of KTUL, Tulsa, Okla., is the father of a girl born recently.

ANDREW MITCHELL, who served as vacation relief for the KPO-KKO technical staff in San Francisco, has been made a permanent member of the department.

JERRY STERLING, son of Ford Sterling, chief engineer of WQAR, San Antonio, suffered minor injuries when his plane crashed near San Antonio recently.

GLEN THAYE and Thomas Copeland, operators of WOWO-WGL, Fort Wayne, received $100 awards in a newspaper snapshot contest sponsored by Enquirer Newspapa.

PAUL SEDON, of Delphi, Ind., returned from radio, has joined KBTM, Jonesboro, Ark. He is a graduate of Dodge Institute, Valparaiso, Ind.

ACR ADKINS, engineer of WJIM, Lansing, Mich., has joined the U.S. Navy reserve corps.

VIRGINIO STORY, chief engineer of WHMA, Anniston, Ala., is the father of a boy born recently.

CHARLES PALMER, formerly of KBTM, Joliet, Ill., has joined the technical staff of KARK, Little Rock.

BOB SMITH, transmission engineer of WCHS, Springfield, Ill., is the father of a boy born recently. Chuck Gillingham has joined the WCHS engineering staff, replacing Herb Reynolds, resigned.

JOEL L. STEWART and Ernest Hitchin, both of WFOY, St. Augustine, Fla., are the fathers of boys born recently.

DICK JOY, CBS Hollywood announcer and amateur astronaut, is building his own telescope which he plans to mount on the roof of his Burbank home.
AS GOOD AS THEY LOOK

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

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

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

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

... Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?
CBS Adds to Staff

RECENT additions to the New York staff of CBS have been announced by the network, as follows: John Denson, formerly in charge of the day desk of INS in Washington, placed in charge of the writing and production of all material making up CBS daily public.

Miss Lehmann has presented her radio column in behalf of the Ohleen Dairy over WCCO each Saturday morning, 8:30-8:45, for more than eight months. Giving her own personal notes and impressions on what Twin City housewives will be doing, seeing, reading, hearing and discussing through the following week, in informal and friendly style, Miss Lehmann has built a large, closely selected and loyal audience.

Evidence of the responsiveness of the program is found in the fact that in a special six-weeks' promo.

Highlights of The Talk of the Town are: (1) Miss Lehmann's comments on the interesting personalities and happenings of the week ahead; (2) the playing of "Tune of the Town," the current hit song most popular with local women; (3) the selection of a woman of the Week," chosen from nominations sent in by listeners; (4) the special program feature known as the Musical Bulletin Board.

Bulletins Get Attention

This last feature, a three-minute period in which club announcements and notices are read against a musical background, has been directly responsible for an unusual degree of attention and cooperation on the part of all local women's organizations. In early February, when the show first went on the air, officers of the various Twin City women's organizations were contacted and asked to notify their members about the program and about the Musical Bulletin Board service. Response to the questionnaire which accompanied this request reached the amazing figure of over 90%.

There were many considerations which made the selection of Saturday morning time a logical one. From a program point of view, it permitted the previewing of happenings before the new week opened. From a sales point of view, it reached women at the time of the week when they were most concerned with the purchases of grocery and food items. A survey made by the Minneapolis Tribune and the Parent-Teacher's Assn. had shown that Minneapolis housewives made 42.1% of their grocery purchases for the entire week on Saturday.

In analyzing the Ohleen Dairy's success on the air, we feel that it is the result of a happy combination of wise time and talent selection and a sound program formula that has automatically made prospects for Ohleen products the most interested listeners to The Talk of the Town.

P & G Quiz Show

PROCTER & GAMBLE Co., Cincinnati, on Nov. 4 will start the audience participation program What's My Name on NBC-Red in the interests of Oxydol, Saturday, 7:30-8 p.m. The program, heard last summer on NBC under the sponsorship of Bristol-Myers Co. as replacement for the Fred Allen program, will again be conducted by Arlene Francis. AGENCY is Blackett - Sample - Hummert, Chicago.
RADIO AND THE SONGSTERS.

Why are the radio interests so determined to deprive song writers and song publishers of reasonable remuneration for the products of their creative talents in recent years? Legislators have been prevailed upon to enact some half dozen statutes in recent years against so-called “anti-monopoly” statutes against the American Society of Composers, Authors and Publishers. ASCAP is an unincorporated voluntary association of creative artists and publishers formed many years ago to safeguard the rights of its members under federal copyright laws.

Lately federal courts have granted injunctory injunctions in Florida, Tennessee and Nebraska. A Michigan bill was vetoed by former Governor Frank Murphy. Though the lower federal courts saw fit, for some inexplicable reason, to deny such injunctions in Washington and Montana, the fight has been carried on and the test of constitutional validity of the Supreme Court. The unconstitutionality of the laws will be fully established when the higher courts are ready to rule.

Nevertheless, broadcasters have not dropped in the ASCAP bills in our own state. Their efforts to enact anti-ASCAP right laws through state legislatures have been defeated since 1937. Yet even among the broadcasters there seems to be a dawning realization of the futility of an effort to nullify federal copyright law by state laws.

Enthusiastically backed by nearly every broadcaster, a recent convention in Chicago expressed the conviction that radio stations in the country, if organized, would eventually give radio control to ASCAP. Such an organization toward the establishment of an organization toward the establishment of a radio monopoly to control the radio industry would eventually give radio control to a small group of publishers, composers and authors. This effort seems as sure a failure as the previous attempts to monopolize the publishing of song books. ASCAP has done more than merely safeguard the economic rights of those artists. It has served to give the new organization a measure of importance in which the new organization might grow into a real rival for ASCAP greater security and more adequate remuneration for their talents.
Gotham Nights
CALLING it the program that "eases boredom for New Yorkers who must stay up all night", Life Magazine devoted three pages of its Oct. 29 issue to Stan Shaw's Milkman's Matinee, heard between 2 and 7 a.m. six days a week on WNEW, New York. Life's story included a full page of pictures of Shaw at work in the WNEW studio and two other pages of pictures showing typical Milkman's Matinee listeners, including chorus girls, policemen, millmen, cab drivers, Coast Guard Patrols and scrubwomen.

SALE OF seven broadcast transmitters was announced Oct. 25 by RCA Mfg. Co., Camden, W27, New Castle, Del., and the new WHLD, Niagara Falls, N. Y., purchased 1,000-watt transmitters. Purchasers of 200-watt transmitters were WSAY, Savannah, WVEN, Elmhurst; WMIB, Mobile; KXOK, Sweetwater, Tex.; and New York's Broadcast Co., La Verkin, Nev.

AMPEREX ELECTRONIC Products, Brooklyn, has announced a new 5 kw. air radiation cooled tube, available in several sizes.

AN RCA transmitter and 200-foot vertical radiator have been ordered, and site approved by FCC, for rebuilding of WHBY, which is expected to be in operation in Appleton, Wis., early in January. The N. Barber's College station at Green Bay was authorized earlier this year to move into Appleton.

A NEW Western Electric transmitter, complete speech input and a Bethlehem tower, have been ordered for the new KUNI. Grants Pass, Ore., which John G. Bauriedel, who will be manager, states that on the air within 30 days after the FCC approves its transmitter site. Personnel has not yet been selected.

WDRC, Hartford, Conn., on Oct. 19 presented a special demonstration program over WIXWP, its frequency modulated transmitter, for the University of Connecticut Engineers' Club, during which Prof. Dan Noble discussed F.M. broadcasting. WDRC is operating its F.M transmitter in Meriden, Conn., from 2 to 10 p.m. daily.

A RADIO compass attachment for a marine radiotelephone has been devised by Western Electric Co., which states that the new device gives yachtsmen "a precision navigating instrument at exceptionally low cost".

MICHELSON Porta-Playback transcription reproducers have been added to the sales equipment of Joseph H. McCullivra and Headley-Reed Co., station representative firms; WDGY, Minneapolis; WWJ, Detroit; WJJD, Chicago; WIBG, Glenside, Pa.; WWMS, Yonkers, S. D.; KIRO, Seattle, and KFVD, Los Angeles, have installed new Presto recording equipment.

Writers Guild on Coast Seeks Higher Script Pay EFFORTS to raise the so-called "$5 per script" level without "driving Pacific Coast transcription concerns out of business" will be made by Western Division of Radio Writers Guild, under plans now being formulated for a concrete campaign of action, according to Forrest Barnes, president. The union will discuss the Guild's Nov. 8 meeting in Hollywood. The group expects to effect agreements which will be somewhat below the eastern rates. RGW will go after those companies paying the lowest rates for scripts, and will work independently of AFRA, it was said.

Hollywood script writers are opposed to a national scale as outlined by AFRA. They contend that such an increase would drive many of the smaller transcription concerns out of business, thus depriving both actors and writers of employment. Guild executives in Hollywood, while desirous of raising rates, also fear that any large increase would financially "~inle many firms, cut down activity and thus result in a smaller market for scripts.

New Tractor Is Utilized To Lay a Ground System

THE FIRST of the new Ford tractors delivered in Montana was bought by Earl Crane, Montana station operator, for installation of a ground system at the new KCRM, Bozeman. By detaching the blade from the constant-level Furgason plow on the rear, a simple wire-laying rig was developed.

Wire was laid uniformly throughout the entire ground system in a fourth of the time usually required. The tractor was backed against the tower and radials were run in all directions, the level being regulated by a vertical attachment from the driver's seat.

WMCA Wins in Court

SUPREME Court Justice Isador Wasservogel in New York on Oct. 11 dismissed a $10,000 damage suit brought by Danskov Inc., against WMCA, New York. Suit claimed breach of a year's contract made Feb. 20, 1938, whereby WMCA was to broadcast three half-hour programs weekly for the company's product Formul-N, an obesity remedy. On May 17, 1935, the programs were discontinued by WMCA, which claimed that the program did not measure up to its standards and that the product was not safe or effective.

ANSWER was filed Oct. 18 in New York Federal Court by Metro-Goldwyn-Mayer, General Foods Co., NBC, Benton & Bowles, Loew's and three actors to the $100,000 suit of Harry Delf, who claims plagiarism of his sketch The Joker on a Good News of 1938 program. The answer is a general denial and an affirmative defense, claiming that the sketch was not original with Delf. A dismissal of the action is sought.

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BROADCASTING • Broadcast Advertising
Whose eyes?

The eyes of the entire radio advertising industry, of course.

They'll be on the 1940 BROADCASTING YEARBOOK Number ... and your advertising message.

For the BROADCASTING YEARBOOK Number is the indispensable, year-round encyclopedia of the business of broadcasting. It blankets time-buyers, radio advertisers, station managers, chief engineers, sales managers, program producers and sellers. Which means that it blankets your prospects.

The 1940 BROADCASTING YEARBOOK Number, at regular issue rates, with 10% greater circulation than ever before, is your first advertising buy.

Full page is $192; half page, $108; quarter page, $60. Frequency rates apply for regular issue advertisers. Advertising forms close December 1.

Reserve Space Now
**THE BUSINESS OF BROADCASTING**

**STATION ACCOUNTS**

**KPQ-** **KNT.** Des Moines, WMT, Waterloo, WNLX, Yankton, KMA, Shenandoah


*Lucius Inc., Reading (coffee drops), 3 t weekly, thru J. M. Mathes, N. Y.*

Swift & Co., Chicago (soap), daily thru J. Walter Thompson Co., N. Y.


Curtis Publishing Co., Philadelphia (Saturday Evening Post), as series, direct.

*John J. Towell & Co., Otumwua, Ia. (ham), 7 t weekly, thru Heini, Burt & McDonald, Chicago.*

*New York International, N. Y.*

Swift & Co., Chicago (breakfast sausage), 5 t weekly, thru J. Walter Thompson Co., Chicago.

Bell & Co., Franceville, N. Y. (Beall-Ams), 2 t weekly, thru Anderson, DuSable & Platts, N. Y.


W. B. Rastian Mfg. Co., Los Angeles (water heaters), weekly, as series.

WOR, Newark


DeForest Training, Chicago radio correspondence courses, 1 t weekly thru Presley, Fellers & Chicago.

Rossco Co., New York (milk amplifier), 3 t weekly, thru Kenyon & Eckhardt, N. Y.

**KNX, Hollywood**

Ford Motor Co., Detroit (auto), 4 t weekly, thru McConic-Erickson, Detroit.

*Los Angeles Soap Co., Los Angeles (Sierra Pine Toilet Soap), 3 t weekly, thru Raymond H. Morgan Co., Hollywood.*


Washington State Apples, Wenatchee (apples), 6 t weekly, thru J. Walter Thompson Co., San Francisco.


Maryland Pharmaceutical Co., Baltimore (Dr. Ensign), 6 t weekly, thru Joseph Katz Co., Baltimore.


Supreme Bakery Co., Los Angeles (breads), 5 t weekly, thru W. E. Long, Chicago.

**KECA, Los Angeles**


*Swift & Co., Chicago (breakfast sausage), 13 t weekly, thru J. Walter Thompson Co., Chicago.*


*Adolph Milk Farms, Los Angeles (chain dairy), 6 t weekly, thru Lord & Thomas, Hollywood.*


*National Funding Corp., Los Angeles (finance), 7 t weekly, thru Smith & Ball Adv. Co., Los Angeles.*


**WBBM, Chicago**


*Jewel Tea Co., Barrington, Ill., 7 t daily, thru McMenon & Chicago, Illinois.*

*Local Adv. Inc., N. Y., 3 t weekly, thru J. M. Mathes, N. Y.*

*Loose-Wiles Biscuit Co., Chicago (weekly, 2 daily thru Newhall-Emmett Co., N. Y.)*

**KGO, San Francisco**

*Pacific Gas & Electric Co., San Francisco (utilities weekly), 6 t weekly.*

**WNY, New York**

*Stage Restaurant Luggage Dealers, New York, weekly, 2 t weekly.*

*Hine & Lynch Shoe Co., New York, daily thru Moom Assocs., N. Y.*


*United Drug Co., New York (retail products), daily, 4 t daily, thru Street & Fluney, N. Y.*

*Rebaum Laboratories, St. Louis (5-way cold tablets), 5 t weekly, thru W. H. Kastor & Sons, Chicago.*

*Newell-Emmett Co., N. Y., 3 t weekly, thru Wm. Sisyph & Co., N. Y.*

**KSF, San Francisco**

*Benjamin Laboratories, St. Louis (4-week gold rings), 5 t weekly, thru L. H. & Kastor, Chicago.*

*Kilpatrick Bakers, Oakland, Calif., 7 t weekly, thru Emil Reinhardt, Oakland.*

*American Candy Exchange, New York (Fountain Cranberries), 2 t weekly, thru BBDO, N. Y.*

*Firestone Tire & Rubber Co., Akron, 5 t weekly, thru Sweeney & James, Cleveland.*

*Gas Appliance Society of California, San Francisco (stoves), 6 t series, thru Presley, Fellers & Chicago.*

**KWK, St. Louis**

*Loose-Wiles Biscuit Co., Long Island City, 2 t weekly, thru Newhall-Emmett Co., N. Y.*

**WLB, Cincinnati**

*Albert Linna, Chicago (benzin), 5 t series, thru Wm. C. Grills & Flitcraft, Chicago.*

*United Drug Co., Boston, 1 series, thru Street & Fluney, Boston.*

*Swift & Co., Chicago (sausage), 4 t weekly, thru J. Walter Thompson Co., Chicago.*

*KPO, San Francisco**

*Studebaker Corp., South Bend (Studebaker Champions), 3 t weekly, thru Roehle, Williams & Cumming, Chicago.*

*Potter Drug & Chemical Corp., Milwaukee (potter shot), 6 t series, thru Atherton & Currier, C. Y.*

*Standard Oil Co. of Cal., San Francisco (gasoline), 6 t weekly, thru McCallum-Erickson, San Francisco.*


