"Well, I'd like to, but . . ."

But nothing, Sir! The cost of escorting two of America's richest markets—New York and California—to the "Club de Sales" no longer is prohibitive.

- The CALIFORNIA RADIO SYSTEM, on a recent test, delivered twice as many inquiries as a major network station at half the cost per inquiry. It's also interesting to know that CRS enrolls 96% of California's 1,500,000 radio homes in its collective primary area—concentration in metropolitan centers, your distribution centers.

- And the NEW YORK BROADCASTING SYSTEM, delivering one-sixth of the population of the country, goes into its second Fall of operation with better than twelve hours a week of commercials among which are a number of repeat accounts. What more can be said for any media?

NEW YORK BROADCASTING SYSTEM

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tr>
<td>WINS</td>
<td>New York</td>
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<td>WABY</td>
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<td>WIBX</td>
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<td>WBNY</td>
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<td>WNBF</td>
<td>Binghamton</td>
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Nationally Represented by HEARST RADIO "Serving The Public Interest"
The Menu that Best Satisfies this Region’s
HUGE APPETITE FOR NEWS

KLZ • DENVER

VOICE OF THE NEWS
Four 15-Minute News Periods Daily
Complete Local Coverage
State Coverage by Correspondents
National and World Coverage by International News Services

NEWS COMMENTATORS
Rocky Carter
Kathryn Cronin
H. V. Kallandera

NEWS DRAMATIZATIONS
March of Time

SPORTS NEWS
Daily Local Sports Review - 15 Minutes
Local and Network Spot Coverage of Major Sport Events

MOVIE NEWS
Daily Local Theatre Review
Hollywood in Person

FASHION NEWS
Hollywood Fashion Reporter

KLZ’s news menu today is the most complete and best balanced in the Denver-Rocky Mountain region, yet it is merely a portion of the complete program fare whose aggregate attractiveness has enticed the majority of this region’s listeners to its table.

If you have an advertising dish to set before the Denver-Rocky Mountain region, the place where it will get the most attention is on a KLZ menu.

KLZ • Denver

Representative — E. Katz Special Advertising Agency

Management affiliated with WKY - Oklahoma City and the Oklahoma Publishing Company
Rain Storms Water

ALL the Trees

MOTHER NATURE doesn't send showers to wet just a few favored spots. Instead, when she reaches her hands skyward and spills the contents of the rain clouds, she drenches everything below. That's why we have forests.

Success in developing large sales volume requires adoption of Mother Nature's methods. You must cultivate all potential markets.

In New England this can be done, economically and simultaneously, by using the fourteen strategically located stations that comprise the Colonial Network,—fourteen popular local stations that radiate your sales message into the homes of prospective buyers in the area of each of New England's urban shopping centers.
WGBI joined the Columbia Network on May 2, 1937. Scranton is the third largest city in Pennsylvania and is in the center of the 17th largest Metropolitan area of the U.S. WGBI is the only station intensively covering Northeastern Pennsylvania, and delivers an intense signal throughout an area containing a total of 175,000 radio homes. To dominate Pennsylvania, you must use WGBI.

SCRANTON BROADCASTERS INC.
SCRANTON, PA.

Frank Megargee, President

1000 WATTS (L.S.)
500 WATTS NIGHT 880 KC.

NATIONAL REPRESENTATIVE • JOHN BLAIR & CO.
In swift tempo, Columbia's technical improvements continue to shrink space. At the flick of a switch, in all sections of the country, new stations, new power, and every advance in the science of radio, make the "nearest Columbia station" leap miles nearer to millions of listeners. Turn the page for more details on these Columbia changes.

Columbia's improvements in facilities are as continuous in these days of radio's maturity as ever before. This report, therefore, is "as of date of issue only." New developments are immediately available from the CBS Market Research Division, with any further details you may wish about the stations and markets which are mentioned on the next page.
14 additional stations have joined the Columbia Network since January 1.


WCOC . Meridian, Miss.  WPAR Parkersburg, W.Va.

WKBB . Dubuque, Iowa  KGLO . Mason City, Iowa

WTAQ . Green Bay, Wis.  KDAL . . . Duluth, Minn.

WKBH . La Crosse, Wis.  KOY . . . Phoenix, Ariz.

Complete data on each are available from CBS.

10 Columbia Network Stations increased their power. From Buffalo to San Francisco, CBS stations have increased their power; and in such key markets as Cincinnati, Des Moines, Knoxville, Little Rock, Orlando, Pensacola, Peoria and Sioux City. Of particular interest is the new KSFO, San Francisco which has both increased its daytime power to 5,000
watts, and greatly increased its overall efficiency with a complete new transmitter installation that engineers call one of the very finest in the country.

Columbia Stations made other major advances in their facilities. In addition to KSFO, Columbia stations in every section of the country have made major improvements in broadcasting facilities. These frequently are the equivalent of a 20% to 200% power increase in the brilliance and strength of the stations' signal. The whole story is told in the latest CBS brochure "...TO SHRINK SPACE" which gives, in detail, all CBS technical improvements since the first of the year. Your copy is available on request.

COLUMBIA Broadcasting System
When you sell New Englanders, successful results are assured the country over. And one sure way to speedy sales is by radio over WBZ and WBZA. Serving an area in which the great bulk of New England’s purchasing power is concentrated, WBZ and WBZA have a long record of achievement for national and local advertisers.

Basic Blue Network Stations • Completely Programmed by NBC.
YES. Our time can be your time (and mighty valuable time) this Fall and Winter. Furthermore, we'll guarantee that you will not have to change periods, once you have selected time over WGR or WKBW.

When we speak of guaranteed available time, we don't refer to the doldrum periods. We mean absolutely peak nighttime periods. We mean the choicest daytime spots.

This Fall BBC is the answer to a time buyer's prayer with choice guaranteed periods still available. This Fall BBC offers you the prestige of a network with the complete CBS schedule plus the flexibility of a local station!

Get in touch with us or our representatives now, and we'll be happy to give you the facts and figures on BBC guaranteed available time at peak audience hours.

BUFFALO BROADCASTING CORPORATION
Represented by Free & Peters, Inc.

WKBW
How would you like to have fifteen minutes "across-the-board" through WKBW, Buffalo's highest powered station, at 7:45 P. M.? It's available now!

Monday thru Friday
7:05 to 7:10
7:30 to 7:45
8:30 to 8:45

WGR
Naturally we don't expect that WKBW spot to last long, but if it's gone before you've wired a reservation, we'll be glad to offer you 9:30 P. M. through WGR, Buffalo's oldest station.

Monday thru Saturday
9:30 to 9:45
9:10 to 9:30
10:15 to 10:30

Wednesday
9:05 to 9:20

BUFFALO BROADCASTING CORPORATION
Represented by Free & Peters, Inc.

WGR - WKBW
"The ends of the dial"
BELIEVE it or not, we recently turned down a very sizeable order for one of our stations because, although our own station could easily clear the time, we felt that a competitor had a better spot for this particular advertiser. And what's more, our station approved this decision, on the same unselfish grounds.

We cite this case, not because we like to turn down good business, but to prove the attitude of responsibility that both we and our stations hold for your best interests.

. . . It's a funny gag to say that "Rags is royal raiment when worn for virtue's sake!" But every day a growing number of sincere good friends convinces us that our effort toward honest-to-goodness old-fashioned trustworthiness is a powerful alchemy for turning rags to velvet — for both you and us.
Music Boost Adopted; NAB Calls Session

Oct. 12 Is Set for Special Meeting to Buttress Industry; Network-Affiliates Pay $1,500,000 More Under Contract

AVERTING the most serious threat to unity that has yet faced the industry, 125 station owners and managers representing 169 independently owned network-affiliated stations concluded a hectic weekend of extraordinary sessions in New York Sept. 12 after agreeing to double their payrolls for union musicians by guaranteeing to spend an additional $1,500,000 annually, effective as of Oct. 1. A three-year contract is sought.

With anything but harmony prevailing in industry ranks over the chaotic situation developed by the demands of the American Federation of Musicians to relieve unemployment, a special convention of the full membership of the NAB was ordered by the board of directors, which met concurrently with the independent radio network affiliates in New York. To be held in New York, probably at the Waldorf-Astoria Hotel, the special industry convention has been called for Oct. 12 and will run until the business at hand is coped with. Only unforeseen developments, it was explained at the NAB, will cause a change in the scheduled date.

Strike Fear Dissipated

Any fear of a general strike of musicians employed in broadcasting was dispelled by the agreement. AFM President Joseph N. Weber, asserted there would be no strike order as long as negotiations continue.

The special convention will have the dual purpose of appraising the entire musicians situation and of revamping and bolstering the NAB. Sharply attacked by the network-affiliate group for failure to act in the current crisis and at loggerheads with the networks in the past, the NAB and its future became almost as important an issue as the music crisis itself.

The judgment of the affiliates was that such stations, as a group, should become a component part of the NAB rather than perceive a schism by setting up a separate organization. This was agreed to, however, only after heated debate behind closed doors during which the trade association was described variously as "innocuous" and "inoffensive" as at present constituted.

While many details still are to be worked out with the AFM, and with the stations themselves on the network-affiliate agreement, the actions of the negotiating committee which has functioned during the last fortnight were approved by the association without reservations during the sessions from Sept. 10 to 13. Substantial agreement was reached that the smaller independent stations, having quart hour rates of $15 or less, would in no case be expected to shoulder up to all demands. Presumably other stations would be required to adhere to demands for minimum rates as applied by the network affiliated stations.

To revitalize and buttress the NAB so it can handle industry problems, the projected plan is to take steps to retain labor relations and legal counsel as staff executives of the NAB [Broadcasting, Sept. 1, page 79]. A proposal to increase NAB dues will be laid before the special convention to defray this added overhead. At the last convention, a dues 21-23, a resolution to increase the dues 50%, or from $80,000 to some $120,000 per year, was rejected. It is confidently expected that this same proposal will be authorized as a necessary measure to carry out the projected strengthening of the association.

Conversation about retaining an outstanding leader to head up the industry permeated the New York meetings, which ran from Sept. 10 through Sept. 12. The network-affiliated group's negotiating committee, however, had been in New York most of the week.

An Industry Leader

While mention of hiring a "czar," who would become this industry's counterpart of Will Hays in the motion picture group and genesaw Moritain Loews in the motion picture, was deprecated because the term was viewed as ugly, there nevertheless was expressed sentiment for the retention of a nationally-known figure as "leader" of organized broadcasting.

On this score, it was learned that M. H. Aylesworth, former NBC president and now an executive of Scripps-Howard Newspapers, has been approached informally by members of the AFM. Mr. Aylesworth is understood to have evinced real interest in the industry's problems but is said to have asserted he felt he could not entertain any proposition at this time.

There was considerable "corridor excitement" over the adoption of the figures, with such names as Gen. Hugh S. Johnson, Secretary of the AFM; Robert Hedges, Assistant Attorney General; Joseph A. Kennedy, chairman of the Maritime Commission, and Edward F. M. Olney, newly appointed labor-relations counsel of RCA, mentioned as possibilities. In the case of Gen. Johnson, it was given to his possible retention in an advisory capacity for the industries by the same 260 network and RCA. The IRMA meeting, however, adjourned without authorizing its committee to pursue this plan, but it was learned that the NAB board has the matter under consideration and probably will make a decision at its forthcoming special convention.

More Time for Formula

The decision to attempt to bolster the NAB rather than set up a separate network trade association just after the network contract had been approved and the leaders of the network group had conferred with the NAB Board. The proposition for a departmentalized NAB, with several separate trade groups representing particular natural divisions of the industry making up its component parts, came from the NAB itself. Such a proposition was advanced two years ago by NAB Managing Director James W. Baldwin.

Just how the industry will comply with the AFM agreement to produce additional revenue for musicians' payrolls remains to be determined. The postponement of the strike deadline date from Sept. 16 allows additional time in which to work out a formula. After its protracted discussions with President Joseph N. Weber of AFM on Sept. 9 and 10, the negotiating committee representing the affiliates brought back the proposition of dealing in dollars rather than in terms of percentage of network gross, and after two weeks of talks it was learned that the figure of $1,500,000 as an additional expenditure toward network-affiliated stations was arrived at.

When questioned as to what proposal would be made to the non-affiliated stations if a satisfactory agreement was concluded with the network affiliates, AFM President Weber declared that there would be no discrimination and that the non-affiliates would be offered terms similar to those offered the affiliates. He said further that while a strike deadline of Sept. 16 had been made of the Sept. 16 date the broadcasters may feel assured that a general strike order will not result as it appears that negotiations may be brought to a satisfactory conclusion.

Dealing With 'Recalcitrants'

Questioned further as to the progress being made in coming to terms with makers of transcripts and phonograph records, Mr. Weber stated that the AFM had agreed with them on the fundamental issue, namely, that no records will be made to stations not employing union musicians. He added that no meetings would be held with recording and transcription representatives until final agreements with the broadcasters.

Mr. Weber indicated he would have "adequate means" of dealing with other stations which might be recalcitrant. The implication was that, in the agreement to be worked out later with transcription companies and record manufacturers, an injunction against serving stations which had not come to terms with AFM would be invoked so that no records would be sold to stations not employing union musicians. He added that no meetings would be held with recording and transcription representatives until final agreements with the broadcasters.

The negotiating committee, headed by William S. Hostetter, WLW vice-president and general manager, brought back a recommendation that the network-affiliated stations raise the $1,500,000 additional by invoking a formula embodying a percentage of their gross income for time. However, it offered several suggestions for a different formula. After its protracted discussions with President Joseph N. Weber of AFM on Sept. 9 and 10, the negotiating committee representing the affiliates brought back the proposition of dealing in dollars rather than in terms of percentage of network gross and was told that basis of the figure of $1,500,000 as an additional expenditure toward network-affiliated stations was arrived at.

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WHETHER good, bad or indifferent, a deal has been made with the American Federation of Musicians by network-affiliated stations and the danger of a strike and all it implies has been averted.

The network group did not obligate stations outside its fold. It couldn't. Non-affiliated independent stations will not be satisfied with the deal, and we can readily understand why. They were not asked to make a contract for them because the trade association is not set up with that degree of authority.

The whole musicians' situation has been little short of chaotic. The agreement by network-affiliates to absorb another $1,500,000—just double what they estimate they are now paying—for the reemployment of musicians, is a tough pill to swallow. Yet practically all those who sat in on the sessions feel that the negotiating committee did the best job possible under the circumstances.

Important aspects of the relationship with AFM is trade unionism, to be involved. The effect upon non-network stations and the manner in which they will be required to pay must be determined. The network participation in the payments of their affiliates remains to be adjusted. The transcription companies must make their own contractual arrangements.

As a matter of fact, all that has been determined at this stage is a basis of settlement for one group. The load is admittedly burdensome. It will cut in on many stations to the point where it means the difference between profit and loss.

There aren't any hats being tossed into the air in joy over the existing situation—except possibly by AFM. But we do see a ray of light. The fact that the network-affiliates got together under one banner and showed a spark by their vitality is a harbinger of good things. In fact that a special NAB convention is called for next month to lift the industry out of its lethargy and transform it into a virile, active and adequately staffed entity, functioning through an aggressive trade association, is a hopeful sign. Such a meeting would not have been called but for the extraordinary measures taken by the network-affiliate group—taken only because the NAB was not constituted to handle such contingencies, just as it has never been equipped to handle copyright contract negotiations.

There was grave danger of an abortive movement to break away from the NAB as a crystallization of the network-affiliate sessions. That, happily, has been sidetracked, but only with the understanding that the NAB will be reconstituted, it is hoped, with legal counsel and labor counsel; that it will be departmentalized into natural groups of network-affiliate, independent non-network and possibly clear channel and regional groups, each handling its own peculiar problems but all rallying under a united industry banner to fight the battles of a youthful industry that perhaps has been a bit prodigal in the past and altogether too disorganized and noncooperative to serve its own best interests.

Over the years BROADCASTING, with all the editorial strength it has been able to muster, has advocated these precise steps. We have sought to discourage intra-industry squabbles, and to encourage a stronger trade association. We have sensed and warned of the bigger battles that threaten the blood and sinew of the industry. We have seen such groups as ASCAP and now AFM, with bulging war chests and adequately-staffed and with highly efficient executive direction, outnegotiate, outsmart and outwit a rather listless broadcasting industry never really prepared to do battle.

The broad that industry should have a trade association armed to the teeth with facts about the big public job the industry is doing, with the best experts in their particular lines to advise it, and with enough money in the bank (AFM has some $3,000,000) to pay the way in emergencies and carry on a continuing educational campaign.

It is up to 700 broadcasters to prove the worth of their stations, that they have invested their own resources, that it is the solemn duty of each broadcaster to attend the special convention of the NAB next month. If he hasn't enough sense of his own responsibility and obligation to his own industry, he hardly can measure up to the requirements of his franchise to operate "in the public interest, convenience and necessity." of a denominator of 5% of the gross in order to make up the $1,500,000 budget. On the basis of the quarter-hour rate formula, however, it seemed to work out at approximately 3½ times the highest quarter-hour rates of stations. In each instance, the factors used in arriving at this computation were as follows: Creation was that of reemploying some 3,000 musicians at approximately $5,000,000. It would mean an additional burden upon the industry of some $5,000,000 for union musicians annually.

In their calculations the committee concluded that the network-affiliate portion would be double their present outlay, estimated by President Weber at $1,500,000.

Instructions Given

While the contract ultimatum was generally viewed as onerous, the feeling was that the negotiating committee had done the best possible job with a very knotty problem.

In a resolution offered by the negotiating committee and subsequently adopted by amendment, specific instructions were given the committee regarding provisions which should be included in the standard form of union contract to be worked out with AFM and which had been agreed to in substance by President Weber. The contract, it was specified, would be standard as to all provisions except wages and hours, and local working conditions which will be incorporated in contracts to be entered into between stations and union locals intended to carry out purposes of the agreement with AFM.

Specific instructions were given that the AFM contract include clauses giving the employer the free right of selection of musicians and complete control of program materials, the right to use servant staffs of musicians for commercial, sustaining or network programs, any extra compensation received by them for commercials to be paid for at least the session rate of the union's quota; a satisfactory clause for arbitration of differences between stations, and the local unions; a satisfactory clause for cancellation in event of termination or modification of the station's FCC license or other emergencies.

Provision was also asked that there be no "sympathetic strikes" of other unions which might be affiliated with AFM, that each station shall have the right to expend its agreed quota as it sees fit, within the range of rates fixed by the committee and that any other contingencies be handled by the committee.

Payment Methods

The second resolution offered the affiliated group covered the additional $1,500,000 stipend for employment of musicians agreed to with AFM and described several methods which might be employed by stations in arriving at the amicable figure. (1) A percentage of the gross, roughly figured at 5%; (2) a multiple of the stations maximum published quarter-hour rate of $3,000,000, $5,000,000, $7,500,000, $10,000,000, etc., figured at 3½ times that rate; (3) a sliding scale based on the quarter-hour rates during its standard sizes; (4) a weighted average based on local rates, national rates, and other rates; (5) an option to the station to choose between 1 and 2; (6) a factor of circulation or coverage as published by the networks, or (7) any other basis approved by the convention.

The final provision was that in any event stations with a published quarter-hour rate of $15 or less shall be exempt.

In several quarters objection to the percentage of gross basis was voiced because it would mean inspection of broadcasters' books by AFM just as ASCAP sends around its traveling auditors for that purpose. Mr. Weber, it was reported, however, had stated informally that AFM was willing to go along with that provision of the contract as soon as the station's affidavit on gross from stations.

After the network affiliates adjourned their regular committee, and Mark Ethridge, business manager of the Louisville Conservatory Institute and Times, Times, operating WHAS, who presided during all the sessions, informed the committee that there was not sufficient unanimity on the formula to warrant approval. As a consequence, a formula was prepared by the committee to attempt to devise a method of computing the individual station requirements on an actuarial basis, in spite of the 60 to 45 vote in favor of the rate card method.

Meanwhile, the negotiating committee will continue to function. This committee comprises, in addition to Mr. Hedges as ex-officio member: Emile Gough, Hearst Radio, St. Louis; K. Stillwell, Chicago; Samuel R. Rosenbaum, WFIL, Philadelphia, and John H. Warden, KNON, Omaha. In addition, John Shepard, WFC, Network, L. B. Wilson, WCKY, Cincinnati, and George R. Norton, WLCW, Louisville, represented the negotiations as advisors to the committee and sat in on the conferences with Mr. Weber.

Seeking a Formula

It was indicated that a formula committee would attempt to work out a plan that will be a compromise of the percentage-of-gross and of the quarter-hour rate methods. By getting a weighted percentage based on card rate, which was described as the station's appraisal of its value plus the gross, it was to represent the client's viewpoint, it is felt that an equitable formula can be arrived at.

The networks were in and out of the negotiations from the start. Their situation with relation to the phase of the composite agreement was:

After conversation with the negotiating committee the networks indicated a desire to define the scope of all the additional burden on their affiliates but not on a flat basis. Their proposal, accepted in sub-
Libel and Slander—How They Affect Radio

By JOSEPH A. MCDONALD and IRA L. GRIMSHAW
NBC Legal Department

Broadcasters Are Long on Liability and Short on Defense Under Present Unsatisfactory State of the Law

WITH local and state elections coming up, interest in libel and slander laws as they affect radio naturally reaches high peak. In this treatise, prepared by two members of the staff of NBC's law department, the broadcaster is given all available legal precedent on the subject which can be employed as guideposts. The conclusion of this article will be published in our next issue.

Libel and slander are judged on the truth or falsity of the statement and not on the state of mind of the speaker. The speaker does not have to believe the statement at the time he utters it. If truth is untrue the statement is false and libel or slander is committed. It is immaterial whether the publisher or broadcaster, or anyone else, ever saw the statement. It is also immaterial whether the publisher or broadcaster was aware of the falsity of the statement.

Libel and slander should be considered in the category of libel because of the possibility of its wider distribution whether written or spoken. In speaking of libel and slander we make the distinction that slander must be spoken, libel written, in the public mind. The written word can be kept in existence long after the spoken word has died away.

Rule of Liability

In treating of radio defamation the courts have put the broadcaster in the legal category of the newspaper. As he who publishes, publishes at his peril, it has been held that he who broadcasts, broadcasts at his peril. This rule follows by transposition of fact, not directly or because the fact that in its intrinsic nature the broadcasting business is no different from anyother. Where such rules are attempted to be applied by the courts to both media imperfect analogies and resort to both the newspaper and the broadcasting station disseminate information to the public the rules everywhere followed as to newspapers are likely to be applied to radio broadcasting except in unusual circumstances.

The newspaper rule is that of absolute liability. That means that the newspaper is liable regardless of every consideration of excuse except as the statute has provided. The newspaper creates its own copy and knows in advance what it is to publish. It is in a position to censor what it publishes and nothing goes into its publication which it cannot delete either as a matter of policy or from fear of libel or slander. From these and other considerations the absolute liability rule has been evolved. Therefore, he who publishes at his peril.

The wisdom of that rule is not questioned when limited to a business such as that of the newspaper. When we demand the application of it, but logic and good sense seem to require a different rule in the case of radio broadcasting.

The newspaper rule is a misfit in the radio business, yet the courts, prone to adhere to analogy, seem unwilling to differentiate. Consequently, if a sensible rule is to govern, it must be made as a matter of substantive law, not on the court decision varying from existing precedent.

Commercial Programs

Although the broadcasting business is comparatively unregulated by any laws and methods of doing business, it is maintained by private capital and the bulk of its revenues come from advertisers. That is the commercial side of the business. The broadcasters pick up the dissemination of educational and entertainment material supplied by some broadcaster at his own expense.

Commercial programs, that is, those paid for by some agency, is built by an advertising agency which engages the artists and produces the performance. The performance is furnished either by wire to his transmitting station and disseminates it into the ether for reception by those who "tune in." As what he does is a species of commerce, the Federal Government regulates much of his conduct. The right to broadcast exists only in the contract, or the agreement, to deliver the performance. The broadcaster, he must have the right of editorial selection of the material and broadcast. Therefore, he requires that commercial programs shall be reduced to written form and be submitted to him before the performance is given upon him by those who broadcast. The broadcaster is then enabled to disapprove matter which is objectionable or which, because of cost, is beyond his desires. The advertiser alone should be responsible.

Deviations

The broadcaster should not be required to exercise a degree of prudence beyond the limit of reason. He is not a libel lawyer, nor might he be expected to exercise expert judgment. It is more important to apprehend that a given statement deviating from the law is anathema to the broadcaster, and the fact is that before an extraneous statement can be cut off the

(Continued on page 39)
Unions Encounter Overlaps in Drive To Organize Radio
ARTA and WHN Are at Odds Over Employment Terms

IN AN EFFORT to expand the scope of its bargaining power after signing the key New York stations of the three major networks [BROADCASTING, Sept. 1], the American Guild of Radio Announcers & Producers, Independent radio union, is negotiating with WOR, Boston; WEEI, Boston; WAAT, Jersey City, and WBNX, New York.

Although no conflict has yet arisen, the organizing activities of ARTA overlap in part those of the American Federation of Radio Artists (AFRA) in the New York area.

Omnorganizing Efforts

At WOR, Worcester, negotiations had hardly begun when Engineer Herman Gruxin and Announcer Paul Kiggins, who were dismissed. The Guild filed a complaint with the National Labor Relations Board. However, the case will not be presented to Mr. Dickler, pending negotiations with WORC for reinstatement of the two.

The Guild is trying to organize the entire staff of WEEI, Boston, within the American Guild of Radio Announcers & Producers, as the AFRA affiliated with the Canadian Broadcasting Union.

The labor problem of the 18 engineers of WHN, New York [BROADCASTING, Aug. 15], became even more acute Sept. 12 when the American Radio and Telegraphists Association (Gin affiliated) met with representatives of WHN and failed to agree on terms of employment. Following the meeting of the National Labor Relations Board which ruled that ARTA rather than the International Alliance of Theatrical State Employes (AFL affiliate) should represent the WHN engineers, it was assumed that the AFL affiliate had won its fight for jurisdiction.

After the meeting of Sept. 12, ARTA made no move toward settlement on the procedure they would follow to force recognition, declaring they expected negotiations with WHN would be completed within a week. They said further that all engineers of all stations in New York, except WIFW, had been organized by ARTA and that negotiations with the stations would be continued. The engineers of WOL and WNYC are also organized by ARTA representatives and negotiations will soon be concluded.

The complaint of unfair labor practices filed June 21 by ARTA against CBS will be heard Sept. 21.

(Continued on page 78)

WIN IMPORTANT PROMOTIONS IN RADIO

Keith Kiggins
Reginald M. Brophy

Brophy New Canadian Marconi Chief; Kiggins Heads NBC Station Relations

WITH the resignation of Reginald M. Brophy, who returns to his native Canada to become general manager of the Canadian Marconi Co., NBC will appoint its assistant, Keith Kiggins, to manage the Station Relations Department.

Mr. Kiggins assumes his duties on Oct. 1. Mr. Brophy, now only 37 years of age, is one of the youngest major radio executives in the United States or Canada. In returning to Montreal to assume a post which compares in that country with that held by David Sarroff as directing head of RCA, he goes back to a field he knows intimately. Having managed CCFP for several years, he was promoted in 1924 to the post of assistant sales manager of the Canadian Marconi Co., which duties kept him in the same building, his only other management responsibility was that of the management of Donald Withcomb to become manager of WFIL, Philadelphia, and Mr. Kiggins has the benefit of Brophy's assistant shortly thereafter.

Merit Appointments

Both appointments were merited steps upward. Mr. Brophy, who was born and raised in Montreal, and is still a Canadian citizen, will headquarter in his native city and will have complete direction of the Canadian counterpart of the RCA with its far-flung radio receiving and transmitting equipment manufacturing plants, its many overseas and international communications services and its broadcasting station-CFCF, in Montreal. It was from the latter station, which as a radio operator he helped construct in 1919 and of which he later became manager, that the NBC called him to New York originally as assistant manager of station relations.

Mr. Kiggins is a native of Boise, Idaho, was educated in the public schools of Portland, Ore., and was a student in the University of Oregon school of business administration. During the war, he served in the U.S. Army as a radio operator in the north in the Army ordnance service. In 1929 he entered the banking business with Blyths, & Co., New York, two years later going to New York to form the investment house of Kiggins & Vidal.

Following radio first as a hobby, Mr. Kiggins studied its commercial and international aspects later on behalf of clients of his firm. This activity drew him to the attention of NBC, which invited him to join its station relations department.

Mr. Brophy, now only 37 years of age, is one of the youngest major radio executives in either the United States or Canada. In returning to Montreal to assume a post which compares in that country with that held by David Sarroff as directing head of RCA, he goes back to a field he knows intimately. Having managed CCFP for several years, he was promoted in 1924 to the post of assistant sales manager of the Canadian Marconi Co., duties kept him in the same building, his only other management responsibility was that of the management of Donald Withcomb to become manager of WFIL, Philadelphia, and Mr. Kiggins has the benefit of Brophy's assistant shortly thereafter.

Merit Appointments

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McNinch Given Free Hand on FCC Post

Begins Task Sept. 20; Confers With the President

GIVEN a "free hand" by President Roosevelt to straighten out the FFC at a conference at the Summer White House at Hyde Park Sept. 11, Frank R. McNinch, incoming FCC chairman, will take over his new duties Sept. 20 and will immediately tackle the job of reorganization.

