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.
"You're Up, Business!"

If Management must learn Labor's needs, it is equally true that Labor must be taught Management's problems. And today—now—Business is at bat. Tell your story to your own workers, to the waiting American public. Tell it to your sales organization...customers...stockholders...employees. Tell it openly—honestly—consistently. The most effective and powerful means for presenting your industry's aims is Radio—by all odds. Over NBC Networks. For radio is the one medium which is invited into 24,500,000 American homes, every day of the year. Its use reduces the whole question of personnel management to the simple relationship between two men—the employer and the employee. America's packed stands are waiting—watching—listening. Business, You're Up!

America, in a million stands, is looking for a hit. We suggest you pick the bat marked "Radio—over NBC Networks"

National Broadcasting Company
A RADIO CORPORATION OF AMERICA SERVICE
Take Your New England Markets in **FULL STRIDE**

In the language of the cinder track, it takes reaching power with full spread to clear the hurdles.

In selling New England, every market is a hurdle. Local station coverage and popularity become vitally important in attaining sufficient reaching power and spread for adequate sales effect in each market.

For New England-wide selling, encompassing all markets in all directions with equal effect, The Yankee Network is the logical combination of direct outlets.

Individually each station stands the test—accepted as a powerful sales factor in its area—popular both for local accounts and as a transmitter of Yankee Network programs. Many also carry NBC Red Network features. Their combined strength (14 stations) provides the most far-reaching Network broadcasting in New England—tieing in every market—commanding the peak audience at all hours.

Here is the real reaching power and full spread to take you over the hurdles to sales success in this rich and highly competitive territory.

<table>
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<th>Station</th>
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<td>WNAC</td>
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<td>WRDO</td>
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THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
A cello takes the theme...

Oboe and clarinet weep rhythmically. Violins answer the tympani's roll...cutting across, a baton raps-rps-ps the orchestra to a stop. "Gentlemen, please! Please listen to the cello!" Conductor Howard Barlow turns to his control-room engineer. He is creating, for the microphone, an exact shading of cello against orchestra: making the microphone an integral part of the music itself. A moment's conference. The baton taps. Again, the cello takes the theme...

This is final rehearsal, in a CBS studio, for the world-premiere of Aaron Copland's work, "Music for Radio". Its first performance wrote a new chapter in the history of serious music. For it belonged entirely to the radio audience; coming immediately to the whole of our people. In the long history of music, this has never happened before. Already this year, five such premieres have been broadcast by Columbia. Another—a new American opera—will be heard October 17th. Each is a work by a major American composer; each is written expressly for the Columbia Composers' Commission; each finds its first audience in the homes of radio's millions. To encourage America's musical maturity, is the charter purpose of the Columbia Composers' Commission. But it is only one contribution in a full range of service to the world of music. Over forty famous symphony orchestras were put on the air last year, by Columbia. Of these, the New York Philharmonic-Symphony begins its eighth consecutive season of broadcasting, exclusively on CBS, when it resumes in October. Columbia's own symphony orchestra, under the direction of Howard Barlow, is as familiar to the radio audience as the Philharmonic itself. Since 1927 it has given over a thousand radio concerts. And a listing of the chamber music, composers, conductors and soloists heard on CBS through the four seasons of the year would be an international Who's Who of music. "All over the country," writes Leopold Stokowski, "a generation is arising which is more gifted by nature in music than the past generation." Radio has done this; presenting great music with simplicity and sincerity—bringing it nearer to us than it has ever been before.

The Columbia Broadcasting System

www.americanradiohistory.com
Yes, it’s Yearbook Building Time and we’re already hard at work.

For the fourth successive year, questionnaires seeking pertinent facts about every angle of the broadcasting business are in the mails. Once again we ask you to answer yours promptly in the interest of accuracy and completeness, and to facilitate the prodigious task of compilation.

As a matter of fact, the editors of BROADCASTING for some weeks have been busy laying plans for the fourth annual edition of the industry’s original and most complete encyclopedia of radio.

Like all previous editions, the 1938 YEARBOOK will carry no frills, no sops, no superfluous material — just plain, workaday facts that every time buyer, every broadcast executive and everyone else in the industry wants to have at hand in concise and easy-to-find form.

Like its predecessors also, it is a book with a guaranteed circulation (a bonus book sent without extra cost to all our subscribers) — thus insuring complete coverage of the entire time-buying and station field.

Again may we urge you to answer your questionnaire promptly. It’s as important as your listing in the telephone book, but on a nationwide scale. Thanks again for your cooperation.

—The Editors
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
NICE? It's downright important to know that the right set of ears is listening to the thumping of your innards.

We feel the same way about radio programs. That's why we took the trouble to check up—to make sure we are reaching the right kind of ears—*and* plenty of them.

For instance, Ross Federal's stethoscope revealed that advertisers obtain 149% more coverage in the Hartford market through WTIC than those using the second station. What's more, the WTIC market of Connecticut, western New York, eastern Massachusetts, Vermont and New Hampshire has plenty of money to spend. Government figures show 15% more spendable income than the national average, 23% more retail sales, and 50% more food sales per capita.

All told, WTIC's primary and secondary coverage areas include some 4,000,000 of these rich and easily reached prospects. Smart advertisers are proving to their own profit how economically they can be influenced through southern New England's top station.

*Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market*
To achieve balance in radio programming means that a radio station must not only be willing to forego revenue from valuable time, but it must, in addition, make heavy inroads on its budget for creative ability to produce meritorious sustaining programs. WWJ in producing six such programs has pioneered in a type of showmanship which it hopes will not only bring more listeners to all programs but will also point the way to other radio stations which have a similar interest in serving the radio audience.

In the meantime, WWJ invites sponsors to consider the programs which it has carefully built. These will perhaps offer some sponsor a new vehicle for reaching into the homes of America's fourth city—a market humming with industry which WWJ, more than any other radio station, favorably influences. (By actual survey WWJ is preferred by 39% of the homes in Detroit.) You should be in Detroit with a fine program on a fine station. The programs listed here offer you a unique opportunity.