*Los Angeles Soap Co., Los Angeles (Sierra Pine Toilet Soap), 3 t series, thru R. H. Morgan Co., Los Angeles.*

*Campbell Soup Co., Camden, 6 t weekly, thru Ward Wheelock, Philadelphia.*

*Loeb, Livermore & Cambridge (Rimco) t weekly, thru Ruthrauff & Ryan, N. Y.*

*Newell-Emmett Co., N. Y., 6 t weekly, thru Wm. Sisyph & Co., N. Y.*

*Pears, New York (ice cream), 8 t weekly, thru BBDO, N. Y.*

*E. I. Du Pont de Nemours, Wilmington (Sears Co.), 3 t series, thru BBDO, N. Y.*

*McKeen & Co., Winona, Minn. (household products), weekly, thru McCord Co., Minneapolis.*


*Household Magazine, 5000, 2 t weekly, thru Presley, Fellers & Chicago.*

*Ludens Inc., New York (cough drops), 3 t weekly, thru J. M. Mathes, N. Y.*

**KIT, Yakima, Wash.**


*Eddy's Bakery, Helena, Mont. (bread), 4 t weekly, thru W. P. Fuller & Co., San Francisco.*

*Brooklyn Trust & Savings Bank, 5 t weekly, thru McCann-Erickson, San Francisco.*

*Pacific Power & Light Co., Seattle, 3 t weekly, thru McCann-Erickson, San Francisco.*


*WFAA, Green Bay, Wis.*

*Shelly Oil Co., Los Angeles City, 5 t weekly, thru Blackett-Sample-Hammer, Los Angeles.*

*Woolworth Co., Milwaukee, football games, thru Scott-Telander, Milwaukee.*

*Osahonai Co., Osahonai, Wis., 3 t weekly, thru Ruthrauff & Ryan, Chicago.*

**KMP, Berkeley Hills, Cal.**


*Union Pacific Railway, Omaha (rail transportation), 5 t weekly, thru Hapgood, Los Angeles.*

**WOL, Washington**

*Metro-Goldwyn-Mayer, New York (movie), 6 t thru Donnule & Co., N. Y.*

*Lesigne-Wittauer Co., New York, 6 t daily, thru Arthur Rosenberg Co., N. Y.*

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Page 54 • November 1939 • BROADCASTING • Broadcast Advertising
FOR a decade many a Chicago listent
has picked up his early morn-
ing weather report from either
Norman Ross or Halloween Martin.
Ross has been telling his listeners
about almost everything on behalf
of Northwestern Railroad on
WMAQ, while Miss Martin, who
used to chat for Marshall Field Co.,
recently changed to Sears-Roeb-
stock on WBBM. After his 6 a.m.
shift for Northwestern, Mr. Ross
sells coffee (McLaughlin Manor
House), later talks about shoes
(Feltman & Curme), all on
WMAQ. The other day he started
a Saturday morning half-hour
on WBEM for Loos-Miles Biscuit Co.
(Sunshine biscuits), and Miss
Martin looked in to wish him good
luck.

Sunkist on CBS

CALIFORNIA FRUIT Growers
Exchange, Los Angeles (Sunkist
oranges and lemons), will start its
three-weekly quarter-hour "Hedda
Hopper's Hollywood," Nov. 6 for
$27,000, on 31 CBS stations, Mon-
day, Wednesday, Friday, 6:15-6:30
p.m. (EST), with James Fonda,
O'Brien & Thomas, Hollywood,
producing. Series is based on Miss
Hopper's syndicated newspaper
column.
PIONEER HI-BRED Corn Co., Princeton, Ill., on Oct. 30 sponsored the Illinois Cornhusking Contest on WLS, Chicago, originating from a farm near DeKalb, Ill. A 15-minute morning show set the color of the contest and the winner was interviewed on the quarter-hour program aired from the farm at 2:15. WLS also broadcast a similar salute for the Indiana corn test, held near Liberty, Ind., Oct. 27. Both broadcasts were presented under auspices of the Prairie Farmer, owner and operator of WLS.

ONTARIO FRUIT GROWERS Ltd., Hamilton, Ont., on Oct. 15 started ten spot announcements through CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGR, Timmins, Ont. Account was placed by Russell T. Kelley Ltd., Hamilton.

BUSHWICK-McPHILBEN Corp., New York (Sturton radios) on Oct. 19 began sponsorship of the weekly news commentary by Eugene Lyons, editor of American Mercury, on WJIC, New York, Thursdays, 10:45-11 p.m. Account was placed direct.

LOS ANGELES SOAP Co., Los Angeles, on Nov. 15 will add, for 18 weeks through KFBF and KNX in KERN and KNJ to its list of stations carrying transcribed one-minute dramatized announcements three weekly for Sierra Plain Toilet Soap. Program is currently using KPO and KSFO. Announcements were cut by Recorders Inc., Hollywood, with placement through Raymond R. Morgan Co., that city.

WEAVER JACKSON BEAUTY SALON, Los Angeles, chain, in a 14-day campaign which ended Oct. 31 used from two to four one-minute dramatized announcements daily on KJL, WFBW, KFJ, KFUV, KMTR. Series was cut by Radio Recorders Inc., Hollywood, and placed thru Milton Weinberg Adv. Co., Los Angeles.

TERMINIX Co., Los Angeles (termite control), in a four-week Southern California campaign started Oct. 25, is using daily participation in the combined Sunrise Salute and Housewives Protective League program on KXXL, Hollywood. Agency is W. Austin Campbell Co., Los Angeles.

VALGREEN DRUG Co., Chicago (national retail drug chain), on Nov. 5 starts six hours weekly on WENR, Chicago. A Sunday broadcast from 12-1 p.m. will be a musical program and Mon. thru Fri., the Fri O’Clock Flap will be aired 10-11 a.m. Gayl Morfit will m.c. the latter show which includes popular music and minute news series. Schwimmer & Scott, Chicago, handles the account.

**SPORTS**

**CJOR** broadcasts all major sports, with Canada’s ace commentator, Leo Nicholson, at the mike.

**CJOR**

Vancouver, B. C.

National Representatives: Joseph Hershey McGilvra

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**Things are Happening In Baltimore!**

1. “Business in Baltimore” (November issue) now being mailed to 3,000 retailers and wholesalers in the Baltimore area.

2. WBAL is outstandingly first in local and national spot programs — now broadcasting 110 each week. (Far more than any other Baltimore station — in fact, more than the other two major stations combined.)

3. 12,000 members of the Lone Ranger Safety Club will be entertained at the special showing of the Shrine Circus featuring Clyde Beatty Saturday morning, November 11.

4. “WBAL News”, full page advertisements — editorial style — in the Baltimore News-Post, bringing the WBAL story into 190,000 homes in the Baltimore area each two weeks.
ROBERT F. SCHUETZ has assumed his new duties as manager of the NBC Hollywood transcription department, having been transferred from the network's New York engineering staff. He is in charge of all NBC transcription activities on the West Coast. C. Lloyd Egnor, head of the New York NBC transcription service, is in Hollywood assisting Schuetz in setting up his department.


NEW subscribers to the Speedy-D sound effects library are WOR, Newark; WCSC, Charleston, S. C.; WMBC, Richmond; WDAS, Philadelphia; KYW, Philadelphia; WJJD, Chicago.

A RECORDED program, March, in 26 half-hour episodes, written and produced by Al Zink, program director of WEHR, Buffalo, is announced by Transradio Recording Corp., Buffalo.

ED FOREMAN, for the last six years head of radio production at RCA Mfg. Co., Chicago, and before that a member of the radio department of Blackett-Sample-Hummert Inc., Chicago, has resigned and has announced no future connections. Alfred C. Hindle has replaced Mr. Foreman at RCA, Chicago.

A LISTENER participation program, Are You a nephew or other relative of a Teller, is being submitted to national advertising agencies by Bruce Gilbert Productions, Hollywood, for sponsorship, either in live or recorded form.

RADIO VERSION of the syndicated comic strip "Jill Abner" will be introduced Nov. 29 when NBC starts a series of quarter-hour programs of the same name on the Red network.

American Chicle Adds

AMERICAN CHICLE Co., Long Island City, New York, during the past month has added various groups of stations to the daily transcribed announcement campaign for its gum products. On Oct. 9, the following stations were added to the Dentyne campaign: WGST WMAZ, WTCG WDEK, WEAL WEAL, KFYR, KFYM, and KFJM. For Chiclets, on Oct. 2, were added stations WYBC WBYL, WHW, WGBI, and on Oct. 25, KYW, WRC, and WPBR. The company also added for Chiclets on Oct. 3 started a half-hour weekly program, Swing to Chiclets, featuring Frank Novak and his Music Creators, Tuesdays, on WJE, New York, and Thursdays on WUFN, Buffalo. A test announcement campaign was started Oct. 23 for Adam Laravas on WBNF, Binghamton, and WOKO, Albany. Agency is Badger & Browning & Hersey, New York.

On the Record

A DAY or so before Bob Provan, announcer of WDR, Hartford, Conn., was hospitalized with appendicitis, he was nominated for Republican alderman from Hartford's 10th Ward. Faced with inability to make a single public appearance, a few hours before his operation Provan made up a stock speech and had it transcribed. During his hospital tenure the record was played at Republican rallies on his behalf.

Vallee Subs For Amenech

STANDARD BRANDS, New York, through J. Walter Thompson Co., that city, will have Rudy Vallee as master-of-ceremonies on its Chase & Sanborn Hour for four weeks or more with broadcast of Nov. 12, during the absence of Don Amenech, who is on sick leave. With Nelson Eddy leaving the program following the Nov. 5 broadcast, it is currently reported in Hollywood that other changes will take place. Dorothy Lamour may also leave. Donald Dickson, baritone, is signed to take over Eddy's former spot on the show with broadcast of Nov. 15, and at a figure reported as $750 per week. Eddy has been receiving 200% more.

WAGA Staff Shifts

FOLLOWING a personnel reorganization at WAGA, Atlanta, by which Manager Jess Swicegood will confine his work to sales promotion and policy matters, Paul Overbay, formerly of the program department, has been promoted to become assistant to the manager. Other WAGA changes include the addition of J. H. Macy, formerly Southern representative of the Kohler Co., to the sales staff, along with Joe Robkin, both of whom will join George Moore, with the station since it opened in August, 1937. Joe Hill, sportscaster, also will serve as publicity and merchandising manager, and Wally Hadden, m. of the WAGA Yarn Patrol and formerly of the sales staff, will concentrate on that program, handling both production and sales.

National representation of the station has been changed to Reiter-Spadea.
DANNY DANKER, vice-president and Hollywood radio manager of J. Walter Thompson Co., is in New York for conferences.

Berk Forms Agency

HARRY A. BERK, former vice-president of J. Stirling Getchell, New York, and with that agency in various executive positions since 1932, has resigned to open his own advertising agency, Harry A. Berk, Inc., at 420 Lexington Ave., New York. Telephone is Lexingt. 2-8860. No further announcement as to personnel or accounts of the new agency will be made for several weeks, according to Mr. Berk.

When Dick Marvin, radio executive of the Wm. Esty & Co., flew into New York from Hollywood, he was met at the airport by Harry Stone, general manager of WSM, who brought along a genuine band of Smoky Mountain hillbillies by way of greeting. Marvin visited WSM to inaugurate the Grand Ole Opry series for R. J. Reynolds Tobacco Co. (Prince Albert tobacco) on 25 stations of the NBC Southern Network, Saturdays, 9:30-10 p.m.

Clyde S. Thompson

CLYDE SMITH THOMPSON, 62, former president of the Thompson-Carroll Agency, Cleveland, and later in charge of outdoor advertising affairs of J. Walter Thompson & Co., New York, has died in New York City. Mr. Thompson was well known in the field of radio advertising and was a member of the Radio Advertising Bureau. He was a past president of the American Radio News Club and a member of the board of directors of the National Association of Broadcasters. He was also a past president of the National Association of Radio and Television Stations.

George W. Luft, 68, one of the founders of the American Druggist's Wholesale Institute and president of George W. Luft Co., manufacturer of Tanglefoot powders, died on Oct. 14 after an emergency operation at the New York hospital. Surviving are his wife, a daughter, and two sisters.
Modern Typing

TO “TRANSLATE,” our archaic system of spelling, which dates back to Shakespeare’s day, into the vowels and consonants actually used in modern English speech, NBC has had a phonetic typewriter constructed by the L.C. Smith Co. The machine is similar to a standard model except that it has 90 symbols on the International Phonetic Alphabet on its type bars. Ordered primarily so that a legible manuscript might be written for NBC’s forthcoming Handbook for Announcers and Speakers, the typewriter may also be used in preparing radio scripts which contain unusual technical phrases or foreign names.

La Choy in Buffalo

La CHOI FOOD PRODUCTS, Detroit, on Oct 31 started twice-weekly participations in Modern Kitchen on WKBW, Buffalo. Blackett-Sample-Hummer, Chicago handles the account.

Puppet Show Rights

REMO HUFFANO, noted puppeteer, has asked for the rights to the weekly program “The Shadow,” sponsored by KFAM, Minneapolis. “It is understood that the program is to be produced by the NBC’s four-branch studios and distributed to stations throughout the country,” Mr. Boler said.

La Choy in Buffalo

La CHOI FOOD PRODUCTS, Detroit, on Oct 31 started twice-weekly participations in Modern Kitchen on WKBW, Buffalo. Blackett-Sample-Hummer, Chicago handles the account.

NBC Commentators

JOHN GUNThER and Hilmar Baukhage, NBC European commentators who recently returned to the United States, are conducting a daily quarter-hour of comment on the general European situation on NBC-Red. Baukhage speaks from Washington five days a week, 11-11:15 p.m., and Gunther is heard from New York the other two days.

PERKO, NEW CEREAL, DEBUTS VIA RADIO

QUICK MEAL CEREAL Co., Minneapolis, has started a radio campaign to introduce its new warm cereal called Perko. By Nov 15, 28 stations of the North Central Broadcasting System will be carrying the Thursday morning quarter-hour program, according to John W. Boler, president of the network. Titled Perko Pop-Up Time, the program is keyed from WTCN, Minneapolis, and is fed to KSTP, WMN, WDGY, KFAM, KYM, KROC, KBEQ, WBNNO, WBCH, WMFG, WLB, WMS, WDAY, KFJ, KAB, WAXO, WMT, KSO. Eight other stations will participate in later stages of the campaign.

Florida Drive

FLORIDA CITRUS COMMISSION, Lakeland, Fla., will use participations in women’s programs on WCAU, Philadelphia, and seven Yankee Network stations, for its annual fall and winter campaign to promote the new crop of oranges and grapefruit now being shipped to markets. Starting about Nov 1 twice-weekly participation in the WCAU Women’s Club program will be used, and twice-weekly participation in the Marjorie Mills program on stations WNAC, WTAG, WCH, WTC, WICC, WBZ, and WLWB. Arthur Rippon, New York, is the agency.

INSCRIBED RECEPTION

McClatchy STATIONS

COVER INNER CALIFORNIA

Petal PETTY and CO.

EDWARD

Optical STATIONS

NEWARK, N.J.

216 HIGH ST.

Humboldt 2-0880
A STUDY of how pupils listen to the radio has been published in the Teachers College Journal, Terre Haute, Ind., under the title "Out-of-School Radio Listening Habits of Vigo County School Children." The article was written by Clarence M. Morgan, director of radio education, and Eugene Straker, graduate student of the College.

UNIVERSITY Broadcasting Council, Chicago, will continue under auspices of Northwestern U., according to announcement by Allen Miller, CBC director. The Field Museum and similar Chicago organizations representative of the community will be associated with the Council. New board of trustees includes the following radio educational directors: Judith Walter, NBC; Myrtle Stahl, MBS; Laviniu Schwartz, CBS; Al Hollander, WJJD.