Along with Comdr. T. A. Craven, elevated to a commission position, McNinch assumes office with his first term presumably that of assigning commissioners to particular duties. Comdr. Craven, named to succeed Irving Stewart, resigned chairman of the Tel-

Three Possible Courses

There are several possible reorganization moves, the lines of which may be:

1. Retention of the present three divisions—Broadcast, Telephone and Telegram—but with two members assigned to each and with the incoming chairman serving on each as the third member.

2. Assignment of each commissioner to two divisions, with five instead of three members serving on each division.

3. Elimination of divisions altogether, with all formal matters covered by the Commission—a turn which would report to the full Commission.

The latter procedure, it is understood, is followed largely at the Federal Power Commission on which Mr. McNinch has presided since 1933 and from which President Roosevelt called him to the FCC.

Because Mr. McNinch has indicated that he will undertake a study of FCC operations before projecting his ideas on policy matters, it is logically presumed that the status quo—a three-division structure—will be retained temporarily at least. The transition, however, would not mean that the assignments of commissioners would remain the same.

Unquestionably, Mr. McNinch will become a member of the Broadcast Division. Under the present organization, the new chairman would be automatic. Comdr. Craven, too, is believed to be slated for a Broadcast Division. The three-man division is retained, however, it would mean a shifting of assignments. Possibly, the transfer of Broadcast Division Chairman E. O. Sykes to the vacant post of Telegraph Division of Europe with Mrs. Iraci. In this photo, left to right, are Mr. Iraci, Mayor F. H. La Guardia of New York, and Arde Bulova, watch manufacturer and station owner. The dinner took place at the Plaza Hotel Sept. 8.

Speculation has revolved about the possible appointment of Judge Sykes to the U. S. Court of Appeals for the District of Columbia, particularly because of the vacancy created by the resignation this month of Chief Justice George E. Martin—the second vacancy within two months. The vacancy created by the recent death of Associate Justice J. A. Van Orsdell was filled by the President by appointment of Associate Justice Miller of the Board of Tax Appeals. The appeals court sits on all regular appeals from FCC decisions.

The possibility of another vacancy on this court also looms, since Associate Justice Charles H. Rossel becomes eligible for retirement upon reaching 70 in November.

Judge Sykes has been mentioned for this court for several years. The only member of the original Radio Commission created in 1927 to be chairman of the Power Commission, but will take a leave of absence from that body at the behest of the President to direct the reorganization of the FCC.

Following the conference, Mr. McNinch said that the discussion was still serving, and he had no endor-1

Elevating F. K. Jet, assistant chief engineer in charge of tele-   graph, to the chief engineership is considered likely. While he is not  a candidate, the name of Andrew D. King, assistant chief engineer for broadcasting, also has been men- tioned.

Meanwhile, the adjournment of Congress late last month has tended to quiet criticism of the FFC. The last two months of the year have full FCC reorganization, the term is considered likely. While he is not a candidate, the name of Andrew D. King, assistant chief engineer for broadcasting, also has been men- tioned.

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Two 50 kw. Outlets in Canada Oct. 1; Live Talent Required After 7:30 p.m.

By JAMES MONTAGNE

Canada's first 50,000-watt stations, the new CBL at Toronto and

CBBF at Montreal, will go into operation Oct. 1, with three more sta-
sions of similar power and a 50-

000-watt international shortwave

transmitter yet to be projected. The stations will all be operated by

the Canadian Broadcasting Corp. The chief engineer, Gladi-

odore Murray, general manager.

CBL will replace the 5,000-watt

CRCT on its 840 kc. Canadian-ex-

clusive clear channel, CBBF will oc-

cupy the 910 kc. Canadian clear-

channel, but the CBC's present

Montreal outlet, the 5,000-watt

CRCM, will remain on the air on

the 1050 kc. channel, shared with

the United States.

Stricter Control

Tightening its control over pri-

cate commercial broadcasters, the

CBC has decided that commen-

taries on stock market prices will be

banned in future. Stock brokers

and mining companies taking time

on the air will have to turn their

programs to other topics than

chances of stock prices. Several

complaints have reached the CBC that

listeners following such broadcast

advice are losing money, it is said.

There will also be new restric-

tions on advertising of patent med-

icines, according to Maj. Murray,

following a directors meeting in

Toronto. Any patent medicine ad-

vertised over the air in the future

must be approved by the federal

department of national health at

Ottawa. Similarly no treatment of

any ailment may be recommended

over the radio unless the treat-

ment has been approved at Ottawa.

Liquor advertising is to have a

new format, more stringent regu-
lations, and birth control speeches

must first be censored.

With the new regulations influence-

ted by union musicians, a new regula-
tion to go into effect at an early date is that all announcers on all stations between 7:30 p.m. and

11 p.m. No recordings are to be per-

mitted. In addition, the Commission will lose authority of the CBC, the rule

applying to every station in Can-

ada.

Speaking of music, Maj. Murray

stated that in his opinion there was too much dance music being broadcast and that the public de-

sired more serious music.

At the same time he announced that with the new regula-

tions over CBC stations will be paid in cash before leaving their

employment. No credit sales, no

check to go through in the usual

routine.

Operating the British Broadcast-

cing Corp., the CBC has formed a

number of church committees in

principal Canadian cities, these

committees cooperating with CBC

stations for daily religious broad-

casts representative of all denom-

inations. The series, "Hymn Radio,

" up to 30 minutes duration have been

planned free of charge to the relig-

ious broadcasting stations. Re-

quests for music, church news and

aids to actual church service will be

answered by the committee and

the CBC will give special rates.

DEAD END-MICROPHONE VERSION

PIX WERE REAL—When John E.

Fetzer, genial proxy of WKZO,

Kalamazoo, stepped off a TWA

plane at Amarillo, Tex., late last

month, up rushed a whole remote

crew from KGNC, as well as a staff

reporter and photographer from

the Globe-News, operating the sta-

tion, along with O. L. (Ted) Tay-

lor, KGNC chief.

First there was a picture with

the pilot, then an interview with

the reporter and then Dave Chap-

man, head Kate Taylor, the radio

radio, having gone on the air in the fall of 1935. The

work may have the following

during morning periods daily ex-

cept Saturday and Sunday. Colum-

bus has announced which stations

will cut the series. Kramer-Rassel

Co., Milwaukee, is the agency.

The program list follows:

KOB WSTM WGS WGB WCHS WCHS

KXLY KWRK WWRK WMRK WDRK

WGR WHE WHC WFAA WCO WCO

WKO KMR KGF KDE KDE KDE WKG

WIW KMB WOX WMAK WMAK WMAK

WMBD WMBW TDPT WPT WPT WPT

This list is subject to change and

may be expanded to include others.

New Acoustic Features In Playhouse Opened by WOR in New York City

THE New Amsterdam Roof The-

er, formerly used by NBC, CBS

for audience shows, has been

signed under a year's lease, effec-

tive Oct. 1, by WOR and the

Theatre is for the latter pur-

pose. Located just off Times Square

in the heart of New York City, the

performs and with the home of the Ziegfeld Follies. It

will be known as the WOR-Mutual

Playhouse. Jack R. Poppele, WOR

chief engineer, is installing modern

broadcasting equipment.

Portable reflecting surface called

"clouds" have been designed for the

auditorium, which seats 709

persons, to aid in dramatic presenta-

tions. Two-sided speakers can be

used either to impart a resonant

sound or, when the absorbing side

is up, to convey a hushed, dead-

tened tone. Hidden microphones will

also be used during dramatic broad-

casts so that the audience has the

feeling of actually being on an ac-

tual stage production. MBS has

leased the theatre for one year with

the option of renewal. It is planned
to produce its more important

network shows in its Playhouse.

Bank Plans Completed

SPONSORED by a group of Ameri-

can banks, the Philadelphia Or-

chestra series will return Oct. 18 on

NBC's 22-station network, Monday

in 9-10 p.m. (EST). Banks participat-

ing in the program include:

The National Bank of Chicago,

Pennsylvania Co. of Philadelphia.

Orchestra will be conducted by Eu-

clidean, with Fats Waller, Jose

Iturbi and Alexander Smalls as

guest conductors. W. M. Kip-

nack, publisher of the Philadelphia

Inquirer, was on hand to give a

letter, and Dr. Neil Carothers, di-

rector of the College of Business

Administration, University of Penn-

sylvania, will deliver talks throughout

the series. The program, originating

from the Academy of Music, Phila-

delphia, will run for 26 weeks.

Wessel Co., Chicago, is agency.

Giillete Tire Spots

GILLETTE RUBBER Co., Minne-

apolis (tires, tubes, etc.).

Chapter, W. J. Noll, head of weekly

two-hour programs, took over the

for five weeks. The programs will

be presented on Friday nights. Colum-

bus Transcription Service, Chicago, cut the

series. Kramer-Rassel Co., Mil-

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WBVY, WSM, WFAA, WCOO,

WHO.

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WLS moves classrooms to homes as Board of Health Keeps Schools Closed

THE Chicago Board of Health, under the leadership of Dr. Herman N. Bundesen, ordered the city schools to remain closed indefinitely because of an epidemic of infantile paralysis.

WLS immediately suggested to the Board of Education a plan for teaching school children in their homes by means of radio, — and offered the use of the station's facilities.

In less than twenty-four hours, the Chicago Superintendent of Schools, William H. Johnson, was announcing on the air over WLS a fully detailed plan for conducting classroom work by radio. Regular classes started at once, from WLS microphones, installed in the offices of the Board of Education.
Don Lee Expands; Signs New Series
Addition to 12 Affiliates in Northwest Makes Total of 24

DON LEE Broadcasting System, Los Angeles, the Mutual Broad-casting System's Pacific Coast outlet, will add 12 affiliates in Washington and Oregon, and one in California, to its chain of 11 West Coast stations on Sept. 26, making it the largest regional network in the United States, according to Lewis Allen Weiss, general manager.

The total of 24 stations will make the Don Lee-Mutual network top rank in the number of station affiliations on the West Coast. The negotiations have been under way between the Don Lee network and the new affiliates for some weeks and were finally completed Sept. 8. Weiss contends that the extended West Coast chain will make available to the network's service fully 93 per cent of the potential radio audience.

Washington affiliates will be KOL, Portland; KMOV, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXXO, Aberdeen; KFIO, Spokane and KGY, Olympia. Oregon stations are KALE, Portland; KSLS, Salem; KOPA, Eugene; KRSN, Portland; KIHR, Burg. KIEM, Eureka, Cal., also joins the network.

Signing the new affiliates, Mr. Weiss revealed that his company plans a national program for the expanded network. Dr. Miles California Co., Los Angeles; KPI, Seattle, which has been sponsoring the 7 weekly quarter hour Alf Sezter News-Report, plus face-to-face broadcasts to 11 California stations of the Don Lee network, renews Sept. 26 for 26 weeks of half-hour coverage to include the new affiliates.

The deal involves &250,000 and is said to be one of the largest con-tracts signed on the West Coast. Contract was signed by J. E. Obey, vice-president and general manager, Dr. Miles California Co. Sept. 8. Early morning news is sponsored on the California stations. Alf Sezzer network thrice weekly by Bathseawright News Service (bath salts), with Menken Co. (cosmetics), sponsoring on alternate three days. Network by John B. Hughes, is currently sponsored on the California stations by General Motors Accept-ance Corp., and will probably be extended to the expanded chain.

Spots for Ironers

ELECTRIC Appliance Society of Northern California, with headquarters at San Francisco, will be participating in the new campaign, which started in September and will continue until Sept. 25 on 15 stations in Northern California. Spot announcements will be being broadcast every instant with the slogan being "Take the iron from laundry work."
The stations participating in the sweepstakes are: KDOX, KFRC, KSDK, KKJS, KGCC, KSFO, KLX, KRF, KUSF, KBEK, KRON, KPMQ, KIT, KDOM, KRON, KQWO.

Foley Spots, Test

FOLEY & Co., Chicago (Foley's Honey & Tar), will start programs in October and November on three stations, a quarter-hour show thrice daily except Sunday on WLS, Chicago, Oct. 11, a quarter-hour show thrice weekly on WWDM, Wheeling, Oct. 18, and quarter-hour newscast thrice weekly in Chicago and Detroit. WAGN, Chicago Oct. 15. F. P. Wagenh, radio director of Lauen & Salmon, Chicago, agen-cy handling the spot campaign, said the Foley firm would start testing one-minute transcriptions in a number of other markets in October but declined to name the stations.

NETWORK GRID Contests Again to Be Sustaining; Local Sponsors Active

MAJOR networks will cover outstanding football games of the autumn season on a sustaining basis, confirming the policy of previous years, but they will carry numerous sponsored programs in which experts will predict scores and give expert comment on games and players.

Leading grid sponsors of the season are: NBC, ABC, CBS, and Atlantic Radio (BROADCASTING Sept. 1), with hundreds of local sponsors carrying games in local and regional stations and special hookups.

In addition to its Wednesday night schedule, the Kostelanetz network, operated by Liggett & Myers Tobacco Co. for Chesterfield on Sept. 16 starts Eddie Dooley in football comments, assisted by Paul Douglas, on CBS, Thursdays and Saturdays, 6:30-6:45 p.m. (EDST), with repeats at 8:30-8:45 p.m. (EDST).

Entering into the sports field as a sponsor for the first time, Olds Motors Co., Lansing, Mich. (Oldsmobile) has contracted with WJIM, Lansing, for exclusive sponsored afternoon football games starting Sept. 25. Station will feed the entire Michigan network, with Howard Finch and analysis. Special music will be played during timeouts, which will be carried, with five announcers and technicians covering the games, which include those with Michigan U at Ann Arbor, Missouri at Columbia, Temple at Philadelphia, San Francisco at San Francisco, D. F. Bro- ther Adv. Agency, Detroit, placed the account.

Merchandising efforts will include a number of novel stunt besides the usual schedules and dope sheets. Pure Oil Co., Pure Oil Co., for example, will receive calls from listeners, taking the names of each of thousands of listeners asking for votes on two current games. All votes will be tabulated and results of polls announced on the sponsor's Sunday program on WDNC, Durhan, N. C.

A round table will be one of the features of the Kate Smith Hour on CBS beginning Sept. 10, Jim Crowley, one of the "Horsemen" for Kate Smith and Dame, and other prominent coaches and sports experts will participate.

Graham Auto Spots

Graham-Paige Co., Detroit (autos), is using seven stations in September to promote "The Graham" regular line of cars. J. Walter Thompson Co., Chicago, is the agency handling the campaign, which started Aug. 1 with a normal 100-word announcement schedule: 100-word announcements Monday through Saturday, WJSV; 50-word announcements 12 times, WCAU; 10-minute announcements, 12 times; WBBZ; quarter-hour programs daily, Sept. 1-18, 100-word announcements, 25 times, WBBF; quarter-hour announcements three weekly, WBBX; 50-word announcements three weekly on WBBZ. grapefruit spot, 2, 100-word night announcements. Sept. 14-Oct. 2, thrice weekly, WORK.

MAX WYLIE, director of script and scheduling, Graham-Paige, will conduct a 15-week course on radio writing at New York University beginning Sept. 23. Mr. Wylie, former professor of English and short story writer, has produced more than 1,500 broadcasts for CBS.

BROADCASTING • Broadcast Advertising
Auto Plans to Enlarge Use of Radio for New Models

Approach of 1938 Season Finds Broadcasts Playing
A Prominent Part in Promotional Campaigns

POISED for the start of their 1938 model years, automobile manufacturers are turning to radio in greater volume than ever before to put over their forthcoming sales stories.

Right down the list of the manufacturers, the air waves are building large in the plans for promotion. Companies which did not make radio a part of their picture during the possibilities of radio are taking hold with regularly scheduled programs. Others have been here staying in the radio field for some time are continuing their pace, and in some cases are multiplying.

Only one exception can be noted to this general rule. Ford Motor Co., which ran three programs last year, has cut its efforts down to two. Chevrolet division of General Motors also has narrowed somewhat its activities, but it has several transcription stations, but this total has always been a shifting one and it may well evolve in the way of a return toward guest conductors during the coming year, even though it is comparatively low now.

Many New Series

Graham-Page Motors Corp., the DeSoto division of the Chrysler Corp., and Hudson Motor Car Co., are the two newest companies to join the radio fold with regularly scheduled programs.

Graham is on the air over WMBC, Detroit, with two 15-minute programs six times this week, John Guest conducted transcription stations, but this total has always been a shifting one and it may well evolve in the way of a return toward guest conductors during the coming year, even though it is comparatively low now.

DeSoto is completing the recording of a series of 15-minute transcriptions which will be heard over a good-sized group of stations starting about the middle of this month, the company announces its new models in October. DeSoto is also making a series of Ted Husing transcriptions of one-minute length which will be made available to dealers for their use at announcement time. These are being handled by the Detroit office of J. Stirling Getchell Inc.

Hudson is going on a CBS network, along with WOR, on an ambitious scale with the "Hobby Lobby" program which will be heard over MBS. This series starts on Oct. 6 for half-hours each Wednesday evening at 7:15 (EST). There will be "Hobby Lobby" on WOR and the western outlets of CBS.

Once again spot announcements will be made from transcriptions played from the auto companies as their new cars are announced. Chevrolet, as usual, leads in the size of the spot effort. Thousands of copies of the leaflet to be used by this G. M. division to bring prospects into the showrooms when the new cars are announced in mid-October. Nearly every other manufacturer in the business is also employing this method of advertising.

Ford, even though it has dropped out of its chain programs, will continue to be the largest user of regularly-scheduled time on the air. Ford opened its winter Sunday Evening Hour series on CBS Sept. 12, and will continue for a 30-week period. Announcement of the full series, incidentally, precipitated the resignation of Victor Kolar, conductor of the Ford program. Ford has issued a statement saying that his association with the Ford hour had been a happy one, and that he feared the happy conditions would be different this fall as a result of a "change of policy" initiative in connection with the broadcasts. Officials at N. W. Ayer & Son Inc., the agency in charge, said at Ford, said, "he had no change of policy instituted. General opinion in Detroit was that Kolar was referring to the increased number of guest conductors used this year. Last year he conducted nine of the 39 concerts.

Ford also will continue with the Tuesday night Al Pearce and His Gang half-hour on CBS.

Principal Radio Plans

A summary of the more important broadcasting efforts which the automobile manufacturers will use follows:

Packard: New show starring Lincoln Rockwell, to air on stations of the "Health, Girl, an exercise program. Indications are that this program, which is booked through the Graham agency, J. Walter Thompson Co., may be extended later. Meanwhile, offers of a free trip through the show factory made during the program have resulted in large crowds of women coming to view the car and to an auto exhibition heading the plant.

DeSoto is completing the recording of a series of 15-minute transcriptions which will be heard over a good-sized group of stations starting about the middle of this month, the company announces its new models in October. DeSoto is also making a series of Ted Husing transcriptions of one-minute length which will be made available to dealers for their use at announcement time. These are being handled by the Detroit office of J. Stirling Getchell Inc.

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This institution of 5,000 inmates publishes its own semi-monthly tabloid. It also has a centralized radio program, with the selection of three programs. It happened this way: The inmate editor of the Specta- tor outdid himself in a layout and feature story on the new parole system. This brought the Spectator together. There were caricatures of the three writers, biographical sketches, new policies—in fact everything the educational department wanted to know about his chances for release under the new order. Work had been done by WJW, WLW, WJW, and WVIM, on the first two programs on one channel continuous-ly.

The warden, by pressing a button on his desk, can connect a micro- phone in his office to all three channels and utilize loudspeakers around the prison and in the yards.

Cubs Sponsor Selves

WHEN the Chicago White Sox played the New York Yankees in Chicago recently, a reenactment of the game was repeated over the air by the Chicago Cubs! The Cubs are sponsors of their own program, which is acted nightly from 7 to 8 p.m. by Russ Hodges and Jim Nantz. The Cubs were rained out in Phil- adelphia, and the White Sox were playing an important game against the Cubs. The Cubs called WIND and told the station to go ahead with the game, and the Sox-Yankee game as material. Neisser - Meyerhoff Inc., Chicago, is the Cubs' agency.

267 stations two and three times weekly in 15-minute programs, featuring Victor Arden's band; also a regularly scheduled program over CBS, details of which are not yet concrete.

Dodges: Eight games of the New York Giants pro football team over WOR.

Nacht: Prof Quiz program over CBS Saturday night.

Pontiac: Kathryn Cravens, woman-announcer, hosts three weekly programs over CBS three afternoons weekly; "Varsity Show over NBC-Blue starting Oct. 1. This year the show will be a repeat broadcast of the 8-8:30 show at 10:30 for western points. Pontiac dealers of Detroit are also operating their own "Pony" show with variety, "Smoothies," a girls' harmony group, coming on for 15-minute periods Sunday nights on WJR after Oct. 3 and thereafter. There are indications this program will be extended to Thursdays also about Dec. 1. Plans are also being coordinated for broadcasts to be held from dealer showrooms, to bring in crowds of prospects to see the cars.

Oldsmobile: Michigan State Col- lege football games, nine in all, composite of Ann Arbor, Lansing, over the Michigan network. This marks the first time Olds has sponsored athletic contests.

Hudson's producer, back in the field after an absence of about 20 months, is laying out plans for an ambitious promotional campaign during the coming weeks. Decisions have been made, but it plans a chain radio program shortly after the first of the year.

In addition to these schedules, nearly all of the manufacturers will make available transcriptions and announcements to their dealers for use at announcement and show time and thereafter. Some of them are preparing these on a 25-50 basis, and others are simply making the disc or the copy available without charge for transcription use by the dealers care to make of them.

FORD, C-M START SUNDAY CONCERTS

GENERAL MOTORS Corp., and Hudson, will stage their first series of classical concerts with arrival of the autumn season but the programs are somewhat altered.

General Motors will use famous opera and concert vocalists for its McLaughlin-Buick-Mercury-Pontiac-Mohrman company, a group to sing exclusively for this program. Among those in line for service are Madam Celine Delavalle, Maria Jeritza, Helen Jepson, Richard Tauber, Joseph Schmidt and Donald Dickson. Concerts are signed for 13 weeks with renewal options and at least eight will make all possible arrangements to get the group on an NBC Blue network Oct. 3, Sundays, 8-9 p.m. (EST). Campbell- Eggle Co. of New York is agency.

Ford will revive the "Ford Sunday Evening Hour Sept. 12 at 9:10 p.m. on 93 CBS stations for 39 weeks. A network season for the show which last year was voted "best musical program" on the air by the Women's National Radio Committee and awarded the blue ribbon in two nationwide radio editors' polls, W. J. Cameron of the Ford Motor Co. will resume his short talks during intermissions. The agency is N. W. Ayer & Son Inc., Philadelphia.

Hudson's CBS Campaign To Be Keyed From WOR

Hudson Motor Co., Detroit, a subsidiary of Hudson, will launch this fall a half-hour novelty program, on 75 CBS stations and WOR, Oct. 6, for the new model year, and a renewal option. The program will broadcast Wednesdays, 7:15-7:45 p.m., on CBS-WABC with a re- lease date of 9:30-11 p.m. which will include WOR and the Midwest and Pacific CBS networks. David L. G. Sweeney of the "Hobby Lobby," which consists of interviews with colorful persons about their hobbies, Brooks, Smith, French & Dorrance Inc., New York, has the account.

Parmelec Taxi Spot

NATIONAL TRANSPORTATION Co. Inc., New York, for Parmelec Taxi Service is opening up a series of announcements.

info
**Missouri's 1937 Harvest Largest in 5 Years**

**BARLEY**
- 1937: 2,660,000 Bu.
- 1936: 1,360,000 Bu.
- INCREASE: 95.6%

**CORN**
- 1937: 126,610,000 Bu.
- 1936: 40,320,000 Bu.
- INCREASE: 214%

**RYE**
- 1937: 525,000 Bu.
- 1936: 225,000 Bu.
- INCREASE: 133.3%

**PASTURES**
- 1937: 84% of Normal
- 1936: 40% of Normal

**WINTER WHEAT**
- 1937: 42,454,000 Bu.
- 1936: 31,290,000 Bu.
- INCREASE: 35.7%

**OATS**
- 1937: 38,544,000 Bu.
- 1936: 29,330,000 Bu.
- INCREASE: 31.4%

**POTATOES**
- 1937: 4,611,000 Bu.
- 1936: 2,860,000 Bu.
- INCREASE: 61%

**APPLES**
- 1937: 3,283,000 Bu.
- 1936: 649,000 Bu.
- INCREASE: 461%

**PEARS**
- 1937: 1,680,000 Bu.
- 1936: 66,000 Bu.
- INCREASE: 2,545%

**HAY**
- 1937: 2,275,000 Tons
- 1936: 66,000 Tons
- INCREASE: 345%

**PEACHES**
- 1937: 1,580,000 Bu.
- 1936: 66,000 Bu.
- INCREASE: 2445%

**Wheat**
- 1937: 500,000 Watts
- 1937: 500,000 Watts

**Representatives:**

**FURGASON & ASTON, Inc.**

- **CHICAGO**
  - 221 N. La Salle St.
- **NEW YORK CITY**
  - 17 E. 45th St.
- **DETROIT**
  - Stephenson Bldg.
- **KANSAS CITY**
  - Dwight Building

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Broadcasting • Broadcast Advertising
Navys Requirements Lead To FCC Restriction on Stations on 550 kc. Band

FOLLOWING conferences with the Navy Department, the FCC on Sept. 7 issued an order stating a new policy under which no broadcasting station will be licensed to use more than 1,000 watts nights and 5,000 days on the 550 kc. frequency. Moreover, no application for a new broadcast station for use in the power or time of existing stations on 550 kc., will be considered which is located at a distance less than 300 miles from the nearest coast or point of international distress (SOS) frequency. The definition of an existing station is being considered by the Navy Department.

The above miles may be decreased if it is shown that a station’s power intensity of not more than one microvolt per mile will result at the nearest coast or point of necessary communications activities. In case a station’s distance is increased, the signal will strengthen toward the coast. The frequency may be increased if it is shown that a station’s power is increased while the station remains within the nearest coast or point of navigational communication.

Sponsor Property Right

In Sport Event Left Open

WHEN an injunction barring Transradio Press Inc., New York, from supplying radio stations with a 200-watt transmitter of the Louis Farright was granted to the 30,000-member Supreme Court Justice Ferdinand Pecora upheld the doctrine of International News Service v. Associated Press Co., and confirmed the property right of a sponsor in an exclusive broadcast.

The court held that Transradio Press is considering appealing the ruling as a test case to clarify the exception of the International News Service case to the proceeding by which a news agency may legally furnish its clients with descriptions of athletic contests.

Penick & Ford Starts

PENICK & FORD LTD., Inc., New York, started Sept. 5 a spot announcement campaign for Breer Rabbit molasses. One-minute announcements six days a week will be running on five stations in the Southern belt of W. J. Walter Thompson Co., the agency. The list will be enlarged later.

Cisler Is Appointed As Head of KTHS

Also Joins With Shuman to Buy Control of WHBB, Selma

FULL management of KTHS 10,000-kw. outlet at Hot Springs, Ark., was taken over Sept. 7 by Steve Cisler, who resigned the week before as director of WBDC, Nashville local, and who formerly was manager of WJTL, Atlanta (now WATL), and WSON, Birmingham. The appointment has been made by H. A. Shuman, formerly assistant manager of KDFM, Beaumont, Tex., and attorney for the operator of the Hot Springs station. No other changes in personnel are contemplated.

At the same time, it was announced that Messrs. Cisler and Shuman have purchased 76% of the stock of WHBB, 100-kw. daytime station at Selma, Ala., and plan to install new studios, offices and technical equipment and to make changes in personnel, if FCC approval of the transfer is obtained. W. J. Reynolds, holder of 25% of WHBB stock, is operator and manager of the station. Two other partners, G. W. Covington Jr. and J. S. Allen, have aow been examined for a new 100-kw. in Montgomery, while the fourth partner, J. Hughes, has applied for a new local in Phenix City, Ala. The Cisler-Shuman combination has purchased the stock of the latter three.

Installs New Equipment

According to Mr. Cisler, KTHS has added a Western Electric DG-26 speech input equipment, a WE amplifier and WE microphones and plans new studios in the present location. Hot Springs civic clubs have donated $300,000 structure which will house the city hall, chamber of commerce, civil defense and radio station. Mr. Cisler hails originally from Hot Springs and during his two years as a student at the University of Arkansas, was a radio manager of the university’s station, KUOA, now located in Siloam Springs.

KTHS is operated by the Hot Springs Chamber of Commerce and until Mr. Cisler’s appointment had been directed by Douglas Hitchins, who was appointed when the station was purchased early this year by Col. T. H. Barton, owner of KARK, Little Rock, and KELD, El Dorado, for $75,000. Local interest is headed by the mayor sought in chancery court to prevent the sale, which was upheld as legal, but the case is now on appeal to the Arkansas Supreme Court. Mr. Cisler had been with the FCC on the transfer of ownership and on the application of the Barton interests to move the station into Little Rock have several times been postponed due to the litigation.