---

**CAUSES OF CRIME**
Mondays—7:15-7:45 P.M.
Dramatizations of actual cases from the files of social agencies and discussion of cases by eminent authorities.

**SOUVENIRS**
Tuesdays—7:15-7:45 P.M.
A unique string orchestra and song program, recalling the past with stars and melody.

**KOTTLER CONDUCTS**
Wednesdays—7:15-7:45 P.M.
A 40-piece orchestra playing modern concert in both symphonic swing and classical idiom.

**HOUSE PARTY**
Thursdays—7:15-7:45 P.M.
Campus Rhythm and fun in a weekly collegiate idyl including Paul Leach and his collegians. A fast moving "musicomedy" in the spirit of Youth.

**RADIO EXTRA**
Fridays—7:15-7:45 P.M.
Human interest features, news broadcasts direct from "point of event." A show as full of variety as a daily newspaper.

**VOICES**
Sundays—4:00-4:30 P.M.
From voices heard on the street, from voices heard here, there and everywhere this drama singles out one particular group for the threads of its plot.

---

**Balanced Programming Requires**

Creative Originality

---

**Broadcast Advertising**

October 1, 1937 • Page 9
Along with our conviction that the world is round and that night follows day, we also hold that the right beginning in radio advertising is the small beginning. And that's our belief as specialists who have helped place several million dollars' worth of radio time for all kinds of business. Today much of the best and most stable business we handle is that of agencies and advertisers who started off as well-advised, one- or two-station experimenters—who sooner or later (and sometimes by our help) hit on a real radio formula—who then went on to three, five, ten or twenty stations, and to national success. . . . That's the Free & Peters plan — and it works. May we talk it over with you?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)
Convention to Test Unity of the Industry

By SOL TAISHOFF

Future of NAB Involved in Special Session to Consider Musicians' Demands; Change in Dues Is Proposed

THE ABILITY of the broadcasting industry to hold together as an organized trade entity presenting a united front will be tested at the first sessions has been extended to by President John Elmer to all of the 400 NAB member stations, along with the some 300 other broadcasters meet at the Waldorf-Astoria in New York Oct. 12 to work out an industry-wide agenda of the American Federation of Musicians that stations be required to guarantee the employment of as many as 3,000 additional musicians or face the consequences of a union walkout.

While independent network-affiliated stations have made headway in their negotiations with AFM and the immediate danger of a strike has been averted, the situation nevertheless is viewed as critical on an industry-wide basis. (See account of status of negotiations on this page.)

Not Much Excitement

Invitations to attend the extra-ordinary sessions have been extended by President John Elmer to all of the 400 NAB member stations, along with the some 300 other broadcasters meet...
capable of coping with industry-wide problems, such as that occasioned by the Certification project.

Many broadcasters, too, are sensing possible future conditions, and it is now a new and secret project with who promoted the IRNA project, while precipitated by the immediate question of the status of the station ownership-under the general legislative and regulatory outlook. A possible Congressional investigation is among the things to watch. Newspapers from station ownership, the general pro-labor trend and the old and new players seem to confront the industry were in large measure responsible.

The more conservative observers, however, report there is considerable misgiving about the ability of the industry to pay the freight, even if a man of the necessary stature and credentials were to be found. In some quarters the thought was advanced that the networks, as the largest entities in the industry, would have to underwrite the major portion of the expense. With the industry's present frame of mind, suspicions unquestionably would develop that impartial actions could not be expected from it.

The more conservative broadcasters have advanced the view that the NAB is the man to make the moves. Strengthening of the NAB political front, to offset lobbyists opposed to radio, they feel, might in large measure accomplish the desired ends.

They advance the view also that the industry has been too panicily over a farm issue to think clearly about means of bolstering the NAB at this time.

State Commissions

One step toward bolstering the NAB's legislative operations was taken by a Pennsylvania Commission. Commissioner was appointed with the consent of his State Committee of 48 and was chairman of the committee of 12. Practically completed is a proposal for a professional industrial labor relations committee for the state. Each member of the Regional Committee would represent a contiguous area, and the board's present position to devise the agenda for the sessions.

Reverting Not Possible

Whether IRNA will call a meeting of network-affiliated stations in the next one or two phases of the NAB meeting remains to be determined. Should its negotiating committee succeed in procuring an agreement from AFM on the form of contract for two years, and should it work out a formula covering payment, it is expected that it will take advantage of the presence of its group in New York for the NAB board meetings by seeking ratification of those actions.

One thing has been ascertained in connection with the NAB session. In the meeting of the Executive Committee in April, the network association and the state legislature for that state. Each member of the Regional Committee would represent a contiguous area, and the board's present position to devise the agenda for the sessions.

National Independent Broadcasters

Representing for the most part a group of local independent stations, still is existent, also on paper, but at best is loosely knit except for NAB convention only. Its president in Edward A. Allen, WLVA, Lynchburg, who tendered his resignation from the NAB board last month during the musicians' negotiations because he was out of sympathy with the manner in which IRNA had conducted itself. In spite of entreaties from board associates he has thus far refused to withdraw his resignation, and doubt exists as to whether he will ask his group as such to attend the special convention.

Other suggestions include one that the NAB change its appointment of votes and membership on the board in relation to amount of dues paid. Thus a station paying $500 bi-monthly by virtue of highest quarter-hour rate of that figure, should have the privilege (Continued on page 75)

WIELDS NAB GAVEL

Back to Standard

MAJOR networks operating on daylight time during the late spring and summer months returned to standard time at 2 a.m., Sunday, Sept. 26. The shift was marked by the customary confusion caused by lagging of programs. Individual stations in daylight saving time cities were similarly affected.

AGENCIES

NATIONAL PERSONALITY SURVEY

To be Undertaken

PLANS for the first nationwide rural radio survey undertaken by the industry are nearing completion. NAB announced Sept. 28 by the appointed subcommittee of the Joint Committee on Radio Research at a special meeting in New York.

While no final action was reached the committee approved a questionnaire. It also decided to conduct the survey on a pretax basis. The proposal was to intersurvey sample basis throughout the country the last two weeks in October and the first week in November.