NEW educational series, Southern School of the Air, started this month on MBS-Southern Network stations, Monday through Friday, 1:30 to 2 P.M. Programs originate in Kentucky U. studios and are picked up by WLAB, Lexington, for the other members of the network: WCMJ, Ashland; WBOE, Louisville; WSIX, Nashville; KGY, Missoula, Mont., on Nov. 5 will start the new Sunday afternoon listening habit series produced, directed by Dr. Alonzo Grace, Commis- sioner of Education for Connecticut. Has accepted membership on the board of consultants of the CBS American School of the Air to serve in an advisory capacity. A total of 42 noted educators and scientists now aid the CBS educational department in mak- ing the up the curriculum for the ten-year- old daily educational program.

TRANSCRIPTS of America's Town Meeting and the Air Programs are now being cut in San Francisco by China Clipper for Honolulu, where they are played in the territorial schools of Hawaii as the basis of a popular course.

CBS has commissioned American composers of outstanding achievement to write orchestral works drawing on the inspiration of folk-melody for the American School of the Air Tuesday series, Folk Music of America. The network also reports that it has ar- ranged with the National Educational Assn. to demonstrate classroom use of the *School of the Air* program at teachers' conventions throughout the country. The first scheduled for Nov. 3 when the Minnesota Educational Assn. convenes in Minneapolis.
HUGE-HUNDRED new radio receivers are awarded listeners on the Radio Awards program of WFLIL, Philadelphia. During the recorded music program Jack Steck, master of ceremonies, chooses names at random from the local phone directory and calls them directly from the studio, with listeners getting his side of the conversation. Among the phone answerers, those listening to WFIL receive a radio, while non-WFIL listeners and others whose lines are busy, as well as others who do not answer, get a pair of tickets to the WFIL-MBS Mystery History broadcast.

Youth's Views

McCALL's Magazine, New York, on Oct. 23 placed full-page advertisements in the metropolitan dailies to announce the opening that night of Youth Questions the Headlines, a series of informal discussion programs arranged in cooperation with NBC for weekly presentation on NBC. Young people from widely different American backgrounds are invited to discuss what they think of such problems as war, neutrality, or the danger from propaganda, under direction of Otis Wise, editor of McCALL's, when the program originates in the East, and in the West, with Miss Toni Taylor, associate editor.

Unbiased Sextet

WITHOUT comment or opinions, Six Speaking Editors of the Minneapolis Star-Journal broadcast on WCCO. Different announcers present "News from the dictator countries," "news from the Allies," "news from Washington," and "news from the North." The program, which all regular members are entitled to special discounts at local stores and movie houses and will receive concessions at all events sponsored by the Club, is the Club's first function of the winter season will be a Thanksgiving party in the WCCO auditorium.

Fashion Queries

PAIR of dollar hose are awarded the women listeners of Your Neighborhood Speaks on KARK, Little Rock, Ark., for acceptable questions about fashions or nearly anything else of public interest. During the program, also win a pair of hose, whether right or wrong in answering the queries.

Kitchen Klinic

AUDIENCE participation quiz program, The Kitchen Klinic, which is directed to housewives and others from a local theatre, has started on WTKC, Visalia, Calif. Program features Lila Barlow, economics expert, and Faye Gray, with cooking problems. Charles Foll, station production manager, is master of ceremonies.

Tips on Song Titles

A NEW weekly quarter-hour program featuring Roberta Bragdon, pianist, on KOY, Phoenix, is titled Piano Quiz. Songs are played and listeners identify words and phrases based on the titles of the unnumbered songs. Correct answers are awarded to listeners to give listeners a chance to check their musical knowledge.

Neighborhood Bards

FEATURETING a quarter-hour period of interviews with poets and poetry of Northeast Arkansas and Southeast Missouri, the new daily broadcast "Poet's feature" has started on KBTM, Jonesboro, Ark., under direction of Marvinloyd.

Xmas Tree of 1939

STAR RADIO is proud to offer the Christmas Tree of 1939—the fourth and entirely new edition of radio's most famous Christmas series. Complete in 25 half-hour scripts—requiring one man for production. Its price (in the U. S.) is $25.00, complete, per station. THE STATIONS listed here are just a few of those who have increased sales with this special holiday series. Territorial rights are going fast! Take advantage of the tremendous sales value of the famous "CHRISTMAS TREE" by ordering now, via wire collect. Assure YOUR station of a real drive for holiday business.

If you have not seen the Christmas Tree brochure write to Dept. F for free copy.

(Canadian Representatives: All Canada Radio Facilities, Ltd.)

Star Radio Programs, Inc.
America's Leading Script Service

250 Park Avenue
New York City
Pins in Milwaukee
TWENTY-FIVE members of the Milwaukee Bowling Proprietors Assn. are sponsoring the new Bowling Like Sixty program on WTMJ, Milwaukee, featuring Billy Sixty, nationally famous kegler and bowling editor of the Milwaukee Journal. The weekly program is titled after Sixty's regular column in the newspaper. On the air he covers bowling news, relates anecdotes from his experience and conducts a question and answer box for bowling fans of Milwaukee, one of the leading bowling cities in the country.

NORTHERN California Broadcasters ASSN. and trade representatives gathered at the Palace Hotel, San Francisco, recently to pay tribute to A. B. Nelson, new general manager of KPO-KGO and to Lloyd E. Yoder, former manager there, now in charge of KOA, Denver. A majority of the stations in the San Francisco Bay area were represented at the dinner arranged by Ralph R. Brumton, vice-president, Arthur Westhund, manager of KRD, Berkeley, association president, presided. V. Ford Greaves, FCC inspector-in-chief at San Francisco and former business associate of Nelson, paid personal tribute to the new KVO-KGO chief.

WGFR-WEOA, Evansville, Ind., recently entertained newspaper editors from surrounding towns, the group organizing Tri-State Press Radio Assn., with meetings scheduled every two months. The papers carry program schedules and stories, receiving time in exchange. Claude Leich, WGFR-WEOA, will act as host at the meetings.

WGK, Chicago, has covered the walls of its present studio with 35 war maps of Europe ranging from eight feet square to 12 by 12. This is a copy of the workshop which the editor of the western front. A long list of foreign name pronunciations has been included in the "Hurry-Up Text" news sheet.

KVOE, Santa Ana, Calif., has received a citation from the U. S. Junior Chamber of Commerce in recognition of its cooperation with the civic organization. Presentation was made at a meeting of the local chapter, and was received by Manager Ernest L. Spencer for the station. KVOE also received an award from the Veterans of Foreign Wars for its services to that organization.

KFEL, Denver, caught with a momentary power failure that cut off news bulletins for eight seconds of Col. Charles A. Lindbergh's quarter-hour address on MBS. Immediately beginning its call, 860 KFEL, came back on the air the network announcer was giving the cue and a network dance band followed. Despite the announcement of the circumstances of the interruption, the KFEL switchboard was swamped for the first part of the evening and most of the following day with calls from listeners who believed the flyer had been cut off in the middle of a 30-minute address.

KPWR. Cape Girardeau, Mo., has been awarded a plaque by the local American Legion post for its community service and cooperation. Oscar C. Hillen, owner of the station, received the award from Lou C. Losier, Department of Missouri Command.

KHUB, Watsonville, Calif., during the four-day Santa Cruz County Fair, held October 12-15, carried 37 remote stations from the fair, including two special half-hour variety shows, descriptions of exhibitions, interviews and contests, along with several regular talent programs originated at the fair.

UNIVERSITY Broadcasting Council, Chicago, has announced a Sunday afternoon series on MBS titled "Meditation" and to small radio following the music of Henry Weller and guest artists from the music departments of local colleges. A dance band fellow. Despite dedication of the Paul Law School, presents hits of philosophy on each show.

WJS, Chico, has discontinued its Saturday afternoon, 3:00-4:00 P.M., called "Jerry-Joe Round," in order to run its "Home Chronicle" hour six days a week. The latter series is conducted by Harriet Hester. WJS educational director.

DEDICATION of the new organ of KDKA, Pittsburgh, during a special period, was held in an all-day program of public service. The special service also reports that four stations in Ohio and Virginia (WSPD, Toledo; WMAL, Washington; WMMN, Fairmont, and WWY, Wheeling) which were former subscribers to 119 news have again contracted for this service, effective in 1940 at the end of the contract. Owners of the Army giving the information on every branch of the Service.

FRIDAY the 13th held no fears for Ward Adams (playing script). the Striethman Street Man, heard thrice-weekly on WRVA, Richmond, Va. He held his broadcast under a ladder, made participants hold black cats and break mirrors, and in general tempted the evil spirits. However, Adams gave each participant a rabbit's foot to carry away, just in case.

KDJB, Englewood, Calif., is the latest subscriber to United Press radio news service UP announced. The press service also reports that four stations in Ohio and Virginia (WSPD, Toledo; WMAL, Washington; WMMN, Fairmont, and WWY, Wheeling) which were former subscribers to 119 news have again contracted for this service, effective in 1940 at the end of the contract. Owners of the Army giving the information on every branch of the Service.

BIDE DUDLEY, drama critic and service writer of Newark, is reviewing new Broadway plays on opening nights over WHN, New York. WCFL, Chicago, is carrying the Saturday-night NBC symphonic programs conducted by Arturo Toscanini. A series of talks on the advantages of the U.S. Army as a career for the youth of today are heard on WGN, New York, with State Senator Phelps as an "inquiring reporter" and Col. Jack Thurston of the Army giving the information on every branch of the Service.

KOIL, Minneapolis-St. Paul, has been named "one of the most consistently successful stations in the nation," by the American Broadcasting Co. for the past year, according to Charles E. Schmitt, regional manager of the company.

KOIL, Minneapolis-St. Paul, has been named "one of the most consistently successful stations in the nation," by the American Broadcasting Co. for the past year, according to Charles E. Schmitt, regional manager of the company.

BFRL Syracuse Business is Better Here, than it's been in Years!

Continuing on its sharp upturn—business in Syracuse and Central New York is better than it’s been in many years! This market which, under all conditions, is a bright spot because of the extensive manufacturing which is done in this area, is today one of the most brilliant spots in the Northeast section of the country.

Twenty-five factory payrolls—in all types of industry—have steadily improved every month this year. This means greatly increased consumer purchasing power.

Your products—advertised over WFL—will bring you your share of business in this rich, prosperous market. Wire, telephone or write for complete information, rates and time available NOW!
KFSD, San Diego, Cal., has remodeled its studios in the U. S. Grant Hotel, adding many innovations. studio furni-
ture is the new operating console, de-
signed by San Lipsett, assistant man-
ager, and Hal Gau, chief engineer. ne-
eral is to be the only one of its kind, with a 100% sine wave, high-
level mixing system. It operates entirely by lights and pushbuttons and permits switching of mixing phones, plus turntable, in a half-
dimension room and without con-
tinuous broadcasts and auditions.

WSPD, Toledo, O., has started a new series of three-weekly School Traffic Safety programs, in cooperation with the Toledo Police Traffic Bureau. Origin-
ating at individual schools around the city through the WSPD, the quarter-hour programs feature a brief review of Traffic Safety. The preceding 48 hours, with emphasis on those involving children, interviews with school principals and neighbor-
hood policemen, and further interviews with as many kids as time allows.

KMA, Shawano, Wisc., at its recent 14th annual Youth Jubilee drew a record-breaking crowd of 75,000 to the four-day event and received stories and pictures aggregating four newspaper pages in papers having a com-
bined circulation of 700,000 in four

states. Stunts, entertainment and pub-
licity for the school's programs directed by Frank Jaffe, KMA promotion man-
ager.

TWO new sustaining features started recently on CBS Radio. The first is the network's revision of its sustaining program schedule. Music by Raymond Scott's new-opera orchestra is featured on Concerts in Rhythm, half-
hour weekly specials, with Judith Ar-
len as contralto soloist. Immediately following the Philharmonic Symphony concert on Sunday afternoons is the Pursuit of Happiness, a program of songs and drams describing the Amer-
ican way of life. The series is directed by Con

or, with Burgess Meredith, the ac-

cor, as m.c. and Mark Warrow's or-

chestra.

GUEST singers on the Autunin Con-
cert series, which started Oct. 31 on CBS under the sponsorship of V. La-
Ron & Sons, New York, for项链 products, are Violins, Dellan Chies, Ti-

to Schipa, and Heide Regennial. The

singers will alternate their appear-

ances so that they can continue their work with leading opera companies and sing on the weekly program. Ac-

count was placed by Commercial Ra-

dio Service, New York.

NBC carried more than 14 hours of broadcasts Oct. 24, 25 and 26 during its exclusive coverage of the Eighth Annual New York Herald-Tribune Forum on Current Problems at the Hotel Waldorf-Astor, New York. Leaders in government, business, edu-

cation, labor, medicine, science and so-

cial welfare spoke during the Forum, which was presided over by Mrs. Os-

den Reid, vice-president of the Herald-

Tribune, with featured addresses by

President and Mrs. Franklin D. Roose-

velt, Mme. Chiang Kai-shek, wife of the Chinese President, and King Leop-

old III of Belgium.

WXN, Yankton, S. Dak., covered the bark-hunting contests of South Dakota and Minnesota last October, Charles Worcestor, farm service director, and Clarion Engineer Cliff Todd using port-

able equipment.

A DEAL recently was consummated between Milton Samuel, NBC press man-
gager at San Francisco, and W. Oli-

corn, publisher of the IS Conn pub-
lications, community papers in Al-

meda County, Calif., to use a KPO-

KO radio column with pictures. The column is a combination of art, pro-

gram notes and editorials, and is KPO-

and is written by the station publicity department. A similar arrangement is in operation at the pres-

tent time with the Argonaut, one of San Francisco's oldest weekly magazines. Rod Hendriksen writes and edits the Argonaut column from material sup-

plied him by KPO-KO.

VETERAN at 28

WASHINGTON

Savings Counsel

(Continued from page 19)

the start of the program more than 16,000 requests for literature and infor-
mation on thrift saving and home finan-
cing had poured in. These inquiries originated in all parts of Oklahoma and man-

ey points outside the state.

I believe the success of the Home Folks Counselor is traceable to these things:

- Common sense in show-building and appeal; intelligent application of radio-principles; consideration of suggestions from all sources; keeping abreast of the times in audience reaction.

- In addition to the knowledge that our program has been responsible for an increase in savings and invest-

ment accounts, that it has been officially honored as one of the na-

tion's best selling programs, we feel that its best results have been in the field of public service. In other words in his discussion of home ownership, The Home Folks Coun-

selor has awakened an interest in this subject among the thousands of Ken-

s who have come to think that they could not afford a home realize that possession of their own is the start of one of life's greatest accomplish-

MENTS.

- LION OIL REFINING Co., El Do-

rado, Ark., is sponsoring play-by-play

of all Arkansas U football games on KARK, Little Rock. Way-

ton Ramsey and Dick Peters handle the broadcasts.

KARK ARKANSAS' BEST

KARK

First in Arkansas

KARK

First in Arkansas

KARK

First in Arkansas

KARK

First in Arkansas

1000 WATTS

Day and Night

BROADCASTING • Broadcast Advertising

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COMMERCIAL BROADCASTING UNIVERSITY OF IOWA

www.americanradiohistory.com
Yankee Asks FCC for Regular License
For 50 kw. F-M Station in New York

IN APPLYING to the FCC for au-
hority to erect a new frequency
modulated station in New York's
metropolitan area, using 50,000
watts on 49 mc. [BROADCASTING,
Oct. 15], Yankee Network, pioneer
experimenter with the Armstrong
system, has asked the Commission
for a hearing on the application "as
an application for a regular license
distinguished from an experi-
mental license for construction per-
mit or license".

In a statement filed with the ap-
lication, Paul A. deMars, Yankee
Network chief engineer, who is in
charge of its F-M stations already
in operation, makes it clear that he
believes the system has advanced
far enough to be removed from the
experimental classification and asks
that the rules be changed accord-
ingly.