Elizabeth Arden on NBC

ELIZABETH ARDEN, New York, has signed Elizabeth Arden Hour, starring Eddie Duchin and his orchestra on the NBC Blue network Wednesdays from 8-9 p.m. EST. The booking is for 52 weeks, through Cecil, Warwick & Legler Inc., New York.

20,000 HOURS ON THE AIR

KOAs Two 100,000 Watt Tubes on the Air Over Three Years and Still Going Strong

RECORD BREAKERS—These two 100-kw. tubes, in operation more than 20,000 hours at KOA, Denver, 50,000-watt station, are claimants for the world’s endurance tube record. Photographed with the colossal kilowatt cathodes are KOA engineers, left to right: E. L. Rakee, G. S. Dufton, F. A. Nelson, Chief Engineer J. A. Storer, H. G. Austin, R. D. Carrier, V. J. Duke, R. C. Fell and R. C. Thompson.

JULES VERNE’S name is indelibly enshrined in literary lore because of his Twenty Thousand Leagues Under the Sea, and Warden Lawes ranks as a radio topnotcher with his Twenty Thousand Leagues in Sing Sing. And now, KOA, Denver, claims an all-time record for the life of a couple of transmitter vacuum tubes with Twenty Thousand Hours On The Air.

These are not just ordinary tubes either, for they are 100,000-watt General Electric AII tubes, which have been in service on July 7, 1934 when KOA, owned by General Electric but operated by Loyola University, was purchased by K. W. Allen, president of Loyola University and managed by Vincent Callahan.

According to the latter, it was recommended to the FCC Broadcast Division that it grant the request of Denver University for 50,000 watts, for a power increase from 10,000 to 50,000 watts on its 850 kc. clear channel. The station is owned by General Electric, but managed by KOA.

WWL and KGO Favored

For Increases to 50 kw.

HOLDING that there is need for additional service in the area proposed to be served and that the application complies with the FCC rules and regulations, Examiner Hill has recommended to the FCC Broadcast Division that it grant the request of WWL, New Orleans, for 50,000 watts, and its removal to a new locality with a directional antenna, was recommended to the FCC Broadcast Division Sept. 1 by Examiner John B. Marshall. The station operates on the duplicated channel of 50 kc. with WVO, Schenectady, which now operates with 50,000 watts. Both stations are owned by General Electric, but managed and operated by NBC.

Skelly Oil in Midwest

SKELLY OIL Co., Kansas City, will start the Court of Missing Fiber on commercial operation Oct. 11 over 21 stations. A contest will be run in conjunction with the show which will be broadcast 7:30 p.m. (EST). Prizes will be awarded each week, with the grand prize to be determined on the basis of the largest number of entries.

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BROADCASTING Broadcast Advertising
Opening of New WHIP
Is Deferred to Oct. 1

OPENING of WHIP, new 5,000-
wav daytime sister station of
WWAE, Hammond, Ind., will take
place about Oct. 1 instead of Sept.
15 as originally scheduled. The
three transmitter towers will be
completed about Sept. 15 and the
station will test them out for about
10 days before actually going on
twin.

Included among business already
lined up for the station are three
half-hours weekly placed by the
music department of the Boston
Store, Chicago, direct; a program
sponsored by Cooperative Meat
Packers, Chicago (wholesale meat
packers) through Carl Schmidt
Co.; Nelson Bros., Furniture Ware-
houses, through Selvarior Broad-
casting System Inc., Chicago.

Latest additions to the staff in-
clude Francis Obert, announcer,
and Everett Parker, production
manager.

An Upstate Local’s ‘Noble Experiment,’
Runs Own Line Into New York City

THE FIRST local station to have
a direct A. T. & T. line into New
York, and with its own branch
office in that city, WNBF, Bing-
hamton, N. Y., has launched a new
experiment in program and sales
effort which will be watched with
interest by the industry.

In general patterned after the
WLW Line project, by which the
Cincinnati 500,000-watter sends to
and procures program service from
stations in other cities strategically
located, the WNBF effort already
has elicited favorable comments
from a number of New York aven-
gers, according to Harry Trenner,
commercial manager.

WNBF, a CBS outlet, has dis-
pensed with the services of Joseph
R. McGillivra as exclusive repre-
sentative. Asserting that the repre-
sentative “did a good job” and that
the change was not caused by any
dissatisfaction, Mr. Trenner said
that the commissions normally paid
on national business are being di-
verted toward payment for the
full-time A. T. & T. circuit. The
wire terminates at the control
board in Binghamton on one end
and at the A. T. & T. board on
Walker St. in New York on the
other.

“Our pickups in New York City
will be made with local loops to
the terminating point at Walker St.,”
Mr. Trenner explained. “WOR and
WINS are already wired up to this
line and we are taking programs in
conjunction with these two sta-
tions.”

Three or four of the larger agencies
have already expressed interest in
having a loop put into their
offices so that they may pro-
duce shows in their own studios.
Most of the larger agencies have
completely equipped studios. The
possibility of this move would be
to test shows in Binghamton, and
eliminate the necessity of cutting
transcriptions for test purposes,
giving more flexibility for chang-
ing shows than would be possible
in the case of wax, and getting a
true listener’s reaction to an ad-
vertiser’s potential program.

“At the outset we believed that the
‘noble’ experiment might be
just a little costly to us until
the present time we are out of the
red and well into the black to the
extent of being able to pay our
investment. We hope to be able to pick
up some sustaining shows in
New York as well as the commercial
stations that we are after. While we are a
medium sized market ‘up in the sticks’,
as it were, we feel that our audience is going to be satis-
fied with sustainers that do not
compare favorably with what they
hear on our own station through the
network.

“The policy is one of general im-
provement in program structure as
well as a commercial endeavor. The
idea is not entirely new. It is being
done by WLW and another station
out in the Middle west.”

WNBF has established offices at
366 Madison Ave., Mr. Trenner
did, and will operate the New
York end itself temporarily. The
station may not completely elimi-
nate representation, Mr. Trenner
said, but temporarily that is part
of the experiment. Mr. Trenner
plans to spend several days each
week in New York during the com-
ing season.

You Should Sell More Goods
In Michigan

And Here’s Your Beaten Path Right Into the Pocketbooks
of Michigan Housewives

Fresh news, about women, straight from
our U. P. wire; a gossipy Hollywood letter
the very latest styles and the people
who are wearing them—that’s the message
Nancy Osgood regularly broadcasts for
the women of Detroit and Michigan over
WXYZ. We call it “Women In the News.”
Mondays through Fridays, 1:30 to 1:45 p.m.
And do those women like it!
Here’s an audience ready-made to carry
your sales message.

Nancy learned how to hold audiences on
the stage. Her pleasant voice and winning
personality suggest intriguing merchan-
dising possibilities too.

You should sell more goods in Michigan.
“Women In the News” is ready to shoot
your Michigan sales curve sharply
upward. Just ask us for the whole story.

King-Trendle Broadcasting Corp.
300 Madison Theatre Building • Detroit

W. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago
Eastern Office: 550 Chasen Building
New York
Western Office: Rose Building
San Francisco

Beaumont’s Big Series

BEAUMONT LABORATORIES,
St. Louis (Four-Way cold tablets)
will start a new program, Four
Stars Tonight, on four stations of
the WLW Line, starting Oct. 4.
This program will originate on
WLW live; it will be broadcast Mondays and Fridays,
7:15-7:30 p.m. (EST) over WHN,
WFIL and KQV. Transcriptions
of the network show will be placed
on 15 other stations with one-
minute transcribed announcements
starting on 34 prior. The entire
campaign begins the first week of
October and will continue through
the winter. H. Rastor & Sons

General Mills Test

GENERAL MILLS Inc., Minne-
apol- is (flour), will test Love for
a Day, new quarter-hour transcri-
ption of the Minnesota market,
including Duluth and Fargo, the
first part of October. Series will
premiere weekly, nationally.
Blackett-Sample-Hummert Inc.,
Chicago, is agency.

Barnsdall in Midwest

BARNSDALL REFINING Corp.,
Tulsa ("B" Square gas), will start a
musical variety show called
Funbug over a split midwestern
CBS hookup Sept. 26, keyed from
Tulsa, at 2 p.m. Cooperative
Adv. Inc., Tulsa, is agency.

ALL home and away games of the Det-
roit Lions pro grid team, owned by
George A. Richards, chief owner of
WJR, Detroit, will this season be
broadcast over WJBK, Detroit, and
possibly over the Michigan Network,
sporadically, sponsored by Chrysler. Harry Wiemer
and Al Nagler will handle the games.

WXYZ — DETROIT

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BROADCASTING • Broadcast Advertising
A BICYCLE BUILT FOR YOU!

WOR is like a bicycle. Wait...
WOR is like a racing bicycle.
A big one.
Built for you.

19 hours of each day it purrs up to the doors of almost 4 million radio homes—or places that people call homes. Nice homes. These last six months 170 people who sell things hopped aboard. Some paid $370 for a ¾-hr. evening ride. Others shot the works and spun around for a full hour evening at $925. And a lot of those riders have now stopped peddling and are coasting along and coming home each day with their pockets full of the nicest things. Some ride!
Chicago Stations Supply Radio Lessons As Infantile Paralysis Closes Schools

By HAL TATE

PRACTICALLY all of the radio stations in Chicago are cooperating with newspapers to present regular schoolroom work for 450,000 school children who have missed classes since closing of Chicago schools due to the infantile paralysis epidemic.

Originally suggested by George H. Biggar, of WLS, the plan is as follows: Each day the Chicago newspapers print brief excerpts summarized from textbooks used in the schools and covering various subjects taught in elementary schools from grades 3 to 8, inclusive. These lessons are to be studied at home. The next day, on the Chicago stations, selected teachers lecture on the texts.

Each period of time on a station is directed to a particular class such as 8A or 2B or 5A. Enough time has been donated by all Chicago stations to cover the six elementary grades. First and second grades are not included.

High school pupils have been omitted because it is assumed they are mature enough to study on their own initiative. For the broadcasts, WLS has built special studios in the Board of Education building.

Robert L. Kaufman, promotional director of WLS, experimented with a similar plan in a smaller scale in 1930. At that time, the schools were closed in Marquette, Mich., and WDEO, together with the Daily Mining Journal, collaborated to present both textual and audible instruction. The experiment was highly successful.

In 1932 when lack of funds forced the board of education to discontinue summer schools in Chicago, NBC presented a Summer School of the Air over WMQ. At that time NBC had its own teachers and printed its own textbooks.

In Chicago, subjects being taught via radio and the printed word include English, history, geography, mathematics, sciences and health. The lessons will continue until the schools open, the tentative starting date having been set at Oct. 1. When the pupils go back to school they will be given examinations on the material covered in the combined radio and newspaper lessons. Some allowance will be made for children whose homes lack radio sets.

Details of time schedules on stations were still being worked out as Broadcasting went to press. Station executives and publishers went to the Sept. 11 weekend with the Board of Education officials to work out complete details of the schedule. William H. Johnson, superintendent of Cook County schools and Miss Minnie E. Fallon, assistant superintendent in charge of elementary schools, were completing the plan with station and newspapermen.

Stations carrying the broadcasts in addition to WLS are WENR, WGN, WBBM, WIND, WJJD, WCFL and WAAF.

Ironized Yeast's Spots

J. G. Dodson Proprietaries, Atlanta (Ironized Yeast), started Sept. 5 on 39 stations throughout the country, using a 15-minute transcribed program featuring Whispering Jack Smith and Arnold Johnson's orchestra. The program will be heard twice weekly for 13 weeks. The same series will be used on a 13-week twice-weekly schedule starting Sept. 20 on Canadian stations CKY, Winnipeg; CJCA, Edmonton; CFAC, Calgary; CKCK, Regina, and CFCP, Montreal. Ruthrauff & Ryan Inc., New York, is the agency.

Cystex Plans Campaign

KNOX Co., Kansas City (Cystex), which places its radio through Dillon & Kirk and the Allen C. Smith Adv. Co., both of that city, is planning a fall campaign using 26 quarter-hour transcribed short newspaper stories titled Extra! Series is being cut by Radio Transcription Co. of America, Hollywood. List of stations and details of the campaign have not been announced, but it is understood that it will be national in scope.

White King Campaign

WHITE KING SOAP Co., Los Angeles (granulated soap), is conducting a 13-week fall campaign on 14 western and midwestern stations, having started Aug. 16 using five times weekly a five-minute dramatized travelogue transcription series, cut by Associated Cinema Studios, Hollywood, which features Kay White, commentator. Although campaign has been announced for 13 weeks, it is expected that it will be extended and list of stations enlarged. Stations are WDAP, KANS, KQNC, KLZ, KOIL, KSD, KSO, KTUL, WFAA, KRTM, KFEL, KXTA, KOMA, KRGV. Agency is Barnes Chase Co., Los Angeles, with H. H. Chase account executive.
KYW—that smash hit on the home field of America—PHILADELPHIA, a teeming, metropolitan hub with more single-family residences than Detroit, St. Louis, and Cincinnati combined. KYW will boost the batting average of your sales curve.

A Basic Red Network Station
Completely Programmed by NBC
New Market Data In CBS Brochure
THE NEW CBS Listening Areas, bringing up to date the maps and studies of station coverage issued by that network, will be off the presses about Oct. 15. A notice to CBS stockholders, announcing the latest coverage folio, calls the maps the only ones which measure the distinction between day and evening audience-patterns of each station.

In addition to maps of the coverage areas of each affiliate station, a new series of maps will be included showing where the nation’s dealers and distributors listen to individual stations. “Such maps are important,” it is stated, “because the typical merchant plays a dual role in radio. He not only makes available radio-advertised products to the people who hear and are influenced by sponsored programs. He is part of the general audience, too, listening to the same influences.”

“The new Columbia maps chart his whereabouts both as audience and as dealer. They reveal the completeness of Columbia’s service to advertisers. Best of all, they provide a news tool for Columbia clients in working out distribution and advertising problems.”

CBS Listening Areas will contain more than 400 pages of reference data, including day and night audience maps, day and night dealer maps and reports on the population and market for each station’s listening area. Listening data was gathered by canvassing the audience over various periods, and a response was obtained from more than 900,000 listeners.

WAAAT, Newark, has been carrying a sponsored Skyways Reporter program from the American Airlines terminal at Newark Airport since early July. During the program the reporter, Bob Becker, interviews passengers departing or arriving at the world’s busiest air terminal and also a number of personnel.

Paul La Stayo, manager of WAAAT, announces that his station will carry special broadcasts from the field whenever anyone of public interest passes thru. In addition to the “personality” angle, such events as the arrival of cross-country record breaking events and other news-worthy items will be aired.

Broadcasting activities from the American Terminal are controlled by the Wm. N. Scheer Agency, Newark, and handled by Bob Becker, who is announcer for the agency. This agency now has a complete broadcasting staff, including led by the managing director, and Arthur F. Beadle, engineer. Mr. Scheer himself directs the programs and is also a capable announcer.

NEW RATE cards for both WHK and WJAY, Cleveland, have been issued by C. A. McLaughlin, general sales manager, to go into effect when WHK leaves CBS to join NBC-Blue and WJAY joins Mutual Network Sept. 26.

CHILDREN—Of the General Protestant Orphan Home, Cincinnati, made short work of the prize 79 lb. Texas watermelon given them by William S. Hedges (center), general manager of WLW. The melon was one of 100 or more sent via express in big galvanized iron washtubs by Harold Hough, manager of WBAF, Fort Worth, to various friends throughout the industry. They were cultivated on Hough’s farm which this year enjoyed a bumper crop of the luscious giants.

Willard to Use 100
WILLARD TABLET Co., Chicago (Willard’s Messenger), according to Oscar E. Frider, president of the firm, will start five-minute shows and quarter-hour programs on 90 to 100 stations starting the first of November. Most of the programs will run three weeks with a few on a daily schedule. Some stations will start Oct. 15, First United Broadcasters Inc., Chicago, is agency.

Bradley Buys Tale Firm But Continues in Radio
TRUMAN BRADLEY, CBS, Chicago commentator, heard on the Sunday night Ford concert programs and newscaster for Proctor & Gamble over WBMM, Chicago, has purchased the firm, Huntingford Co., Chicago. Mr. Bradley is president of the firm, and his sister, Elene Bradley, is general manager.

A medium priced cosmetic, Mme. Huntingford, has been on the market for the past 40 years, and it is Bradley’s plan to increase distribution on a nationwide scale. Newspapers and magazines will be used first and possibly radio later.

Although head of the cosmetic firm, Mr. Bradley will not forego his radio chores. His sister will be active in the sales end of the business. Miss Bradley, was with the Elmo Co., Philadelphia cosmetic concern, and later with Max Factor.

Mr. Bradley was married in Chicago Sept. 8 to Evelyn Jane Exemerth of Oak Park, III. Officiating at the ceremony was Oren (Buck) Weaver, WBMM radio news editor, who is assistant rector of the Church of the Atonement (Episcopal) in Chicago.

RICHARD LE BON COSMETIC Co., Hollywood, which has used radio locally in a series of short tests during the last five months to advertise its 14 products, on Aug. 29 started for 14 weeks The People Cast on KPWB, that city. Thrice weekly quarter-hour program features Nora Duff, commentator, formerly of WEA. New York, in interviews with motion picture celebrities and in fashion talks. Sponsor, placing direct, plans to extend radio activities nationally in late fall.
GANGPLANKING THE NOTABLES

The big ship docks. Happy voyagers scamper down the gangplank. Ambassadors ... golf champs ... famous scientists ... cinema stars ... celebrities galore! They're chatting on the pier, telling about their trip abroad, their future plans. Their stories will “make” tomorrow's papers. But look! ... There's a microphone ... a WMCA microphone! New York radio fans are getting a scoop interview with these famous personalities. Marvelous thing, radio! Enterprising station, WMCA!

NEW YORK'S OWN STATION

WMCA
NEW STANDARDS FOR

LOWERED COSTS!

LINGO COST CURVE
PRICES INCLUDE: Erection, painting, and full insurance for 5 years. Airways lighting and foundation costs on application.

5-YEAR INSURANCE!

JOHN E. LINGO & SON
MANUFACTURERS AND ERectors C
CAMDEN
VERTICAL RADIATORS

OPTIMUM PERFORMANCE!

UNATTENUATED FIELDS AT ONE MILE VS. HEIGHT IN WAVELENGTHS
A. The 100%, Efficient Radiation System Having Sinusoidal Current Distribution.
B. The System Using LINGO Radiator with Adequate Ground System.

For the Development and Application of LINGO Tubular Steel Structures to Radio Uses we have retained as consultants the noted Radio Engineering firm of GODLEY & BROWN. Concededly, this firm holds an advance position in the radio art with respect to radiator design and application.

INDIVIDUAL ENGINEERING!

INC., ESTABLISHED 1897
TUBULAR STEEL VERTICAL RADIATORS
NEW JERSEY
KFRO, WKOK DEALS
APPROVED BY FCC

TRANSFERS of the ownership of two local stations—KFRO, Longview, Tex., and WKOK, Sunbury, Pa.—were approved by the FCC Division Sept. 7. At the same time the proposed sale of WNNX, Yankton, S. D., to Gardner Cowles Jr. and Luther Hill, of the Iowa Broadcasting System, was ordered set for hearing, date of which has not yet been fixed. The sale price of WNNX is understood to be $75,000.

The KFRO deal represented a transfer of 60% stockholdings from Rogers Lacy to James R. Curtis, thus giving the latter 100% ownership. Mr. Curtis has quit the practice of law to manage the station.

The WKOK deal represented transfer of control from the Sunbury firm to individual stockholders. The newspaper formerly owned 73% of the stock, which is now held personally by Harry A. Haddon and B. A. Beck, the publishers, and George W. Beck.

Cudahy Packing Adds

CUDAHY PACKING Co., Chicago, for Old Dutch Cleanser, on Sept. 27 will add 8 CBS stations to the present schedule for Bachelor's Children. The program, heard Mondays through Fridays at 9:45-10 a.m. EDST, has been on 10 stations for the last year and marks its first anniversary on CBS on the same date. The agency is Roche, Williams & Cunningham Inc., Chicago. The new stations are WOKO, Albany; WCBS, Charleston; KRNT, Des Moines; KMBC, Kansas City; KFAB, Lincoln; WHAS, Louisville; WCCO, Minneapolis.

WHAT AGAIN?—Yes, it's still another of Harold (WBAP) Hough's Texas melons (See Page 26). It may be an optical illusion or just plain fake photography. Anyway, left to right, we have one Texas melon and Herb Hollister 3d, four-year-old son of the manager of KANS, Wichita, and one of the industry's crack candi- dature.

Herb 3d displaces 40 lbs. The melon—well you guess!

Good Crops Bring Cooperative

Producers Turn to Broadcasts

To Move Surplus Supplies

BUMPER and surplus crops in a number of regions have led to extensive use of radio to move products to consumers. Among programs involved are California pears, Maine potatoes, Ohio apples, Missouri apples and Pacific eggs.

State Food Development Commission (potatoes) will start Sept. 21 on Marjorie Mills, woman program engineer in Boston, on 16 stations, of which 7 are Yankee Network and 8 Mutual. The broadcast will be Tuesdays and Thursdays at 1:15-1:30 p.m. (EDST), on the Mutual stations and 1:15-2 p.m. on the Yankee stations. The contract is for 26 weeks, placed through Brookes, Smith, French & Dorrance Inc., New York. Stations are WNAC, Boston; WCCO, Minneapolis; WICC, Bridgeport; WTM, Hartford; WTAG, Worcester; WCHS, Portland, Me.; WLBZ, Bangor; WBAL, Baltimore; WGN, Chicago; WOR, Newark; WOL, Washington; WOAE, Pittsburgh; WABY, Albany; WKWB, Buffalo; WFIL, Philadelphia.

Apple Campaigns

Missouri apple growers are considering a national promotional drive involving expenditure of perhaps $10,000. The money would be raised by a cent-a-bushel assessment and would be spent for the most part in Missouri.

Ohio Apple Institute plans to use spots on a number of Ohio stations, through Nesbitt Service Co., Cleveland, to move its better than usual crop. The list has not been made public. The institute comprises some 500 growers.

Pacific Egg Producers Cooperative, New York, at a recent meeting with the National Association of Food Chains, Washington, discussed plans to remove surplus eggs through a consumer advertising drive. Chain stores agreed to cooperate with the cooperative.

Bartlett Pear Advisory Board, through J. Walter Thompson Co., San Francisco, some time ago placed a series of spot announcements in all parts of the country.

Lettuce Growers, Too

WITH a fall advertising appropriation of about $65,000, the Western Growers Protective Association is using radio along with newspapers and dealer service to introduce the new brand name of "Crescent" iceberg lettuce. The campaign will be launched the latter part of September. Spots will be used in New York, Pittsburgh, Cleveland, Cincinnati, Chicago, Des Moines and Detroit. The agency is J. Walter Thompson Co.

Burrus Mill & Elevator Co., Fort Worth, has assumed sponsorship of Lightment Doughboys over the Texas Quality Network, with Parker O. Thomas placed through J. Walter Thompson Co.

A. J. KranK Inc., St. Paul, has agreed with the Federal Trade Commission to cease allegedly false claims made for Balm Arctica.
NO DICTIONARY NEEDED to answer that one! Robert Johnson, Mgr., Reliable Furniture Co., Rochester, promptly answers Charlotte Edwards' question: "What's helping boost sales at the Reliable?" The answer—Reliable's boys' and girls' question-and-answer program over WHEC! Charlotte has been rattling off questions so effectively for six months that a third renewal has been contracted.

INTO THE TANK BY THE "AIR ROUTE" go thousands of gallons of Texaco in the Rochester area! H. H. Wende (left) and A. J. Hocking of Goodyear-Wende, Texaco distributor, inspect approvingly a map showing Texaco's local dealer distribution. No small share of the credit for Texaco's enviable standing in Rochester is owing to the consistently steady use of WHEC time for more than four years.

"ALL RIGHT!—ALL RIGHT!" says Major Bowes' familiar voice, and Charles W. Fields, distributor for Chrysler and Plymouth in the Rochester area, echoes the sentiment as he tunes in on the famous "Amateur Hour" over WHEC every Thursday. Making a good thing still better, C. W. Fields, Inc., has for many months tied in with a period of its own immediately following the Chrysler program.
Judge Ashby Completes Study of Foreign Radio

A. L. ASHBY, vice-president and general counsel of NBC, returned to his office Sept. 6 after an extended trip to Europe. He studied broadcasting system methods and law in England, France, Germany, Italy, Holland, Belgium, Hungary and Austria, and conferred with broadcasting officials in those countries. He also conferred with officials of the International Broadcasting Union, central organization of European broadcasters headquartered at Berne, Switzerland.

General counsel of NBC since its creation in 1926, Judge Ashby has been intimately associated with all legal problems affecting radio. Copyright law and problems have fallen within the scope of his activity and during his European studies, it is understood, he made a complete investigation of copyright problems abroad.

LINDSEY SPIGHT, Pacific Coast manager of John Blair & Co. on Sept. 22 starts to inaugurate a ten-weeks lecture course in "Radio Advertising" at the University of California Extension Division.

EDUCATION IN MODERNE MODE
Benton to Adapt Methods of Successful Commercial Programs to Broadcasts of Chicago U-

MODERN methods of popularizing science through radio may be brought into American education by a university which already has upset the applecart of traditional teaching with a plan favoring progressive students.

This was indicated by William B. Benton, vice-president of the University of Chicago and retired at the age of 87 as president of Benton & Bowles Inc., national advertising agency, on his arrival in Los Angeles Aug. 29 on the SS. Malofo from the Orient.

Mr. Benton, one of America's most brilliant advertising executives, disclosed that he will take over the active supervision of all University of Chicago educational radio programs, including the famous NBC-University of Chicago Sunday Round Table. Sponsored jointly by the University and NBC for five years, the program, he says, is one of the most popular educational features on the air. He inferred that program methods used with success by big commercial network programs would be employed to popularize educational broadcasts from the Chicago institution in a pioneering effort that may spread to other universities.

The former agency head was summoned to the University of Chicago by his 36 year old former classmate at Yale, Dr. Robert Maynard Hutchins, who as president of U of C has been responsible for the famous Chicago plan of promoting students as rapidly as their aptitude in studies permits. Benton will take over his educational duties Oct. 1.

GENE LA VALLE, director of dramatics of WHY-WJAY, Cleveland, will conduct a weekly course in radio dramatics during the fall semester of Western Reserve University, the classes meeting in the station studios.

DriscollManages KRKD; Sale Is Rejected by FCC

JOHN AUSTIN DRISCOLL, well-known California radio sales and advertising agency executive, has made general manager of KRKD, Los Angeles.

Mr. Driscoll announced by Frank P. Doherty, president of Radio Broadcast Inc., operators of the station. Driscoll has been in radio for more than 15 years in various capacities. He is widely known in Southern California for his sports announcing. For the past 2 1/2 years he has headed the John Austin Driscoll Adv. Agency in that city, which he will continue to operate along with his station duties. Hazel Ryan, who has been acting manager of KRKD, returns to her former post of assistant manager and also office manager.

Radio School in Dallas

THE FIRST school of its kind in the Southwest to teach the technique of radio broadcasting from the standpoint of the artist, the Southwestern School of Radio Broadcast flooding on Oct. 1 will open with full classes in the Melba Building, Dallas. Each session will be two months in length, the course of study to include microphone technique, script writing, production and direction. Students will be taught by radio experts actively engaged in actual broadcasting work over Dallas radio stations, Forrest W. Clough, business manager, has announced. Students will be auditioned before admitted to school. Gordon Butler Radio Productions, Dallas, transcription producers, is the parent organization of the school. It recently enlarged its studios and plans are under way for building a 20 x 20 foot studio addition to the newly equipped control room.

Dr. Angell's Plans

ENTERING upon his duties as educational counselor of NBC on Sept. 9, Dr. Rowland Angell, who recently retired as president of Yale University, announced that he was planning a month of "apprenticeship" in his headquarters in Radio City before sailing for Europe to study radio education in England and the Scandinavian countries. He will return early in January, and indicated that his first interest will be the extension of adult or popular education through the broadcasting medium.

DR. LEVERING TYSON, until recently director of the National Advisory Council on Radio in Education, assumes his post as president of Muhlenberg College, Allentown, Pa., on Oct. 2, and the inaugural ceremonies will be broadcast over NBC-Blue.
St. Louis is an important market. It merits, on the part of any advertiser, careful, analytical judgment of the selling forces to be employed.

If radio is to be used (and most aggressive merchandisers do use it because, through no other St. Louis advertising medium will you find so powerful a surge of selling force) there is one station in St. Louis which is the overwhelming choice of everyone interested in the ultimate sale and consumption of advertised merchandise—the dominant choice of not only the great consuming public of metropolitan St. Louis and surrounding territory, but the dominant choice of RETAIL DEALERS, BRANCH MANAGERS, LOCAL SALES ORGANIZATIONS, JOBBERS AND WHOLESALERS.

THAT STATION IS KMOX—"The Voice of St. Louis"
A NEW NBC tour record was set during the Labor Day weekend when 467,541 persons made the tour through the New York studios in Radio City Sunday, Sept. 5, and a week-end total of 1,447,175.

STRICTLAND GILLILAN, noted humorist and author of the famous \"Off Again, On Again, Gone Again,\" announced on Sept. 10 that he would start an 8-11 p.m. sustaining series on Mutual Network, keyed from WOL, Washington.