The major networks — NBC and CBS — will finance the undertaking which, however, will be under the direction of the Joint Committee and will be a project of that organization, which represents equally the Association of National Advertisers, the American Association of Advertising Agencies, and NAB.

It is expected $15,000 will be expended for field work, outside of tabulating and analyzing results.

Sets and Listening Habits

Two factors will be involved — number and distribution of sets and listening habits. There will be other surveys for the purpose of determining similar listening habits, the age and sex of rural listeners, number and type of farm homes, etc. But the population will be strictly rural, being confined to farm homes and towns of under 2,500. Half the population of the country and possibly 80% of the geographic area.

Six research organizations have entered bids. Selection of the organization to undertake it will be made by Oct. 22. The survey will be done during the next few days, after several subcommittees dispose of preparatory work.

Bids include those of Hooper Holmes Inc., Daniel Starch, Marking Association of Market Research, Radio Corp., Inc., Crosby Inc., Inc., Facts, Inc., and Ross. Federal Psychological Corp. has entered a bid but subsequently withdrew on account of dissatisfaction with the organization.

The study will be carried out simultaneously by the survey and listeners' habits, the age and sex of rural listeners, number and type of farm homes, etc. But the population will be strictly rural, being confined to farm homes and towns of under 2,500. Half the population of the country and possibly 80% of the geographic area.

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Steel Sponsor

SPONSORED by Wheeling Steel Co., Wheeling, W. Va., a Sunday afternoon program from the stage of a local institution, being carried by WWVA, Wheeling, and pushed to WPAY, Portsmouth, O., as an institutional feature. A 24-karat gold-plated trophy is featured under the direction of its director, Bill Jennings. Show is entitled "It's Wheeling Steel" and is placed direct.

Jennings Is Appointed WLW Program Manager

THE APPOINTMENT of Robert G. Haas, assistant manager of WSAN, Cincinnati, program manager of WLW, Cincinnati, was announced recently by William S. Hedges, WLW program director. Mr. Jennings vice president and general manager, two Crosley stations. He succeeds Bob Kettner, program manager for the last two years.

Hutcheson, May 15, 1937

Mr. Jennings since early this year has been in charge of programs and sales at WSAT, which at that time was associated with its sister station, WOI, and prior to that time the two Crosley stations had been operated with the same executive and production staffs. Mr. Jennings has been associated with the stations several years.

Recorded Series Started

By Lewis Medicine Co.

A. H. LEWIS MEDICINE CO., St. Louis (Tums), started one-minute announcements on 28 stations Sept. 20. The announcements were made over all of the stations' NBC Red network. Six announcements were made each time the regular \"Radio News Bulletin\" is heard.

Jennings

Promoting Deposit Box Rental

Some 500 Banks May Join Cooperative Campaigns; FAA Hears of Benefits From Radio Programs

PLANS for a nationwide cooperative campaign to promote the rental of safety deposit boxes are nearing fruition, the radio department of the Federation of State Bankers Association, which met in Syracuse Sept. 13-18, was told by James Mc-

Bank of Spokane, use of 1,500 local banks for broadcasting of some 500 banks for cooperative campaigns has been presented to a number of banking groups by Jack Edinger, Associated Bank of New York, who will be attending the radio department. In all, 406 banks from 92 banking districts attended the sessions. Radio an Aid to Business

William Haas, of the Manufacturers Trust Co. of New York, also discussed the idea of a cooperative campaign which has been presented to a number of banking groups by Jack Edinger, Associated Bank of New York, who will be attending the radio department. In all, 406 banks from 92 banking districts attended the sessions. Radio an Aid to Business

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Sponsors Complete Schedules For Autumn Grid Broadcasts

Atlantic Refining Adds to Original Football Program; Tidewater Associated Oil Again Active on Coast

OPENING of the autumn football season found sponsors completing schedules for grid broadcasts and programs giving scores, predictions, and related material. Associated with the grid ranks again are Atlantic Refining Co., Tidewater Associated Oil Co., and WBNB, each grand promoter in their field, with numerous regional and local sponsors taking an active interest.

Tidewater is associated with a sum total of $350,000 for football rights alone and in continuing its policy of not using only a few big stations and not injecting commercials into the continuity during actual play.

New Atlantic Programs

To its broadcasting schedule of college football games, embracing the complete or complete home schedules of 21 teams for a total of 394 games, Tidewater has added 44 announcing and, in all, 55 stations (BROADCASTING, Sept. 1). Atlantic has added a series of college football forecasts and gossip programs, to be broadcast for a quarter-hour each evening, including two networks and seven individual stations.

Announcements of outstanding weekend-end games on calculations contained in the weekly Atlantic Football Sheets, plus advanced reports on players and teams, these forecasts programs, which began Sept. 23, are broadcast on 12 stations in the following sports authorities on the following stations: Lee Kirby, WTF, Charlotte; Carl Thompson, WOR, Newark; John D. Calhoun, WPRO, Providence; Roy Paul, WBBG, Scranton; WERE, Wilkes-Barre; WAZL, Hazelton; WJPA, Lancaster; WHF, Harrisburg; WOKK, Sunbury. This, incidentally, is the first commercial program of this regional nature since the present campaign a year ago when the network was formed. Also on Friday evenings the broadcasts are heard on WOR, WORR, and CBS New England network of five stations: WEII, Boston; WORC, Hartford; WYF, WABT, WMA, Springfield; WORC, Worcester.

Back up the radio campaign, which is done on both coast and 15 Games broadcast under the Best on the coast, Atlantic's distribution area, is an extensive merchandising campaign. Advertising bouquets will include a print and a daily press page listing local games for three weeks and calling attention to the play-by-play broadcasts; an Atlantic Football Record Book, a record of the most important college teams throughout the country, a complete list of all Atlantic broadcast.