Some Sets Equipped

It is Mr. deMars' idea that radio
receivers will shortly be marketed
containing both the regular receiv-
ing band and also the ultra-short-
wave band of the operation system, and in
fact such receivers, produced by
General Electric Co., are already
making their appearance in the Boston area. Yankee opera-
tes WIXOJ atop Mt. Asnabumskit,
near Worcester, and claims excel-
ent results with the station.

With the application for a New York
station, which it is planned
would use Prof. Edward H. Arm-
strong's tower already erected for
his experimental W2XMN at Al-
pine, N. J., Yankee also asked for a
regular license for its station at
Mt. Washington, in New Hamp-
shire, which would use 5,000 watts on
49.6 mc.

"Because of the wide experience
over a long period of years which
the Yankee Network has had in the
operation of programs over standard broadcast stations," says
the Yankee statement filed with the FCC, "it is particularly fitted
to be a regular service to the densely
populated areas of New York City metropolitan
area through the facilities of the
frequency-modulated high-fre-
cency broadcast station here in
question."

"By the construction and opera-
tion of the station proposed, the
applicant will be enabled to give a
regular program service over the
proposed station in a regular and
dependable way so as to guarantee
the availability of a high class pro-
gram service to all within the area
it would serve who own or have ac-
cess to receivers constructed for
the reception of radio programs
broadcast by a frequency-modu-
lated transmitter. No such regular
and dependable program service is
now available to the metropolitan
area of New York City from a
frequency-modulated station located
within the area that has been operat-
ed for scientific and research pur-
poses particularly with the view to
perfecting the mechanical appara-
tus and the operation of frequency-modulated transmitters."

"The operation of the existing
frequency-modulated high-frequency
broadcast stations located
within the metropolitan district of
New York City and elsewhere has
already reached the stage of near-
perfection, so far as the mechani-
cal construction and mechanical
operation of such transmitters is
concerned, and past experiments which
have been conducted demo-
strate conclusively that a
much more superior service can be
rendered to such areas having extra-
ordinarily high noise levels if the
service is provided through the
operation of high-frequency broadcast sta-
tions than otherwise."

Better Service Claimed

"Greater fidelity and reliability of
service can be rendered to the
listening public within such areas
by providing the service through
the operation of frequency-modu-
lated high-frequency broadcast sta-
tions, and no further experiments
whatsoever are necessary to prove
this. The experiments already
carried on, the results of which
have been made known to the Com-
mision and its staff and to the pub-
lie generally, have shown these
facts to be true and they have been
demonstrated to be conclusive in
this question, and like demonstra-
tions are being given now and can
be given at any time."

"Because of frequency-modu-
lated high-frequency broadcast sta-
tions have been brought to such a
high state of perfection as near
perfection, the Commission should
alter, change or existing rules and
regulations so as to permit
the regular operation of such
frequency-modulated high-frequen-
ty broadcast stations on a regular
basis without requiring the licens-
es of such stations to make wholly
unnecessary expenditures of large
sums of money for the purpose of
carrying on so-called experimental
work as a prerequisite or require-
ment to securing authority to op-
erate such stations."

"For the reasons given herein,
the applicant requests that the Com-
mision amend, alter or change its
rules and regulations governing the
construction and operation of fre-
cency-modulated high-frequency
broadcast stations so as to permit
the granting of this and like applica-
tions and to permit the regular
operation of such frequency-modu-
lated high-frequency broadcast sta-
tions without requiring that they
be operated as so-called experi-
mental stations. If the Commission
does not change or amend its
rules to permit this without doing
so, then and in that event the appli-
cant specifically requests that the
Commission hold a hearing for the
purpose of going into the practica-
BROADCASTING • Broadcast Advertising

Light by Aladdin

WHEN power failed in
downstate New York on the af-
ternoon of Oct. 19, WHO
switched to storage batteries
for emergency operation, en-
gineers dashed to nearest fill-
ing station for kerosene, lined
up control rooms and studios with Aladdin kero-
sene mantel lamps, and con-
tinued broadcasting as usual. Makers of Aladdin lamps
have been sponsors of por-
tion of Iowa Barn Dance "Frolic" since 1931. Lamps on
hand at WHO were part of display arranged by WHO
merchandising service.

ask
HEADLEY-REED CO.
about
KRIC
Beaumont, Texas
They Know FACTS

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THREE-WECK COLA CO., Long Is-
town City, New York, on Oct. 31, started
three-weekly sponsorship of John
Gambling's Musical Clock, oldest
commercial program in New York
City, on WOR, Newark. The bever-
age company sponsors the program
Tuesday, Thursday, Saturday,
7:15-8 a.m., while Bon Stores, New
York, continues sponsorship of alter-
nating week days. Signing for the
broadcast on a 52-week basis, Pepsi-
Cola also sponsors 15-second tran-
scribed announcements on five New
York stations, New Land-Emmitt Co.
New York, is the agency.
McNARY-CHAMBERS GIVEN F-M GRANT

A SECOND frequency modulated transmitter in the District of Columbia area was authorized by the FCC Oct. 24 when it granted the application of McNary & Chambers, Washington consulting engineers, for a new station to operate with 100 watts on 42.6 mc.

James McNary, partner with Joseph Chambers in the firm, announced the station will be ready for operation around Dec. 1. It will be constructed and installed at the firm's laboratory in Bethesda, Md., a suburb of Washington.

Jansky & Bailey, also Washington consulting engineers, placed their F-M station in operation in September and are experimenting with it regularly at W2X0 and the according Hollywood, will operate with 1,000 watts on 42.9 mc.

The Commission on Oct. 24 also authorized WXAG, F-M station at Yonkers, N. Y., licensed by Con- man R. Runyon Jr., pioneer experimenter with the system, to change to the high-frequency classification and to operate with 5,000 watts on 117.1 mc.

**Coast Guard Plans**

WESTERN Division of Radio Writers Guild, headquartered in Hollywood, will start negotiations with advertisers as soon as possible as the present membership campaign is concluded and a majority of writers on network programs have been signed. Negotiations are expected to start by mid-November, following Radio Writers Guild national and local election of officers, according to Forrest Barnes, Western Division president. RWG will seek to establish a standard contract, covering working conditions of freelance writers and including the author's royalty in his material, payment for speculative writing and a minimum wage scale for transcontinental and regional shows. Meanwhile the Guild has set up a grievance committee and is requesting all members to report to this group any complaints they may have against employers.

**Willard Using 12**

WILLARD TABLET Co., Chicago, has started a thrice-weekly five-minute series on WLS WJJD KSKO WIBW WCBS WJBY KID KRFO WJTO KFBB. First United Broadcasters, Chicago, handles the account.

**St. Louis KWK Blackballs "Sustaining" Programs**

The mere "tiding-over" of an audience between commercial programs is not the policy of KWK. Non-commercial periods on St. Louis KWK will not be used for the following purposes: (1) Development of potential commercial programs. (2) Fulfilling Class preferences with programs which are not available for commercial sponsorship.

Evidence of the value of this policy is shown in Paul Ramey's offices have station-tested audience features to tell you about. When you buy these features on St. Louis KWK a Mass audience, whose every facet of individual preference has been appealed, will accept your message.

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**Television Notes**

**Eyes of the News**

NEWS technique, adapted to television, was demonstrated by Harry W. Flannery, news director of KMOX, St. Louis, in Chicago at an RCA television exhibition at the local Famous-Baron department store. To show how television could yield a more vivid chronicling of the days news events, Flannery used maps and sketches of European leaders, pointing to them as he related the news. Standing outside the iconoscope's range, only his hand holding a pointer was visible to the audience, Flannery himself appeared in the televised picture only at the beginning and end of the broadcast.

**Farnsworth Exhibit**

FIRST showing of television in Seattle was staged recently by the Frederick & Nelson department store in cooperation with Farnsworth Television & Radio Corp., which sent its new mobile television unit from San Francisco, en route to Fort Wayne, Ind., headquarters. Using amateur singers and entertainers as subjects, the program schedule ran daily from 10 a.m. to 5 p.m. through the week of the demonstration. Each person televised was presented a certificate noting his appearance on "the Northwest's first television show".

**Video Survey**

TO CHECK audience reaction to its television broadcasts NBC is offering to send set-owners weekly schedules of the W2XBS telecasts on request. Enclosed with each schedule is a return post card listing programs and asking for a rating of each as excellent, good, fair, or poor. More than 400 requests for schedules were received during the first two weeks of the offer, NBC states.

**Ready for the Battle**

ACADEMIC analysis of the development of visual broadcasting in relation to its present and future problems is presented in an article, "Television Girls for Battle", written by John Western, graduate student of Southern California U., published in the October issue of Public Opinion Quarterly.

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**The 'Coronaiser'**

PRINCIPLES of television are used in a new instrument for studying the sun's corona, the "coronaiser", developed by Dr. A. M. Skellett of Bell Laboratories. Apparatus is roughly a television system which ignores the sun itself but scans the surrounding corona and reproduces it on the cathode ray tube of a television receiver, where it may be watched or photographed for later study. Radio research men as well as astronomers are interested in the development as the major disturbances in long distance radio transmission have their origin in the sun and previous studies indicate that a day to day knowledge of the corona may prove useful in predicting transmission conditions.

**First Premium**

TELEVISION'S first premium offer was made by the Air Transport Assn. over W2XBS, New York, on Oct. 21 during the first of a series of telecasts designed to promote interest in aviation and air travel. Model planes were offered free to the first six youngsters requesting them and 45 answers were received by Monday morning, first mail following the Saturday afternoon broadcast, including three phoned responses at the conclusion of the telecast.

**Visi-Quiz**

TELEVISION'S first regular quiz show, Bob Brent's Visi-Quiz, was started Oct. 18 by NBC as a regular Wednesday afternoon feature of the network's video station, W2XBS, New York. Questions are chosen so that answers have to be demonstrated as well as spoken.

**Here's A Real Buy!**

for a breakfast food, cough syrup or candy account.

**The WSPD Kiddies Karnival**

EACH SATURDAY 10 to 11 A.M.

Featuring the "kids of today"—stars of tomorrow.

This popular children's program has been a WSPD feature for the past seven years and rated to be one of the best "kid" shows on the air.

It has a ready-made audience and a smart merchandising angle.

Let Us Tell You More!

TOLEDO, OHIO

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MARKETING & PROMOTION

Daffy—Wife Trouble—On a Small Scale—Maps—Druggists' Week—Plugs for a Book

For the Jobless

AS PROMOTION for the weekly half-hour Help Thy Neighbor program sponsored by MBS, the network has issued a book on the “Sacred Cows” of broadcasting, or “a study of certain radio customs, culled by convention and cheerfully set aside by MBS.” Whimsically illustrated with Red Irwin drawings, the 28-page booklet utilizes MBS’s use of transcriptions for the broadcast of outstanding events, of talent “from the hinterlands,” of British humor on its weekly Music Hall program, and Fulton Lewis Jr.’s successful contest with Columbia, which allow radio reporters at its sessions. Piece was prepared by Robert A. Williamson, sales promotion manager of MBS.

Cincinnati Scrapbook

GATHERED together under the cover of a hammered leather scrapbook, with an actual “blueprint for station promotion” for a title page, WNOX (KNOX), has assembled pictures of promotion stunts used in conjunction with the station’s network promotion and affiliation. In addition to photographs of signboards and window displays, as well as personalities identified with the 50 kw. dedication, the scrapbook contains tear sheets from newspapers giving special space to the new operation.

Dealers Invited

AS PROMOTION for the current Associated Oil Co. football broadcasts, KVO, Phoenix, at start of the season invited all Associated dealers and distributors to a buffet supper, which was followed by a football discussion. Dixie Howell, recent all-American and now head coach at Arizona State College, and Lou Kroeck, Arizona Network sportscaster, led the discussion. Half-hour of the fanfest was broadcast over KVO.

Market in Miniature

IN A SERIES of miniature mailings WSM, Nashville, is sending to the trade tiny samples of commodities produced in its trading area. Tiny baies of cotton and skillets have already been sent, with a mail tag attached. The tag carries an appropriate market message.

Unhallowed Bovines

TO EXPLAIN the “something different” in the manner of programs offered by MBS, the network has put out a book on the “Sacred Cows” of broadcasting, or “a study of certain radio customs, culled by convention and cheerfully set aside by MBS.” Whimsically illustrated with Red Irwin drawings, the 28-page booklet utilizes MBS’s use of transcriptions for the broadcast of outstanding events, of talent “from the hinterlands,” of British humor on its weekly Music Hall program, and Fulton Lewis Jr.’s successful contest with Columbia, which allow radio reporters at its sessions. Piece was prepared by Robert A. Williamson, sales promotion manager of MBS.

Brewer's Awards

CLARA CAL Creamery, sponsor of the musical clock edition of Jungle-town Gazette on KPO, San Francisco, is offering a prize of $1 Monday through Friday. The best letter and an additional award of $5 for the best of the five prize-winning letters read during the week. The contestants are required to complete the sentence—“I like Clara Cal milk and cream because . . .” in 100 words or less.

Swing's Book Promoted

AS PART of the promotion for Raymond Gram Swing’s book How War Came, recently published by W. W. Norton Co., New York, WOR, Newark, distributed to publishers a photo-montage window display showing Mr. Swing preparing and broadcasting his news interpretations during the crisis.
Wheatena Jingles
WHEATENA Corp., Rahway, N. J., through Compton Adv., New York, is using two of its radio programs to promote a six-week prize contest open to everyone living within a 50-mile radius of New York City, in territory served by Borden Co. milkmen. Announcements about the contest are made on Mark Hewley’s programs on WOR, Newark, and by means of cut-off commercials over WEAF, New York, during the Hilda Hope, M.D. programs, which are heard on NBC-Red. Prizes awarded for the best lines completing a jingle about Wheatena, to be sent in with one Wheatena boxtop, are as follows: First prize of $1,000; five second prizes of $500 each, and third prizes of one each quarter of Borden’s Golden Crest Milk daily for one year, and 250 fourth prizes or a quart of milk daily for one month.

Gold in Hand
DOWN in the Winston-Salem area, the farmers “milk their gold”, and WSJS sends a big sample to the trade in a striking mailing piece. The sample is a sample bundle of golden tobacco leaves, described as a “hand”. Last year, says WSJS, tobacco farmers received $11,400,000 for their crops sold on Winston-Salem warehouse floors. It’s too early to predict the current “take”.

Yanks Back
REPRINT of a Saturday Evening Post article, The Yanks Are Coming—Booz, published in pamphlet form by the New England Council, is being distributed as a promotion stunt to draw attention to New England’s commercial prospects by the Yankee Network. The article, written by Stewart H. Holbrook, relates the business comeback of the New England States.

Tips for the Week-end
WEEKEND shopping suggestions are given by Jeanne Kimball on the new woman’s hour feature, Shopping Tour, on WDGY, Minneapolis. During the Saturday morning half-hour, free merchandise gifts are offered listeners telephoning sponsoring stores first with the correct lists of products mentioned on the broadcast.

Seattle Features
TO ANNOUNCE the start of its fall program season, KIRO, Seattle, ran a full-page advertisement in the Seattle Sunday Post-Intelligencer.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don’t Get Much Business.

CHNS Does — Try It.

Tea for 10,000
WHAT was advertised as the “world’s largest tea party” was staged at the Golden Gate International Exposition Oct. 20 as a feature of Tenderleaf Tea Day. Hosts were Minetta Ellen and Anthony Smythe, Mother and Father Barbour of One Man’s Family. The party was staged by Standard Brands, sponsor of Carlton Morse’s story. Tea was served to more than 10,000. All visitors to Treasure Island were presented with free sample packages of Tenderleaf Tea and 10,000 photographs of Mother and Father Barbour were given through cooperation of the KPO-KGO public relations department.

For the Knits
FIVE one-minute spot announcements daily are being used on KGNU, Dodge City, Kan. by Gwyn-Fer Mercantile Co., local wholesale grocery house, to stir up juvenile interest in a contest for kids during which a pony is given away each month to the youngest producing the greatest number of labels or tin strips from Butter-Nut coffee.