Almonte Chosen to Assist NBC Official Host

APPOINTMENT of Juan de Jara Almonte, a native and a former announcer of NBC, as an assistant to Homer L. Rohn, has been announced by NBC. Mr. Almonte will serve as special assistant to the network and will handle arrangements for the reception of distinguished guests. He is an accomplished linguist and has been NBC's official host since 1927.

Creation of the new post was decided upon in view of the changes in NBC requirements. In his capacity as night general manager, Mr. Almonte had full charge of the network's headquarters. These duties, however, have been delegated to the various departments, such as programs and sales, which now have their own executives on duty during evening hours.

Ray Succeeds Williamson

WITH the resignation of Albert R. Williamson as head of the NBC-Chicago publicity department, William Ray, new editor, was appointed to become his successor. Mr. Williamson, for nine years the NBC central division press chief, becomes assistant to publisher David Merwin of the Minneapolis Star, which is owned by the Des Moines Register & Tribune interests, operating three stations in Iowa. He was associated with Mr. Merwin on the Bloomington (Ill.) Pantagraph prior to joining NBC. Mr. Ray has been with NBC for four years and its new editor in Chicago for the last year. Before joining the network he was a member of the public relations staff of the Century of Progress, and a reporter on the old Chicago Evening Post and the Louisville Courier-Journal.

NBC on 24 Hours

EDGAR J. HIGGINS, Jr., formerly of the New York American, has joined NBC, New York, as early news editor, to take charge of the shift between 2 a.m. and 7 a.m., which went into effect for the news and special events department Sept. 1. The early morning shift, which puts NBC on a 24-hour schedule, is largely intended to keep a careful watch on developments in the Orient for early morning news programs.

Oneida Using Discs

ONEIDA, Ltd., Oneida, N. Y. (Tudor Plate) will start Sept. 23 "Silver Serenade,\" a program described on 38 stations. Peggy Tudor, master of ceremonies, will interview prominent women on a central theme of hospitality and the home. The agency is National Representative. Stations to carry the program are WGN WOR KBE KXY WWF WHN WHM KMXC WWFA KOL RSL KOA WRC WFB WFEH WYO WSS WAW WWJ WNB KFB WHV WJX WDMC WJW WJNY WJU.

PRESIDENT ROOSEVELT will head the list of Constitution Day speakers to broadcast over major networks Friday, Sept. 17.
EVERY week in the year, six days a week, a tremendous two-unit audience throughout Milwaukee and Wisconsin tunes in on WTMJ's ace programs for participating sponsorship—"Ask Nancy Grey," and "Heinie and His Grenadiers."

One audience is a morning group, composed of people with expensive tastes and tasty bank accounts—the Nancy Grey fan following. And boy-ohboy! How merchandise sales out when these women sail into the stores endorsed by our Nancy!

The other unit of this daily audience—the O'Grady's and the Colonel's Ladies of this rich shopping area—cup their ears, noon and evening, to listen to the music and friendly humor of Heinie and His Grenadiers!

These loyal listeners, either group, are loaded with enough buying power to pull any sales manager out of a hole. Solvent and spending, their choice of price tags range from the lowest to the highest. They buy everything—as participants in these two programs have gleefully discovered!

Best of all, this action audience is ready to rally to whatever product pennant Nancy or Heinie may wave. Thus, it presents advertisers with an established, proved, gold-mine market—one that responds warmly without costly build-up or ballyhoo.

Why not team your product with Wisconsin's mightiest missionaries of merchandise—Nancy and Heinie—and cash in on this selling set-up? We have a couple of sweet quarter and half-hour schedule gaps that these two ether experts will be glad to fill in your behalf—at rates that won't knock the daylights out of any advertising budget, however modest.

Your inquiries are invited!

THE Greater MILWAUKEE JOURNAL STATION
ED. PETRY & CO., INC., Representatives
New York, Detroit, Chicago, San Francisco

BROADCASTING • Broadcast Advertising

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KaDell Named President Of Los Angeles AFRA; Board To Be Expanded

CARLTON KaDell, Hollywood network announcer, has been elected president of Los Angeles Chapter, American Federation of Radio Artists, succeeding Norman Field, actor, who resigned to take over the duties of executive secretary. Field continues as AFRA second vice president.

Other Los Angeles Chapter officers are Thomas Freehaim-Smith, first vice-president; William Lawrence, second vice-president; Ynez Seabury, third vice-president; George Fifield, recording secretary and J. Donald Wilson, treasurer. Board of directors of Los Angeles Chapter is to be increased from its present strength of 21 members to 33, with the likelihood that four of the additions will be drawn from the ranks of singers and eight from the members of Screen Actors Guild in radio.

Radio talent in San Francisco and Oakland is being organized following a visit by Field. Phillip Sterns of San Francisco and Harold Henderson, Oakland, head the membership drive in that vicinity. John B. Hughes, Don Lee network commentator, stationed at KFRC, San Francisco is being groomed for presidency of the San Francisco-Oakland Chapter, with Van Converse as executive secretary. Group, with expected membership of 500 persons, will be under jurisdiction of Los Angeles Chapter until organization is competed. Sacramento, Stockton, Bakersfield and Fresno radio talent is also being organized by the AFRA, under supervision of Field.

WJBK Drops Its Case Against Western Union

WITHOUT assigning its reason, WJBK, Detroit, this month sought and obtained dismissal of its complaint against Western Union alleging discrimination in connection with the suspension of play-by-play accounts of the Detroit American League baseball clubs' out-of-town games. The FCC Telegraph Division on Sept. 7 announced it had entered an order dismissing the complaint without prejudice to the issues involved in the case.

The Detroit station last July filed with the FCC the formal complaint that the telegraph company as a common carrier be required to supply it with the service, under its first source of revenue, Federal Court action against Western Union but a mandamus was denied in May. The court, in spite of the refusal of Western Union to furnish its service, has been casting about for its new games of the Detroit club by picking up the reports in an undisclosed manner. The broadcasts are being performed jointly by the local Good Housekeeping Shop and Coca Cola Bottling Works.

Bakery Placements

QUALITY BAKERS of America, New York, cooperative bakery organization, on Sept. 20, starts for a second year a three-quarter-hour transcribed children's detective adventure program, Speed Detective, sponsored by General Foods. This is the first radio of the organization as an unit, and an elaborate club merchandising program has been worked out in connection with the series. Written by Virginia Marie Cook, and directed by Don Wilson, the series is being cut by Radio Recorders Inc., Hollywood, and placed direct with cooperation of National Radio Ad. Agency Inc., that city, producers of the program. Although produced especially for Quality Bakers of America, the series is open for independent sponsorship in other cities.

Frosted Foods Spots

FROSTED FOODS CO. Inc., New York, subsidiary of General Foods Corp., is participating in programs of New York, Boston, and Chicago, for Birds Eye Frosted Foods, as part of the largest advertising program in the company's history. Programs being used are Martha Dean, WOR, New York, Monday through Friday, 3-3:45 p.m., starting Sept. 2; Marjorie Mills, WEJ, Boston, Monday, Wednesday and Friday, 9:30 a.m., starting Monday, Sept. 13; and Feature Foods, with Martha Crane and Helen Joyce, WGN, Chicago, Monday through Friday, 9:30-10 a.m., starting Sept. 13. The entire campaign will run for 13 weeks, placed by Young & Rubicam Inc., New York.

Sears Tests Dies

SEARS, ROEBUCK & Co., Chicago, (radio department) will start a quarter-hour transcribed series tentatively called Grandma Travels in Minneapolis, Fargo and Duluth stations. New shows will be tested for 13 weeks and will plug the mail order company's catalog. Series will be transmitted by RCA Mfg. Co. Inc., Chicago, Blackett-Sample-Hummert Inc., Chicago, is agency.
Amos Jenkins Rides
The Subway or...

HOW EASY WHEEZY CRASHES THRU

5-CENTS MISS? HERE YARE--THIS CONTRAPTION'S NEW TO ME!

SUBWAY TICKETS-5¢-

HOWDY NEIGHBOR! SOMETHING WRONG?

Huh--No, indeed... well, things are not going so good.

Here are--there's something wrong.

Man, you should be where I come from! A $600,000,000 CROP OF IOWA CORN! Things look good!

HM-HMM... IS THAT TRUE?

Yessir--neighbor--this year Iowans'll spend alotta money!

Gosh!--we'd better cover it and get a share for "easy-wheezy" can openers. Radio could do it.

The radio's great--m'wife and kids and I listen to those IOWA NETWORK STATIONS all the time--

IOWA NETWORK THAT'S IT! MAXIMUM COVERAGE AT LOWEST COST PER 1,000 FAMILIES IN THE STATE

What's your hurry, neighbor?

Gettin' off here to call E.Katz Adv. Agency for Iowa Network Rates!

THE RADIOS GREAT--M'WIFE AND KIDS AND I LISTEN TO THOSE IOWA NETWORK STATIONS ALL THE TIME--

IOWA NETWORK THAT'S IT! MAXIMUM COVERAGE AT LOWEST COST PER 1,000 FAMILIES IN THE STATE

WHAT'S YOUR HURRY, NEIGHBOR?

GETTIN' OFF HERE TO CALL E.KATZ ADV. AGENCY FOR IOWA NETWORK RATES!

IOWA NETWORK

WMT Linked With Either KRNT or KSO - Radio Stations of the Des Moines Register and Tribune

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How Libel and Slander Affect Radio

Broadcasters Liability Confused as Result
Of Law Conflict

(Continued from page 18)
air the damage is done and it is
then too late to remedy it. The
speaker may suddenly find it may
before a few seconds have passed
most grievously injure the reputa-
tion of another. The speaker should
be liable, and he is liable, but the
broadcastor cannot be liable in
such instances. Some power
level would prevent the dissemina-
tion of the statement. He has no reasonable
means to protect himself. He can
employ no one to insure himself
against being mulcted in damages.
He may have exercised the utmost
care in approving of the artist and
may have done everything possible
to obtain proper material, yet he
remains liable in damages under
existing court rules. There have
been instances where a broad-
caster, fearing that a speaker too
too dangerous or libelous, has
omitted an admonition against making a certain deference,
cautions the engineer at the con-
trol panel to be alert to false speech
if necessary. Yet, by a clever inter-
polation, the reference was woven
into the speech without the broad-
caster being able to prevent it.

Political Speeches

The second and more pronounced
injustice occurs with respect to po-
litical broadcasts. Those are pro-
grammed on behalf of a
qualified candidate for public office.

The speaker exercises full right of
free speech and the broadcaster
must not censor his speech. The
act of both parties in this gen-

erally can be exercised by the
broadcaster. Few broadcasters of
any importance attempt to
censor President Roosevelt's
two public addresses of
senators or governors. The calling
is that of his legislation of
point or in life are
designed sufficient security for the
opinion of the defendant. In fact,
libelous occasions have
occurred, and many may occur,
when a public
officer of high rank viciously
attacked another and subjected the
speaker to
any liability for damages for defamation.

Outside Pickups

Another situation exists in which
he broadcaster is unfairly placed
in jeopardy. It arises from outside
information or use. The
broadcaster usually has no con-
trol of the place or the
speaker. The plaintiff is
in the
round table, the athletic field
or the public square. The speaker
may not be an
officer, but he may, if he
have presented his speech to
the broadcastor and he may, or
may or may not have his speech or
statement to writing. If in writ-
then he is
advance for the broadcaster. For
his
nuances, however, the
broadcastor may not
be liable. As may be for a chance remark
of a bystander who breaks into
the broadcast. The broadcaster has
no adequate means to protect him-
self in such circumstances.

Radio Cases

Considering the amount of risk
involved and the many opportuni-
ties for mistakes in the operation
of more than 600 broadcasting sta-
tions over the course of a
number of
it seems
that there are so few reported court cases of radio defamation. Perhaps
the problems are of a nature
may not be the rule of
these few cases will find univer-
sal application but the doctrines
they announce seem persuasive
pending the hanging down of cases
coming before the courts.

The first radio defamation case
was decided in the State of
Nebraska in 1922. It involved a political
broadcast made by a candidate for Rail-
way Commissioner who was speak-
ing on behalf of a candidate for
the
President. The broadcast was
done in the primary election of 1920. In
the course of his remarks, the
candidate referred to a
slanderous, a candidate for the office of State
At-
torney. Since there was no
decision reported as Sorenson v. Wood
and KFAB Broadcasting Com-
pany (1922), 123 Neb. 348, 243 N.W. 88. This is why no decision was
particulars, and it seems that the
defendants were liable for
libel rather than libel, but in all other respects followed the reasoning
of the Supreme Court of the State of Nebraska in the
case.

Electrical Transcriptions for Stations and Sponsors

BROADCASTING - Broadcast Advertising

www.americanradiohistory.com
**WKY HAS BEEN**

**GOING TO TOWNS**

**IN OKLAHOMA**

---

**LOG OF WKY REMOTES DURING JUNE, JULY and AUGUST**

- **June 12** from McAlester—A half hour show with all-convict cast from state prison.
- **July 10** from McAlester—Another hour show from within walls of state prison.
- **July 11** from Hobart—First of “Good Neighbor” series of half-hour shows from Oklahoma towns featuring local talent, sponsored by Oklahoma City wholesaler group.
- **July 19** from Ponca City—Second in series of wholesaler programs.
- **July 21** from Kingman—Interview with J. E. Denton, caretaker of notorious Pete Traxler, Texas prison fugitive and kidnapper. While a kidnap victim himself, Denton grabbed his captor’s gun, wounding the desperado and killing his fugitive pal.
- **July 22** from Hugo—At the hospital bedside of the wounded Traxler, WKY broadcast an interview with the man who had precipitated one of Oklahoma’s greatest and most dramatic manhunts.
- **July 25** from Eak—Local talent in another half hour “Good Neighbor” program.
- **August 1** from Clinton—Another wholesaler-sponsored program of all-Clinton talent.
- **August 15** from Lawton—Budding radio stars from this town entertained Oklahoma for a half hour.
- **August 22** from McAlester—Radio talent outside the state prison walls was heard.
- **August 29** from Bristow—The eighth in the wholesaler’s “Good Neighbor” series featured talent from this town.

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- For timely, newsworthy interviews... for novel, airworthy entertainment... for goodwill, WKY strung 1359 miles of line to pipe twelve programs in 90 days from ten different Oklahoma towns.

Continuous showmanly activity of this kind has made WKY the station Oklahoma hears about, thinks about, talks about and listens to most.

Yet more striking than this record of going to towns in Oklahoma FOR programs is WKY’s ability to go to Oklahoma towns WITH programs. By a wide margin, WKY covers more of Oklahoma than any other station... more of its radio homes, more of its buying power... more of its buying.

WKY is the station your product should be on to “go to town” in Oklahoma this fall and winter.
Ask the LOCAL ADVERTISERS in the TWIN CITIES

... they know the buying habits of their customers ... and what medium to use to get a quick response at small cost!

... because long experience has proved to them that WTOC produces more sales per advertising dollar, MORE LOCAL ADVERTISERS BROADCAST OVER WTOC THAN ON THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED!

WELCOME—Louis K. Sidney, managing director of WHN, New York, welcomes Gene Ford, his new assistant to the office. A few minutes later Mr. Sidney sailed for London on the Normandie Sept. 1.

Mr. Ford came to New York from Lebanon, Ohio, to be an assistant in production to Mr. Sidney.

Baltimore Bards
WBAL Is Deluged With Gems Of Local Poets

BRAD BRADLEY, assistant program director of WBAL Baltimore, stepped into a bit more than he bargained for when in a philanthropic mood he invited amateur poets in Baltimore to come up to the studios and read their original selections.

The word that a radio station was devoting part of its time to giving the amateur poet a break spread like wildfire. The embryonic Shakespeares, Miltons and Lambasts who did not catch the announcement, peppered local radio editors with verses.

Although Bradley asked amateurs to bring selections up the following week, the day after announcement found studios crammed with long hair and dreamy eyes. Bradley sought the nearest exist.

Originally intended for one fifteen minute broadcast, the program blossomed into a weekly half-hour series with orchestra accompaniment, titled Bards of Baltimore.

General Mills Discs

GENERAL MILLS Inc., Minneapolis, (flour), has added half-hour transcriptions to the coast-to-coast CBS series bringing the station list to 32. Here's a list of all churches and Betty & Bob are placed five times weekly, with Betty Crocker interspersed in the transcriptions twice weekly. Series is transcribed by RCA Mfg. Co., Inc., Chicago.

Blackett, 5 Amp, Humble, Chicago, is the agency. WCHW, Portland, has the quarter-hour Betty & Bob portion only, with the other 32 stations carrying the complete half-hour transcriptions.

The complete list follows: WRVA WGY WGBH WIC, WEW WOC WOC WOC WOCW WCGM WMJI WLW WTVK KWWK KTUL KFBK ROB KGBM KTBM WFAA KFAQ WRGB KBOS KBOF WTAM WOR WYTV WJLW WJLA.

Carborundum Returning

CARBORUNDUM Co., Niagara Falls, N. Y., will return to the air Oct. 16, and will be heard Saturdays thereafter on CBS. The time has not been definitely announced, but it will probably be 7:30-8 p.m. EST. BBDO, New York, is the agency.

Yoder Heads NBC In San Francisco

Additions and Changes Made In Golden Gate Personnel

LLOYD E. YODER, for the last nine years NBC western division publicity director, headquartered in San Francisco, has been made local manager of the network in that city, with jurisdiction over KFO and KGO. The promotion, effective Sept. 1, was announced by Don E. Gilman, vice-president in charge of the western division.

Yoder, along with his new duties, will supervise the western press division. Milton Samuel will continue as his assistant in San Francisco, with charge of the Hollywood press department.

One of the first members of the NBC staff to join the network after its establishment in the West, Yoder started his radio career with the network as announcer. Shortly after he became NBC press representative in San Francisco and later manager of the West Coast press division. He is well known for his football activities as Pacific Coast Conference official as well as for his work with NBC.

Other Staff Changes

A number of additions to and changes in the office staff of the NBC Hollywood studios have been made by studio manager John W. Swallow. Under the new setup instituted, the Radio City page boy system has been installed to replace receptionists, five being added. Receptionists have been placed in charge of the enlarged switchboard as telephone operators.

Ted Hediger, formerly of the NBC Chicago production department, has taken a similar post in the Hollywood studios. Russell Hudson, formerly head of the page boys, has been made assistant to Karol Pearsall. Robert Edwards succeeds Hudson as head page. Maryalice Moran has been transferred from the NBC San Francisco executive offices to Hollywood as secretary to Walter Baker, office and personnel manager. She succeeds Virginia Elliott, resigned. Esther Baxter has been brought in as secretary to the Hollywood publicity department and Max Hutto has been made assistant to Fred Dick, mimeograph department manager. Margaret Kent is also new to that department.

Aircasters Have Coughlin

PLANS have been virtually completed for the broadcasts, Sundays, 4-5 p.m., of Father Charles E. Coughlin, which are to start Oct. 31, but it is unlikely that complete details will be available before the radio priest returns from a European vacation later this fall. The date of his return is uncertain as yet. Meanwhile, the new Detroit radio agency, Aircasters Inc., has been appointed to handle the account. President Stanley Boynton of Aircasters is giving the Coughlin series his personal attention.

AUTHORITY to move WHEF from Kosciscko to Jackson, Miss., where it would be located in the Hotel Heidelberg, is sought in an application filed with the FCC.
WAPI, Birmingham, is now represented by RADIO SALES.

WAPI, soon to become a member of the Columbia Broadcasting System, is now exclusively represented by RADIO SALES for the sale of national spot time.

Alabama’s only clear channel station, WAPI has 5 times the power of any other Cotton State station—and dominates the entire trading area of the industrial center of the South. The following data best describe Birmingham’s complete trading area—served by WAPI:

1,810,410 people • 177,400 radio homes • $414,557,000 annual effective buying income • $173,031,000 annual retail sales • $2,200,000 total weekly payroll

Based on the number of its national spot advertisers and programs WAPI ranks first in popularity in Alabama, third in the East South Central States, and is one of the 50 most popular stations with advertisers in the country.

WAPI is a worthy addition to the RADIO SALES list: WABC, New York; WBBM, Chicago; KMOX, St. Louis; WCCO, Minneapolis-St. Paul; WEEI, Boston; WBT, Charlotte; WJSV, Washington; WKRC, Cincinnati; KNX, Los Angeles; Columbia Pacific Network; Columbia California Network; Columbia New England Network.

For data on the Birmingham market and WAPI (or on any of the markets and stations listed above) consult the nearest office of RADIO SALES.

RADIO SALES
A division of the Columbia Broadcasting System:
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES
Above: WJR announcer Franklin ‘Bud’ Mitchell and a World vertical recording on WJR turntable
“...a wonderful contribution”

“It is the wide range of frequencies of the WORLD transcriptions which gives brilliancy and life-like tone to the program.” says Andrew Friedenthal, Chief Studio Engineer of WJR, The Goodwill Station, Detroit. He points out that a higher standard of radio broadcasting has been made available to American stations by World’s modern VERTICAL method, noiseless recording and Wide Range reproduction contributing to program perfection. Then he adds: “Because of these facts broadcasters look upon World Broadcasting System transcriptions as a wonderful contribution to the broadcasting industry.”

Many other leading engineers, whose stations are members of The Wide Range System*, acclaim World transcriptions as the standard by which all others are judged. And there’s a reason—World recording facilities are the product of the greatest array of engineering talent in the world, concentrating on this scientific objective. Broadcast WBS recordings and your listening audience will stay with you!

* The Wide Range System consists of 440 stations (402 in the U. S. alone), specially equipped to broadcast World’s Vertical-cut transcriptions.

WORLD BROADCASTING SYSTEM

Transcription Headquarters
Libel & Slander

A CAMPAIGN year is coming up. The full membership of the House—435—and one-third of the 96 Senatorial seats are thrown to the mercy of the voters. In states, cities and counties there will be elections for everything from dog-catcher to governor.

Pity the poor microphone which each year takes a more severe beating from office-seekers and politicians than radio as its first line offensive in vote-getting. But the plight of the broadcaster is even greater. Because of the lack of uniform laws on defamation, and because the broadcaster, under the Federal law, cannot censor, his position is hazardous.

In this issue we publish a treatise on radio defamation prepared by two attorneys of the NBC legal staff. It constitutes a complete analysis of all available precedent on the subject, and emphasizes the inadequacy of existing law. It urges that Congress enact a universal rule applicable to radio to take precedence over diverse rules now operative by virtue of court decisions in state jurisdictions.

As things stand now, the broadcaster, even though powerless to prevent a defamatory statement from all being broadcast on the subject, and thus can be held jointly responsible for any statements made over his facilities. The most he can do is examine manuscripts in advance and suggest the elimination of possible slanderous statements. But he cannot prevent an extemporaneous deviation from manuscript. Thus, he is placed in the position of exercising the greatest possible degree of caution at the outset. Beyond that he can do little else than fiddle a rabbit’s foot.

The Job Ahead

VACATION season is over. That means the radio season is on. New network, spot and local campaigns have started or are scheduled. The demand for time, generally speaking, appears to be unprecedented. It looks like another big year.

That’s the credit side of the ledger. But let’s take a look at the other side which, for want of a more descriptive term, we’ll describe as the regulatory side.

Broadcasting is being subjected to a greater degree of tongue-lashing than ever before. Politicians are on the warpath. They don’t like newspaper ownership, or high power, or commercialized radio, or whatnot—at least that’s what some of them have been saying. Unions are raiding radio. Demands for tribute are at an all-time peak. On top of that, more stringent FCC regulations are talked about.

The reason the business outlook is bright is an apparent one. Radio sells goods more effectively than do competitive advertising media. Moreover, radio advertising commands greater respect because of the quality of programs and of the commercial credits have been improved appreciably during the last few years. Radio is doing a far better all-around job, having profited by experience, albeit some people seem to be impatient because of the seeming slowness of the pace.

To us, the reason for the assaults on broadcasting as an industry is evident. The industry hasn’t gone to the trouble of informing the public and its critics of the job radio is performing. Radio has left the attacks go unanswered. It has not attempted to offset erroneous or irresponsible statements.

The public is for radio. The American people are not doing the complaining. The public would rear up indignantly if it realized that broadcasting is being placed in any jeopardy. Thus the job of the industry, and each of its individual station components, is first to strive constantly to increase the quality of its public service, and then let the public know about it by answering the chronic fault-finders.

A Wise Choice

THE ENTRY into radio of Edward F. McGrady, Assistant Secretary of Labor, as director of labor relations of RCA should be welcomed by the entire radio fraternity. Although retained by RCA and its subsidiary companies, including NBC, his identity with radio should have a salutary effect upon labor relations of the entire industry.

In these troubled labor times the need for counsel in handling of relations between employer and employee has become glaringly apparent. The fact that Mr. McGrady’s appointment was generally applauded in the daily press and that he is held in such high esteem by both the Administration and the rival labor groups attests to the wisdom of the choice.

Like the recent appointment by NBC of Dr. James Rowland Angell, former president of Yale, as the network’s educational counselor, Mr. McGrady’s association with radio undoubtedly will redound beneficially to the entire radio industry. Such men, who are outstanding leaders in the fields, tend to bring prestige and stability to the youthful radio industry.

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LOLLY EDWARD YODER

A FIRM believer in the possibilities radio holds for youth, is Lloyd Edward Yoder, who became San Francisco manager of NBC with jurisdiction over KPO and KFOO.

His enthusiasm is founded upon experience, for the tall, handsome alumnus of the University of Pittsburgh, is one of the layman-agents in the executive ranks at his school in the business of the advertisers in the industry.

Born in Salem, O., July 13, 1902, he was just 25 years old in October, 1928, when still in college, he was in charge of the local NBC newscast department in San Francisco, and with a "beat" of hundreds of miles up and down the Pacific Coast to cover for radio advertisers.

A graduate of Salem (O.) High School in 1921, he attended Mt. Union College, Alliance, O., for one semester and then transferred to the Carnegie Institute of Technology in Pittsburgh, that college, by the way, still looks back on the football season of 1926 as its big year, for then it was that Tech beat the seemingly unconquerable Notre Dame. Yoder was captain of that great Carnegie team and the youth's name was a familiar one in the national eye of sports that year. He was named to the Rockne, Warner, Jones and other All-America teams and received enough acclaim to have turned the head of any one less modest and steady.

Yoder was president of the student body during his senior year and also was the producer of the college play, "Loose Ankles," which afterward became a Broadway success. The honored society, Delta Skull and Dragon, claimed him, and the national fraternity Sigma Alpha Epsilon. He received his B.A. degree in June, 1927. Some college heroes recline on their football laurels. Men who look up from the business of being 25 in the bicentennial year outside college.

Interested in radio, he was writing a column for the Pittsburgh Post in October, 1928, but his work was interrupted by a series of three radio programs as vice-chairmen of the general entertainment committee—Major Lenox R. Leb, NBC president; William S. Paley, CBS president, and Alfred J. McCosker, president of WOR and chairman of the Mutual Network.

BROADCASTING • Broadcast Advertising

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PHIL COHAN, of the CBS New York music staff, on Oct. 1 will succeed Harry Ommerle as producer of the weekly half-hour Hal Kemp Dance Band program sponsored by Liggett & Myers Tobacco Co. (Chesterfield cigarettes), from Hollywood. Mr. Ommerle resigned, effective Sept. 22, to head the radio department of William Morris Agency Inc., New York, on Oct. 15.

TED MEYERs has resigned from the announcing staff of WCAU, Philadelphia, after an absence of two years. Calvin Jackson is another addition to the WCAU staff.

WALTER J. BECK, formerly with America, San Antonio, has joined the announcing-production staff of KYSO, Ardmore, Okla.

JOAQUIN OSSORIO, of the staff of WCCO, Havana, has been working at WQAM, Miami, learning American methods.

FRED FOWLER, formerly of WCF, Chicago, has joined the announcing staff of WQAM, Miami.

SAM PIERCE, formerly producer of Calling All Cars, weekly police dramatic serial sponsored by Rio Grande Oil Co. on Don Lee network and CBS Pacific Coast stations, has joined the production staff of KHJ, Los Angeles.

Provensburg Back to NBC

ERLPROVSEN, formerly assistant manager of WRC and WMAL, Washington, and sometime presidential announcer on the NBC Washington staff, on Sept. 6 joined the announcing staff in New York, replacing Don Lowe, resigned. Mr. Provensburg resigned from the NBC Washington staff in 1938 to become manager of the old WLBW, Erie, Pa., and since 1934 has been radio director of the Lewis Edwin Ryan Agency, Washington, handling the Chesapeake & Ohio Railroad account which recently discontinueD using radio.

JOHN HAYES, announcer of WOR, Newark, has been appointed assistant producer manager under Harry Carlson. Mr. Hayes formerly was program director of WIP, Philadelphia. WOR has three announcers to its staff—Tom Slater, former with WNW, Cincinnati; Bill Tuttle, formerly with WJZ, Chicago, and William Perry, formerly with CBS.

JIMMY VANDIVER has been appointed publicity director of the Don Lee Network System, Los Angeles, succeeding Seymour Peiser who resigned to head agency work. Vandiver, formerly a Los Angeles newspaperman, has been with the Don Lee network for the past three years handling news broadcasts and conducting the weekly Meet Some People program on KHJ, Los Angeles. He replaces Ray Beal as public relations director.