Atlantic Refining, New York; (Continued)

Fight Broadcast of RCA Is Longest in History

RCA MFG. Co., New York (RCA-Victor radio), on Sept. 23 sponsored the longest fight broadcast in radio history, its 1,500th fight broadcast in a row, being described by four announcers in a program that started in the quarter past midnight. Broadcast over a 55-station NBC-Blue hook up from the Polo Grounds, New York City, the Champions of Champions included championship bouts in the lightweight, welterweight, bantamweight, flyweight and featherweight divisions. Each fight was described by a different announcer: Sid Mercer, and later Don Maclean, King Manning of WTAM, Cleveland, covering the second match; Clem Nolle of WDRC, who covered the first; Dan Dwyer, before turning over the desk to Bob Timmers, covering the third; and Sam Taub, who broadcast several fights a week for Adam Hats, western division of NBC's New York announcing staff, gave the between-rounds summaries. Last month, RCA to sponsor the broadcasts adds some $50,000 to the Blue Network's fall sales program. Program was placed direct.

According to Mr. Deal, the $250,000 represents remuneration to the network, plus $250,000 other broadcasting time for the grid contests and the station time. With this 1937 season of all Pacific Coast College Football Royalties, it is the 12th year of sponsorship of football broadcasts in the West. It was Harold Deal, who nurtured the idea that preceded the network, and who has seen to it that his company has consistently improved its sport services. Last month's view of year's expenditures and coverage exceed those of past years.

Merchandising Plans

A large board of sportscasters and commentators has been signed by Atlantic to handle the fall football broadcasts. Among the veterans, who have worked before the microphones for Atlantic, are Ernie Smith, Dough Montell and Frank Bull. The company adopts a new policy this year by presenting along with the regular sportscaster a special commentator. The sportscasters will describe the action and the commentator will be heard at the opening of the game, during the half time, and at the end of the game. Tidewater-Associated is spending many thousands in merchandising its branded baseballs, and is planning to stimulate the oil firm staged a huge Football Radio Rally over the CIBS network only the Pacific Coast Sept. 22, which was one hour in duration. Simultaneously Tidewater-Associated dealers were holding baseball game by the dozen cities in the western states and the Philippines. They listened to the radio rally, and various parts of the broadcast originated at the dealer meetings in San Francisco, Phoenix, Spokane, Seattle and Los Angeles. Mr. Deal stated Associated would live up to its policy this year.

Auto Club Grid Series

AN automobile Club of Michigan will sponsor University of Detroit football games this season for the first time, with Alan C. McEachern, handling play-by-play descriptions. Bob McLean will give a 15-minute football talk preceding each game with零售商 Radio as sponsor

Kellogg Booking Fall Grid Game Contests From New England to Denver Are on Schedule

KELLOGG Co., Battle Creek, Michigan (cereals), is planning an extensive grid game campaign, for the fall, for its Home Radio Network. This fall, sponsoring Saturday afternoon intercollegiate contests across the country from New England to Denver.

According to preliminary announcement, all of the Kellogg contests includes five home games of Ohio State U., to be broadcast Ohio State U., to be broadcast in Columbus, and WTAM Cleveland, the full schedule of Oklahoma U., the eight games of Oklahoma U. to be WTAM, Nashville, and WAPX Chattanooga; the eight -game Eastern U. schedule, on WBBN, Chicago; a mixed series of broadcasts of the games of the University of Illinois and Auburn on the remote grid game network, a series of stations WSGN, Birmingham, WMAS, Mobile, WHBB, WLAC Nashville, WJSV, Washington, and WGN, Chicago. The Kellogg grid game includes the games of Florida, Colorado, and Kent States, KLZ, Denver, and the games on KFAB, Lincoln.

Jamboree Shows

In addition to these play-by-play broadcasts, Kellogg will also sponsor a Football Jamboree program to be broadcast for 40 minutes each Saturday afternoon, following each Notre Dame game or an 8-station hook up of the WLW network. The program, reports to be musical, with an 8-piece orchestra, Kellogg's Collegians, and the Lyrical Quartet. The final broadcast will be followed by a summary of the game. Notre Dame has consistently refused to sell the station rights to any major games, but has made them available to any station wishing to broadcast only one game, which the WLW Line will do. In addition to six regular members of the Line (WLW, WKBW, WATA, WABX, WAAJ, WAM, and WBBN) the stations, the network will include WGN, Cleveland, and WJR, Detroit. The network will also include WXY, which is already broadcasting the Michigan State network. The Jamboree will be broadcast on Oct. 9, due to a conflict with the World Series baseball game on that date. The sponsorship of the Jamboree goes to N. W. Ayer & Son Inc., Philadelphia.

Announcers are: WINS, Mr. Allen, Norris West; WSB and WAP, John Harris and Ottis DeWitt; WBBB, Arch A. Davis; KDKA, John Harrington; WBNS, John Neblett; WTAM, Tom Manning; WXR, Walter Brinkley; WBBB, WERD, WSFAP, Bill Terry; KLZ, Warror Williams; KFAB, Reggie Martin

Auto Club Grid Series

AUTOCLUB, Grid of Michigan, will sponsor University of Detroit football games this season for the first time, with Alan McEachern handling play-by-play descriptions. Bob McLean will give a 15-minute football talk preceding each game with Motorola Radio as sponsor

BROADCASTING - Broadcast Advertising

Page 14 • October 1, 1937
Insurance Firms Desire Mail Inquiries

Await Sales Theme To Use Air Medium Extensively

UNTIL radio hits a theme that will produce mail inquiries for insurance companies, people won't get any substantial amount of business from insurance underwriting concerns.

That was the consensus of a group of representatives of nearly 100 major insurance companies who participated in a survey conducted by the Life Advertisers Association, the results of which were revealed at its annual convention at Old Point Comfort, Va., Sept. 20-22. The survey was conducted by E. M. Rhyne, of WSM, Nashville, who is also sales promotion manager of the National Life & Accident Insurance Co., operating WSM, chairman of the radio panel.

In responding to the questionnaire, the majority of the insurance companies said, "We use mail advertising in an advertising medium. Of that number, 74 responded. Nearly 50% of the respondents are listed in Class 1 and 3, and those in Class 1 were companies with over $500,000,000,000 in life insurance in force; that is to say, the $100,000,000 to $500,000,000, and Class 3, those under $500,000,000. In Class 1 were companies with the statistics of the industry and its meteoric development.