Sunkist Campaign
CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist oranges and lemons), which starts the thrice-weekly, quarter-hour Hedda Hopper’s Hollywood on 31 CBS stations Nov. 6, will launch a promotion campaign. Space will be used in 72 newspapers in 31 cities on Nov. 6, 8, 10 and 20 and again later in the season. Trade papers will merchandise the entire Sunkist campaign to retail and wholesale fruit dealers. Exploitation will also include billboards and magazines. Thirty men will constitute the Sunkist dealer service staff. Agency is Lord & Thomas, Los Angeles.

Sunkist's new campaign starts as Hedda Hopper's Hollywood goes on the air.

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don’t Get Much Business.

CHNS Does — Try It.
Now Gives

AMERICA'S LOWEST COST
TOWERING 718 feet into the air, KDKA's new antenna location... only 8 miles from Pittsburgh... providing a vast improvement in Blue Network service.

Advertising Man: What's the big idea of taking me up here? I've seen this view of Pittsburgh before.

NBC Engineer: Sure you have. But not the Millivolt Way.


Eng.: Well, millivolts are the way we measure radio reception. Now that Blue Network Station KDKA has been moved right up to Pittsburgh's front door, millivolts in your language means increased sales for your clients.

A. M.: Sounds good. Talk more American and tell me why.

Eng.: Look at the map on opposite page and you'll see how tremendously KDKA's service is improved in Pittsburgh.

A. M.: Swell! But how high have rates gone?

Eng.: They're exactly the same as they were. Just one more of the things that make the Blue an outstanding advertising buy.

A. M.: Sort of a bonus to advertisers, eh?

Eng.: Bonus is right. The kind that makes the Blue the best advertising buy in the country!
NATIONAL ADVERTISING MEDIUM
Advertisers still another Bonus!

Improved coverage in Pittsburgh! That's the newest bonus for advertisers on the NBC Blue Network!

This "plus" in Pittsburgh is possible because the transmitter of Blue Station KDKA has been moved closer to the city. Previously 26 miles away, it is now only 8 miles out-of-town. Map at right illustrates coverage improvement.

Of MORE Importance to Advertisers...
This news from Pittsburgh is important, of course. But even more important to advertisers is the fact that the Blue Network is making radical changes in other cities, too . . . offering advertisers bonus after bonus . . . ever and always making the Blue a greater advertising value.

Only a few months ago the coverage of Blue Station KECA in Los Angeles was greatly increased. In months to come, the Blue will announce still more bonuses to advertisers—in the form of technical improvements that will "up" coverage—in other cities on the network.

"Extras" for You—At No Extra Cost
It is such things as these that highlight the rapidly growing importance of the Blue Network to judicious buyers of advertising time. Because they're "extras" that make the Blue a more and more potent advertising force—at no extra cost to you!

70% of last year's Blue Network advertisers have come back this year for more. 15 new sponsors have chosen the Blue. All are canny, experienced advertisers—and they have picked the Blue because it has conclusively proved itself the lowest cost national advertising medium reaching into American homes!

Coverage Where It Counts
Figure it out for yourself—and see if you don't come up with the same answer. The Blue provides intensive coverage of the important two-thirds of the U.S.—the "Money Markets"—where the bulk of national buying power is concentrated. And, thanks to the famous Blue Discount Plan, it reaches its vast audience in these markets at lowest cost nationally! Add to this the improvements in facilities now being made and you have America's greatest advertising buy—the NBC Blue Network!

NBC BLUE NETWORK
"Better Buy Blue"
NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE
Broadcast Music Inc. Plans

(Continued from page 18)

era, composers and authors. Happily, this effort seems as surely foredoomed as all previous attempts to crush ASCAP. ASCAP has done more than merely safeguard the economic rights of its members. It has served to educate them to the nature and importance of those rights. The only manner in which the new organization might grow into a real rival for ASCAP would be through assailing its members greater security and more adequate recompense for their talents.

Papers of incorporation of Broadcast Music Inc. were filed with the Secretary of State of New York on October 14 by Mr. Kaye. The certificate of incorporation lists 18 purposes of the new company, including: "To assist and advance the progress of radio broadcasting by the creation, selection and acquisition of meritorious musical and literary works, thereby promoting the cultural and creative arts for the ultimate enjoyment of the public;" and "to create, purchase, lease and otherwise acquire or obtain, and to own, hold, sell, lease, license, exchange and otherwise dispose of, musical, dramatico-musical, dramatic, literary, artistic and intellectual works of all kinds and types, and any or all copyrights, common-law rights and other rights therein."

Other purposes are the acquisition and use or disposal of trade marks, licenses and copyrights; employing, managing, dealing with or acting as agent for "composers, authors, arrangers, artists, musicians, performers, publishers, producers, societies, associations and all other types and kinds of persons for any and all purposes;" to adapt, arrange, translate, perform, print, etc., musical, dramatic, etc., properties; to acquire and dispose of sound and visual records and recording and reproducing devices to acquire and dispose of patents; to create and produce radio and television programs and other types of entertainment and to present or rent or sell them; to enter into contracts of every sort and kind; to make or acquire, sell or deal in "goods, wares, merchandise and real and personal property of every class and description;" to acquire other companies engaged in the same or similar business; to invest funds; to borrow money "without limit as to amount;" to buy, hold, sell its own stock and bonds, and in general to carry on other business.

$100,000 Capital Stock

Capital stock is $100,000, consisting of 100,000 shares of $1 par value, all one class. "At all elections of directors of the corporation, each stockholder shall be entitled to as many votes as shall equal the number of votes which (except for this provision as to cumulative voting) he would be entitled to cast for the election of directors with respect to his shares of stock, multiplied by the number of directors to be elected, and he may cast all of such votes for a single director or may distribute them among the number to be voted for, or any two or more of them, as he may see fit."

There shall be seven directors who need not be stockholders. These directors, until the first annual stockholders' meeting, are: Neville Miller, Walter J. Damm, John Elmer, Edward Klauber, Lenox R. Lohr, Samuel R. Rosenbaum and John Shepard 3d. Subscribers are listed as Ruth M. O'Brien, Cecille Brill and Florence G. Cammer, for one share each, all of 165 Broadway, the Kaye law office address.

No capital stock shall be sold or transferred by any stockholder (unless this transfer accompanies a transfer of an FCC license for his station) unless it has first been offered to and not purchased by the corporation. A stockholder wishing to sell must notify the corporation and the corporation can decide to have the stock appraised (naming an appraiser, the stockholder naming one and these two naming a third, the group to then appraise the stock) or to have the book value of the shares determined by an independent certified public accountant, after which the corporation can buy the shares. If the corporation does not wish to buy, then the stockholder may sell to the other persons listed in his notice to the corporation.

WJW

HAVE YOU TAPPED THIS MARKET?

$198,539,000 retail sales in 1938 within WJW's PRIMARY AREA!
Blanket coverage at local station rates

HEADLEY-REED CO. Representatives

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Record License Case Reopened

(Continued from page 10)

These resolutions were referred to the board with power to act and to enact necessary legislation. How the board is to follow up its plans in the matter of warning is not yet known, but it seems evident that the AFM stand on this question will play an important part in the forthcoming negotiations of the AFM and the Independent Radio Network Affiliates for a renewal of their present contract which expires next January. The unrestricted use of transcriptions and phonograph records of broadcasters was a major consideration in the signing of the previous contract, and will certainly be the same in drawing up a new contract.

The possibility that the AFM might itself enter the phonograph recording field was raised by another resolution approved by the AFM convention, which authorized its board to investigate the feasibility of such a move and empowered it to appropriate the necessary funds for such a move if it is found practical. Such action is believed only to be remunerative, however, if RCA is planning to discuss the whole question with AFM officials at an early date and to bring about a satisfactorily settlement of the conflicting interests can be reached without undue difficulty.

Refund Spots on 26

NATIONAL REFUND CO., Chicago, Ill., insurance service has started a varied schedule of 2, 5 and 15-minute programs on WATL, WLS, WHOO, KKM, WBBW, WDGY, KFRO, KITE, W&M, KWTG, KFBB, KFAB, WLM, KSDO, WQOM, WMMN, WWDW, WAPF, WSB, WDSU, WBOB, WSUA, WIBC, KMJ. First United Broadcasters, Chicago, handles the account.

Morrell in Detroit

JOHN P. MORRELL & Co., Ottumwa, la. (E-Z cut ham), has started a half-hour daily quarter-hourly series on WJW, Detroit, featuring Ty Tyson's Man-on-Street. The program was announced by Frank Ferrin, radio director of Henri, Hurst & MacDonald, Chicago agency for the account.

Trial Date Set

DATE of trial for the $17,017 suit brought by Frank J. Reed against WBO Broadcasting Corp., operator of WNEM, New York Supreme Court has been set for Nov. 1 by Justice Isador Wasservogel. Reed claims the defendants as a score of KSTP's annual educational conferences, to be in the limelight when the third annual meeting is held in the Twin Cities Nov. 10. The conference, one of the first of its kind to be sponsored by a commercial school, will be attended by a score of nationally-known educators. It affords an opportunity for educators and representatives of civic, social and religious groups to meet with those actively engaged in broadcasting for the discussion of mutual problems.

One of the highlights, under the auspices of Thomas D. Rishworth, KSTP educational director, will be a radio production, America Calling, written, directed and produced by students of Mary Miller Vocational high school in Minneapolis. Since the establishment of the conference series by KSTP in the fall of 1937, 16 radio workshops have been conducted under Rishworth's direction. Nine have been conducted at the Minneapolis public schools; 10 in 1938, two in the St. Paul schools; and one each at the St. Paul central YMCA, the State Teachers College at St. Cloud, the Colleges of St. Thomas and St. Catherine's, and the St. Cloud Junior high school.

Record License Case Reopened

(Continued from page 10)

These resolutions were referred to the board with power to act and to enact necessary legislation. How the board is to follow up its plans in the matter of warning is not yet known, but it seems evident that the AFM stand on this question will play an important part in the forthcoming negotiations of the AFM and the Independent Radio Network Affiliates for a renewal of their present contract which expires next January. The unrestricted use of transcriptions and phonograph records of broadcasters was a major consideration in the signing of the previous contract, and will certainly be the same in drawing up a new contract.

The possibility that the AFM might itself enter the phonograph recording field was raised by another resolution approved by the AFM convention, which authorized its board to investigate the feasibility of such a move and empowered it to appropriate the necessary funds for such a move if it is found practical. Such action is believed only to be remunerative, however, if RCA is planning to discuss the whole question with AFM officials at an early date and to bring about a satisfactorily settlement of the conflicting interests can be reached without undue difficulty.

Refund Spots on 26

NATIONAL REFUND CO., Chicago, Ill., insurance service has started a varied schedule of 2, 5 and 15-minute programs on WATL, WLS, WHOO, KKM, WBBW, WDGY, KFRO, KITE, W&M, KWTG, KFBB, KFAB, WLM, KSDO, WQOM, WMMN, WWDW, WAPF, WSB, WDSU, WBOB, WSUA, WIBC, KMJ. First United Broadcasters, Chicago, handles the account.

Morrell in Detroit

JOHN P. MORRELL & Co., Ottumwa, la. (E-Z cut ham), has started a half-hour daily quarter-hourly series on WJW, Detroit, featuring Ty Tyson's Man-on-Street. The program was announced by Frank Ferrin, radio director of Henri, Hurst & MacDonald, Chicago agency for the account.

Trial Date Set

DATE of trial for the $17,017 suit brought by Frank J. Reed against WBO Broadcasting Corp., operator of WNEM, New York Supreme Court has been set for Nov. 1 by Justice Isador Wasservogel. Reed claims the defendants as a score of KSTP's annual educational conferences, to be in the limelight when the third annual meeting is held in the Twin Cities Nov. 10. The conference, one of the first of its kind to be sponsored by a commercial school, will be attended by a score of nationally-known educators. It affords an opportunity for educators and representatives of civic, social and religious groups to meet with those actively engaged in broadcasting for the discussion of mutual problems.

One of the highlights, under the auspices of Thomas D. Rishworth, KSTP educational director, will be a radio production, America Calling, written, directed and produced by students of Mary Miller Vocational high school in Minneapolis. Since the establishment of the conference series by KSTP in the fall of 1937, 16 radio workshops have been conducted under Rishworth's direction. Nine have been conducted at the Minneapolis public schools; 10 in 1938, two in the St. Paul schools; and one each at the St. Paul central YMCA, the State Teachers College at St. Cloud, the Colleges of St. Thomas and St. Catherine's, and the St. Cloud Junior high school.
Requests Fair Trial for Pact on Eye of NAB Board Meeting

(Continued from page 13)

Worth, from the trade association. He had agreed, however, to abide by the code provisions in his comments over MBS for Emerson Radio & Music, eliminating controversial subjects.

John Shepard 3d, influential head of the Yankee and Colonial networks, announced he felt duty-bound to oppose the Code and its related regulations. He had been a proponent of eliminating the controversial code provision. While he continued to be a strong supporter of the Code, he opposed the Board’s efforts to impose a code on its members.

In the swiftly moving tide, NAB President Neville Miller called the NAB Board of 23 members to meet at the Drake Hotel in Chicago Nov. 2-3. While the Board is to deliberate on other weighty issues, such as the ASCAP renewal, it is also expected to renew its 20-year contract with the American Federation of Musicians, a code compliance question is paramount.

A Possible Loophole

Though it is readily admitted that the fly endorsement gave the code adherents powerful support, the situation nevertheless is far from secure. The board must provide penalties for those who flout the terms of the agreement. As the issue provision, as raised in the Coughlin dispute, is squarely before it. Mr. Roosevelt solved his problem by resigning, and it is by no means certain that others will not follow suit.

Originally, the code provisions contemplated expulsion from NAB membership for those who transgressed. Whether that course will be pursued in the Coughlin case is questionable. The fact that a possible loophole may be uncovered in the provision allowing renewal of prevailing contracts for a year— a point heavily relied upon by Mr. Shepard—is significant and conceivably can lead the way out. But it is confidently expected the board will act legally and unanimously, and its support of the self-regulation pact as well as the interpretations of its Code Compliance Committee headed by Chairman Edgar L. Bill, of WMBD, Peoria.

Meanwhile, the NAB was carrying forward a vigorous campaign in the trade press. Following Mr. Miller’s address over CBS Oct. 22, in which he held the code “preserves free speech,” Mr. Bill was scheduled to appear on the network Nov. 5, with his subject “The Code Means Fair Play to All.” Mr. Lawrence, however, was scheduled to answer President Miller Oct. 29 on CBS, using as his title “Freedom for the Thought We Hate”, which was the caption for his editorial sharply denouncing the code.

Governor Barred

Support for the code provisions was evidenced in many other quarters. Civic groups and women’s organizations continued to give it their blessing. Preliminary plans were being made for additional broadcasts by leaders of church, civic and women’s organizations. Edwin Kirby, secretary of the Code Committee and NAB public relations director, was scheduled to address a luncheon of the Illinois Federation of Women’s Clubs in Chicago Nov. 4, using the code as his topic.

Meanwhile there were outcroppings of voluntary code enforcement in several areas, remote from the Coughlin and Roosevelt issues. WBAP, Fort Worth, 50,000-watter owned by the Star-Telegram, refused to carry the regular Sunday address of Gov. O’Daniel Oct. 22, because he did not submit advance script, the newspaper stating NAB regulations require “that all persons in the discussion of controversial questions be treated equally.” The station added that WBAP’s facilities had been tendered to the Governor without cost and would be open to him “if he desires to use them on the same basis as others”.

One repercussion to the position taken by Mr. Shepard came from Cedric Foster, manager of WTHT, Hartford, an outlet of Colonial. Mr. Foster said the station would not sell time to any person for discussion of a controversial subject and that his station had decided to carry Fr. Coughlin on the Code basis “without cost for the station’s time, provided he will forward to us his script in advance.”