SANDY ROTH has resigned as sports announcer of KMTR, Hollywood, to devote his time to college. His duties have been taken over by Bill Kelso, night supervisor of studio activities.

EDWARD LYON, formerly chief announcer of KYUL, Tulsa, has taken over the post of KYUK, Los Angeles,急速 said to announce WMJ, Beverly Hills, Calif., as assoc. announcer.

JOHN HESTAND, NBC Hollywood announcer, is being film tested for a role in the M-G-M production Navy Blue and Gold.

JOHN CONTE, formerly chief announcer of KHJ, Los Angeles, has been assigned a part in Yesterday's Cheerleaders, being produced by Paramount Productions Inc., Hollywood.

WALTER BUNKER, NBC Hollywood producer, has been promoted to assistant production manager under Martin Young. Ted Hediger, formerly in the network's Chicago studios, has taken over Bunker's duties.

HUGH EDDLOCK and Howard Snyder have been signed as writers on the new CBS-Eddie Canter Tercro Television Show.

WILLIAM KADISON, former Los Angeles newspaperman, has been appointed day program manager of SDB, Melbourne, Australia.

DOLORES EHLERS has returned to the post of publicity director of KMTR, Hollywood, after several months in the sales department.

DOUGLAS CHANDLER has resigned from the production department of the WPA's Radio Division to join the announcing staff of WOR, Newark.

RAY FAGEN, assistant in the mail room, on Sept. 4 left WBO, Des Moines, to take a position in the sales department of the Columbia Carbon & Ribon Co., Minneapolis.

SID SCHWARTZ, publicity director of WNEW, New York, has resigned that position, effective Sept. 15. He has announced his future plans now and pasado stated he would become assistant to WHN's Paul White. However, the station's new manager is presently under the supervision of the special events department, headed by Larry Nixon.

BURKE CROTTY, head of NBC New York photo department, and Bill Haussler, staff photographer, are in Hollywood taking pictures of personalities appearing on network fall programs originating from that city.

MILTON J. CROSS, NBC announcer, has bought a farm near Woodstock, Vt.

ED CERNES has been appointed head of the NBC-Chicago music library. He was formerly assistant to Dan Morandt, resigned.

RICHARD BARTLETT, formerly of KHJ, Muskogee, Okla, has joined the announcing staff of KAIIO, Kansas City. Dave Byrn has resigned as chief announcer in charge of public events.

The spendable income of the WSM primary market alone totals nearly one-half billion dollars!
The large volume of business already placed on THE WLW LINE indicates an early fall sell-out.

Elimination of wasteful duplication is only one of the many reasons why "The Most Sensible Buy In Broadcasting" is now radio's most phenomenal success.

Sole Agents
Transamerican Broadcasting and Television Corporation
John L. Clark, President

Complete Broadcasting Facilities Wired and Transcribed

NEW YORK
521 Fifth Avenue
Murray Hill 6-2370

CHICAGO
333 North Michigan Avenue
STATE 0366

HOLLYWOOD
5833 Fernwood Avenue
HOLlywood 5315
PETER LYMAN, continuity writer of WMO-KJR, Seattle, recently married Miss Gladys Miller, librarian. Engagements include Gladys Niemeyer, who is secretary to Manager H. Fisher, Caroline Coffman, of the continuity staff, Florence Morrell of the commercial department and Allen Barton, switchboard operator, all brothered to persons outside the radio industry.

JANE DILLON, who wrote the script and played all the characters in her popular "House of Dreams" program over KJR, Seattle, has gone to her home in Bridgeport, Conn., retiring temporarily from radio.

ALAN SCOTT, commentator, has returned to the air with a news program on WFL, Philadelphia.

LAWRENCE WITTE, whose radio column titled Static is carried in many eastern newspapers, and who recently has appeared on WPG, Atlantic City, has started a new series of gossip programs titled Mike Notes over KYW, Philadelphia.

DON DAVIS, of Nutley, N. J., has been added to the announcers' staff of WEMP, Joplin, Mo.

HARRY KUYKENDALL, graduate of Davidson College, has become a full-time Hollywood commentator for WBIG, Greensboro—the first in the state, according to Maj. Edney Ridge, station director.

FRANK DEVANEY, of Jamestown, N. D., has joined the staff of WMIN, St. Paul, as production manager. He formerly was on the WMIN production staff.

ART VAN HORN has been added to the announcing staff at KSFO, San Francisco. He was formerly announcer and newscaster at KSFO and previous to that worked at KGB, San Diego.

PATRICIA SULLIVAN, of the NBC continuity acceptance department in San Francisco has divulged her marriage two years ago to Norman Gatz, former announcer. They were married in Reno, Sept. 7, 1935.

WILLIAM H. ANDREWS, supervisor of announcers for the NBC in San Francisco, has been transferred to Hollywood as night program manager. Richard Ellers, formerly in charge of night operations, succeeds Andrews and his post is being filled by Robert Dwan, who was Ellers' assistant and Robert McCullough, the announcers' staff has been promoted to Dwan's previous position.

KEN DOUGLAS, announcer of WHAP, Fort Worth, is the father of a baby girl born recently.

LEWIS CHARLES, who left WINS, New York, in June to join WOW-CHI, has moved to the announcing staff of WIB.

JOHN LAIR, musical director of WLS, Chicago, has gone to Cincinnati to free-lance work at WLW. He will produce a daily morning show of the "Rags Dance" type. Red Foley and the Girls of the Golden West, three WLS artists, have gone to Cincinnati with Mr. Lair to take part in the programs.

ED PAUL, announcer of WLS, Chicago, and Elton Jensen (Sally of the Winnie, Lou and Sally WLS vocal trio), will be married Sept. 19th.
Radio advertisers who broadcast to the nation's 5th largest market usually refer to it as "Cleveland" but actually it is "Cleveland Plus."

"Plus" includes cities like Akron, Lorain, Elyria, Norwalk, Painesville, Ashland, Wooster and Ravenna — dozens of towns such as Kent, Cuyahoga Falls, Willoughby, Medina and Wadsworth — and literally hundreds of smaller communities.

Cleveland's (Cuyahoga County) 272,200 radio families and the "plus" coverage of 230,716 additional radio families can best be reached by WHK.

Listener interest on WHK has always been high but now that WHK is the Cleveland station for NBC Blue Network programs (starting September 26th) even more listeners are tuning in.

We have facts and figures to bear out our belief that WHK is best for you in Cleveland. Shall we send them?
George Godfrey, formerly Hollywood motion picture dialogue director, has been appointed to direct the quarter-hour series of 100 transcriptions starring May Robson, now being cut by Associated Cinema Studios, Hollywood, for Bauer & Black, Jack- son Wheeler, formerly CBS Hollywood announcer and producer, is to do the announcing.

John Holtman, chief announcer of WFRM, Indianapolis, leaves that station Sept. 20 to join the announcing staff of NBC-Chicago.

Edmund Linehan has been promoted from the continuity department of KSO-KRT, Des Moines, to assistant program director, taking the place of Lansing Benet, who resigned to join KSOO, Sioux Falls, S. D., as program director. James Randolph, formerly KFRU, Columbia, Mo., has taken Linehan’s post. Program Director Ranny Dale has also appointed Ken Brown as head of the new special events department.

Harrriet Ristvedt, former assistant to Ed Barrett, head of the radio school of Drake University, has joined the continuity department of KSO-KRT, taking the place of May-Floyd Siex, who resigned to free live in Chicago.

Wesley Wallace has taken over the duties of program director of WPTF, Raleigh, which has added February Lawrenz to staff as program director’s secretary.

Jack Gregson has joined the staff of KSL, Salt Lake City, as special events man.

Calvin Jackson, formerly of WRAW, Reading, Pa., and George Hogan, formerly of CBS, have joined the announcing staff of WCAU, Philadelphia.

Day Into MacKnight

John MacKnight has been added to the staff of announcers at WDGY, Minneapolis. This gives WDGY a daytime announcer by the name of Dick Day and Mr. MacKnight during the evening hours. When the stand- by comes at 6 p.m. the following statement is made.

Your announcer has been Dick Day. Day now gives way to NIGHT . . . your next announcer being, John MacKnight.

Tom Jones, producer, has joined KYA, San Francisco, succeeding Wallace Ford, resigned. Jones was former- ly with stations in Southern California.

John Schneller, studio supervisor of KOF, Portland, Ore., is to marry Ellen Kerry, of KOGC, San Francisco, this month.

Reginald Ferguson, graduate of Tennessee State Teachers College, has been named producer manager of WUBQ, Memphis. Ned Cronk, Memphis publicity man, has been ap- pointed to handle special promotion and ad- vertising programs. Robert W. Ramsey, Arkansas U graduate, has joined the continuity department.

Josephine Avis has been transferred from the program department to the post of assistant traffic manager of KAYA, San Francisco.

James (Jerry) Matthews, principal announcer announced Aug. 17 to Monty Margetts, Seattle actress.

Charles Lyon, formerly WABC Chicago announcer, joined Harold True and John Slagle, announcers of WXYZ, Detroit, to describe the Gold Cup Hydroplane Race, feature of regatta of the Detroit Yacht Club, in the broadcasts over the NBC-Blue Network on Labor Day.

Jack Gregson, formerly of KGA, Spokane, has joined the announcing staff of KDYL, Salt Lake City.

Gilbert Beyer, announcer of WHAM, Hartford, and Miss Dorothy Collins, of Bangor, Me., were married Aug. 30.

Lee Douglas, M.C. of the Morning Edge on WFMJ, South Bend, Ind., made his bow as a columnist Sept. 5 with the publication of a Sunday feature column called Radi- os in the South Bend Tribune.

George Thorne, former chief announcer of KROA, Santa Fe, N. M., has joined the announcing staff of KGML, Albuquerque, succeeding J. B. Matthews, now on the West Coast in radio and motion pictures.

Erie Neff, announcer of KQV, Pittsburgh, who became nationally known for his handling of the Pitts- burgh Symphony over CBS last fall, will marry the Blank of Brentwood, Pa. on Sept. 18.

Graeme Fletcher, program di- rector of WSR, Columbia, S. C., has taken the same post with WAIM.

Miss Bunny Osborn, of the program department of WHK-WJAY, Cleveland, has been promoted to traffic manager, succeeding Mrs. Winifred Man, who resigned following her recent marriage. Dorothy Beamer of the announcing department has succeeded Miss Osborn.

Burt McMurtrie, formerly CBS New York commercial program direc- tor, has been named to head the west coast radio department of Music Cor- poration of America, Los Angeles, re- lieving Harold Hackett, who has re- turned to the New York office. Taft Schreiber continues as MCA’s Los Angeles Coast general manager, also head- quartered in Los Angeles.

Lester Grotell, publicity co- ordinator of the Mutual Network in New York, and Mrs. Grotell, the parents of a 5-pound daughter born in August.

Claude Kirchner has resigned from the staff of WTMJ, Milwaukee, to join the Chicago NBC staff.

Golden Gate Expo Plans

Extensive Use of Radio

Preliminary plans for the 1939 Golden Gate International Exposition contemplate transmis- sion of 25 radio programs daily from Treasure Island in San Francisco Bay, according to Arthur Linkletter, radio director. Plans are under way for construction of a complete broadcasting plant in a $250,000 radio building. There will be four glass-encased studios, dressing rooms, lounges, offices and monitor and master control rooms, all visible to fairgoers.

Programs will be picked up also from 20 remote control points on the 400-acre Exposition grounds. Approximately 40 sound piles will be erected at various points for both radio and public address. A staff of 25 exclusive of announcers will be employed. Sponsors and networks will be invited to use the Exposition studios without charge. The Fair will run 258 days, with broadcasts over all national net- works, several regional chains and all local independents serving the Bay area.

SO YOU WANTA “BUST IN” EH?

Over the protests of your vice-president you want to try to push your way into one of the toughest markets in the Little Old U.S., is that the idea? You’re 100% right! Though tough, it’s worth fighting for, because Kansas City and the KMBC Market is the country’s eighth richest, with the biggest money wheat crop in years just harvested. You may not know that KMBC is the Little Marvel Market Busters, with KMBC Tested Programs, Precision Coverage, Formula Radio Selling. Read all about it in a convenient folder that is waiting for you.

KMBC

OF KANSAS CITY

FREE & PETERS, Inc.
National Representatives

Your Sales Will Reach New Highs
When You Tell Your Sales Story to
904,999 Families In the
WHAS BILLION-DOLLAR MARKET
Cover the Richest Part of the Middle Western Market Through This Friendly Dominating Station

Represented Nationally by Edward Petry & Co.
"Nature Don't Allow No Outside Station Here!"
(Apologies, of course, to a popular song)

IF national advertisers could twirl a radio dial here perhaps they'd understand why they haven't been getting their share of this phenomenal market.

"The West Virginia Hills" are beautiful indeed—as the song says—but to outside stations these selfsame hills are a pain in the sales totals. Signals, even the strongest, just don't seem able to make the grade in getting over these hills and mountains and into the loud speakers of one of the brightest markets in the entire United States.

This natural condition which makes the WCHS market strictly a one-station market is a pretty nice break for you and for us. It means delivery of one of the most prosperous and responsive markets in its entirety, without much loss of listeners to other programs.

WCHS
CHARLESTON, WEST VIRGINIA
580 KILOCYCLES
1000-500 WATTS
COLUMBIA BROADCASTING SYSTEM
NATIONAL REPRESENTATIVES—EDWARD PETRY & COMPANY
Spot Campaign Planned To Promote 1938 Sets

The combined radio industry is pooling its salesmanship for a campaign to instill consumer interest in the new 1938 receiving set. All the various fields of the industry—the manufacturers, distributors, dealers, broadcasters, Pacific Gas and Electric Company, and the Electric Appliance Society of Northern California—are combining their efforts in a three-week West Coast campaign which will run Oct. 11-30. It will be a comprehensive campaign of advertising in all media. The theme of the campaign will be: "You're There in Person With a 1938 High-fidelity Radio." Pacific Gas & Electric Co. is printing 485,000 special stickers to mail to all subscribers. The company will make special announcements during its NBC program Hammond Organ on WQXR.

**WHY DOES EVERYBODY KNOW FARGO?**

Just for fun you tell us another town of 29,000 people which is as universally well-known as Fargo.

The reason's simple: Fargo is important far beyond its actual population-count because it is the center of one of America's richest and most prosperous sections.

Station WDAY is also far more important than its mere size would indicate—it is the only radio station by which you can cover the rich Fargo region.

**KELA Starts Nov. 1**

Located midway between Centralia and Chehalis on the Pacific Highway, the new 500-watt transmitter of KELA, Centralia, Wash., is being installed along with a 190-foot Bethlehem radiator and will be ready to go on the air about Nov. 1, according to J. Elroy McCaw, general manager. Western Electric transmitter equipment has been ordered. The station, authorized last July 2 by the FCC, will operate full time on 1440 kc. It will affiliate with the Mutual-Don Lee Network. Mr. McCaw reported. Mr. McCaw is 25% stockholder in Central Broadcasting Corp., licensee, with 12 ½% each held by Arthur C. St. John, Ford dealer, bus line operator and theatre owner of Chehalis, and Cecil L. Ginn, manager of the same city.

**KANS Transfer Sought**

**Contract Validity For Artist Upheld**

Auditory to transfer control of KANS, Wichita, Kan., from Charles G. Theis, local banker, to John H. Lynn, general manager of WIBW, Topeka, and principal owner of KMUJ, Clay Center, Nebr., was sought in an application filed with the FCC broadcast division. The station, which went on the air last year, is an NBC outlet.

A Los Angeles Superior Court ruling that is expected to have a far-reaching effect on artist-agency contracts by setting a precedent in establishing legality in California of agreements drawn in another state was handed down Aug. 1 in the suit of NBC Artists Bureau against Cliff Soubier, actor. The decision, handed down by Superior Judge P. Sproul, held that Soubier's NBC managerial contract was legal and binding even if the agreement was not filed with the California agency law and lacked approval of the labor commissioner of Artists Bureau under contract in Chicago in 1931.

**Defendant Overruled**

While still under contract he came to Hollywood and signed with Warner Bros. First National Studios for a role in the picture Black Legion, and notified NBC Artists Bureau by letter that he was discharging his representative. The agency, holding that its contract was still good, filed suit in Los Angeles County and the case was submitted for trial on May 30 of this year, with decision being rendered after three months of consideration of briefs submitted by plaintiff and defendant.

The court overruled all defendant's arguments, holding that the contract was legal and binding despite where made or drawn. It ruled that the NBC Artists Bureau is entitled to all commissions on Soubier's work. First of its kind in the California courts, the case attracted wide attention in both the radio and agency field. It affects employment under a contract signed in another state. Intimations were that the NBC Artists Bureau would file additional suits in similar assertedly breached contracts.

**CBS Artists Stock**

CBS has just acquired 27 1/2% of the authorized capital stock of Columbia Management of California, Inc., for $55,000.00, and its Western subsidiary, Columbia Concerts Corp., has acquired 22 1/2% of the same stock for $50,000, according to a statement filed Sept. 7 with the Securities & Exchange Commission. CBS owns 54% of the outstanding common and 100% of the preferred stock of the Concerts Company.

**Ex-KGGC Manager Sues**

W. NORMAN MCcGILL, former manager of station KGGC, San Francisco, through his attorneys, has filed a $50,000 libel suit in the Superior Court of San Francisco against Robert C. Crane, pastor of Glad Tidings Temple, Mr. McGill, who lives near Los Altos on the San Francisco Peninsula, alleges in his suit that the minister, who had recharged the former, accused him of having built up the radio station and also, according to the complaint, "attempted to besmirch my name by misrepresented to business associates." McGill had been associated with the station for nearly ten years.
* From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH, PA.

IF YOU PLAN TO INCREASE THE EFFICIENCY OF YOUR ANTENNA . . . . . . IT WILL PAY YOU TO CONSULT BLAW-KNOX

BLAW-KNOX VERTICAL RADIATORS
Gas Group Using Spots
GAS APPLIANCE Society of California, San Francisco, on Oct. 2, will commence a one-week radio campaign with 600 transcribed announcements on 21 stations in Northern and Central California. Stations are KGO, KFRC, KYA, KSFO, KJBS, KTG0, KLX, KDON, KLS, KROW, KRE, KHSL, KFBK, KGW, KGDJ, KGW, KIEM, KVCO, KTRB, KMS, KYOS. The agency is Jean Scott Frickleton, San Francisco.

Hot Announcing
NEWSCASTING, and being a volunteer fireman, just don't mix. At least that has been the sad experience of William Paulsgrove, program director and sportscaster of WJFL, Hagerstown, Md. A candidate for election as chief of Hagerstown's volunteer fire department, Paulsgrove must appear at all fires possible if he wants to poll the votes. Late last month an alarm came in just as he got under way on his 15-minute sports review. Then the second alarm broke. He was between two fires, so to speak. He wound up the sports review a little early and managed to get to the conflagration before it was over. But he isn't so sure now about that fire chief's job.

NURSING MICROPHONE — Is given Clearwater women's director of the Iowa Network, who donned nurse's garb to conduct a howl-by-howl broadcast of the Baby Clinic examination on its Iowa State Fair in Des Moines. Telling her the story of the infants is (left) Dr. John H. Christi and (right) Mrs. S. E. Lincoln, superintendent of the Baby Health Department. Broadcasts were sponsored by Flynn Dairy Co.

Work Under Way On Federal Studio
Interior Department to Have Elaborate Broadcast Setup
UNCLE SAM, one of the most prolific users of sustaining radio time, will start broadcasting next month in his own soon in the magnificent new Department of the Interior building in Washington.
Work was started early in September and is expected to be completed in November on the long-projected radio setup. The contract was awarded Sept. 3 to Industrial Printing Corp., New York, for the low bid of $88,200. There will be one large and one small studio, a conference room that can be used as a studio, and a control room. The larger studio will be two stories in height and will have a balcony on one side where visitors may watch the broadcasts behind glass windows.

The studios will be completely equipped with RCA speech input and mixing console and will be acoustically treated by Johns Manville. It will be complete in every detail, lacking only a transmitter installation. The arrangement is made for wave length assignments for the governmental broadcasts. Secretary of the Interior's, bureau chiefs of his department and presumably heads of other departments will use the studios for their regular broadcasts, tying in with the networks through their Washington keys.

Other Radio Projects
Construction of the model studios in the Interior Bldg. is part of the educational radio plans of Sec. James C. normalized on the WPA Federal Radio Educational Project under which WPA workers and workers are trained in radio technique and write and stage programs over networks and stations. The project also has a script library service which it offers to local educators and to stations.

Having operated on term grants for about two years, the project recently secured an extension grant of $50,000 which will carry it until December when a new grant is expected to be forthcoming. Its staff, headed by superintendent Thomas, now numbers only 20 persons, having been cut considerably from the former roll of about 40. About half of the staff is in Washington and the other half works in New York, headquarters at New York University.

Bathasweet News
BATHASWEET Corp., New York, will start Sept. 28 a new campaign on WCBS, Pittsburgh, at 8:35 a.m., Monday, Wednesday and Friday. On Sept. 8 the company started on WCCO, Chicago, to succeed a news and comment, also Monday, Wednesday and Friday at 11:30-11:45 a.m. (EDT). Other programs of the same sponsor now running are news on WOR, News Network, Monday, Wednesday and Friday at 8-8:15 a.m., and on Don Lee network Monday, Wednesday and Friday at 7:45-8 a.m. H. M. Kiesewetter Adv. Agency Inc., New York, is in charge.

M. SAYLE TAYLOR, better known as the Voice of Experience, has signed a contract with the WOR Artists Bureau.

BROADCASTING • Broadcast Advertising

Page 54 • September 15, 1937
It's radio's No. 1 Remote
The Gates "Dynamote"

NOW the Gates DYNAMOTE steps to the head of the line as radio's number one remote equipment. Complete in facilities, electrically superb and small in size. Broadcast engineers have been quick to acclaim the DYNAMOTE as the best they have seen. Today, leading broadcasting stations from coast to coast have picked the DYNAMOTE to carry the brunt of their fall and winter remote schedules. May we suggest that you investigate this outstanding remote equipment and find how truly fine equipment may be had at a reasonable price. Gates bulletin 82 gives you this information.

DYNAMOTE FEATURES

1—High gain 4 stage amplifier of studio quality.
2—Three position ladder type mixer, 30 or 200 ohms.
3—A.C. or battery operation. Power unit supplied.
4—Exclusive 5" edgewise V.I. meter.
5—Total weight packed 39 lbs. 20" by 12" by 10" in size complete equipment.

GATES RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS SINCE 1922
QUINCY
(Cable Address Gatesradio) ILL., U. S. A.
Goodkind's New Post

Mr. Lewis Goodkind Jr., who on June 1 resigned from Lord & Thomas, Chicago, after being with the agency for nine years, becomes vice-president of Burnett-Kuhn Advertising Co., Chicago, Sept. 15. Mr. Goodkind was radio service manager and publicity director of Lord & Thomas. Prior to that he was on the merchandising research and reportorial staff of the Chicago Herald & Examiner for two years. The Burnett-Kuhn agency is headed by Paul R. Kuhn, president, and F. J. Woods, vice-president and secretary. Included among its accounts are the Chicago Tribune, New York Daily News, Radio Guide, Chicago Musical Instrument Co. and the Sampson Electric Co.

Candider Faust

RUNNING neck and neck with Bill Cline, WLS sales manager, as Chicago's most avid radio candid cameramen is Paul Holman Faust, radio director of the Mitchell-Faust Adv. Co., Chicago. Mr. Faust recently sold a set of candid burlesque shots to the Chicago Herald & Examiner. The pictures were obtained after the burlesque houses had issued a ban on photographers of the strip tease. Mr. Faust said: "I just sat in the front row of the balcony—and made 'em." He also recently sold a series of photos to Look Magazine.

Sanib of Honduras

SANIB CORP., Puerto Cortes, Honduras, will use radio advertising for Sun-Ban, a banana fruit powder, starting early in October. Tentative plans include several MBS stations for a 15-minute musical program on Sunday mornings. Jay Lewis Associates, New York, Jay Lewis, account executive. Norman Brokenbush, in charge of radio for the agency, will probably participate in the program.

Katherine Lane, CBS dramatic actress in New York, was married Aug. 30 to Paul Y. Anderson, noted Washington correspondent of the St. Louis Post-Dispatch, and one-time Pulitzer Prize winner.

Telepathic Blurbs

ZENITH RADIO Corp., Chicago (radio sets), is using no commercials whatsoever on its new Zenith Foundation program starting Sept. 1 on an NBC-Blue network of 52 stations. The program is unusual, the entire radio audience being requested to take part in experiments in mental telepathy. E. H. Brown Adv. Agency, Chicago, is the agency.

Efficacy of Broadcasts

In Influencing Opinion

Discussed at Institute

PROS and cons of radio as a means of influencing public opinion were discussed Sept. 3 at the Williamstown (Mass.) Institute of Public Relations under the auspices of the National Conference of Jews and Christians.

Publicist H. Dunham, NBC educational directors, stated that radio has "a tremendous and compelling power to bring the world and its happenings directly into the home and the school room. At the basis of this serious listening is the essential conflict of personalities presented on the air. This conflict appears in the impact which is made on our usual year ended last month, by other interesting personalities who speak over the air on subjects in which we have no genuine enthusiasm. We may not agree with them always, but this disagreement often makes their talks more interesting to us.

From the standpoint of religion, Rev. James M. Gillis, editor of Works, argued that radio is a valuable but imperfect adjunct to religion. The first drawback, he said, is that radio transmits imperfectly and sometimes not all the personality of the preacher.

Father Gillis said that preaching is a ministry, rather than an oral communication. He described religion as "a flame, a fire, a battle." In such a world as this, he went on, "the message of true religion should not be politic, offensive, quite naturally, radiocorporations and sponsors don't want disturbers on the program. I doubt that a vital, authoritative, uncompromising presentation of the Gospel truth is possible on any of the great radio chains under present conditions."

Safeway Coast Discs

SAFEWAY STORES Inc., Oakland, Cal., Pacific Coast chain grocery store, to call attention to its various departments and products, on Sept. 13 started for 13 weeks using five nights weekly a transmitted quarter-hour children's program, The Land of the Whimsel, on 13 stations in Washington, Oregon and California. Pre-program special announcements were made over the stations to call attention to the series. This is being supplemented by a series of half-page comic section advertisements in Associated Weekly newspapers and Family Circle, publication distributed by Safeway Stores Inc.

An extensive store promotion campaign also supports the program and includes package inserts, window banners, giveaway folders and other paraphernalia. This will be supplemented by The Wraf, an illustrated weekly tabloid newspaper "published by and for children" to be issued each Wednesday starting Sept. 29. Stations are KFSD, KG, KFXM, KDB, KHE, WHEW, KM, KPBK, K9J, KG, KFPQ, KECA, KEMA. The agency is J. Walter Thompson Co., San Francisco.

Canada's total number of licensed radio—Canadians pay a $2 annual set tax—numbered 1,088,500 when the fiscal year ended last March 31, an increase of 20% over the preceding fiscal year.
Let bandits beware Illinois! That state is now a model of broadcasting efficiency for the detection and prevention of crime...location of missing persons...and the many other activities of state police.

Seven strategically located broadcasting stations...equipped with Truscon Vertical Radiators...provide a state-wide hookup. (A typical station is illustrated). Every state-police cruiser or motorcycle is equipped with a radio. When the Illinois State Police go into action, an actual...not theoretical...net blankets the entire state instantly!

A rapidly growing list of Truscon Vertical Radiator installations for commercial and non-commercial radio stations is definite proof of the outstanding advantages of these modern antenna towers.

Truscon offers expert cooperation in assisting you to determine the most efficient and economical application of Truscon Vertical Radiators to meet YOUR requirements.