A comprehensive analysis of the manner in which radio has developed its own technique in measuring radio audience and listener reactions was advanced by Mr. Rhyne in an address. Mr. Rhyne estimated the national annual radio bill at about $700,000,000, including purchases of new sets, repairs, and as well as electrically consumed in the use of sets.

Radio, the youngest medium of the group, has been subjected to more tests and surveys, more analysis and measurement, than any other advertiser. Field surveys employing sampling techniques have been used. "And life radio families by geographical divisions, by income classes and population groups.

"It has been said," Mr. Rhyne continued, "that measurements of the radio listening audience have stimulated the use of similar research techniques in other fields of advertising."

The program side of radio was stressed by Mr. Rhyne. He said that the radio program is radio's first consideration: "The play's the thing." Radio, he added, took its first great strides, so far as programming is concerned, when the performer forgot about playing to an audience of four or 20 million, and geared his performance to the interest of just four people — the family group. The audience equation, he said, is the four people of the average family unit, multipli- ed.

Specifically addressing himself to the life insurance executives, Mr. Rhyne said that in radio they had access to the entire family, directly and emotionally. "And life insurance, I am told, is sold through an appeal to a man's better emotions," he asserted.

Typical Radio Experience of Insurers

ACACIA Mutual Life Assn., T. M. Rollins, adv. mgr. — "I haven't seen enough of radio to sell on it.

Jefferson Standard Life Insurance Co., Karl J. Luehr, assm. sec. — "It's a bit on the outside, but we have used radio.

Massachusetts Mutual Life Ins. Co., James M. Blake, mgr. field service — "Results would never catch up with cost.

Metropolitan Life Ins. Co., Stuart Benedict, adv. — "Some field men capitalized on it as a good-will builder and as a door opener.

National Life & Accident Ins. Co., E. M. Kirby, sales promotion mgr. — "Mail inquiries have been good for some.

Ohio National Life Ins. Co., Arthur W. Thelem, Mr. Sales Promotion — "Sales averaged 1% of inquiries received. Costs too high for return obtained.


Provident Life Ins. Co., Fred Mosley, sec. — "Has a definite value from an institutional and company standpoint.


Network Changes Affect 18 Stations

Fourteen Join MBS, Don Lee; WBXN Now CBS Affiliate

NEW NETWORK affiliations for 18 stations went into effect last month as the 1937-1938 radio season hit its full stride and as daylight saving time ended in many cities Sept. 26.

On the West Coast, 14 stations in the Pacific Northwest joined Mutual Broadcasting System Sept. 26, supplementing this national service with programs from the Don Lee Network, with two others in California.

In Cleveland, a major switch-over last month quashed its CBS affiliation to WQAR and became a basic Blue network outlet in lieu of the station. WCLE, formerly WJAY, became an outlet for MBS on the same day. It is operated by the same interests operating WHK. The networks carried dedicated programs saluting their new affiliates.

WBXN in Cleveland, outlet on Sept. 26 with the affiliation of WBXN, Springfield, Va., which became a CBS Blue network outlet in lieu of that state. The station operates on 1,500 kc. with 1,000 watts and is owned by RCA, which also operates WSYR, Syracuse, and WJTN, Jamestown, N. Y.

Mutual-Don Lee Additions

The 14 stations which joined Mutual and Don Lee are KALE, Portland, Ore.; KSLM, Salem, Ore.; KORE, Eugene, Ore.; KOL, Seattle; KMO, Tacoma; KDY, Kiyw, Kennebec, Maine; KXRO, Aberdeen, Wash.; KVOS, Bellingham, Wash.; KPQ, Wenatchee, Wash.; KIT, Yakima, Wash; KIEM, Eureka, Cal.; KGA, Spokane.

In the Mutual-Don Lee salutes a full moon, and, portland, Honolulu, San Francisco, Dodge, and New York participating.

KOL, which joined Mutual on Sept. 26, also is a CBS outlet. CBS, however, is understood to have preliminary agreements with KIRO, Seattle, for a switch, effective Jan. 1 or before. Whether the new affiliation will mean a switch by CBS to KIRO in advance of next year, was not revealed.

When WHK became the NBC affiliate, it keyed the RCA Magic Key program from level 1 network outlet WQAR, likewise, joined CBS with a special program.

Insurance Test

NORTH AMERICAN ACCIDENT INSURANCE Co. Newark, N. J., will sponsor Jacob Tarshish's philosophical programs titled The Night Watcher, on WOR, Newark, Sunday evenings, 7:45-8 p.m., starting Oct. 10. Other stations may be used.


Buick on 91 Stations

BUICK Motor Co., Flint, Mich., will herald its 1938 models in spot announcements on 91 stations the week of Oct. 11-15. Over a period of five days, 516 spots, 12 words in length, will be broadcast 29 times during the day and evening hours.

Arthur Kucher Inc., New York, is the agency.

BROADCASTING • Broadcast Advertising

October 1, 1937 • Page 15
Chicago Stations Praised for Service During Closing of the Public Schools

By HAL TATE

REOPENING of Chicago schools Sept. 27, after two weeks of radio newspaper instruction, was marked by a series of tests designed to show how successful a new form of education had proved. Fear of an infantile paralysis epidemic had caused schools to postpone the opening of school.

Evidently, Dr. H. J. Johnson, head of the Chicago Board of Education, considered the experiment a success for he was contemplating a series of radio broadcasts through the WGN system. A popular radio director who has been the head of the Chicago station, says that of radio directors whose sole task was to direct the work of radio in education. Under Dr. Johnson's tentative plan, radio stations would be used to supplement the work done in the classrooms with the lessons being broadcast after regular school hours. Invitations were extended to publishers of Chicago radio stations and newspapers in that city to meet and discuss the proposed plan and determine how it best might be worked out.

Stations that cooperated with the Chicago Board of Education in the experiment were WCAI, WIND, WLS, WMAQ, WGN, WCFL and WAAF.

Tributes to Radio

Leading newspapers, magazines and educational publishers in Chicago radio stations and newspapers for their splendid work.