Books Balanced

CBS has virtually balanced its books on time used by chairman of the FCC. When Chairman James Lawrence flew talked over its nationwide network Oct. 29, the whole- \n
Mr. Foster added that the request for script is merely for the station’s protection so it might exercise its network Oct. 25, the whole- \n
While he capitulated in the case of his MBS—Emerson-sponsored documentaries by agreeing with T. C. Streibert, WOR-MBS vice-president, to desist from indulging in controversial discussions, he nevertheless more than stood his ground in the Texas State Network and his own stations were concerned. He described the NAB interpretation as curtailing of free speech in the broadcast “in its worst form” and at the same time took a couple of potshots at the FCC on its licensing policy.

Before departing from New York Oct. 20 for his home in Fort Worth Mr. Roosevelt told BROADCASTING there was no chance of a “patch-up” for the NAB. He held the code has put radio back ten years and that he wanted no part of it. He attacked “the sanctimonious Mr. Roosevelt” who he alleged did not speak factually when he stated that those who are objecting to the code and who want to buy time for discussion of controversial issues have refused to accept free time offered. Apparently Mr. Roosevelt’s statement was directed at himself though it is generally thought Mr. Miller had in mind Father Coughlin’s refusal to accept time on the Colonial network, when proffered by Mr. Shepard (BROADCASTING, Oct. 15).

After his discussion with Mr. Roosevelt in New York Oct. 19 Mr. Streibert told his half of MBS that President Miller that an agreement had been reached “which was wholly satisfactory.” He explained that Mr. Roosevelt had agreed to eliminate from his commercially sponsored broadcasts any expression of editorial opinion about public controversial issues. The confusion developed when the President’s son, on the following day, hurriedly called Mr. Miller at the NAB offices and announced withdrawal of his stations from NAB membership.

Educational Drive

Mr. Miller promptly answered the Roosevelt charge on Oct. 20 in a public statement, and then followed it up Oct. 22 in a broadcast over CBS which launched the network nationwide “educational campaign” on the code. Mr. Miller said in his press statement that Elliott’s charge of censorship indicates he is not fully conversant with the code and realize his oft-stated view that the code provision, rather than barring controversial discussions from the air, actually recognizes the right of all sides to project their views.

Both in his press statement and in his CBS broadcast Mr. Miller said that the point raised by Roosevelt involves the propriety of injecting personal opinions into a newswoman’s broadcast. "The press of this country," he said, "is a great and mighty force in this country's life and can be utilized only for the good of the country and its citizens."

PHEASANTS in profusion awaited this group of Iowa Network mirmords when they invaded South Dakota territory to "officially" open the pheasant season on free time and equip to get loose in the fields, are Luther L. Hill, vice-president of Iowa Network; Don Imman, manager of WNT, Waterloo; Harry Kraft, Cincinnati Reds centerfielder, who just finished his stint in the World Series and came to the Midwest to get his "shooting" eye in good order; Robert Tiner, manager of WNAX, Yankton, headquarters for the hunt; Ted Enns, Iowa Net national sales representative, and Michael MacElroy, WMT salesman. Manager Tiner was caught on the fly to pose for this picture. For some time afterward he became the father of a boy born to Mrs. Tincher in Des Moines.
said, "has always recognized the necessity of preserving the integrity of its news columns. Personal opinions are reserved for the editorial page. The integrity of radio news is of parallel importance."

Further provocation for the special board meeting came when Mr. Shepard on Oct. 19 formally advised President Miller of his intention to continue to carry the Coughlin broadcasts on the Colonial Network and advocated revision of the controversial provision section of the code. Because of Mr. Shepard's past activity in the industry, it was expected his position would attract support, as had that of John F. Patt, vice-president of WBZ and WGBH, who in the previous fortnight had lashed out against the code provision as going far beyond self-regulation and which, if continued, would boom-erang with predicted disastrous results.

Among other things, Mr. Shepard banked heavily on what he viewed as a loophole in the code which permitted renewal of existing contracts for 52 weeks. The NAB Code Committee, however, has taken the flat position that the code divides itself into two separa-ble parts—regulatory and financial. The controversial issue provi-sion falls in the social category, it was held, and it was definitely un-deferred, according to industry spokesmen, that such programs would be dispensed with promptly and would not be accorded the one-year extension.

In his lengthy outline of his position, Mr. Shepard said that both the Yankee and Colonial Networks, with the heads, 'crafted the objectives of the code with the single exception of the controversial public issue clause. He said it was his definite intention to continue the Coughlin broadcasts until Oct. 1, 1940, not only because of the controversial issue provision but for sundry other reasons.

He made particular mention of the resolution adopted by the NAB board, in promulgating the code to become effective Oct. 1, dealing with existing commercial contracts which would be "reserved for their duration" but permitted to run for more than three years from Oct. 1, 1939." He pointed out that Father Coughlin has a special net-work and that a substantial num-ber of stations have already ac-cpted renewals running up to or beyond Oct. 1, 1940.

Urges Revision of Code

Mr. Shepard said Father Coughlin also continued his broadcasts on a 52-week basis and he felt that "an obligation rests on us having accepted his money during the summer months to continue him for another year."

"No matter what the NAB Code Compliance Committee or board of directors may rule," Mr. Shepard said, "we expect to carry Father Coughlin, if he des-ires it, through to Oct. 1, 1940, with a similar type of broadcast. If the board of directors should rule that we are wrong in this matter, it would seem to me that our only option would be to return to Fr. Coughlin the money he has paid to us on the renewal of the con-

tract and continue to carry him on a no-charge basis. The code, as you know, does not even imply we cannot carry such programs on a sus-taining basis. We are unable to see for the life of us what this would accomplish, except to reduce over revenue, and as far as the listen-ing public is concerned, they would receive exactly the same pro-gram they have now."

Advocating revision of the code, Mr. Shepard said that although not in a position in favor of the controversial issue sec tion, there is also much feeling against it among the public. De-vice had agreed that "no one should be permitted to dominate the air, he said this could very readily be done by setting a limit on the amount of time that any station or network may sell each week. It also might be specified that the same amount of time would be allowed, if necessary, on a no-charge basis to any organisation of repute. Mr. Shepard con-which said that he saw a far more serious in-terest to pay "we can see no reason why the acceptance of this revenue puts us in different position than if we carry programs and receive no revenue." He urged Mr. Miller and the board to consider his sugges-ted change in the code.

Patt Defnes Issues

Mr. Patt followed up his Oct. 8 telegram attacking the contro-versial issue provision [BROADCASTING, Oct. 15] with a letter on Oct. 17 to Roger N. Baldwin, director of the American Civil Liberties Union, who had criticized the Cleveland broadcaster's position as "highly dangerous." He pointed out that he had no interest in Fr. Coughlin and personally did not support his neu-trality position. Mr. Patt declared that the code provision is "an amount herefore bought from Fr. Coughlin or now sought by the Townsendites is not available un-der the code". The latter issue of the NAB. Under the code, he said, "time for the sale of ideas cannot be bought, but time to sell products "ranging from toothpaste to airplanes" is obtained by any corporation with enough dollars in its purse. He argued that there can be nothing more controversial than the merits of an advertised product. Mr. Shepard observed that many of the civic organizations which today are applauding the NAB for its stand in refusing to sell time because of inequality of financial means are the very same who believe in socializing radio."

He called radio a private business no more "affected with the public interest" that are in management. "To concede that because a limited number of channels are available, radio must put its head in the basin of any temporary program, is to surrender at the outset what the press through centuries of legal struggle has managed to preserve."

"The NAB," Mr. Shepard concluded, "fears Government regulation of programs, Government cen-sors, the socialization of radio proper-". Its fears may be well grounded. But men of courage in American history have never ac-cepted temporary security as the prize of surrender of a principle whose abandonment could eventually come to the impairment of any of the precious civil liberties in our democracy."

Editorial comments just as strongly in favor of the code were published in numerous other newspapers. In men cases these dealt with the broadcasts of Coughlin and Townsend and other crusaders from the air and supported the action. Only in isolated cases did the columns of such papers point out the position that the provision constituted actual censorship but rather that it is simply a regula-tion adopted in the public interest.

LOWELL BLANCHARD, program director of WNOX, Knoxville, and Mrs. Blanchard, parents of Capt. Lowell J. Steele, who was killed in action during the Philippine campaign of World War II, were married in the parsonage of the First Presbyterian Church, Knoxville, Tenn., on Jan. 26.
Fulltime Station In New York City Is Granted Bulova

5 kw. Outlet Using 1100 kw. Merges WOV, WBIL, WPG

IN THE face of opposition from existing New York stations, the FCC Oct. 26 entered its final order granting the application of Ardie Bulova, prominent New York watch manufacturer and broadcaster, for a new 5,000-watt fulltime station in New York in lieu of his present two part-time stations and through acquisition of WPG, Atlantic City.

Adopting its previous proposed findings, announced last June, the Commission with Payne not participating, adopted the grant effective Nov. 1. Under it the new station is authorized to operate on 1100 kw. with 5,000 watts. In the process, WPG would be deleted to make way for the New York station while WBIL - New York already owned by Mr. Bulova and sharing time with the Atlantic City station, will become the fulltime outlet. The New York WOY, fulltime station operating on 1130 kw., owned by the Bulova interests, like wise would be dropped.

Appeals Possible

Appeals from the FCC decision may develop, particularly in view of the strong opposition to the move voiced by several New York stations, including WHN, WHR and WMCA. Mr. Bulova has an investment, it is understood, of nearly $2,000,000 in the project. His plan is to make the new station the key of a Philadelphia-to-Boston network, which he is planning to launch in which he has controlling financial interest.

Mr. Bulova and his general manager for radio, Harold A. Lafount, former radio commissioner, negotiated purchase of the municipally-owned WPG for $275,000, condition upon its removal of the facility to New York. The plan is to convert the station to a fulltime outlet on the 1100 kw. duplicated clear channel with the two-sevenths time being made available for the fulltime outlet. WBIL was purchased by Mr. Bulova in June 1937 for $275,000 from the Paulist Fathers.

Because WOV, limited time foreign-language station, operates on 1130 kw., only 30 kilocycles removed from the WBIL-WPG wavelength, it cannot operate in the New York area and as a consequence the action orders turning in of that station's license. Mr. Bulova paid $300,000 for WOV in 1937 to the late John Iraci. Under FCC procedure, participation in the hearing have 20 days in which to seek rehearing by the FCC. If rehearing is denied they can note an appeal to the U. S. Court of Appeals for the District of Columbia.

The Greater New York Broadcasting Corporation, which applied for the new station that would result from the merger of WPG, WBIL and WOV, has been granted the $1,000,000. Mr. Bulova would supply the $275,000 for the purchase of WPG, his entire investment in the two stations, representing purchase prices of $275,000 and $300,000 respectively, and $600,000 in cash.

In addition to his ownership of WOY and WBIL, Mr. Bulova owns one-half of WNEW, New York; and control of WPN, Philadelphia. Other stations in which he has control or substantial interest, would be merged in the projected network, include WBBC, New Britain; WOCW, Boston; and WURL, Network affiliated in New En. Mr. Lafount would become the operating head of the new network. Miss Hyla Kicikel is general manager of WOV and WBIL.

THOUSANDS at the State Fair of Texas in Dallas, Oct. 7-22, visited the WFAA-Dallas News facsimile exhibit and saw the station's demonstration of radio printing of newspapers, the first such demonstrations in the Southwest. An RCA scanner and four recorders were on view in the exhibit, their operation explained in simple diagrams on the wall panels. Daily facsimile broadcasts on regular schedule were started Oct. 30 by WFAA and the News. Broadcasts begin at 2 p.m. daily, including the facsimile news, AP and News photos, together with a comic strip and John Knott's daily cartoon from the News. Gene Wallis, former business editor of the paper, is editor of the facsimile edition on a full-time basis.

CBS Applies for F.M. New York Outlet

To Make Comparative Service Tests

JUMPING the fast-moving frequency modulation bandwagon, CBS on Oct. 26 filed with the FCC an application for a new variable frequency multimodium experimental station in New York employing the Armstrong process. The station will be set up on 1130 kc., the frequency band occupied by the Washington station of WABC, a similar station [see page 64] and NBC and Bell Laboratories have already applied for F.M. facilities in New York.

Purposing novel comparative tests, in which Princeton University will figure, CBS plans to install the station, if granted, in the Chrysler Tower, where it is carried on its television transmitter. The 43 mc. ultra-high frequency band is sought.

By operating the proposed frequency modulation unit with variable power alongside the standard broadcast transmitter of WABC, CBS will be enabled to actually check frequency modulation versus the conventional amplitude modulation type, it was pointed out. Moreover, the application seeks authority to step down the frequency modulation power to 7,500 watts, or the same output for its sound track in its television transmission from the Chrysler building. It then would also be in a position to check, at catch-powers, frequency modulation versus amplitude modulation in the ultra-highs.

Part of the project contemplates use of selected classes at Columbia University, at which Maj. Edwin H. Armstrong is professor of electrical engineering, and at Princeton, to test the ability of the ear to distinguish between the quality of frequency versus amplitude modulation reception. Sets will be placed in these classes by CBS, it is stated, to permit maximum par quotient distinguishing between the various signals, but it will also show how much change is necessary in the audio or eye before the difference is perceptible. An effort will be made to ascertain from the listeners how important the ages of individuals vary, and how will be to terms of personal expenditures for new equipment needed to receive the superior signals.

The engineering program will be conducted under the direction of the radio research outfit A. B. Chamberlain, CBS chief engineer, and William B. Lodge, W. H. Moffat, Guy C. Hutcheson and John Dyer.

Radio Attraction Lists New Sponsors of Discs

CBS and the daily network newsmagazine, CBS News, have announced the following new sponsors for its debut season of programs: The Shadow of Fu Manchu and Adventures of Pinocchio, as follows: D. & C. Chemical Co., Memphis (M-D-Max); Atlantic Radio Corp., New York Oct. 9 on WMC, that city, and on Nov. 6 the quarter-hour three times per week will be sponsored by the A. O. Smith Co., Milwaukee, and the quarter-hour shows will be sponsored by the Rembrandt, RKO, Rockford, by the Keck Furniture Co., that city. The production is heard sustaining of WTMJ, Milwaukee, and WJK, St. Louis, both stations having been recently acquired by Mr. Bulova.

New Year's Day Football Tentative plans for coverage of the major college football games on NBC will be announced Jan. 1, have been announced by the network. The M-I-M plan will include the Rose Bowl game from Pasadena, Calif., and the Sugar Bowl probably covering the Cotton Bowl game. CBS, which last year has covered the Sugar Bowl game from New Orleans, and will probably do the same this year.
AFRA Group Considers Problems of Disc Code
COORDINATING committee on transcriptions of the American Federation of Radio Artists met on Oct. 25 to start work on formulating a code of wages and working conditions for all talent employed in the production of transcriptions, both commercial and sustaining. Committee's intention was to stay in practically continuous session until its task is completed, so that the code should be ready for presentation to the makers of transcriptions in the immediate future.

Union is continuing its discussion with NBC for a standard contract covering all staff artists and announcers employed at the network's owned and managed stations, with satisfactory progress, it is reported. The New York local of AFRA will this month launch its own publication, a monthly bulletin titled Standby, which will be edited by George Heller, officer in both national and local AFRA organizations.

New WJPR on Air
WJPR, new local station on 1310 kc. in Greenville, Miss., authorized last July by the F.C.C., is now on the air with Paul Thompson as manager and commercial manager. Bert Ferguson as program director and Charles Mathis Jr. as chief engineer. Staff members include Frank Baldwin and Henry Davis, salesmen; Barney Oakes and Russell Waters, announcers; Bennie Vazquez, engineer. A Gates transmitter and 200-foot Wincharger tower have been installed. Owner of the station is John R. Pepper, wholesale grocer.