TRUSCON VERTICAL RADIATORS
TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO
The Business of Broadcasting

Station Accounts

WBAL, Baltimore
Co., Seattle.
York, thru M. H. Blackett & Sons Adv. Co., N. Y.
Lamont-Coilis Co., New York (Nestle's cocoa), 78 sp., thru Ceili, Chicago.
Thomas Leeming & Co., New York (Ille de France), 193 sa., thru Wm.
East & Co. Inc., N. Y.
Bulova Watch Co., New York, 24 weekly sa., thru Blox Co., Inc., N. Y.
Utica Knitting Mills, Utica, N. Y. (upholstery sweaters), 5 weekly sa., thru John
Thomas Miller, N. Y.
Simmons Co., New York (beds, mattresses), 78 sa., thru J. Walter
Thompson Co., N. Y.
Ford Motor Co., Alexandria, Va., 20 sa., 12 sa., thru McCann-Erickson Inc.,
Chicago.
Capudine Chemical Co., Raleigh, N. C. (proprietary), 101 sa., thru Dill-
and-Booth Inc., Atlanta.
KYA, San Francisco
W. G. Keys, San Francisco (beauty shows), 2 weekly sp., thru Agency,
San Francisco.
Transcontinental & Western Air, Inc., San Francisco (airplane), 6 weekly sa.
direct.
Eagle Mfg. Co., San Francisco Society of California, San Francisco (electric
appliances), 3 weekly sa., thru Jean Scott (Francisco), San Francisco.
Travel Publications, San Francisco (travel magazine), 6 weekly sp.
direct.
WCKY, Cincinnati
Dodge Bros. Corp., New York (tires), 7 weekly sa., thru Ruthrauff & Ryan
Inc., N. Y.
McKesson & Robbins Inc., Bridge-
Cleveland.
U. S. Industrial Alcohol Sales Co.,
Cincinnati, 52 sa., thru Lambert &
Frenzel Inc., N. Y.
Ohio Apple Institute, Cleveland, par-
ticipation for one year, thru New-
berry Service Co., Cleveland.
KSFQ, San Francisco
Campbell Cereal Co., Minneapolis
(Malt-O-Meal), 2 weekly f., thru Emil
Bischscher & Staff, St. Francis-
cisco.
W. T. Grant Store, N. Y. (depart-
ment stores), 3 weekly f., thru W.
N. Ayer & Son, N. Y., Chicago.
Gas Appliance Society, San Francisco (gas appliance), 8 weekly sa., thru
Jean Scott (Francisco), San Francisco.
WOOD-WASH, Grand Rapids
Coleman Lamp & Stove Co., Wichita
(furnace), 28 sa., thru Potts-Turn-
bull Corp., Kansas City.
Chamberlain Laboratories, Des Moines
(lotion), 150 sa., thru Co lowle Adv.
Co., Minneapolis.
KFW, Los Angeles
Look Magazine Inc., Des Moines
(publication), 7 weekly sa., thru Schiesser & Co., Chicago.
Woodbine-Norris Corp., Los Angeles (lasagna), weekly sp., thru Mc-
Carty-Co., Los Angeles.

WGY, Schenectady
Bosco Co., New York (milk ampli-
fier), daily sa., thru Kenyon & Eck-
hardt Inc., N. Y.
Baker Extract Co., Springfield, Mass.,
weekly sp., thru Wm. H. Remington
Co., Springfield.
Lamont, Corliss & Co., New York
(fnestee), weekly sp., thru Wm.
Warwick & Legler Inc., N. Y.
Popular Brands Inc., New York (dish-
washing powder), 4 weekly sp., 4
weekly sa., thru Tracy-Locke-Daw-
son Inc., N. Y.
Saltine Packing Co., Providence
(soup), daily sa., thru Livermore &
Knights, Providence, R. I.
Williamson Candy Co., Chicago (Oh
Henry), weekly sa., thru J. H. Durum
Co., Chicago.
WIND, Chicago
Hirsive Corp., Chicago (hay fever
remedy), 6 weekly sp., thru Ruthrauff &
Ryan Inc., Chicago.
Chicago Roosevelt Steamship Co.,
Chicago (boat travel), sp., thru W.
W. Garrison & Co., Chicago.
Albert Dickinson Co., Chicago (live-
stock feeds), 3 weekly sp., placed
direct.
KFCR, San Francisco
California Fresh Bartlett Pear Ad-
visory Board, Sa., thru Wm. A.
Sheffield Pe. Co., Chicago (fountain
pens), 7 weekly sa., thru Rassel M.
Seeds Co., Chicago.
KJH, Los Angeles
Ilaa, Bargor & Co., Los Angeles
(Iris), 4 weekly sp., thru Erwin
Wasey & Co., Los Angeles.
Ironized Yeast Co., Atlanta, Ga.
(yeast tablets), 2 weekly f., thru
Ruthrauff & Ryan Inc., N. Y.

KNX, Hollywood
Skinner & Eddy Corp., Seattle (Pete
Pan canned salmon), 5 weekly sp.,
thru J. William Sheets, Seattle.
Swift & Co., Vernon, Cal. (Pomran),
5 weekly sp., thru J. Walter Thompson
Co., Los Angeles.

WNEW, New York
Carol P飞船autical Co., New Brun-
swick (Caruso Capsules), 6 weekly
sp., direct.

WFMA-WBAP, Dallas-Ft. Worth
Rit Products Corp., Chicago (Rit),
52 f., thru Eareie Ludgin Inc., Chi-
icago.
Puritan Bakers Corp., Chicago
(Taxatee bread), 5 weekly f., thru
Blackett-Sample-Hummert Inc., Chi-
icago.
Lehn & Fink Products Co., New York
(cosmetics), 200 f., thru Crockett
& Co., N. Y.
Pennsylvania Fruit Co., New York
(Bitter Lemon), 102 f., thru J. W.
Thompson Co., N. Y.
Dodge Bros. Corp., New York
(trucks), 3 sa., thru Ruthrauff &
Ryan Inc., N. Y.
Dr. W. B. Caldwell Inc., Monticello,
Ill. (Syrup Pepelin), 200 f., thru
Crockett & Co., Milwaukee.
Barton Mfg. Co., Chicago (Dry
shine), 20 sa., thru Anfenger Adv.
Co., N. Y.
White King Soap Co., Los Angeles,
5 f., thru Barnes-Chase Co., Los
Angeles.
Hirsive Corp., Chicago (proprietary),
7 weekly sp., thru Ruthrauff &
Ryan Inc., N. Y.
J. A. Folger Co., Kansas City (cof-
fee), 150 f., thru Blackett-Sample-
Hummert Inc., Chicago.
Career Medicated Food Products
Co., New York (liver pills), 200 f.,
thru Street & Finney Adv., N. Y.
Walker's Austex Chil Co., San An-
tonio (chili products), 65 sa., thru
Reynolds Agency, Dallas.
Purina Mills, St. Louis, 156 f., thru
Dr. E. L. O'Keefe Laboratories, Chi-
icago, 6 weekly sa., thru Winter

WMCA, New York
Finley-Straus Jewellery Co., New
York, 13 weekly sp. and 66 sp., thru
Crook Adv. Co., N. Y.
Barney's Clothes Inc., New York,
13 weekly sp. and 60 sp., thru Alvin
Austin Co., N. Y.
Nature Friend Inc., New York (bird
seed), 13 weekly f., thru Rev. F. F.
Bosworth, River Forest, Ill. (daily
walks), 82 f., direct.
Community Opticians, Inc., Is-
land City, N. Y., 5 weekly sp., thru
Colonnade Agency, Boston.

Granite Donohue Inc., New York
(beauty preparations), 8 sp., thru
Redfield-Johnstone Inc., N. Y.

Conrad-McKee Trading Co., New
York, 12 weekly sp., thru Benson &
Dall Inc., Chicago.

WBWM, Chicago
Simmons Co., New York (mattresses),
3 weekly sp., thru Ackert & Co.,
Chicago.
Champlin & Co., Chicago (auto deal-
ers), 3 weekly sp., thru Schimm &
Scott, Chicago.
Phelps Co., Chicagoers (radio deal-
ers), weekly f., thru Max Ene-
low, Chicago.
Keto, Inc., Chicago (Kesto dessert),
daily sa., thru Perrin-Paus, Chicago.
Stephan Bros., Chicago (Marvel

KECA, Los Angeles
W. T. Grant Co., New York (chain
stores), 3 weekly f., thru N. W.
Ayer & Son Inc., N. Y.
Lyons Van & Storage Co., Los
Angeles, weekly sp, thru J. W.
Macy Co., Los Angeles.
Selaebroch Co., Los Angeles (de-
ter store), 6 weekly sa., thru Janae
Jones Co., Los Angeles.

WGN, Chicago
Bauer & Black, Chicago (Veure
Hand Lotion), 5 weekly f., thru
Blackett-Sample-Hummert, Inc.,
Chicago.
URE Druggist Inc., Chicago (chain
drug stores), daily sa., thru Jewell
C. Stevenson & Co., Chicago.

Maryland Pharmaceutical Co., Bal-
timore (Rem & Reil), daily sa., thru

KFOX, Long Beach, Cal.
Central Shoe Co., St. Louis (shoes),
2 weekly sp., thru Kelly, Vothman &
Zahrndt Inc., St. Louis.

“Now, the Listeners don’t Care How She Dresses, but the Sponsor Likes It.”
GAFFERS & SATTLLER, Los Angeles scores and refrigerator manufacturers and is including radio in a big fall campaign, being handled by J. H. With-ington Co., Architects, Beverly Hills, Los Angeles. It has already signed for sponsorship of a Sunday 3 p. m. half-hour show, 39 Minutes on Hollywood, on the Don Lee Network.

BARTON MPG Co., St. Louis (Dr. Scholl's) liquid shoe polish, has appointed Anfenger Adv. Agency Inc., St. Louis, to handle its advertising, which includes a spot announcement campaign.

EASTERN WINE CORP., Bronx Terminal Blvd., has included radio in an advertising campaign planned for the New York metropolitan area, New York State and New Jersey, to be handled by Albert Frank-Guenther Law Inc., New York.

E. PRITCHARD Inc., Bridgeport, N. J. (Frile of the Farm cutup, etc.) has appointed Smith & Wesson Inc., New York, to handle its advertising, which will include radio.

WILLIAM W. LEE & Co., Troy, N. Y. (Save-the-Baby) makes up lists in September, including radio among the media used, in Ansonia, Bridgeport, New London, Nelson, Schenectady. The annual advertising appropriation is $12,000.


LELEWER HAT Co., Chicago (retail hat store) started a 100-word announcement twice daily on WCFL, Chicago, Aug. 30. Dale J. Epstein, general manager, Chicago, placed the account.


R. R. SEILER Inc., New York (Kremi Cake) has renewed the sponsorship of its 15-minute radio programs on WJZ, Sept. 14 started Joseph Randal, band leader, on WJZ, Newark, Tuesdays and Thursdays, 5-45-6 p.m., E.DST. Agency is Erwin, Wasey & Co. Inc., New York.

THOMAS LEEING & Co., Inc., New York, (Bissau Breeze) starts a five-week series of early morning radio newscasts, Oct. 4 on WABC, New York, 7:30-8 a.m. Wm. Fatty & Co., Inc., New York, is the agency.

GLASS CONTAINER ASS'Y, New York, sponsoring the Steadfast Battle Days over WFAA, New York, on Sept. 7 renewed the sponsorship that changed to Tuesdays and Saturdays, 7-9 p.m., placed thru U. S. Advertising Corp.

VICTOR BREWIN Co., on Sept. 1 undertook sponsorship of INS news flashes on WWHO, Pittsburgh, nightly at 10:30, placed thru the W. Earl Bothwell Agency, Edward Kree, former producer for WJIB, Greensburg, Pa., handles the program.

VERNERS' of California Inc., Hollywood (beverages) has-appointed Chas. R. Stuart Inc., Los Angeles agency, to direct its California advertising and early in September started participating five times weekly in Fletcher Wiley's Women's Home Protective League program on KNN, Chicago, with announcements thrice weekly on WSPD, Toledo, and minute announcements twice weekly on the Michigan Network. Details men are covering the 9 cities where the announcements are being made. Perrin-Paus Co., Chicago, is the agency.

CONSOLIDATED EDDISON Co. of New York Inc., New York (public utilities) has appointed Lord & Thomas, New York, to handle its advertising campaign. A series will be heard over WEF, starting Sept. 20.

DRI-BRITE Co., St. Louis, is advertising through Lewis B. Westheimer & Co., St. Louis.

ALPHA PRODUCTS Co., Denver (proprietary) places advertising through Ball & Davidson Inc., Denver.

PARK LABORATORY Co., San Antonio (Grandma's tonic) makes up list in September, including radio among the media used, in San Antonio, Flower Mound, El Paso, Del Rio, and Big Spring. Account is serviced by James & Associates, San Antonio.


GEO. W. CASEWELL Co., San Francisco, has appointed Long Adv. Service, San Jose, to service its account.

LOUDEN PACKING Co., Terre Haute (Doggie Dinner) has named McFadden Adv. Co., Chicago, as its agency.

STERLING BREWERS Inc., Evansville, Ind. (Sterling beer and ale), has placed its business with Rur- rauf & Ryan Inc., Chicago.

CAROLINE PRODUCTS Co., Lit- hfield, Ill. (Milnut-milk food prod- uct), has placed its business with Heuri, Hurst & McDonald Inc., Chica- go. According to N. J. Pumpan, radio director of the agency, no radio is planned until a market study is made.

BRADLEY KNITTING MILLS, Delavan, Wis. (washing suits, etc.), has placed its account with Rthagoff & Ryan Inc., Chicago.

NUNN-RUSH SHOE Corp., Milwau- kee, has named Rush & Ryan Inc., Chicago, to handle advertising.

GALLENKAMP STORES Co., San Francisco on Sept. 26 will extend its radio advertising to Washington and Oregon where its Professor Puzzletigue program moves to Sundays at 4 p.m. on four coast NBC-Pacific Red stations.

R. R. DAVIS, formerly advertising manager of Westinghouse, has been appointed assistant to the general advertising manager, S. D. Mahan. He has been with Westinghouse since 1930 and headquarters in Pittsburgh.

C. W. HAMMOND, Oakland, Calif. (financial service), resumes return to the air in a series of broadcasts over KAY, San Francisco. Mr. Ham- mond has been a commentator for 11 years in the San Francisco Bay area.

CARTER COAL Co., Detroit, has taken the sponsorship of "The Hem- mel's Care," a WJR, Detroit, serial that has been on the air for more than two years without renewal of its sponsor. Program has a cast of 20 directed by Charles Harnish and three sound men. Agency is Radio 3, Toledo, Cincinnati.

STIROL LABORATORIES Inc., Chicago, has made prearrangements on Oct. 5 starts a three-time-weekly 15-minute sponsorship of news over WHK, Cleveland, which may be expanded later in the year if results prove satisfactory. Initial period will run for 26 weeks. Frank V. Martin Inc., Detroit, is the agency.

FRED C. WILLIAMS, formerly of Campbell-Ewald Co. Inc., Detroit, has been appointed assistant advertising manager for the Nash division of Nash-Kelvinator Corp. He will work under A. R. Roewe, the newly appointed director of advertising and merchandising for Nash.

PACKER TAR SOAP Inc., New York, now sponsoring Thatcher Colt Mysteries on NBC-Red, will discon- tinue the series Sept. 26, but will return to the air at a later date. Stark-Goble Advertising Agency, New York, is in charge.
World Peaceways Using Wide Radio Promotion

WORLD PEACEWAYS INC., New York, expanded its anti-war series, *We, the Living*, into a full hour broadcast, effective Sept. 5, and is now heard Sundays at 12:11 a.m. on WNYC, New York. The program is produced and directed by Ted Cott, and Dr. J. Max Weiss, director of research for World Peaceways, is master of ceremonies. On the four Sundays preceding Sept. 12, John Nesbitt, President of WADHAMS OIL Corp., Hollywood, was heard over MBS at 8-8.15 p.m. (EDT) in a program *Pages from the Book of War*, for World Peaceways. Mr. Nesbitt started Sept. 12 with *Passing Parade* for the Duart Co., San Francisco. Sundays at 10:45-11 a.m. on WNEW, New York, World Peaceways' program *World Observer* is broadcast, with a new commentator.

On Sept. 13 at 8-8:30 p.m. EST, a weekly forum on world conditions started on WQXR, New York, conducted by Dr. Weiss, introducing guest speakers, and under auspices of World Peaceways Inc.

W. P. Ainsworth, director of information of the organization, told Broadcasting that another program will start in October, which he is unable to announce at present.

THREE shows currently heard on the NBC networks are written by Iran Phillips, drama serialist. They are *Road of Life*, Procter & Gamble Co., Cincinnati (Chipps), which started Sept. 10 on NBC-Red; *The Golden Light* for Procter & Gamble Co. (White Naphtha soap), and *Today's Children*, for Pillsbury Flour Mills Co., Cincinnati.

Mr. Agency Man

there are two stations in New Orleans affiliated with NBC and one with Columbia.

We will wager that WDSU is not the third most popular, favorite, or most listened to in New Orleans.

If you want to use better than the third rate station in New Orleans you must use WDSU.

For facts and proof call John Blair & Company.

WDSU INCORPORATED

New Orleans

J. H. Uhalt, President

Schipa From Ship

GOLDBERG ADVERTISING (Australia) Ltd., Australian advertising firm, recently arranged a broadcast of Tibo Schipa, world-famous tenor, on the radio for its clients, De Russ Ezzel cigarettes and Matson Steamship Co. Schipa was on route to Australia at the time and, by special arrangement, it was possible to obtain the effect of the original broadcast, according to Mr. Bresson. One of the panels in the recording room is equipped with correction networks for equalizing microphones and cutters, designed to increase bass response without sacrificing high frequencies and vice versa. Four new dubbing tables have been installed as well as fire combination wax and acetate cutting machines. Harold J. Bresson is in charge of recording and Harry S. Holmes has been named director of sales.

PAN-AMERICAN Radio Productions, makers of worldwide transcription and production concern, which recently opened offices at 6305 Tucea St., that has incorporated Russell C. Johnson as president and Rafael E. Galvez as president and vice-president. Concern has started a new daily quarter-hour script series for women, *Hollywood Armchair Letter*, written by Elena De La Torre, which is being serviced to stations in Latin-American countries.

H. R. Ebenstein, president of Southstar Radio Adv. Agency Inc., Hollywood transcription program producer, after one year in New York, has returned to his west coast headquarters for a brief stay. He announced establishment of a St. Louis office in the State National Life Bldg., with Ray Stickler in charge.

SOUND RECORDING Inc., New York, recently reorganized by Eugene L. Bresson, announces the installation of new recording equipment. The main amplifying panel contains eight recording amplifiers with flat characteristics from 30 cycles to 20 kilocycles and each unit is arranged so that the dynamic range of the signal is expanded electronically. In recording, for example, the disparity between phases is eliminated.

RANGERTONE, Inc.

ELECTRIC-MUSIC

201 Verona Ave., Newark, N. J.

TRANSCRIPTIONS

NEW YORK, N.Y.

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Mr. Agency Man

there are two stations in New Orleans affiliated with NBC and one with Columbia.

We will wager that WDSU is not the third most popular, favorite, or most listened to in New Orleans.

If you want to use better than the third rate station in New Orleans you must use WDSU.

For facts and proof call John Blair & Company.

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WHILE the crack Top Hatters orchestra is perched among the girders playing swing music, a delegation of New York and Philadelphia radio executives was to lay the cornerstone one day for the new WKY building at 1610 Walnut St., Philadelphia, Sept. 14. In the group were to be Leslie Joyce, KYW manager; Alfred H. Moran, manager of NBC's eastern stations; E. H. Gildersleeve, Westinghouse plant manager; J. F. M. Pierce, KYW office manager; and James Begley, KYW program manager. Jan Savitj, KYW musical director, has left the orchestra.

PUBLISHED CALF — When Arthur Godfrey (left), conductor of the WJJSV Sun Dial and formerly with Vanlson's Croton Club, observed his birthday Aug. 31, the Advertising Club of Washing- ton entertained in his honor and presented him with a calf for his nearby farm herd. The presentation was made by Wilmot R. Squiers, advertising director of the Washing- ton Gas Light Co. Godfrey was all elated until he was told to his farm that evening to discover that the Ad Club officials had connived to "borrow" one of his own calves.

WCLT, Chicago, relayed a broadcast from HICJ, Quito, Ecuador, at midnight Sept. 3. Arrangements were made by Maynard Macquarrie, general manager, and C. W. Jones, an ex-Chicagoan now managing HICJ, who frequently speaks to each other via shortwave over their amateur stations, W3PT and HICJ. The program, in the form of music and news typical of Ecuador, was announce- d by the station's beaming English and Spanish operators.

NEW STUDIOS of WPMF, Frederick, Md., are nearing completion, occupying the entire third floor of the building on E. Eutaw St. New studio organs, WLS, Chicago, and studio audience, RALI'II, have been added. Ralph Sharp trophy. Since opening its studios in Wilson, N.C., Jan. 29, 1937, CHJCT has been heard to more than 35,000 persons who have come to witness the broad- casts. The station's staff is 25, and its studios heavy was the studio audience that WJTT now has its limiting hour to two hours only.

TWO outdoor shows, staged by WMH, Pearsall, Ill., although only a few weeks apart, attracted crowds estimated at 20,000 persons each. The first was the annual Police Radio Day, with a guest speaker, Brooks Watson, WMH police announcer. The second event was the annual Juvenile Theater Park show, staged by Milton Rudd, WMH announcer and host, and presented a score of juvenile artists, none older than 16 years. Newspaper and radio reports stated that 15,000 persons crowded Glen Oak park through of Sept. 1 to witness the spectacle.

Golden Voice, Alabama, KBOI, Idaho, was reported to listeners at a free watermelon feed held in Salina. Tickets were distributed to listeners, who received watermelons and other favors were donated.

WLS, Chicago, has been host to even more people than those who attended the boom years of the Chicago World's Fair. Aug. 2, set a record, with more than 600 people from 11 states and 1 Canadian province visiting the station that day. A former Chicoan, now residing in Alaska, visiting this country for the first time in 12 years, was the guest of honor. Not a gold miner in the Far North, he reported that the reception of WLS programs in Alaska is clear, especially the early morning programs.

With WRDW, Augusta, and WOTC, Savannah, Georgia, and WCBD, Macon, Georgia, the Atlanta Journal of Atlanta Journal Saturday of Aug. 14 will resume its new series on its Tuesday-night program and the direction of Louis T. Rigdon, founder and director, 300,000 Georgia school children participate, with 10 college scholarships and 20 trips to Radio City Music Hall, New York. The teams, the jury auditions. Educational broadcasts are carried over WCB, Atlanta, and other radio stations.

INTERNATIONAL Tuna Angling matches were described by Rob Edge over the national network via Canadian Broadcasting Corp., Sept. 11. The tour- nament was held over three days at Wedgeworth, Nova Scotia, was the first held between the British and American tuna anglers for the Alton B. Sharp trophy.

Out Here In Chicago...

- Some Random Thoughts, Most of Which Concern WCBS, WGR, WFB, WSBC, Chicago and WEMP, Milwaukee

READY: WCBD with 5,000 watts — new from microphones to an- tenna, from the all consuming stresses of April fire—greater than ever before, our press-agent would say. And we'd agree, modestly.

AMERICANIZATION: A policy long in effect on our sta- tions is also to serve the country. And we're doing it.

THREE in Chicagoland are of foreign birth, and so are our patrons. We do it, however, running all announcements in English as well — and bringing a better showing of foreign nationalities for America. Our "Citizenship School" making Americans by the thousands, is one of our prouder efforts, winning the enduring confidence of these millions.

SAFETY: A Junior Safety League is one of our newest WCBD, WGES, WSBC ventures. Youngsters handle the broadcasts and teach traffic and street safety to others. It's clicking in results daily.

IDEA: For recitent street gossipers, WCBD, WEMP, has street walk interviews to a white heat by giving each person interviewed a candid camera that of themselves at the WEMP mike. Charles LaFleur interviews and Ray Host mans the camera.

HELP: A brand new Cord sedan with a powerful public address system and a trip to the latest quick of WCBD. The service of the car is given without charge to public outdoor meetings.

NAMES: New contracts on WSBC, WGES, WCBD include special campaigns for Libby, McNeil & Libby, Colgate-Palmolive-Peet Company, Carnation Milk and re- newal on Clorox.

HATS OFF: To John Elmer who is doing a splendid job as NAB chief.


September 15, 1937 • Page 61
Executive Airings
NATIONALLY KNOWN celebrities will be presented weekly over WJJD starting Sept. 24 when broadcasts from the Executives Club of Chicago will be "picked up" every Friday afternoon from 1 to 1:45. Guest speakers last year who were on the program included Silas Strawn, Mrs. Martin Johnson, Lynn Waldorf and Dr. Glenn Frank.

Twin Time
WOWO, Fort Wayne, broadcast Aug. 29 the convention of the National Twin Association. More than 3000 twins convened, 600 of which came from the City of Fort Wayne. J. A. Becker, WOWO special event announcer, took charge.

A NEW GENERATION
WITH late dialers in mind, Jose Rodriguez, news editor of KFI-KECA, Los Angeles, has news caster Pat Campbell read the headlines and all items before and after flashes are broadcast on the 35 weekly news programs of the two stations.

Mother Nature Declares an “Extra” Dividend Check
Pay to All Advertisers

The Grain Belt is in the Money!

Smart advertisers are already cashing in on Nature’s Dividend. How? By using KMA! Why? Because KMA is “just home folks” to 520,500 Radio Families in the very heart of America’s No. 1 Farm Market.

Share this harvest of ready sales and profits! Let KMA tell your story to these homes—folks you know have MILLIONS TO SPEND.

DOG DOINGS—The man with the mike is WGR Announcer Bob Kelly, interviewing the two winners of the Cleveland Press Popeye Parade. The St. Bernard was adjudged “largest pooch”, and the little lady holds “Pint Size”, Mexican pooh and winner of “smallest pooh” title.

Spelling Lessons
BARNEY’S CLOTHES Inc., New York, will start Sept. 29 a program to be heard for 13 weeks on WMCA, New York, Monday through Friday at 9:30-10 p.m. (EDT), and at 9:30-10 p.m. (EDT) on Saturday. To be called Don’t Say, the program will be dedicated each night to a different community in metropolitan New York, members of which will be invited to send a short, different conductor, will spell a word to the studio audience and require some individual to pronounce it and give the meaning. Prizes, as yet unspecified, will be given to the winner each night. On Saturdays the week’s winners will congregate and compete for the weekly prize.

Safety Campaign
AN INTENSIVE automobile safety campaign has been launched over WMC, Memphis, in cooperation with local authorities. Constituting a four-fold effort, the series includes addresses by police officials, a series of dramatizations with safety as the theme and featuring a character called The Old Observer, special programs on safety drives and a weekly shortwave broadcast from WMC’s mobile unit patrolling the streets with a traffic officer and an announcer who comment on the safety habits of drivers.

How It Works
WEEKLY talks on Our Federal Government—How It Works are broadcast on WMCA, New York. Originating in Washington, D. C., the series will include bureau and department heads who explain the various functions of the government. A real social service, says WMCA.

Things to Do
AS AN AID to weekenders, KBBS, San Francisco, is broadcasting a new late summer feature, entitled: Where to Go and What to Do This Week-End, Saturdays at 5:45 p.m., with Producer Harry Wickersham at the microphone.
Praise for Program

HAAS BARUCH & Co., Los Angeles, (Iris fooda), on Sept. 12, thru Erwin, Wasey & Co., that city, started for 26 weeks sponsorship of Hal Stylers' Help Thy Neighbor on KJI, Los Angeles. The program has been highly commended by federal, state and city officials, as well as social service organizations, has been a sustaining feature on the Los Angeles station for several months and since January has been instrumental in securing employment for more than 2,000 job-seekers and in taking off county relief over 300 families.

At the Altar

AN UNUSUAL new program has been scheduled by WJAY, Cleveland (which is to become WCLE Sept. 26). It's titled Marriage License Romances, a 15-minute program of interviews with young brides-and-grooms-to-be. Louis Jewelry Co., Cleveland, sponsors of the show, Mondays, 1-15 p.m. Leslie Marcus, of Jay & Company, Detroit, agency handling the account, in charge of the show. Marriage license applicants will be quizzed on their plans, hopes, ambitions, and romances.

"Foolish Questions"

THOMAS J. WEBB Co., Chicago (coffee), is giving listeners to their Foolish Questions program on WAAF, Chicago, a book of magic stunts with complete information on how to perform them. Program broadcast Mondays through Friday, 10:30-10:45 a.m. Features Bob Hawk, who asks foolish questions of passersby on State St. in the heart of Chicago's Loop. George H. Hartmann, Chicago, is the agency. * * *

New News

THE proscia title "news" is taboo on KSFO, San Francisco. It's "Streamlined Headlines". Using United Press dispatches, this is cut to the bone, with crime and violent deaths relegated to the "back page", the human interest material featured.

Great Men

THE radio department of the WPA is broadcasting a series titled Great Men in History on WBNX, New York, consisting of dramatized biographies of prominent Americans. The series opened Aug. 28 with the life of Haym Solomon, the Jewish financier and friend of Washington who devoted a large part of his personal fortune to the Revolutionary War.

Children's Feature

A NEW children's feature recently begun over WAAF, Chicago, is Gray Wolf's Ti-pi. In addition to telling legends about the Indians, Gray Wolf also sings real American Indian songs. Youngsters can join the tribe of Gray Wolf by writing the chiefman.

Arkansas on Parade

KARK, Little Rock, offered the first in a new series of programs Aug. 29 titled Arkansas on Parade, aimed at familiarizing KARK listeners with the various localities in Arkansas. Each Sunday a different section of the State sponsors the broadcast. The opening extension of the local Chamber of Commerce, using home town talent and brief talks of interest to the general public about the locality.

Skyline Comments

THE Microphone in the Sky, interviews with visitors to the observatory on top of the Empire State Bldg., New York, started recently as a sustainer on MBS. Formerly heard on WWET, the program is conducted by Earl Harper and Mrs. Julia Chandler, managing director of the observatory. Each interview is centered about a "question of the day." Questions are submitted by listeners, and for each one used on the program, two passes are awarded.

Aid for Ladies

ON KLZ, Denver, Journeys Behind the News, designed to clarify the mysteries of national and world situations, is said to have built a big following in its first few weeks. Ben M. Harrington, of Denver U., conducts the period. Another new program, Ladies Aide, is broadcast weekly on the station. Elliott and Les Weels answering questions fired at them by the studio audience.