Dr. Walter C. Scott, president of Northwestern University, said: The recent closing of the Chicago public schools presented the anticipated opportunity for the use of radio. Whether or not the school systems were able to rise to the occasion in the use of the medium is yet not known. It should be remarked that it was a long time after the experiment was announced before any adequate use of books was made in the schools of the world. However, it is probable that in certain phases of education the use of essays, books and radio in schools would be a great improvement.
With record-breaking 1937 crops, Iowa naturally staged a record-breaking 1937 State Fair. Record-breaking crowds milled around WHO's Crystal Studio, at the Fairgrounds to get a close-up view of their WHO favorites — impressive evidence of the close bond between Iowans and Iowa's big station.

WHO has found that it best serves the interests of its advertisers by keeping close to the interests of its listeners.
Retailers Lead Sales Power of Radio

NRDGA Makes Survey Among Department

Store Members

THAT department and other re-

tail stores will continue to use more

radio is indicated in an analysis of

Store Radio Sales Promotion published recently by the National Retail Dry Goods

Assn. Reactions to a survey being con-

ducted by NRDGA on store radio show that live and spot programs are increasing sales for more than 60% of the stores located in various cities of the country.

Auerbach Co., Salt Lake City de-

pends on spot programs for eight

years of radio experience with 18

programs weekly featuring a com-

mentator in remotes from the stores,

said: "Radio brings direct sales to those departments which merchandise it with thought and skill and prepare their copy intel-

ligently. In 'laz' departments it is

not successful. All radio can tell them is how much inventory is on the floor and what you get out of it depends

on what you put into it." Brown-Dunkin Co., Tulsa, Okla., another radio user since eight

year old record, reported: "It is a

means of reaching a number of cus-

tomers who are reached by no other means. We use it in no other way. We divide our six

weekly half-hourly programs into (1) Home needs, because our

programs are the most part received in the home, (2) Sewing
department, for the programs are

aimed at the more women, women are

interested in this type of mer-

chandise, (3) Current news of the day,

and (4) commercials about the store's activities."

Effective in Rochester

Sibley, Lindsay & Curt, Roches-

ter, N.Y., has broadcast a 25-

minute program six times weekly for five years. It said: "We feel that radio enables us to reach a
greater market. Radio introduces

new ideas faster than newspapers or

mail. Repeated tests have shown we have a larger audience in an

approximately 60-mile radius."

Dry-Block Mercantile Co., Mem-

phis, Tenn., has been broadcasting

a full hour weekly program for near-

ly four years. Reported: "As a good

test of the effectiveness of radio, we

started a Junior Hour from 10 to 11 every Saturday morning. This has continued to grow. Our audi-

cence averages 600 and the station estimates that we have a listening audience of 500-

000. Children compete for prizes on

basis of the number of votes re-

ceived. We inject into this program
tests on history, geography, etc. using it as a means of building good-will." The Illinoi-

ian Co., Cedar Rapids, Ia., which

has broadcast a 15-minute program 12

times weekly for the last six years, said: "It gives us an opportunity to talk to customers to whom we cannot advertise in small town of papers.

Types of Programs Used

Two types of store programs were

used: (1) Frequent, usually 15-min-

ute programs, Necal and comment-

ory, news commentaries, female

household commentators, stunt re-

turns, and (2) Long-term sales cam-

paigns and special events. The first
does not use the store's name. It says of it: "Despite the ob-

jection of dulness that can be

made to it, this continuity is the most effective that we have found. While it loses listeners, it is good because only interested peo-

ple listen to it."

Users of spot broadcasting, es-

pecially in connection with sales
days, were highly commendatory of the medium. Of the merchants interviewed, spontaneous fol-

lowing are typical comments: "We have used the radio on several occasions in the past and it so

ineffective that we decided not to do anything further with it." "Used for two years. Given up except

for spot sales and sales test. We used a program for a year. No

good. Had to return to spot an-

nouncements." "We have not been

able to get a high type of program that could compete with national

programs. We used radio the first

part of last year. We used a daily

15-minute program at 8:30 a.m. We do not recommend any

general type of program. Aural opin-

ions of this store unless you have a special give-away or less-

sional program, we have used

radio advertising. We made a sur-

vey of radio by interviewing a random number in each section of our city. The informa-

tion accumulated from this caused

us to discontinue radio advertis-

ing."

WOV Feeds 65 Foreign

TonguePrograms a Week

WOV, New York foreign language

station, is now feeding a minimum of

65 network programs a week to

stations in other cities, with in-

clude New York radio running as high as ten stations.

Associated in the network are

WAB, WEEZ, WBAU, WBB, WAX, Phila-

delphia; WPEN, Philadelphia; WICC, Bridgeport; WEAN, Provid-

cia; WAB, Boston; WSPOR, Pitts-

burgh; WEEZ, ELL, New Haven; WNBC, New York; WOR, New

York; WIBC, Utica; WABY, Al-

bany; WSAY, Rochester, and

WGR, Buffalo. WOV also acts as

a distributed network and feeds 20

programs a week fed to out-of-
town outlets and not carried lo-

cally.

S I G N S — Lloyd Pangents (left),

radio and newspaper commentator, is

shown signing a contract for sponsor-

ship by Raymonds Inc., St. Paul cosmetic manufacturers, of his Lloyd Pangents on the CBS Network program scheduled to start Oct. 17

for 12 weeks on 26 CBS stations from Hollywood. Looking at the deal is Harry W. Witt (center), CBS

Southern California sales manager and Barnard Weinberg, executive of

Milton Weinberg Adv. Co., Los

Angeles agency handling Ray-

monds Inc. account. Program will be heard Sundays, 2:30-3:30 p.m., (EST), with rebroadcast to the

West Coast 8:30-9:15 p.m., (PST). Products to be featured by sponsor are New Ray machineless perm-

wave and Dona Ray peripherals. This is said to be the first time a transcontinental sponsored program has been

arranged by a Los Angeles agency. Pan tags a g reat Hollywood gossip program was formerly sponsored on CBS Pacific

network by A. J. Krak & Co.

get Riverbank

RIVERBANK CANNING Co.,

Riverbank, Calif. (Madonna tomato

paste) on Oct. 10 will start a series of

15-minute transmissions on 13 sta-

tions, including WRC, WBAP, WRGB, WIBC, WJYX, KVOY, WKBW, WCNM, WOKO, MGB, World, WBNF, WNB, WABC, WNO, WDJN.