KFSD Engineers Strike
TECHNICIANS of KFSD, San Diego, walked out Oct. 21 because of failure of negotiations with the station management on wage scale. The station was off the air for less than a half hour. The four technicians were members of International Brotherhood of Electrical Workers, it was reported, and the strike developed after negotiations which had been in progress with Tom Sharp, station owner, collapsed. The strike was still in progress Oct. 25, it was reported.

WGN, Chicago, announced that 15,468 persons have visited its Studio A since it was reopened Oct. 1.

NO BLACK CATS
But Everything Else on WCM
Friday 13th Program

TEMMPTING the fates, WCMl, Ashland, Ky., sold a special one-time interview program Friday, Oct. 13, which was based on a whole flock of 13s. In the first place, the 13-minute broadcast, for which the sponsor paid $13, started at 13 minutes past noon. In addition 13 pennies were given to each of the 13 persons interviewed.

In conjunction with the program, research disclosed that the expression "Friday the 13th" contains 13 letters, as does the word "superstition," the names of WCMl interviewers, Geo. C. Blackwell and Russell Hirsch, and the name of the sponsoring firm, Leon's Footwear. Questions asked interviewees were based on superstitions—old ones recounted, new ones discovered. Each interviewee was asked to walk under a ladder and break a mirror before receiving the 13 pennies.

DISC Plan Dropped
DEcISION of NBC that transcriptions of its network commercial programs may be made only at the point of origin has resulted in a cancellation of arrangements made by Blackett-Sample-Hummer, New York, with KXOK, St. Louis, for the rebroadcasting each evening of eight quarter-hour daytime network serials, six of which are broadcast on NBC, under the sponsorship of American Home Products and Sterling Products [BROADCASTING, Oct. 1]. Agency had planned to record the programs off the network lines in St. Louis, for use the same evening on KXOK. It would be possible to have the programs recorded in New York and shipped to St. Louis, but not in time for a repeat of one day's network programs on the same evening, and the plan is being dropped, "for the time being, at least," according to the agency.

LOS ANGELES Chapter, American Federation of Radio Artists, has started publication of a monthly eight-page bulletin for members. Publication is a two-headed Hollywood AFRA. Lee Laurin is editor.

KDKA Dedications
(Continued from page 17)
tubes, according to Westinghouse. Air ducts and fans circulate cool air about the tubes and recirculate the heated air through the building.

Still another claimed "first" is the Westinghouse-developed automatic relay shift developed at the company's Baltimore radio division. The device obviates manual changing of tubes in the rectifier unit. A spare tube is brought into service automatically when one of the six regular tubes becomes inoperative. At the press of a button the inoperative tube is selected and cut out of the circuit, the reserve tube going into action without loss of station time or danger to transmitter employees.

Transfer of the broadcast transmitter from Saxonburg to Allison Park,notification the radiators of the tower to Pittsburgh's metropolitan area, according to Walter C. Evans, manager of the Westinghouse radio division.

ONCE again Sound-Control by Johns-Manville proves its effectiveness in helping assure true and faithful reproduction of all types of programs.

At WHBC, as in hundreds of stations from coast to coast, J-M Engineers have applied exactly the right acoustical background. J-M Materials and Methods prevent reverberation and distortion... keep outside noises off the air. Result: broadcast quality is effectively safeguarded.

Whether you are modernizing your existing studios or planning a complete new station, the Johns-Manville Acoustical-Engineering Service can help you. For complete information and full details on J-M Sound-Control Materials, write Johns-Manville, 22 East 40th Street, New York, N. Y.

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www.americanradiohistory.com
Fly Radio Speech
(Continued from page 18)

grams, controversial public issues, edu-
cational broadcasting, news, religious broad-
casts and commercial programs. It is well to
be reminded of the scope of the undertak-
ing in order that the dis-
cussion of one subject may not tend to obscure
the other phases. Public controversy, however,
has not centered around the rules as a whole,
but primarily around the provisions relating
to control.

It must be obvious that even self-
regulation, voluntarily imposed, may at
times achieve results that it may not have
the will to achieve. We are reminded of the
boy, who, understand-
ing the problem, meets with a group and
decides upon the rules of the game which
shall be applicable to all con-
cerned. Therefore, the particular rules has its impact upon
his own conduct and the boy breaks up
the game, picks up his playthings and goes
home, is hardly displaying the highest type of regulation.

Code Example of Democracy

The adoption of the Code and its self-
imposition by the broadcasters is an
example of democracy at work. De-
mocracy can hardly mean either in a
game or in a form of Government that
those who have adopted the regula-
tions will abide by them only so long
as they serve their own particular in-
terest. Any set of regulations, even
when self-imposed, is apt to at some
point along the line particularize any
particular person who has adopted the
regulations as he sees fit and en-
joys the regulation the moment it restrains
his own activity; but still, he should
abide by the rules. He is a part of a
bigger whole that may be deriv-
ed from the comprehensive and
self-imposed. The rules are rules of
the public service at that point. The
problem of neutrality itself was involved. In
that instance, representatives of the broad-
casting industry drafted, and, to their credit, most of them were ad-
mitted, a code of practices concerning war
news and comment, effectively meeting these issues.

It should be noted that neither this nor
the preceding articles in this
series was the work of the Communications
Commission. They are none the less
important and in harmony with the Code voluntarily adopted last July
which has provoked considerable dis-
cussion, the issue of controversy and the
handling of controversial issues.

This rule recognizes that a well-bal-
anced program of a radio-broadcasting
station should include, as part of
the station’s public service, time for
the presentation over the air of public
issues, in the public interest, of
controversial nature. However, it is
provided that time for the presentation
of controversial issues over the air
shall not be sold except for political
candidates. The Code neither
stipulates the selling time for the discussion of con-
troversial issues, nor does it authorize
the issuance of any special permit for
the discussion of controversial issues.

It seems to me that here again, the
problem is one of giving the rule
a fair opportunity to work. The job
of the code writer is to see that the
public has opportunity to hear free
debate upon all controversial problems.

The Code may be simply
not the right to speak and to
preach one-sidedness, or the
questions shall be limited to those
who can buy the time. In other words, shall
the Code authorize individual
organizations, through individ-
uals through sheer economic power
be permitted to buy the limited amount
of time and space in these limited
channels of expression in order to
advocate in one-sided manner the views
which they themselves desire to
promote. Shall this money be sold to
the highest bidder? If carried
to the logical extreme, how can
conditions of the public benefit
be insured that the public interest
in the radio audience be assured of
receiving the complete and accu-
rate information on the vast
expanse of public issues which they
are entitled to receive? The least
freedom of expression exists in the
field where only limited groups of powerful
individuals can buy the radio waves
with absolute freedom.

Rules Can Be Changed

I have no particular bias, and any
detailed form of rule. It may well be
that in light of experience, the
rule need be changed in some par-
ticulars, with a view to assuring the
public that it does have full opportu-
nity to hear full, free and two-sided
discussions of all the great issues.
Radio as a social force can only move as far
along the line of giving to the public the fullest and freest possible expres-
sion of comment and opinion on all the
great problems. Under the true system of
broadcasting it can only be done
exclusively to the limited and powerful
parties. Full and free expression is nor
present only their own side of any issue.

And I venture to repeat that all of
us who are concerned with that
problem should move into the field con-
scious of the need for self-limitation.
No one of us is qualified to
power finally to adjust the issues
and to lay down arbitrary and
unchanging rule of conduct. It is a
field where tolerance is essential. It is a
field where there is room for
progressive, constructive, and
consistent with the Code and the
radio. Through a period of grave
anxiety both have tried to
discriminate between fact and propaganda
and unfounded rumor and to
invite their readers and listeners to
the logical extreme. In the public interest
of this issue, all broadcasters should
be preserved.

Hearing Refused
In Montana Case

DECLINING to set for hearing re-
newal applications of stations
WQRF, Ft. Harrison, MT, and
WBBQ, Missoula, MT, for
the issuance of licenses to
some of its members. The
Commission held that it
not illegal. The FCC con-
cluded that its members
in the other. The
Commission found that
there was not enough
time and space in these
limited channels of
expression to encourage
expression in one-sided
manner the views which
they themselves desire to
promote.

Rules Can Be Changed

I have no particular bias, and any
detailed form of rule. It may well be
that in light of experience, the
rule need be changed in some par-
ticulars, with a view to assuring the
public that it does have full opportu-
nity to hear full, free and two-sided
discussions of all the great issues.
Radio as a social force can only move as far
along the line of giving to the public the fullest and freest possible expres-
sion of comment and opinion on all the
great problems. Under the true system of
broadcasting it can only be done
exclusively to the limited and powerful
parties. Full and free expression is nor
present only their own side of any issue.

And I venture to repeat that all of
us who are concerned with that
problem should move into the field con-
scious of the need for self-limitation.
No one of us is qualified to
power finally to adjust the issues
and to lay down arbitrary and
unchanging rule of conduct. It is a
field where tolerance is essential. It is a
field where there is room for
progressive, constructive, and
consistent with the Code and the
radio. Through a period of grave
anxiety both have tried to
discriminate between fact and propaganda
and unfounded rumor and to
invite their readers and listeners to
the logical extreme. In the public interest
of this issue, all broadcasters should
be preserved.

State ASCAP Hearing

ANOTHER round in the battle of
ASCAP against the so-called “anti-
ASCAP” law of the State of Wash-
ington started Oct. 26 in Tacoma,
where a special master is taking
testimony to determine whether the
amount of money involved exceeds
$500,000 minimum necessary
for Federal Jurisdiction.

Herman Finkelstein, of the law
firm of Schwartz & Frohlich,
ASCAP’s attorney, is in Tacoma
directing the presentation of evidence
for ASCAP.

Notice of appeal was filed in
the New York Supreme Court Oct. 25 by
William Brady, theatrical producer,
who has been added to the $500,000
suit brought by him against MBS,
Dussault, Dussault & Marthas,
H. Phillips Co., in which Brady
claimed that the defendants broadcast
a program as a sequel to the stage play
"Way Down East," to which he owns
all rights.

CONGRESSMEN MEET
AT FCC HEARINGS

The FCC hearing room took on the
aspect of a Congressional de-
bate Oct. 26 when three members of Congress tested in oral argu-
ments involving pending applica-
tions of their respective constitu-
cents.

The free-for-all developed after
Rep. Kent Keller (D-III.) appeared
as co-counsel in behalf of the
application of Orville W. Lyerla,
post-master of Herron, Ill., for a
new local station that would go on 1310.
The FCC had already scheduled the
application last July but vacated it on motion
of KFVS, Cape Girardeau, Mo.,
and KJDK, Harrisburg, Ill., the
sharing stations on 1310 kc.,
which had mutually conflicting
applications.

After Reed T. Rollo, Washington
counsel for Mr. Lyerla, had made
his general argument and had intro-
duced Rep. Keller, George O.
Sutton, counsel for the other two
stations, presented Congressmen
to speak on their behalf, Rep. Clyde
B. Parsons (D-Ill.) then extolled the
courts of WBBQ, while Rep.
Orville Zimmermann (D-Mo.) fol-
lowed suit for KFVS. Indignant be-
cause he said his brother Congress-
men had failed to mention him
last July, Keller then sounded a
five-minute eulogy in behalf of Herr-
on and its need for facilities.

FCC Chairman Walker tried to
subdue Keller, who then proceeded
times to shut off this mode of
discussion without avail. Absent were
Chairman Fly and Payne.

Raymond Scudder
RAYMOND SCUUDE, 38, NBC
New York script writer, was killed
in a car accident on Oct. 17 near
Kalamazoo, Mich. He had written
many big sustaining shows, the latest On Your Job. Be-
cause of the car, he had written
many travel talks based on his
world travels. He was born in the
Oriental, the son of missionary par-
tners. Surviving is his wife.

CBC Stops Cameron

RADIO talks of W. J. Cameron on
CBC in Toronto are no more. The
program will no longer be broadcast in Can-
da, under the Canadian Broadcast-
ning Corp., ruling against buying
his personal program. It was announced at Ottawa. The
program is carried in Canada on
CFRB, Toronto, and CKAC, Mon-
real.

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Marked Increase in Listening To Radio Is PLEASING to ANA

Convention Concerned, However, at Union Growth; Miller Explains NAB Research Activities

THE Association of National Advertisers, with a membership of advertising managers who place several hundred millions of business yearly, had little fault to find and considerable praise to bestow on broadcasting at its annual convention, held Oct. 25-27 at the Homestead, Hot Springs, Va.

Especially pleased with the radio-minded ANA members is the marked increase in radio listening during the last few months. Growing interest in war and national news has left its imprint all along the line, with the result that most programs are receiving more listener attention, it was stated.

Of growing concern to the ANA is the trend toward unionization in the industry. Among radio discussions on the opening convention day, members complained about their perennial headache caused by the rising cost of talent. And there was especially worry about the growth of American Federation of Radio Actors.

Top increase in the number of Cooperative Analysis of Broadcasting (Crossley Reports) subscribers was reported; the membership having gone up 40% in the last year without any promotion drive. CAB, it was announced, has just completed a 10-year analysis of leading programs.

Consumer Movement

While all opening day meetings were closed, guests were invited to the second day's proceedings, in which the consumer movement was analyzed by a recorded demonstration staged with the cooperation of CBS. W. T. Nardin, vice-president and general manager of Pet Milk Corp., St. Louis, declared that the consumer movement is a permanent fixture in American economy, that is more powerful than realized, and that advertising should be a "clean house" and give consumers the type of information and advertising they desire.

The closing day of the convention was devoted to research, with representatives of media reviewing their research activities. Representing the broadcasting industry was Neville Miller, NAB president.

In discussing research, Mr. Miller reminded the ANA that the broadcasting industry's research problems are not confined to advertising values but must meet with the social significance of radio. He recalled that the NAB many years ago had recognized it as advertising research needs and that the Joint Committee on Radio Research (ANA, NAB, AAAA) had sprung from this realization. He credited radio's pioneering research with having stimulated more concerted thought on the entire field of advertising, lead past the Cooperative Analysis of Broadcast- ing reports.

The Joint Committee, he explained, had reported real progress, though it had not yet reached definite conclusions. The Committee's work has been delayed by NAB reorganization, Mr. Miller added. 

In full accord with the original concept which brought the Joint Committee into existence, this concept involved the joint search for circulation data by buyers and sellers of broadcast advertising under a plan acceptable to all parties.

Mr. Miller told the convention of the recent announcement of the Census Bureau that a radio set question will be included in the Census of Housing next year, contingent upon provision of necessary funds by Congress. Besides reports by counties and cities, the information is to be presented by family income classes and possibly by educational indices. This data would provide a statistical measurement in future estimates, he said.

Sees ARF Cooperation

"It is my sincere hope that the NAB can soon resume the approach to the broadcasting industry research problems," Mr. Miller said. "In this connection I feel that we can look to the Advertising Research Foundation for support of the basic objectives of the Joint Committee on Radio Research are essentially the same as those of your Foundation. The duplication of personnel on your board of directors and the Joint Committee should simplify the contact between these two worthy enterprises and there could be a problem in advancing this cooperative undertaking."

In his address Mr. Miller reviewed other basic industry problems, such as limitations of the ether, Federal control, the recently adopted code of self-regulation and music copyright. He said radio is unique among advertising media because it is required by law to command public acceptance. The effect can be explained, "is only as good as the will and determination of the parties to live up to its provisions, for after all, it is not good intentions but rather good actions that count."