18 Hours a Day

LA PRESSE'S

5,000 Watts, Day & Night

Canada's Busiest Station

Representatives: Joseph H. McGillvra
Palmolive Bldg.
CHICAGO

Metropolitan Bldg.
TORONTO

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
H. C. VOGEI, formerly of the Freeze-Vogel-Crawford Agency, Milwaukee, and for several years the NBC sales staff, has been appointed head of the radio department of the advancement & adman, Chicago.

ALBERT DAIIQUIST, who has been free-lancing in the East, has joined the continuity staff of Selvair Broadcasting System Inc., Chicago.

DONALD STAFFER, who joined Young & Rubicam Inc., New York, in 1953 as manager of the radio department, has been elected a vice-president of the agency, and will be associated by Hubbell Robinson Jr. He was formerly with BBDO, New York.

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**Iaxç**

**A STORY**

That makes more listeners for KVI advertisers: KVI opens Pacific Coast's most modern studios in famed Olympic Hotel, Seattle!

**WELL TOLD**

by large multi-colored advertisements in Seattle and Tacoma newspapers; 24-sheet out-door posters; highway bulletins; direct mail; live spot advertising on KVI.

**MORAL**

KVI gives advertisers TWO MARKETS FOR THE PRICE OF ONE...Seattle and Tacoma!

**FREE & PETERS, INC., NATIONAL REPRESENTATIVES**

Studios:

Rust Bldg., Tacoma — Olympic Hotel, Seattle

**Kivy New Radio Chief Of Geo. H. Hartman Co.**

**TOM KIVLAN with the sales staff of WBBM, Chicago, since 1932, who joined the George H. Hartman Co., Chicago, advertising agency on Sept. 1, has been appointed radio manager. George H. Hartman, president, announced plans to specialize in use of radio for promoting food and grocery items.**

A specially acoustically treated broadcast studio and a client's audition room with electrical transcription facilities is being constructed at the agency's offices, 307 N. Michigan Ave. The studio will be used for rehearsals and auditions and as an experimental laboratory for the development of new programs and merchandising ideas.

Known as the "box top" salesman, Mr. Kivlan comes to the Hartman agency with more than 20 years experience in selling advertising media. Throughout his five years in radio he has built programs around merchandising sales, and is an expert in fitting copy to stock productions.

**WM. N. SCHEER ADV. AGENCY**

Newark, has appointed Robert J. Walsh as program director. Mr. Walsh is a former announcer recently with WNEW and has held a radio operator's license since 1930, having been a member of a metropolitan station in a technical capacity.

**MILTON WEINBERG, president of**

Milan Weinberg Adv. Co., Los Angeles, has made final arrangements for a new sponsored transcontinental program to originate from Hollywood. Name sponsor was not revealed.

**HERBERT H. HARRISON, a**

former of BBDO and Rutbauff & Ryn Co., Ann Arbor, has been appointed head of agency's Chicago office. Mr. Rutbauff is with the New York office.

**SAM RUBIN, of Haus-Jackoff, De**

trell advertising agency, has been named head of its radio department.

**R. E. JEFFERS, formerly with B. E**

Goodrich Co., has joined Russell E. Seeds Co., Chicago, as account executive.

**GEORGE BUIJ, New York**

agency, has been named by Robert J. Schmidt, advertising and promotion manager of Mutual Broadcasting System, to handle the account for the network. Mr. Buij is former sales promotion manager of CBS and after that was vice-president of Fletcher Ellis Inc.

**H. G. LITTLE, manager of the De**

office of Lord & Thomas, has been elected chairman of the agency, and is headquartered in Chicago.

**MURRY BREESE ASSOCIATE**

Inc., New York, has moved to 121 41st St.
Lunke Opens in Chicago: Air Conditioning Series Includes Spots, Network

JAMES R. LUNKE, head of the Seattle advertising agency bearing his name, has opened a Chicago office in the Palmolive Bldg., though Mr. Lunke will headquarter in Chicago, he will continue the Seattle office. The agency which in the past has placed the West Coast radio business of Clients, transcribed program, and handling advertising.

A split NBC network is planned on being used this winter. Programs varying from thrice-weekly to be transmitted programs can be incorporated in all the shows. The following stations are currently being used on Wednesday, WOR.

WGN WMAQ WCCO WSB WAGA WHAM WOR WHA WB FJR WJW KMOX KMA KATU WKOY WABK WNMN WAKR WBBM WTMN WVOA KMKC WHER WBBF WMBF WCOK WFCN WDCN WFTY WOFX WDJC WPRR WIKI WOI KQKI KSDK KSLK KSDK KSLK KSDK KSLK KSDK KSDK KSLK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK KSDK 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**KFWB's Charity Tax**

A CHARITY tax on broadcast tickets will go to all audience shows at KFWB, Hollywood, is now being imposed by Harry Maizlich, manager. Full proceeds will go to the Los Angeles Children's Breakfast Club for use in providing warm meals for school children of indigent families. Mr. Maizlich has proposed that NBC, CBS, Mutual, Don Lee, and other stations in the Los Angeles area adopt the same procedure. If generally adopted, ticket receipts will amount annually to more than $50,000. When the new NBC and CBS Hollywood studios are opened, with their proposed large auditoriums, the sum would be twice that figure, it is said.

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**Wisconsin Net Starts**

ALTHOUGH its first commercial account started Sept. 1, formal dedication of the new Wisconsin Broadcasting System, a cooperative network of three stations, took place Sept. 10 with programs picked up from the studios of each of the stations—WHBY's studios in Green Bay, Appleton and Osh- kosh; WIBG's studios in La Crosse, Madison and Beaver Dam; KFIZ's studios in Fond du Lac. Six hours daily of continuing programs are now being exchanged. The first account signed was Siems Bros. Inc., St. Paul (Malt-O-Wheat), using daily a.m. period.

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**A BUSINESS HIGHSPECT**

Business is GOOD in Roanoke and surrounding territory, according to numerous authentic sources.

Payrolls have been increased. Crops are unusually good. People have more money to spend.

Be wise! Reach the prosperous Roanoke and Southwest Virginia markets by using WDBJ.

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**Heads 3 Stations’ Sales**

CHARLES DENNY, manager of WJTN, Jamestown, N. Y., and WNBX, Spring- field, Mass., who was transferred to Syracuse this month to direct the sales of WSYR and at the same time will direct the sales activities of the other two stations. He succeeded William Lane, who resigned from the WSYR staff to open his own advertising agency in Syracuse. All three stations are controlled by Col. Harry C. Wilder, of Syracuse. Basil Blizzard, former WSYR advertising manager, now heads WJTN, and Phil Hoffman, formerly with the Iown Network, is now manager of WNBX.

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**Laborlite Opens Markets**

LABORLITE SALES Co., Portland, Ore, (cleaner) is using radio to develop dealer-consumer distribution in Northern California. Although the product has been on the market for eight years in Oregon, Washington, Idaho and Montana, it is new to California. Through Allied Adv. Agency Inc., San Francisco, the company has started a campaign over KSFO, KFBK and KJMJ and in newspapers. All requests for the product received at grocery stores not stocked with the cleaner are sent a sample direct by the manufacturer.

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**Banfi To Use News**

BANFI Corp., New York, United States agent for Montecatini salts, natural laxative salts from Montecatini Spa, Italy, has appointed C. Tyler Kelsey Jr., Inc., New York, to direct advertising. About Oct. 1 the company will launch a radio campaign, beginning with participation in established new programs on stations in the eastern market. E. Lee Brown is account executive.

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**J. B. Ford on CBS**

J. B. FORD Co., Wyandotte, Mich., Wyandotte cleaning products, on Sept. 14 started Petticoat of the Air, featuring Isabel Manning Himmin, on 13 CBE stations. The program will be heard Tuesdays and Thursdays at 2-2:15 p.m. The agency in charge is N. Ayer & Son Inc., Philadelphia.

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**“Baby” Television Sets Are Displayed in London**

“BABY” television receiving sets, priced as low as $175 to $500, showed increased and which were demonstra- ted for the first time at London's annual radio show at Olympia in late August, indicate that production methods are bringing prices down from the $350 to $600 cost of the original models offered on the market. Large-screen sets showing high definition television, 16 x 20 inches on film, were also displayed on which the press viewed faithful reproductions of the entire playing court of the recent Wimbledon tennis matches. It was said that a three-foot square picture was obtainable by the use of a large screen placed at a greater distance in front of the projection tube.

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**Nelson on 15 Stations**

NELSON BROS. FURNITURE WAREHOUSE, Chicago, (Furni- ture stores), which will shortly open a new store in Peoria, Ill., has launched an extensive new campaign over WMBD, Peoria, with other stations in the Peoria terri- tory to be added later. Three quarter- hour programs daily and a weekly half-hour program started Sept. 1. The furniture store is also one of the first ad- vertisers on WHIP, new Ham- mond 5,000 watt station which will sign on about Oct. 1. A half-hour weekly community sing program will start soon on WLS. Fifty-two week contracts were signed in September with the following stations: WBBN, WGN, WCEI, WJWD, WPAK, WCRL, WBBW, WBBX, WCBD, WGES, WTMJ and WEMP Selvair Broadcasting Sys- tem Inc., Chicago, is agency.

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**New Campana Program**

CAMPAÑA SALES Corp., Bata- via, Ill. (Italian Balm), will launch a weekly half-hour musical variety show on a 29 station NBC-Blue network starting Sept. 20 and this is called Campana's Variety Page. It is an addition to the regular First Nighter dramas sponsored over NBC Friday nights. Starring in the new variety show, which will originate in Chicago, are Misses Pim and Tomlin, cowboy-humorist whose style is somewhat similar to that of Will Rogers. Bob Trenler's or- chestra will be used on the initial program. Aubrey, Moore & Wal- lace Inc., Chicago, is the agency.

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**Coca-Cola Extends**

COCOLA-COLA Co., Atlanta, which signed originally for 81 stations (for its program, Coca-Cola Presents the Songshop, Fridays at 10:10-10:45 p.m., EDT, starting Sept. 10, has extended the number of stations to 95. KMBC, Kansas City, will be dropped, while those added are KDAL, Duluth; KFBB, Great Falls; KGVO, Missoula; KGLO, Mason City; and KOR, Reno. Agency is D'Arcy Adv. Co., St. Louis.
HERE'S a pioneer salesman and entertainer holding immense audiences in the country's 6th city. Established in 1921, Station WHK has won and held a vast daily audience by the most adroit type of showmanship. It carries more local sustaining and local commercial hours than any other network station in Cleveland. For advertisers and listeners—WHK's addition is another real improvement in Blue Network service.
IN WASHINGTON

RADIO EXECUTIVES prefer the location and smart surroundings of this distinctive hotel. Write or wire for reservations.

Rooms—
Single from $3.00
Double from $4.50
Completely Air-Conditioned

The HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
WASHINGTON, D.C.

KWGH
Means Business!

To prepare the way for volume sales of your product in South-Central Kansas and Northern Oklahoma, point your sales message to the 792,250 radio fans in the primary area of KFH, who like and prefer Radio Station KFH, in Wichita, Kansas.

From the Farm

AT 10 minutes to 6 in the morning Station Manager Clair B. Hull, Lazy Jim Day, and an engineer of WDZ, Tuscola, Ill., load a shortwave transmitter into a car, start driving in any direction, and pull into the yard of the farm farther they see. The surprised host is told that he is wanted on a broadcast, equipment is set up and tested at 5:15 the program is on the air. Discussion with the farmer is on such topics as taxation, Teamage, livestock, rural electrification, etc. Because the interview is on his own soil, the farmer speaks quite freely, thus making the program full of listener appeal. The program is sponsored by an implement and hardware dealer.

Man on Lot

KSD, St. Louis, has a Man on the Lot program, twice weekly, during which Tom Reid broadcasts from a local auto dealers used car lot. Autobiographical sketches of the firm's salesmen, prospects and persons at the broadasts are given. Frequently cars are demonstrated within range of the microphone, salesmen starting the motor, racing it, honking the horn and adding a few special selling points.

Utica Mills Adds 5

UTICA KNITTING MILLS, Utica, N. Y. (knit underwear), has added 5 stations to the list of those now broadcasting between one minute live announcements. The stations are WQMI, Scranton; WCIR, Portland, Me.; WPBL, Syracuse; WLW, New Orleans; Wideal, Baltimore, bringing the total to 19 stations. The agency is John Thomas Miller, New York.

Egg Drive Planned

NATIONAL ASSN. OF FOOD CHAINS, which has more than 400 members in Washington, Sept. 1 to make plans for a drive to increase consumption of eggs. Campaign, to start the first week in program, will be placed by the individual state committees. Use of radio and other media will be discussed at meetings of state committees.

LYDIA TODD, fashion expert of WIBAL, Baltimore, has returned from a three month study of the fall and winter fashions in Europe, and on Sept. 13 started a three weeks' fashion, et guess, home and garden society program, 4 p. m. titled Letters From Lydia.

SMITH BROS., Poughkeepsie, N. Y. (cough remedies), this fall will use spot announcements and possibly a network plan in hopes the announcement has yet been made. The agency is Brown & Tarcher Inc., New York.

WDGY Chief Engineer Reinstated by Station

GEORGE KEENE JACOBSF, former chief engineer of WDY, Minneapolis, who was involved in the labor troubles at that station (Broadcasting, Sept. 1) has been reinstated to his former position. This step was taken by Dr. George W. Young, owner and general manager of the station, in lieu of the plan to hold an arbitration to determine whether Mr. Jacobsen was discharged for union activity or otherwise.

Since the labor difficulty arose, Dr. Young engaged the services of Mr. B. Low, as permanent radio consultant and chief technician. Rather than run into further difficulties, Dr. Young said he felt it would be better to restore Mr. Jacobsen to his former position. Since Mr. Jacobsen had been returned to his duties Sept. 12.

Detroit Station Shifts

PAUL Y. CLARK, for the last six years with WJW and CKLW, and before that for 10 years with the Detroit Free Press, has been appointed Chicago manager of WJBR, Detroit, succeeding M. E. Kent, who resigned to become general manager of the recently authorized new Toledo local, to be known as WTOL. Leaving WJBR with Mr. Kent to join WTOL also were Jerry Fairbanks, announcer, who becomes the Toledo station's program director; Marvin Krause, chief announcer, and Wayne MacDonnell, engineer. Larry Gentile has left as WJBR Nite Owl to join CKLW. Ed MacKenzie takes Krause's place at WJBR. Fred Knorr takes the Nite Owl show, and Theodore Stahl takes over MacKenzie's duties. William Walker has been added to the remote staff.

New KSUB on the Air

EMPLOYING a composite transmitter built by D'Orr Cozens, chief engineer of KLO, Ogden, Utah, the new KSUB, Cedar City, Utah, authorized last year by the FCC to operate with 1000 watts on 1310 kc., is now on the air under the management of Robert R. Burton, formerly with KLO, who is also commercial manager. Archie Madson, formerly with KSL, Salt Lake City, is program director, and Cutter R. Miller, formerly with KDY, Salt Lake City, is chief engineer. The station is owned by Harold Johnson and Leland M. Perry.

THE 75-minute broadcast of George Bernard Shaw's specially prepared radio version of 'Back to Methuselah', originally scheduled for Aug. 30, has been postponed to Sept. 30 on the NBC-Blue, 8:30-9:45 p. m. (EST), the postponement having been caused by the rescheduling of the Louis-Farr fight broadcast.

BLANKETING the
8th Largest TRADE MARKET in the United States at Lowest Cost

St Paul
Minneapolis

WMIN
St Paul, Minnesota

RED AND BLUE NBC WCOL COLUMBUS, OHIO
Craig & Hollingsby, Rep.

Page 68 • September 15, 1937

BROADCASTING • Broadcast Advertising
GET HOT WITH SPOT! That's what stations all around you are doing. National and regional spot is burning up previous peak records in broadcast advertising activity—and time buyers throughout the United States need information about your station... and your market. Give them your story—now. Reach them through the magazine you know they read:

**BROADCASTING**

Practically every time buyer and radio advertiser of national and regional consequence is included among BROADCASTING’S readers. It's easy to reach them when you advertise in BROADCASTING.

National spot business during the first half of 1937 was $5,000,000 above the corresponding period in 1936... an increase of 43.4%. And this fall the trend is up and up.
Pasture for Pests

A new announcer at WGR, Cleveland, excited at his first break in commercial work with the company. The commercial lists three special services available to listeners: buttons, new loops, free grazing.

H. FENDRICH Co., Evanston, Ill. (La Fendrich Cigars), on Sept. 26 starts Smoke Dreams on NBC network.

KEEPS BIRMINGHAM DIALS TUNED TO WSGN

First in sports and "showmanship," WSGN is the choice of Birmingham "home folks!"

THE NEWS
AGE-HERALD STATION
Birmingham
1310 Kc.

STATE OF MAINE Development Commission (potatoes) will start Sept. 21 Marjorie Mills on 15 stations of the MBS and Yankee networks, Mon. thru Thurs., 1:15-4:45 p.m. (EST) on Mutual and 1:45-4:50 on Yankee (4x). Repeats 26 weeks.

Agency: Brooke, Smith, French & Dorrance Inc., N. Y.

Hudson Motor Co., Detroit, on Oct. 5 starts Rudy Dubin's "Hobby Talk" on Queen stations for 7 CBS stations and WOR, 7-1:45-4:50, p.m., repeat 10:30, 11 p.m., 10 p.m. and Pacific CBS network.

Agency: Benz & Bowles Inc., N. Y.


Renewal Accounts

FORD MOTOR Co., Detroit, for Ford Dealers, on Oct. 5 starts "Watch the Fun Go By" on 28 CBS stations, Tues., 9-10 p.m. (EST), rebroadcast 12 midnight.


PONTIAC MOTOR Co., Pontiac, Mich., on Oct. 11 renew News Through a Woman's Eyes, on 59 CBS stations, Sat., 8-9 p.m. (EST) with rebroadcast 5:30, 5:45 p.m. (EST).

American Home Products Inc., New York (Edna Wallace Hopper Cosmetics), on Oct. 16 starts "Romance of Helen Trent and Our Son," on network stations, Mon. thru Fri., 12:30-1:0 m. (EST).


AMERICAN TOBACCO Co., New York (Daisy Strike cigarettes), Oct. 1 renew Edwin C. Hill for 13 weeks on NBC stations, Mon., thru Thurs., 12:15-12:30 p.m. (EST), rebroadcast to the Pacific Coast 2:20-3:45 p.m. (EST). Agency: Lord & Thomas, N. Y.

WESSON OIL & SNOWDIRT SALES Co., New Orleans (salt oil), on Sept. 26 renew "Wesson's Homestead House," for 52 weeks on the NBC-Pacific Red Station, Sat. 7-8 p.m. (EST).


LAMONT COLLINS Co., New York (Pond's face cream and powder), on Oct. 5 renew Rutherford & Winters, on 32 NBC-Blue stations, Tues., 8-9 p.m. (EST).

Agency: J. Walter Thompson Co., N. Y.

Pacific Foodst BORAX Co., New York, on Oct. 1 renew Death Valley Days for 13 weeks on 24 NBC-Blue stations, Fri. 9-10 p.m. (EST).

Agency: J. Walter Thompson Co., N. Y.

American Cereal Co., Clinton, Mass. (Weetabix), on Aug. 2 renewed with participation in Yankee Network shows on 18 Yankee stations.


Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), on Oct. 2 renew National Barn Dance for 52 weeks on 73 NBC-Blue network stations, Sat. 9:10 p.m. (EST), rebroadcast for the West 11-12 p.m. (EST).


WWW.americanradiohistory.com
Advent of Autumn Network Programs Causes Production Jam in Hollywood

By DAVID GLICKMAN

NETWORK production headaches became increasingly aggravated in Hollywood during the first half of September, with the advent of new programs and resumption of shows suspended during the summer months. Frantic efforts have been made by NBC and CBS to acquire studio facilities for new programs. Present studio facilities are for the most part temporary and makeshift, pending completion of buildings by both networks.

Approval of NBC's building plans and specifications was expected with Don E. Gilman at New York headquarters consulting with officials of the company. It is understood that the general scheme of NBC's new building structure in Hollywood has been put into shape for review and approval, and details will be developed immediately upon acceptance. Ground breaking at the new site on Sunset Blvd. and Vine street is expected by Oct. 1, and work will be crowded to permit occupancy early next year.

Don Lee's Problem

Mr. Gilman's eastern trip will also afford discussion of the Don Lee Broadcasting System's proposal to take over the present NBC broadcasting studio in Hollywood. The Don Lee load of production is increasing and this, together with the extension of Mutual programs to emanate from Hollywood in the next eight or ten months, will require Don Lee to acquire a new plant.

In the event it cannot agree with NBC on the take-over of the latter's Melrose Avenue studios and offices, Don Lee will build its own plant in Hollywood.

Another definite move toward building the commercial lead of the enlarged Don Lee Network has been the newly-effected alliance with John Blair & Co., station representatives, to sell the network comprising the entire 24 stations in the group, rather than selling the stations individually or on a state-by-state breakdown.

Diamond Salt on NBC

The end of the year. Agency production personnel shifts which have been so numerous during the summer in Hollywood have been well stabilized, and little further maneuvering is expected in the near future.

WHO CLIPPED THIS?

YOU CAN'T BE GUILTY IF YOU RECEIVE YOUR OWN COPY OF

Get Your Copy Now

WLTH NEW YORK

BROADCASTING • Broadcast Advertising
**Frequency Measuring Service**

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

**Measurements When You Need Them Most at Any Hour Every Day in the Year**

R. C. A. Communications, Inc.

Commercial Department

A Radio Corporation of America Service

66 Broad Street

New York, N. Y.

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**Philo Series on 275**

PHILCO RADIO & TELEVISION Corp., entered the fray with its $50,000 "Pylc" Coe" mystery contest with 239 stations broadasting the series. A sharp increase in tube sales was reported by distributors as well as an increase in demand for servicing to assure good reception of the program. Geare-Marston Inc., Philadelphia, is handling contest details.

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**CLASSIFIED ADVERTISEMENTS**

**Help Wanted and Situations Wanted.**


Two experienced transcription salesmen, commission. See our ad page 63 this issue. Transcribed Radio Shows. Box 757, Broadcasting.

Announcer for network affiliated station in eastern market. State experience fully in a written. Box 753, Broadcasting.

Experienced radio operator. Give qualifications and references when making application. Box 767, Broadcasting.

Licensed Engineer wants position. Hours and wages not initial. Little experience. At W. E. 35K, Write Engineman, BCDG, Milwaukee, Minn.

Program ideas that sell! Nine years newspaper and radio advertising. Professional continuity, script and program production. Now employed. Box 770, Broadcasting.

Chief Engineer 10 KW station, 10 years experience. Must have experience with 50 KW stations; desires to better conditions. Experience in 771 Broadcasting.


Chief Engineer 10 KW station, 10 years experience. Formerly with Philco, Box 771, Broadcasting.

Engineer: 1st class radio phone license; graduate RCA Institutes; experienced in public relations, advertising production, continuity. Currently employed in public department of network; 6 years radio experience. Write Box 782, Broadcasting.

Announcer: Three years experience in all phases of announcing, has written numerous radio sketches in addition to successful commercial copy. Would like to work for small, growing station. College graduate. Write Box 764, Broadcasting.

Young, energetic station manager with excellent selling and executive background, now employed, desires change. Would consider lease, purchase or part ownership of station in good market. Married, one child. Finest references. Box 768, Broadcasting.

Wanted to Buy

Responsible party wants to buy station and pay cash. Will consider 60% interest with employment. Experience in sales, announcing, and technical. University graduated. Box 763, Broadcasting.

For Rent—Equipment

A real Bargain in a Used Transmitter, in a 1000 watt R.C. A. 1000 watt R.C. A. Transmitter, Type 1 B complete with 6000 volt Generators, and all equipment as shipped by factory. Specially priced for quick sale. Act quick. Station KVO, Phoenix, Ariz.

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**Supreme Court Review**

In New Portland Grant Is Petitioned by WCHS

REVIEW by the U. S. Supreme Court of the FCC decision authorizing Portland Broadcasting System Inc. to build a new station (WGAN) in Portland, Me., was sought in a petition for a writ of certiorari filed Sept. 10 by the Eastland Co. of Portland and Congress Square Hotel Co., operators of WCHS.

The grant to the Portland Broadcasting System was for a 500-watt station to operate on 640 kc. limited time and was the outgrowth of the bitterly fought "640 case," dating back to 1934. Both Eastland and WCHS had appealed from the FCC decision of last June to the U. S. Court of Appeals for the District of Columbia which sustained the Commission.

The question presented in the Supreme Court petition was whether or not the order and decision of the Broadcast Division are valid when the members of the Division who made the findings of fact had neither heard the evidence nor received a report on it. At the time the case was originally heard, Commissioners Gary, Brown and Sykes constituted the Broadcast Division. The decision was rendered by Commissioners Prall, Case and Sykes. Eastland had applied for a station on 640 kc. also, while WCHS had been permitted to participate. In the hearing as a party in interest. The Portland Broadcasting System is partially owned by the Portland Herald-Express. Both the Eastland Co. and WCHS are adjuncts of the Rines Hotel interest.

**Radio Editors Change**

RUDOLPH BLOCK Jr., formerly assistant city editor of the Seattle Post-Intelligencer, has been appointed associate radio editor of the Los Angeles Examiner, succeeding Bernice Milligan, who resigned after five years. Pat Hogan remains assistant radio editor. Block is the son of Bruno Lessing, Hearst feature writer. Gene Inge, radio editor of the Los Angeles Herald-Express, is scheduled to leave that post Sept. 20 or 21, to enter the radio production business. He will establish offices in Hollywood. Dale Armstrong recently succeeded Carroll Nye as Los Angeles Times radio editor. Nye resigned to head the copy desk of Radio Feature Service, Hollywood.
Los Angeles Politician Files Suit in Mexican Border Station Venture

A $150,000 damage suit was filed in Los Angeles Superior Court Sept. 10 by John A. Murphy, local political figure, naming the International Broadcasting System Inc., of California and 15 other defendants. Murphy, in his suit alleged that he was induced to invest $25,000 into the erection of XERB, Rosarito Beach, Lower California, for which he was to receive half of the issued capital.

He declares that he was later ordered to withdraw from the enterprise after it was well organized and progressing nicely. The station was scheduled to start operating with 150,000 watts Aug. 15 on 730 kc. He further declared that certain of his business associates caused him to believe that the venture was doomed to failure because of refusal of the Mexican officials to issue a permit for the station, although such a permit had actually been obtained for a 20-year period.

Besides damages he wants among other things, to be restored to the office of vice-president and a director of I.B.S.; 10% of its capital stock; an interpretation of his contract with the defendants; an accounting of a receivership and an injunction restraining the organization from any acts which might impair his interests pending the suit's outcome.


Health Aids Expands

HEALTH AIDS Inc., Jersey City, N. J., has added WGN, Chicago, and WCAE, Pittsburgh, to its present list of stations. A 25-minute talk by Victor Lindlahr, editor of Journal of Living, for Serutan, laxative, and five minutes of transcribed music for VBEV, vitamin beverage, make his half-hour program, which is heard three times a week. The series originates at WOR, Newark, and is piped to WMCA, New York, and thence to WIP, Philadelphia, through the Inter-City network. It has been renewed on those stations, and is heard Tuesdays and Thursdays, 12-12:30 p.m., and Sundays, 10:30-11 a.m. Transcriptions are used on WNAC, Boston, and WEAN, Providence, on which contracts have also been renewed. In addition, a 15-minute test program has been started for Serutan on WPRO, Providence, three times a week. The agency is Franklin Bruck Adv. Corp., New York.

OTHER FELLOWS' VIEWPOINT

Beg Your Pardon!

Editor, Broadcasting:

In the Sept. 1 issue of Broadcasting, on page 84, under the heading "Merchandising & Promotion" you refer to an article of Olinger Department Store, Denver. This should be Olinger Mortuaries of Denver. We are calling this to your attention because there is no Olinger Department Store in Denver and the client is Olinger Mortuaries and we would thank you to make this correction.

W. W. MacCruder,
Hower Adv. Agency Co.,
Denver, Colo.

Sept. 10.

WAR IN CHINA—Station WAVE Not Affected!

No sir, the buying power of WAVE's listening audience isn't being reduced by the war in China—nor by the election-day shootings down in our own Kentucky mountains! ... You see, we don't cover those territories. We cover only the million-plus people around metropolitan Louisville. The only thing they shoot is their pay-checks—which are by far the largest in Kentucky! ... WAVE is an N. B. C. outlet.

National Representatives:
FREE & PETERS, INC.
Music Boosted; NAB Calls Session
(Continued from Page 13)

stance by the negotiating committee but refused by the meeting, was that they set up "credits" of 10% as a sort of equalization fund which they would disperse to their affiliates in a manner they agree upon as most equitable by giving the "deserving" stations or those which might be jeopardized by the additional payroll requirements for musicians the bulk of the rebate.

It was figured that of the $1,500,000 additional asked from the network affiliates, the managed and operated stations of NBC and CBS would automatically pay some $200,000 additional and that the key stations of Mutual would be required to pay an additional $100,000 for musical talent. This reduced the figure of the independent affiliates to $1,300,000, it was estimated, of which 10% or $120,000 would be set up in the "credit" fund proposed.