Additional stations will be added later, ac-

cording to Klinger Advertising Corp., New York, agency placing the

account.

New MGM Series

Replaces Showboat

Elaborate Production Being

Prepared for Nov. 4 Debut

WITH the signing by General Foods of Melvyn Douglas (syrup) and Loew's, Inc., whereby Metro-Goldwyn-Mayer Studios will produce the NBC Red Network show from Hollywood starting Nov. 4, a buildup of a radio production department has been started by George Wyman Associates, City place, adding to the CBS Broadcasting City plant. Added to Bill Bacher's production department were Harry Kagen, Bacher's associate, and Mary Emma, his sister. Bacher also announced his former writing and production assistants on the CBS Hollywood headquarter show, which was previously associated with F. W. Wallis Armstrong, Hollywood agency handling the account, that there was no change in time. New schedules, he broadcasts from the Pacific Standard Time (PST) over the NBC-Red network, time of the present Maxwell House program. It will be the CBS No. 2 network program and NBC-Blue network March of Time broadcast. Pro-

duced by the network, will be broadcast as a variety show. The Maxwell House Showboat on Oct. 28 terminates one of the longest continuous runs in radio, having been broadcast 265 weeks without a break.

Big Stars to Perform

The M-G-M starring roster con-

sists of 20 players, of whom a few are received because of existing broadcast contracts, or because the company does not control their air time. Among the stars are Norma Shearer, Jeanette MacDon-

ald, Nelson Eddy, William Powell and Greta Garbo. Company also has the annual 86 on featured

list and in stock. It is also under-

stood that M-G-M will erect a studio in Hollywood City property just there where the new General Foods Corp. show will be recorded.

Baker Jr., partner and vice-president of Benton & Bowles, has been appointed head of the agency's Hollywood office and will take over its management early in October. The agency's Hollywood staff also includes Don-

ald C. Lane, chairman of radio prod-

duction, Chester MacCraken, in charge of talent contracts, and Burns Lee, in charge of publicity. Herschel V. Williams, former head of the Hollywood office, has been assigned to production department of agency's New York headquarters.

Atherton Hobler, president of Benton & Bowles, Inc., is due in Hollywood within the next few days for the launching of the NBC Radio network, under the direction of General Foods Corp. (Log Cabin syrup). He will remain in Hollywood for the next month con-

tacting new and prospective networks.

M-G-M has held out against ra-

dio for some time, refusing to take

orders for its products, but it is be-

lieved that the decision of this studio will have a marked effect upon other major studios.

Page 18 • October 1, 1937

BROADCASTING • Broadcast Advertising
Schools Teach by Radio

317,000 Pupils

Air Takes

Under the plan in the absence of textbooks, newspapers of the city, including The Daily News, printed outlines of lessons for the various classes. Beginning at 7:15 a.m., the fifth selected principals lectured...
McNinch Ready to Take Post; Studies FCC Shifts

Newspaper Ownership Problem to Be Considered; Changes in Organization Methods Proposed

ECHOING the view that the “hon- eymoon is over” in radio regulation, all those identified with the post of the new chairman of the FCC have been reassured by a new executive order permitting the arrival of Chairman McNinch. Frank R. McNinch, appointed by President Roosevelt Oct. 1 or 2. The chairman informed the FCC his decision to come to the FCC to take charge of the Federal Power Commission post and simultaneously assume the FCC chairmanship by Oct. 1, or shortly thereafter.

Asserting he was deeply engaged in cleaning up his affairs at the FPC, whatever he had not been able to devote any considerable time to the FCC, but intends to leave the FPC as quickly as possible and take over the full time task as soon as he assumed the office. He is expected to take several days with employees with whom he left the FPC, but has not yet disclosed their identity.

Executive Conferences

Twice last month Mr. McNinch conferred with President Roosevelt. Mr. McNinch is understood to have mentioned to the President that Mr. McNinch had been a “free hand” by the President to the FCC he would have to relinquish to the FPC as soon as he was deeply engaged in cleaning up his affairs at the FPC.

After that conference he asserted he would devote his time to the FCC in “helping to formulate policy” to “get on its feet.” Mr. McNinch was asked to resign the FPC to which he agreed.

Mr. McNinch had been given a “free hand” by the President to the FCC he would have to relinquish to the FPC as soon as he was deeply engaged in cleaning up his affairs at the FPC. Whether or not the plan proposed to the FPC for the FCC to which he was assigned to the FPC for the first six months of its existence to be a “common carrier” division, embracing regulatory functions affecting operating matters in telephone and telegraph service, would not in the purely broadcast phase.

It is generally anticipated that Comdr. Craven will be appointed to the broadcast division because of his background and experience and because that has been the most bulge-laden branch of FCC operations.

CORNERSTONE — For new KYW building Philadelphia was laid Sept. 27, Left. Left. Dr. Creichman, manager of the KNYW, executive of NBC and operated stations, E. H. Gross, West margin, has been chosen.

Whether he will become its chairman, or simply an additional member depends upon the manner of reorganization decided upon. Should the present three-man division be made to operate, and should the former chairman be appointed to the broadcast division, it would mean the shifting of broadcast division to Kyler.
Shortwave Stymie

Orders 4 International Waves Opened to Temporary Use

ACTING upon the unanimous recommen-
dation of the Interdepart-
mental Radio Advisory Commi-
nitee, comprising delegates from the

governments, who decide on radio, the FCC on Sept. 22 added four frequencies to the international

band for a broadcast of the American Legion's annual parade.

The four frequencies were among the 9550, 11,730, 16,130 and 21,500 kc. waves.

They will be available for broadcast under the stated restrictions,

and NBC, General Electric and the American

Broadcasting Company, all of Boston have all applied for their use. It has been indicated that a general hearing will be held by the Commission upon the assignment.