A. O. Buckingham, vice-president of Cluett, Peabody & Co., was elected chairman of the ANA board, succeeding A. T. Preyer, of Vick Chemical Co. Re-elected vice-presidents were T. H. Smeele, of Procter & Gamble Co.; and Leo Nejelski, of Pepysodent Co., with H. W. Roden, of Harold H. Clapp Inc., and a continuing treasurer to vice-chairman succeeding M. H. Leister, of Sun Oil Co. Paul B. West remains as ANA president, and Charles W. S. Moore, as secretary. Elected to the board of directors were Keith Evans, of Inland Steel Co., and H. M. Warren, of Continental Baking chairman, Mr. Preyer, automatically becomes a board member. Gordon E. Cole, of Cannon Mills Inc., and Harold B. Thomas, of Finch Shows Facsimile To Government Officials

FINCH Telecommunications Laboratories, New York, on Oct. 23 demonstrated its facsimile and wirephoto devices to a large group of observers in Washington, including representatives of the U. S. Army. The demonstration, directed by W. G. Finch, president of the firm, included operation of facsimile apparatus, which Mr. Finch depicted as being of great value to military operations, particularly in transmitting photographed maps of terrain under artillery fire from airplanes back to gun batteries to show results and direction of barrage. An airplane facsimile transmitter was featured.

Mr. Finch also pointed out that commercial aviation could use facsimile in receiving weather maps in airplanes in flight, police radio cars in automatically recording orders from headquarters. He forecast development of a radio news ticker three to four times speedier in its operation than the present wire apparatus.

The banquet which wound up the proceedings Oct. 27, NBC provided talent for the annual Ad Ribbers show.

Brandon Joins New WSAV

N. W. BRANDON, since 1935 an account executive of the C. P. Clark Adv. Agency, Nashville and Atlanta, has been appointed advertising manager of the new WSAV, Savannah, soon to go on the air under the ownership of Harben Daniel, former commercial manager of WSM, Nashville. Mr. Brandon formerly was the General Motors Corp. and Pictorial Review. He joins WSAV Nov. 1. While in agency work he handled such accounts as Jarman shoes, Brauer Brothers of St. Louis, Humming Bird hosriery, Southern Agricultur- alist, Nashville Tennessean and Banner, Stae of Tennessee and Fairdeird Distilleries.

Mr. Brandon, a former chairman, was named board members.

Among radio executives at the ANA session were Mr. Miller, Research Director Paul F. Peter and Bureau of Radio Advertising Director, T. C. Streibert, MBS-WOR vice-president; Arthur Church, president of KMBC, Kansas City, and chairman of the NAB research committee; John W. Karol, research director, and Bill Gittin.
Still Flat
B E R T H O R S W E L L, manager of KBIC, Beaumont, Tex., was author and producer of a novel satire presented with noteworthy success Oct. 12 by the station’s staff. Occasion was Columbus Day, and Horswell picked for the title of his opus the fullsome America May Look Round to You, But as Far as We’re Concerned It’s Flat.

Lanzette to Expand
LANZETTE Laboratories, Chicago (distributor), has started a series of twice-a-week spot announcements on 12 stations. The list will be expanded considerably, according to Vanderbeck, the company’s Chicago agency handling the account.

Radio News Research Bureau has been started as a part of Harry Mar- ty’s King Features Syndicate under the direction of Dr. Curtis D. MacDougall, of Northwestern U. School of Journalism. The bureau offers ten weekly interpretative scripts and a 15-minute script called Behind the Headlines.

Book on Singing
THE art and business of singing popular songs professionally is in- tensively discussed in How to Sing for Money [George Palmer Put- nam, Hollywood, $.35, written by Charles Palmer]. Well-known music coach, with Charles Palmer. The subject of singing as a business is treated in the book from both aca- demic and personal angles, including separate sections on the art, the techniques, and the business of singing popular songs, with special at- tention given to radio vocalization. The appendix includes, in addition to a glossary of professional terms, instructions in singing diction.

Classified Advertisements
Help Wanted and Situations Wanted. To the nearest 5 cents. Count two words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

SALESMEN (married) with thorough training in local station sales. Must have successful record of "idea" sales. Must be able to earn $9,000 per month in 50 days on Job. Town or $10,000 midwestest. Box A571, Broadcasting.

Salesman—Excellent opportunity for right man with good ideas and sales experience on local station. Only station in fairly large eastern city. Application Box A550, Broadcasting. Willing to give detailed information. Will pay traveling expenses for interview.

HELP WANTED. Let us help you get a position through our National Employment Bureau. Paramount Distributors, Box 854, Denver, Colo.

Canadian Citizen. Experienced, to handle exclusive sales in Sarnia, Ontario, Liberal commission. Send references, WHLS, Port Huron, Michigan.

Small Southern station wants experienced sports announcer who can also do good job straight announcing. Send character and experience references and transcription to voice to Box A545, Care Broadcasting.

Announcer—Wanted—Regional Network Station. North central state, in a community of 80,000 wants an experienced announcer—companion, about 18 years of age. Must be able to type and write good copy, play popular piano, and trans- pose on sight. A married man is preferred, with dramatic ability, who can do "job on the air." Interested in an experienced man now employed, who is looking for a better opportunity. Give full details of your experience which would fit, and character references and starting salary required. All replies will be held strictly confidential, Box A516, Broadcasting.

SITUATIONS WANTED

Radio Station Manager—If you're opening a new station or have one that needs new management, we can give you short cuts, right answers, ideas and promotion. Satisfied and successfully operating 100 watt station at present but will make the right change. Box A662, Care Broadcasting.

For Sale—Equipment
For Sale—Western Electric 1 kw broadcast transmitter Type 6-B, in good condition and now in storage, due to replace- ment by higher powered transmitter. Exceptionally low price for quick disposal. Box A556, Broadcasting.

Western Electric 553 B-1, one kilowatt transmitter complete, also two Blaw- Knox 254 ft. radio-antennas with base, ob- servation lighthouse, lighting chokes, and the Western Electric 5 kilowatt coupling units. Box A576, Broadcasting.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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

A. EARL CULLUM, JR.
Consulting Radio Engineer
2735 North Avenue
Phone: 5349 and 5249

HERBERT LEE BYE
Radio Construction Engineer
THIRTEEN YEARS EXPERIENCE
LIMA
OHIO

PETE KNECHT
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

Mcnary and Chambers
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

P a u l F. Godley
Consulting Radio Engineer
Phone: Montclair [N. J.]: 2-7859

J o h n Barron
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

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

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

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service a great value for routine observation of transmitter performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year
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BROADCASTING • Broadcast Advertising
REVOCATION proceedings against WSAL, Salisbury, Md., alleging failure to make “full disclosure” in the original application for the station license, were announced Oct. 25 by the FCC. Simultaneously, proceedings were initiated to deny, suspend, or revoke the licenses of four West Coast stations for failing to make adequate, timely, and effective application for license renewals.

Mr. Gillett was engineering consultant for each of the three stations and was reported to have invested in them to assure their proper operation and eventually to pay off the associated mortgages. In one of his WSAL cases, he did not have a management status but was simply the owner of a mortgage. The hearing, which was conducted forthwith, was held by Mr. Gillett on the basis of his conduct and status. The applications were filed with the FCC Oct. 25 by Mr. Stearns for voluntary surrender of the licenses in the Eastern Shore Broadcasting Co., in which Mr. Gillett would hold a position and acquire the balance of Mr. Stearns’ stock.

Mr. Gillett said he had made investments in WMDB and WQDM, to assure proper operation, after having handled engineering assignments.
Ok
News and Comment Programs Increase
In Frequency Since Outbreak of War

THE INTENSE interest in news and news analyses which developed during the August crisis and reached its peak with the outbreak of war early in September resulted in a rush of inquiries from advertisers regarding radio news periods, enabling many stations to curtail their normal schedule to the extent that some inform the SRO sign for all programs of this type. The coast-to-coast networks have likewise reduced from this rise in news consciousness, nine of the 17 such sponsored programs having started since the first of September.

However, these national networks, whose schedules already contained almost as many periods of news and news comment as is compatible with good programming, have not permitted too great an increase in the number of such programs scheduled. A. L. Schreiber, NBC director of news and special events, told Broadcasting that NBC several weeks ago began to curtail the number of its regular programs and since mid-October its news schedule has been reduced further than before the August crisis.

Flexible Policy

"With so little action on the war front," he said, "our present coverage of news is adequate and it is the duty of broadcasters to avoid the situation warrants it."

Paul Kesten, CBS vice-president, Oct. 17 notified all CBS advertisers and their agencies that "CBS is currently broadcasting a carefully planned and regularly spaced schedule of news programs covering the war with due regard to audience interest and program balance. All news broadcasts, including news sources, news preparation, and news announcements, and their delivery, are in the hands of CBS and are part of the network's public service. Advertisers are requested to make no plans for new or additional news broadcasts without prior consultation with us."


"Humph! I'd swear that engineer fellow said this new Western Electric 356A was a honey!"

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AFM Stalemate Persists at WPEN
No Progress Is Made Toward Solution of Difficulty

ALTHOUGH several meetings have been held between executives of WPEN, Philadelphia, and officials of the American Federation of Musicians local in that city, no progress has been made towards a solution of the differences between the two groups on the amount of money the station should spend for the employment of union musicians, according to Harold A. Lafount, general manager of the Bulova radio interests, who stated that unless some change in the situation develops in the near future it may again become necessary for the station to give notice to the members of its staff orchestra, who are working on a week-to-week basis during the discussion period.

Concessions Refused

Such action early in October resulted in the station being forced off the air for a day-and-a-half when the musicians picketed the station and refused to perform. Similar action by the other employees who are members of American Communications Assn., a CIO union, refused to pass through the picket line [Broadcasting, Oct. 15]. With the withholding of the musicians, these other employees also returned to their posts and the station resumed normal operations.

Dismissal of the musicians was made necessary, Mr. Lafount averred, because the load of the $42,000 per year contract was more than the station could stand, resulting in a loss for the year 1938 and with probable the same result for 1939. Contract entered into several years ago by John Irazi at that time owner of the station, calls for an annual expenditure of more than three times the sum the station is required to expend for musicians under the terms of the station management contract. Rising up in 1938 between the AFM and all non-network broadcasters, which would be approximately $12,000 a year for WPEN.

The Philadelphia local, however, refused to make any reduction in its terms, and the refusal is a refusal on a clause in the national agreement that no station could reduce its annual expenditure for musicians and stating that it had no jurisdiction in the matter, since the terms of the general agreement had been formulated by the AFM international executive board.

AFM President Weber likewise disapproved this action and the station has continued to live up to the contract, although employing the musicians on a week-to-week basis for the last year. The union has also refused to submit the question for arbitration, Mr. Lafount said.

LESTER L. HIEDERMAN, chief engineer of WPEN, Philadelphia, is president of the Middle Atlantic Broadcasting Co. applying to the FCC for a new 250-watt station on 1370 kc. in Traverse City, Mich. He is listed as 30% stockholder, with William H. Kiker holding 16 1/4%. Drew McClay 15%, Fred G. Zink 12 1/2%, and Edward G. Biederman of Detroit 22 1/2%. Mr. Kiker and Mr. McClay are listed as operators at WPEN.

CONGRATULATIONS were extended to the American Federation of Musicians of the City of Philadelphia, for the successful conclusion of a new collective-bargaining agreement, announced by Mr. Weber. Mr. Weber stated that the new agreement is the result of many months of negotiations, and that it is the first agreement ever made by the AFM in the WPEN's broadcasting region.

W. G. SKELLY, president of Skelly Oil Co., and owner of KVOO, Tulsa, was signed in a special program on WTAQ, Green Bay, Wis., where he is president of the station. He has been visiting relatives in the city for the past year. Skelly Oil Co., is a major advertiser on KVOO.

WILLIAM REID, formerly announcer of WPEN, now head of the network sales department at NBC Hollywood, has resigned to accept a position with the network in Chicago. Mr. Reid was on the staff at WPEN for a number of years and has been with NBC for six years. Mr. Reid's departure is a loss to WPEN, but it is expected that he will be replaced by someone equally efficient.

WILLIAM SALATHE, former announcer of WPEN, has been appointed program director of the company. Mr. Salathé has been with WPEN for six years and has been associated with the company since its inception. His appointment as program director is a well-deserved recognition of his ability and experience.

HERMAN E. FAST, for the last five years with the sales staff of WCKR, Cincinnati, was named sales manager, Oct. 21, succeeding William J. Wilkins, who has joined the sales staff of Ralph H. Jones Agency, Cincinnati. Mr. Fast formerly was with the promotion staff of the company, and was associated with the station for ten years. His appointment as sales manager is a well-deserved recognition of his ability and experience.

Elevator Solution

IRKED BY UNION Pettrillo Protests Tactics—Of Elevator Group—

UNION methods, such as he is said to have employed in forcing Chicago radio stations to employ "plastic turners" for their transcribed programs, have backfired on James C. Petrillo, president of the Chicago Federation of Musicians. When the Chicago Park Board, of which he is a member, faced a demand of Mathew Taylor, head of the Chicago Elevator Operators & Starters Union, to employ 10 elevator operators to watch the building's automatic equipment, Petrillo tried to have two of the rear elevators in the Board's new administration building, Mr. Petrillo switched the buttons and met the idea with derision.

Mr. Taylor appeared at a board meeting Oct. 24 to point out that the 11 staff's are not being paid to wheels elevators, that no elevator operators of bona fide jobs and demanded that 10 operators, who would draw salaries aggregating $24,000 per year, be put on duty. Irked at Mr. Taylor's refusal to respond to this request, President Robert J. Dunham's explanation of budget troubles with any one member of the Board who protested him "anti-labor." Mr. Petrillo rose in indignation and verbally blasted the union leader from the chair.

"What do you mean coming here and trying to shoo this board into submission with an insurrection of this kind?" declared Mr. Petrillo. "You're not speaking for labor. I've been active in labor all my life and I know what labor wouldn't have anybody like you speaking for it."

Mr. Petrillo was not so long ago in the case of the AFM drive to force broadcasters to employ studio musicians, whether they performed or not, which ended in the current contract, now said for renewal.

B & W Starts Discs

BROWN & WILLIAMSON Tobacco Co., Louisvile, has started Twilight Trail, twice weekly minature transcriptions, of a nature to create its Aargon cigarettes. For the same product the firm has created five weekly minature announcements for WMBD WFEM WCBS KFEG XEBG. The firm is also using Twilight Trail on six stations, bringing to 11 the total number of its Bugler Tobacco company, is using Plantation Party, half-hour weekly disc show.

PROHIBITONS of W. R. Link to local sales director and of Wayne Johnson to production manager, were announced by Warren F. Johnson of Chicago, executive vice president of WGN in Chicago. The station is licensed to N. Y. State, O. M. Link has been on the staff of the station for a number of years and was recently transferred to radio as a commentator. Mr. Johnson is a former announcer of WGN.

T. M. Barnum, 92 years ago as an announcer and afterward served as director of its music department.

JOHN BLAIR & Co. on Oct. 27 announced its appointment as sales representative of KFYR, Bismarck, N. D.
The CASE OF THE S.R.O. SIGN

More advertisers are buying more time on WLW currently than at any time in the history of THE NATION'S MOST "MERCHANDISE-ABLE" STATION
The RCA 1-E transmitter is designed for stations operating with licensed powers of 1,000 watts, 500 watts, 500/1,000 watts or 250/1,000 watts. Employing the very latest type high efficiency tubes and featuring straightforward circuits, it is the most efficient 1,000 watt transmitter developed to date. It offers the simplest and most nearly foolproof tuning and operating procedure. Uses high level modulation.

The 1-E has many special features—features you will find only in this de luxe equipment. Some of these include a total of 26 meters for the facilitation of tuning and operation, an auto-transformer for compensating line voltage fluctuations, a variable output coupling system for the maintenance of power output at specified value, a dummy antenna for testing operations. The 1-E has an exceptionally complete control system—providing protection not only for personnel and equipment, but also facilitating automatic or manual starting, instantaneous power change-over, etc. This outstanding new transmitter has many other features, too—is equipment you will recognize as definitely superior.

RCA DeLuxe Transmitter for Regional Stations...

HIGHLY EFFICIENT 1,000 WATT EQUIPMENT

SPECIFICATIONS

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<td>Radio frequency range</td>
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<td>Radio frequency stability</td>
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<td>Audio frequency response</td>
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<td>Dimensions (over all)</td>
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