Moreover, the networks declared that President Weber indicated they would be expected to hire some 400 additional musicians in New York, Chicago and Hollywood as a means of aiding the unemployment relief.

Proposal Rejected
The affiliates, however, in their sessions rejected the proposal and asked that instead the networks credit every affiliated station with a reduction in their "free time" to the networks, or two hours. Network spokesmen said this proposal, when formally presented by the negotiating committee, probably would be rejected as confiscatory.

It was stated, for example, if stations paid in dollars such a proposal would mean that NBC would donate some $600,000 in time value back to the stations. RCA-Victor Overseas Radio stations would be required to pay the burden of $100,000 in actual additional outlay in the musicians' crisis. Moreover, it was contended that some stations, already having their quota of musicians in terms of dollars expended by it was impossible to actually "make money" on the deal.

The special meeting of the NAB Board, called for Sept. 10, concurrently with the IRNA, proved a stormy session. So did several other emergency sessions called during the negotiations. No less than four of the members proffered their resignation which were not accepted.

Edwin Craig, L. B. Wilson and John Gillin, the latter the first vice-president, offered their resignations and President John Elmer had deplored their association with the affiliate group. Mr. Wilson served as chairman of the financial committee and had written a letter to all stations asking them to contribute the extra weekly "rate" of $500 an hour to defray the expenses of the negotiating committee and the affiliate group estimated at $12,000. The actual figure, however, proved half that amount. President Elmer had criticized that action too. After the resignations had been proffered, the members were prevailed upon to withdraw them.

The fourth "inaction" of the session was the development at a Sunday session of the Board on Sept. 12 was that of Edward M. Allen, WLVA, Lynchburg, Va., and president of the National Independent Broadcasters representing local independent stations, which has been largely inactive during the past two years. Out of sympathy with the entire procedure relating to the negotiations with musicians, Mr. Allen contended many local stations would be ruined and that he would refuse to fight it out by permitting the strike to come off as scheduled rather than capitulate to the demands. His resignation, up to the time broadcasting went to press, had not been accepted and he had not withdrawn.

Despite the tension that gripped the group, there was much praise for the manner in which the negotiating committee functioned and for the expert way in which Mr. Ethridge presided over the session. At the outset Mr. Ethridge had explained that his only reason for participating in the movement of the affiliates was because the NAB was not in a position to cope with it due to absence of legal and labor counsel.

Reports on various phases of the negotiations given the group by Messrs. Ethridge, Rosenbaum, who handled network negotiations, Norton, a well-known Louisville attorney who drew up the form of contract, and Hedges, who defined the negotiations with AFM. All of the sessions of the group were closed except to network affiliated stations.

Possible Revision
In addition to the continuing work of the negotiating committee, which meets again with President Weber on Sept. 15, Mr. Shepard was devoting study to a possible revised formula; Mr. Rosenbaum to continue conversations with the networks on the degree of their participation in the additional cost, and Mr. Norton on revision of the proposed contract. It was decided to continue IRNA as an organized group, at least until contracts have been signed with the musicians and possibly longer if it felt that the need still exists. Mr. Ethridge was given authority to call further meetings of the group at any time he deems it necessary to do so. The group made it plain, however, that it has in no sense been participated with nor is it a rival organization to the NAB. At the final meeting on Sept. 12, the NAB Board presented the following statement to the IRNA:

"The NAB always has invited all broadcasting stations to membership in the organization but membership there never have been anything but an invitation to all broadcasting stations to membership in the NAB and to the NAB membership from time to time conflicting interests have evolved which would not be represented by the NAB directorate. Nevertheless the NAB stands as the de facto representatives of the American system of broadcasting.

"Realizing that various classes of stations within the broadcasting industry have divergent interests which cannot always be served by the NAB and that three organized groups representing such classes have already been formed (e.g. the clear channel, the regional and the local stations represented at the October hearings before the FCC) the Board endorses the formation of such organized groups within
Three New Locals Approved by FCC; WIOD Granted 610 kc; Other Actions

THREE new local stations were authorized by the FCC Broadcast Division at its Sept. 14 meeting. Bringing to 34 the number of new stations authorized for construction so far this year. At the same time the Division dismissed or denied six other applications for new stations, one of the new stations was granted without a hearing.

Twin City Broadcasting Corp., Longview, Wash., was authorized to construct a new 250-watt day-time station on 750 kc, in that community, the division suspending Examiner Hyde J. Elroy McCaw of Centralia, Wash., who is also associated with the new KELA recently authorized in Centralia, Wash., is one of the chief stockholders, with 65 shares, the others being A. C. Campbell, president, Longview; John McClelland, treasurer, publisher of the Longview Daily News, 62½ shares; A. L. Raught Jr., vice-president, local manager of the Weyerhaeuser Timber Co. 20 shares; and A. W. Talbot, Seattle, business manager, 20 shares.

Clarence A. Berger and Saul S. Speck, of New York, were authorized to construct a new 100-watt daytime station on 1200 kc, in Couer d’Alene, Idaho, to go down in being sustained, both equal partners. Mr. Freeman, a resident of Spokane, is backer of the project and Mr. Berger, a New York dealer, and KGA in Spokane and KOL in Seattle, will be manager of the station.

Without a hearing, the Commission authorized the Wyoming Broadcasting Co. to erect a new 100-watt daytime station on 1370 kc, in Rock Springs, Wyo., President of the Longview Feed and Fuel Distributors, and the monument works owner of that community, holding 50.9% of the stock, was vice-president in Kenneth N. Nielsen, manager of a radio service concern, holding 48.9% of the stock.

The Division denied the application of the Peninsula Newspapers Inc., Palo Alto, Calif., for a new 250-watt daytime station on 1160 kc; dismissed with prejudice the application of Phillip Jackson for a new 100-watt daytime station on 1320 kc, in Brunswick, Ga.; dismissed without prejudice the application of C. S. Gooch for a new 100-watt station on 1500 kc, in Amarillo, Tex.; dismissed with prejudice the application of John D. Fields Inc., for a new 100-watt station on 1370 kc, in Las Vegas, Nev.; dismissed with prejudice the application of Robert E. Clements for a new 250-watt daytime station on 1160 kc, in Huntington Park, Cal.; dismissed with prejudice the application of the Young People’s Association for the Propagation of the Gospel for a 5000-watt daytime station on 640 kc, in Shark River Bay, N. J. In all cases the recommendations of the examiners were sustained.

WIOD, Miami, an adjunct of the Miami Daily News, was granted a shift in frequency from 1300 to the choice 610 kc, channel, with 1000 watts unlimited time. In sustaining Examiner Hyde, it made the order effective Oct. 26. Other important docket actions included: WEAN, Providence, granted an increase in day power from 3000 watts to 5000 watts on 780 kc, with night power remaining at 1000 watts, unlimited time and sustaining Examiner Seward. WSM9, New Orleans, granted authority to erect a new 100-watt daytime station, with 1000 watts on 1350 kc, effective Oct. 19. WZML, Bar City, Mich., granted an increase in day power from 500 watts to 1000 watts on 1410 kc, with night power reduced to 500 watts on 750 kc, sustaining Examiner Seward.

WLBK, Clarksburg, W. Va., an affiliate of the Clarksburg Expansion, granted an increase in hours of operation from day time to unlimited, with 1000 watts on 1370 kc. Granted effective Oct. 19. WZML, Bar City, Mich., granted an increase in day power from 500 watts to 1000 watts on 1410 kc, with night power reduced to 500 watts on 750 kc, sustaining Examiner Seward.

BRADY ASKS INJUNCTION

WILLIAM A. BRADY, New York theatrical producer, has filed suit in New York Supreme Court to prevent the broadcasting of "Way Down East," sponsored by Vanishing Products Inc., New York, for Philip’s Milk of Magnesia toothpaste, Dandylion, and Hall’s H-O. Defendants are Blackett-Sampson-Humphreys Inc., Bamberger Broadcasting Service, JBS and Chas. Phillips Chemical Co. Scheduled to go over Sept. 27 over WOR, New York, the program is a 15-minute WBS tran- smission series, heard five days a week.

Mr. Brady and his lawyer claim that the company has been the owner of the play and its title for 40 years. For a single broadcast of the play in 1923, he received $750, the complaint says, the program was broadcast on WOR last winter.

This is...  WBNX  Columbus, Ohio

"This is Our Representative...  JOHN BLAIR & CO."

His Barber, His Chauffeur and Butler Do! According to statistics, the wage-earner [and that means the 4,000,000 in WBNX’s area] spends 76% of his income on standard advertised foods, clothing and shelter.

"It’s the Four Million Who Listen to WBNX"
Chicago Schools

IN AN article on page 24 of this issue, dealing with use of radio to continue school studies during the infantile paralysis prevalence in Chicago, it is stated that the radio idea was conceived by George H. Biggar, of WLS. Inadvertently the names of Ralph Altman, president of WJJD-WIND, and Al Hollender, WJJD-WIND publicity director, were omitted as co-originators of the idea. It was also stated that WBBM and WAAF were carrying the school lessons, but as "Broadcasting" went to press it was learned that they were not included in the list of stations.

BOB HOWMAN, sports commentator formerly on the outside broadcasting staff of the British Broadcasting Corp., handled the Louie-Farr prize fight for the BBC direct from the ringside Aug. 30, his description being relayed via shortwave to the British network.


PRODUCERS of the Junior G-Men, dramatic serial on MBS sponsored by Fischer Baking Co., Newark, N. J., have received requests from various European organizations for permission to form auxiliary groups.

Unions Organize

(Continued from page 14) before a trial examiner of NLRB in New York. The case arose [Broadcasting, July 22] when ARTA charged that Henry Grossman, CBS eastern operations manager, had tried to threaten subordinates by threats of retaliation on the part of CBS if the engineers signed with the union. CBS denied the alleged intimidation.

The American Federation of Radio Artists claiming jurisdiction over anyone who appears before a microphone, appointed Mrs. Emily Holt executive secretary at a recent meeting of its executive board. Mrs. Holt, a resident of Dallas, Tex., where her husband is in the oil business, was formerly associate counsel of Actors Equity and although she has not accepted her appointment as executive secretary of AFRA her acceptance is expected momentarily. At the same meeting of the board, George Heller, treasurer of AFRA, was appointed associate secretary.

Meanwhile, AFRA is concentrating its activities on membership enrollment and has not included in its proposed organization of station personnel. Local unions have been organized in New York, Los Angeles, and negotiations for organization are going forward in Chicago. In New York and Los Angeles officers have been elected and members of the national executive board have been named.

The total membership now exceeds 2,000, according to AFRA headquarters, where it was further learned that as soon as local unions have been established AFRA intends to organize all persons who may appear before station microphones, including announcers, actors, singers and solo instrumentalists excepting only those singers and instrumentalists who are not members of a band or orchestra and therefore already members of the American Federation of Musicians.

Nearly 450 Chicago actors attended a meeting of the American Federation of Radio Artists in Chicago Sept. 12. This was a much larger number than attended the first meeting held Sept. 5. It was purely an organizational conclave held for the purpose of signing up new members. Included among the evening's speakers were George Heller, an attorney for the AFRA, and Rudolph Ganz. An election of officers is planned for Friday night, Sept. 24.

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver
Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEAR CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

"THE VOICE OF OKLAHOMA"—TULSA

Page 76 • September 15, 1937

Broadcasting • Broadcast Advertising

KEEP Your Copies of BROADCASTING in This Handsome BINDER

Don't lose or misplace your copies of BROADCASTING — Lock each copy, as it comes to you, in this sturdy gold embossed leatherette binder for future reference.

FEATURES

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The binder shown above holds 24 issues (one year's copies). It is your reference library to the business of broadcasting.

$2.50 POSTPAID
Your name in gold, 25c extra
McClure Elected By News Writers

Starts Inquiry Into Alleged Misappropriation of Funds

KEN McCLURE, of WQAI, San Antonio, was elected president of the Association of News Editors and Writers at its first annual convention held at the Sherman Hotel, Chicago, Sept. 10-12. Other officers elected were Beckley Smith, WJAS, Pittsburgh; Jack Carriss, WSM, Nashville, and Ken Millar, vice-presidents; Al Hollender, WJDD-WIND, Chicago, secretary-treasurer.

At the convention it was decided to cooperate with schools of journalism throughout the country in establishing classes in radio news writing. A code of ethics was adopted, in which ARNEW members subscribed to the theory that "any promotion of any private interest on any news program except one designated as a paid commercial announcement is contrary to general welfare."

Plans were made for setting up eight regional groups throughout the country with all groups exchanging ideas.

In a speech mailed to the convention by Boake Carter, the Philco commentator said that even though newspapers were buying more and more radio stations in this country they should not be permitted to gain control of radio in America. Carter predicted that if newspaper ownership continued the publishers would eventually control radio and would establish editorial air policies for the radio stations they own. Carter wrote: "The publisher who becomes the strongest and largest owner of the greatest radio chain will be the one who can most nearly become the uncrowned King of the United States."

Although deeming newspaper ownership of stations, Carter believed that publishers and station owners "should bury the hatchet over the question of news—for the very sake of the preservation of the American principle of democracy."

Next year's convention will probably be held in San Antonio in the early part of summer.

A rift occurred during the convention with two factions—one headed by John Van Cronkhite, former president of the organization, and the other headed by Beckley Smith and Al Hollender—battling for supremacy. Mr. Van Cronkhite is chairman of the newly-formed board of directors which is attempting to wrest the power away from the regularly-elected officers. Although it was originally planned to have all officers on the board, Smith and Hollender are not members.

McClure and Hollender will launch an investigation into charges that ARNEW funds have been misappropriated. Although regular initiation fees were $1, some members of the organization paid $2 with no accounting allegedly made of the $4 difference.

KENDALL McCLURE

Claims Most Newscasters

WNEW, New York, believes it has the largest number of newscastersthroughout the country in its 24-hour coverage. Richard Brooks has the 8:45 p.m. commentator spot and 5:45 p.m. news broadcast; Earl Harper handles a daily sports round-up at 6 p.m.; Stan Shaw broadcasts Wilkens' Matters, 6:45 a.m.; John Jaeger and William McGrath work together at 9:45 a.m. Douglas Arthur is on the air at 12:30 p.m. with news, and Tom Brooks, radio editor, New York Journal-American, broadcasts news from the offices of that paper at 1:45 p.m. WNEW has the full leased day and night wire of International News Service, and its new programs are under the direction of Larry Nixon.

New WMCA Studios

WMCA, New York, on Jan. 1 will move into palatial new studios located on the top two floors above the Hollywood Theatre at 51st and Broadway. A big auditorium studio is being constructed.

"Guest" Appearance

WHEN Ed Craney, co-owner of KGIR, Butte, and KKL, Portland, Ore., heard the Kelly boys sing and dance during Our Neighbors program on NBC, Aug. 29, he wired them an invitation to appear on KGIR and visit Yellowstone National Park as his guests. So away went the Kellys, Bob, Jr., Jimmy, 10, and Tom, Jr., 11, from their home in Higland Park, Ill., where their dad is a golf professional, to visit Mr. Craney, see Old Faithful and test Horace Greeley's sage advice. Mrs. Kelly, who sings on the radio as Ida McMahan, accompanied her sons.

OLDS and De Soto Plan Quarter-Hour Disc Series

OLDS MOTOR WORKS, Lansing, Mich. (motor cars), has contracted with WBS for 13 quarter-hour transmissions featuring the Casa Loma orchestra. Discs will be cut late in September, and will go on the air some time in October. Agency is D. P. Brother & Co. Inc., Detroit.

WBS is also currently making a series of 13 quarter-hour transmissions for De Soto Motor Corp., Detroit, featuring George Jessel, Will Osborne's orchestra and guest vocalists. The discs will be placed with a long list of stations, to start about Nov. 1. Agency is J. Stirling Getchell Inc., New York.

HOST to the WORLD

WASHINGTON'S
MODERN
HOTEL

Where Broadcasters Meet In The National Capital

Rates No Higher Than At Finest Hotels

Double Rooms from $4

All with bath, of course

THE MAYFLOWER
WASHINGTON, D. C.
R. L. POLIO, Manager

WABY

ALBANY, N. Y.

EVERYBODY'S HAPPY
and Spending!

Every sound index of business pace is written in swing-time for the Capital District as Autumn pours in unusually rich harvest, governmental activity expands, and the tv season is in full swing. A general air of expansion can be seen in the Capital area's varied business sector, with special emphasis on the automotive, hospitality and entertainment field. The WABY broadcast outlet is the buyers' guide for this area of stable prosperity, the perfect permanent market.

In The Heart of "The State That Has Everything."

Harold E. Smith, General Manager

STATION W•A•B•Y--ALBANY, N. Y.

September 15, 1937 • Page 77
Decisions...

AUGUST 31

MISCELLANEOUS—KGDY, Huron, S. D.—License to change control.
W.W.J, Detroit, extension temp. auth. 5 kw N. D. — License to change control.

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SPECIAL TECHNIQUE FOR TELEVISION FILM IS REQUIRED, Lubecke Tells Cameramen

A VAST difference exists between the production of motion picture film for the theater and for television. Harry L. Lubecke, television director of Don Lee Broadcasting System, Los Angeles, Calif., at the Aug. 30 meeting of the American Society of Cinematographers, Hollywood, Calif., using various types of film to illustrate his talk, he cited seven rules for television photography which he believes to be an art form. He said that the telematic process tends to be the overall contrast. White bars here are the black and detail in the slightest is reduced.

6. Maintain motion, either of players, objects, or by “panning” with black frame lines.

7. Employ lap dissolves or quick fades, in changing from scene to scene. Long fades tend to emphasize the impression that something has gone wrong.

A survey of letters received from abroad by WXE, CBS international station in New York, indicates that foreign listeners prefer programs of music, both popular and classical, descriptions of major sports events, and talks by news commentators. English listeners prefer American dance bands and singers of popular numbers, while listeners in Latin America and South Africa are most in favor of classical music.

Elmer D. Hays
ELMER D. HAYS, 45, since last March assistant general counsel of the FCC Telephonic Division, his wife, and 15-year-old son and the son’s classmate at Dartmouth, were killed Sept. 2 when their automobile met in a head-on collision with a bus north of Baltimore. They were enroute to Hanover, N. H., where the two boys were to have entered their sophomore year at Dartmouth. All but Mr. Hays were killed immediately, and Mr. Hays died en route to the hospital. He was greatful to be released as a senior attorney in July, 1936, after serving with the ICC and the Department of Agriculture.

TRUE... is a Bell

Every Piezo Electric Crystal leaving our laboratory is ground to an accuracy of RHFET than 01%, assurance of your accurate frequencies. Use a Scientific Radio Service crystal in your transmitter. Remember these are the BEST COSTS LESS!

Low temperature Co-Efficient Crystals

$40.00

Two for $75

New Low Price!

SCIENTIFIC RADIO SERVICE
Dept. 927, 124 Jackson Ave., University Park, Hyattsville, Md.

September 15, 1937 • Page 79
BULLOCK'S  
. . . one of the world's finest department stores, last week placed its twice-weekly show, "Magic Island," on one station only . . .

KEHE  
"Fastest Growing Station on the West Coast"

KEHE  
5000 Watts  
780 Kilocycles  
Los Angeles, California  
Member of the California Radio System  
"Serving the Public Interest"

KEHE  
National Representative:  
Hearst Radio  
NEW YORK  CHICAGO  SAN FRANCISCO  LOS ANGELES  DALLAS

ON THE FIRING LINE . . . . . .
for two years without any change in basic design, the Collins 12X Remote Amplifier continues to be the dependable standard in an increasing number of broadcast stations.

COLLINS RADIO COMPANY  
CEDAR RAPIDS IOWA  
NEW YORK, N.Y.: 11 WEST 42 STREET

BROADCASTING  •  Broadcast Advertising
RALPH BENNETT, formerly of WOPI, Bristol, Tenn., has joined the engineering staff of WPMID, Frederick, Md.

JULIAN HUCKSTROTH, studio engineer of WWTR, Richmond, Va., left the station staff Sept. 1 to matriculate at Randolph-Macon College.

MORTIMER SMITH, NBC Hollywood engineer, is the father of an 8-pound baby boy, Richard Sewell, born Sept. 2.

PAUL FRANKE, chief engineer of WJHK, Detroit, is the father of an 8-pound baby boy, born Sept. 7.

CHARLES BRENNAN, control engineer of WBSN, Milwaukee, is the father of a baby boy, Thomas, born last month.

Combined Use Of Bands By Two Groups Refused

NOW operating simultaneously daytime on the 1580 kc. frequency, KQV, Pittsburgh, and WSMK, Dayton, met rejection on the part of the FCC Sept. 7 of their application to extend the simultaneous operation from 7 p.m. to 7:30 p.m. in order to accommodate a commercial program. KQV uses 500 watts and WSMK uses 200 watts and they split time on the channel at night. The FCC explained that the half-hour extension was refused pending action on their application for simultaneous full-time operation.

The Broadcast Division on the same date also rejected an application by WKBO, Harrisburg, Pa., and WEST, Easton, Pa., 100 watts which share the 1200 kc. frequency, and which asked for authority to operate simultaneously from 11 a.m. to 12 noon from Sept. 21 to Oct. 30.

LETTERS: Patent No. 2,002,120 covering his Radiotelstic Voting System (Broadcasting, March 1) were issued by the U. S. Patent Office Sept. 7 to Neil Monroe Hopkins, New York Inventor.

An excellent example of co-ordinating sound-control work with basic studio design...this modern studio at WDBJ, Roanoke, Va. As in many other stations throughout the country, J-M Acoustical Engineers, using the proper J-M Sound-Control Materials and J-M Sound Isolation, were able to assure high-fidelity broadcasting by eliminating faulty acoustical conditions. Result—studios that are really designed for modern broadcasting!

If you are troubled with acoustical problems, in connection with new or existing studios, why not call in a J-M Engineer? You'll find that better broadcasting quality is created and protected by designing and building studios in accordance with the present-day sound-control methods developed by Johns-Manville. For details, write Johns-Manville, 22 E. 40th St., N. Y. C.


Merchandising & Promotion

The Fair Season Is On—Electric Living—A Day at the Lake
Chips—Stamps—Green—Mail—Pipes

WITH the state and county fairs in full swing, radio stations in all sections have been staging promotion campaigns. Even network and network affiliates have joined in, with a variety of artists and officials traveling to the exposition.

Central States Broadcasting System is running many programs from the Nebraska State Fair over KFAB, KOIL and KFOR. Shopping bags with station insignias were given away, the bags being filled with samples and literature furnished by advertisers. WHIO, at the fair with its mobile equipment and a remote crew, programs being sponsored by Choo-choo.

WHIO, Dayton, has included seven Ohio county fairs in a remote schedule. At each a large three-panel exhibit of pictures of racing stars, special events and a graphic layout of how programs are built is included. A new indoctrination, as an oscillograph which shows visitors a picture of their visiting radio voltmeter, and a book which gives a complete program schedule.

GENERAL ELECTRIC Co., New York, announced on Hour of Charm Sept. 13 a contest "to realize the electrical standard of living," prizes of $1,000 being given away over a period of ten weeks. For essays on better living, $200 in script will be given to the best. The first group of prizes are a $12,000 home and an $8,000 home. The Hour of Charm is broadcast on the NBC-Red network Mondays at 9:30-10 p.m., EDST. Maxon Inc., New York, is the agency.

NBC has released a merchandising brochure announcing the affiliation of WJZ, the Mutual Blue network Sept. 26. The historical growth of WHK, its market coverage and ratings are presented succinctly in this attractive blue and white booklet which also points out that WHK Cincinnati and WSPD, Toledo, recent affiliates, are "other big improvements in Blue network service in Ohio".

PAT FLANAGAN, announcer of the ball games over WBBM, Chicago, for Sconey and General Mills, donated a box of Wheaties to each home run staged by the Chicago Cubs during the Deborah Boys' Club League in Chicago. When Pat discovered that the Cubs had the second best team in the nation for four weeks he had to order enough cases of the breakfast cereal to swamp the WBBM mail room.

LAMBDIN KAY, manager of WSB, Atlanta, has sent out his annual 1937 Fall edition of the WSB sales book accompanied by a letter written on the new stationery of Liberty Broadcasting Co., WAGL, operated with WSB by the Atlanta Journal.

WIL St. Louis, has placed a large bulletin board in the window of the Melbourne Hotel, where the studios are located. The news sheets are changed every hour.

LAKESIDE BAKING Co., Cleveland (butter cookies), recently was host to 112 youngsters who had collected 50 box tops of the firm's butter cookies. The youngsters were treated to lunch, sat with Tom Manning, famed sports announcer, at the Cleveland professional league baseball game, and received autographed baseballs from the players. The Lakeside firm is sponsoring a Man-in-the-street broadcast daily except Sunday over WTAM. Neisser-Meyerhoff Inc., Chicago, is the agency.

CANCELLATION stamps on the publicity releases sent out by Benton & Bowles Inc., Ohio, carry a brief legend of the program which may be imprinted on such stamps may read, "Thursday Night is Show Boat Night," "Tell Floyd Gibbons Your True Adventures," and "Let Plambeck, WHO Chime on Gang Buster Columbia Network," "Miss Helen Strauss, publicity director of the agency, devised the promotion method.

KGNC, Amarillo, Texas, is sending out a hand-bound booklet to advertising agencies throughout the country. Included in the book are entire series, radio program by counties, spending income, programs and facilities population, listener habits, standard of living, success stories, and accounts currently using the station. The book was compiled under the direction of Ted Taylor, Manager.

WATL, Atlanta, has adopted green as its letterhead color since a rival station has been heavily promoting itself as "Atlanta's Blue Ribbon Station." A new promotion piece has been designed, featuring a chart showing its listening area and offering market data.

THE fourth annual Minnesota Business Map has been published by WCCO, KSTP and WTCN, Minneapolis-St. Paul, in cooperation with six publications. Data are compiled from Government figures and recognized statistical agencies.

STOK, Oklahoma City, has published a promotion brochure describing that market and describing the station as "your Mutual friend in Oklahoma City." Illustrations of the studio are presented.

DIRECT-MAIL campaigns of NBC WOR and CBS were listed among the first 50 selected as outstanding, by the Direct Mail Advertising Association for 1936-37. Entries were judged on a basis of 50 points for results, 25 points for originality, and 25 points for production. The winning campaign material will first be displayed at the DMA Convention in Cleveland Oct. 13-15, later at regional conventions, and then will make the rounds of advertising clubs and classrooms.

WSAR, in Fall River, Mass., recently conducted a broadcast of the speeches of the Sons of Italy Silver Convention in Massachussetts, for which it furnished promotional material in the form of Yankee Network book-matchers. Some 500 book-matchers were distributed at the banquet. Inside the cover, there was printed the name and locations of the 15 stations of the Yankee Network, and in addition WSAR had printed and stamped its own call letters on the top of the inside cover.

GENERAL MILLS' three-hour sports parade for Wheaties heard daily on WBBM, Chicago, has started a contest running Sept. 2 to Sept. 12, with prizes of $10,000,000 and a $100 first prize as well as $216 other prizes will be given. The agency is Knox Reeves Adv. Inc., Minneapolis.

TO ANNOUNCE the opening of KSF0's new 5,000-watt transmitter in San Francisco, General Manager Phil Lasky sent out 308 personal telegrams to all local offices of both national and local advertising agencies the evening before the formal dedication.

CORN-COH pipes, stamped with KSO, KRTN and WMT on the bowl, have been distributed by Iowa Broadcasting System through trade channels. The accompanying letter states that the pipe represents Iowa's $600,000 corn crop.

WIP, Philadelphia, has started 100 line advertising in the Philadelphia Inquirer with the heading "Today's Highlights." The first of the programs of the week are published.
WHAT ONE SPONSOR DISCOVERED

1. That he made 1 sale to every 35 radio homes in WLW’s $15,000,000,000* market.

2. That he made 1 sale to every 119 radio homes in WLW’s $61,000,000,000* market.

All proof of purchase was addressed to WLW, the Nation’s Station.

* 1935 Spendable Money Income
RCA transmitters will do a real job for every station's advertisers! There are types to fit stations of any size.
"...not upon the gold man gathereth, but by the growth of his fields shall we know the success he attaineth."

Anonymous

Four new steps forward were taken recently by WOR, increasing its value to the sponsors it serves and the listeners who turn to this greater New York station from hour to hour:

1 WOR is the first independent New York station to offer its sponsors and listeners a modern, acoustically perfect theatre of the air with a seating capacity of 800 atop the New Amsterdam Roof in the heart of New York's theatrical district.

2 WOR's new electrical transcription and recording division serves sponsors and others with the skill of trained technicians and up-to-the-minute recording equipment whose work is rapidly changing the descriptive "radio recording" to "recorded realism."

3 WOR is the first station to install a "booster." Now WOR's sales-effective energy of 50,000 watts is governed and held within the band of perfect modulation assuring even greater fidelity of tone and better reception for WOR's sponsors.

4 WOR adds a new studio, #9 and a master control booth which permits the split-second interchange of WOR and Mutual network announcements. Also allows the announcer to voice the latest Transradio News flash to WOR's listeners the moment it is received.