A fifth frequency covered by the Executive Order, 9450, will be used under a temporary assignment by CBS for its Latin Ameri-
can broadcasts.

The action of the Commission, which was unanimous, is in the nature of an amendment to Rule 229 of the Commission's rules of practice.

This rule applies to the assignments. It also sets at rest, temporarily at least, the dispute whether the calls for these frequencies will be reserved for a government operated international broadcasting station or for a commercial or propaganda station. A bill proposing such a station in Washington was introduced by Rep. Celler (D.N.Y.), who prepared it in collaboration with and at the suggestion of Telegraph Commissioner George H. Payne.

The Interdepartmental Committee and the Commission were impelled to act by the exigencies of these frequencies in order to verify United States priority in the use of them. They already register at the Berne Bureau of the United

International Telegraph Union for United States use, but custom demands that these be placed in use by the registering nation within a reasonable time.

Lea & Perrins Places

LEA & PERRINS Inc., New York

(Lea & Perrins sauce), started one-minute live announcements on 30 stations Sept. 20, spots which are broadcast once daily except Saturdays. They will run for 8 weeks, Schwing, 724 Scott, Chi-

cago, is agency.

NBC Toscanini Series

Will Be Started Dec. 25

ARTURO TOSCANINI, considered the

greatest living conductor, has signed a contract with NBC for 10 sustaining concerts beginning

in New York Nov. 29, Dec. 5, and will be heard Saturday thereafter at 9:30 p.m., EST, on the Red network. The conductor will receive $40,000 for the ten concerts.

The NBC Symphony Orchestra will make its first broadcast Nov. 26 under the direction of Pierre Monteux. On Dec. 4, 11, and 18, Arturo Rodzinski will direct, and will resume after Toscanini's series is completed.

Sirens and night lights of the Chicago Symphony Orchestra will be violin soloist and concertmeister of the NBC Symphony Orches-
ta.

American Legion Meeting in New York

Given Extension Coverage by Networks

WITH NBC, CBS and Mutual vying to give complete word pictures of the American Legion Convention in New York Nov. 29, 30, and will own in the country who didn't know just what the boys were doing from dawn to midnight, has only itself to blame. From Col-

umbia's interviews with taxi drivers, policemen and hotel and restaurant managers as to their plans for taking care of the Legionnaires, broadcast on Saturday, Sept. 19, to the address of the new national commander on Thursday, Sept. 23, just before sailing for France, every feature of the conven-
tion was thoroughly covered by radio.

The bands, the speeches, the tributes, the meetings of Legionnaires and their Auxiliary, the 18-hour parade up Fifth Avenue, the reunions of various groups, and the many impromptu gatherings were all broadcast. James E. Saut-
ter, president of Air Features Inc., and in the company's publicity, estimated that the broadcast reached at least 80,000,000 listeners.

Covering the Parade

High spot of the session was the parade, which began at 9 a.m., Sept. 21 until 3 a.m. the next day.

Both NBC and CBS had crews

staged at the parade. Both networks spared no expense to own the nation coverage of the Legion parade in New York Sept. 21. The NBC crew, with Charles Noble just back of the parabolic microphone, right photo shows CBS parabolic

microphone, with three telegraphers in the field. On the field were 14,100 spectators along the route, 20,150 toured the NBC studios on Monday, Tuesday, Wednesday, and Thursday, breaking the previous three-day record of 18,100 by more than 2,000.

The CBS teams consist of a majority of former military personnel.

WRAX - WPEN Transfer

To John Iraci Approved

IN THE first major transfer of license to be approved in several months, the FCC Broadcast Divi-

sion approved a transfer of control of WRAX and WPEN, Philadelphia time-sharing 950 kc. to John Iraci of New York, president and general manager of WOV.

Mr. Iraci assumes 100% ownership of the station now which has been consolidated into a single full-time unit with the call WPEN.

The transfer was made to John Iraci.

The Division approved an increase in power for the consolidated stations of from 200 watts to

1,000 watts full time on the 950 kc. channel, with a directional antenna.

It also granted WPEN full time operation, taking over the WRAX time, which in effect in-

volves simply a deletion of the lat-

er call letters. The Division sus-

tained, in general, the recommen-
dation made by Examiner Berry.
The Canadian Broadcasting Corporation announces the inauguration, on November First, of two new 50,000 watt stations.

**CBL**
TORONTO, ONT.

**CBF**
MONTREAL, QUE.

These two stations will give province-wide coverage and are the first of their kind in Canada.*

For information, write to:

The Canadian Broadcasting Corporation,

1 Hayter Street,
Toronto, Ont.

1251 St. Catherine West
Montreal, Que.

*The CBC's exclusive regional and coast-to-coast network facilities are available for the sponsorship of commercial programs.—Inquiries invited.
Mr. Dixon

Hollywood headquarters and William B. Ryan of the San Francisco Post became San Francisco sales managers.

At the same time Don E. Gilman, vice-president in charge of the ABC network Division, was announced on Oct. 1. Mr. Gilman, who has occupied various NBC positions for the past eight years and has been assistant to Mr. Gilman, will leave for New York. He will be on an extended tour of the west which he will visit the NBC station and head in a series of conferences concerning general Pacific Coast operations.

Mr. Samuel has been promoted to manager of the San Francisco press department of NBC. Opportunities in the Hollywood studio press department will continue under the supervision of Mr. Samuel.

Mr. Samuel has been promoted to manager of the San Francisco press department of NBC. Opportunities in the Hollywood studio press department will continue under the supervision of Mr. Samuel.

Milan Samuel has been promoted to manager of the San Francisco press department of NBC. Activities in the Hollywood studio press department will continue under the supervision of Mr. Samuel.

Mr. Samuel's old post will be filled by Robert McAndrews, now assistant to the night program manager in San Francisco. Before joining the NBC network, Mr. McAndrews was director of publicity of St. Mary's College, Jerry Hollings, assistant to the night program manager in San Francisco.

Six-Month CBS Profit Is Placed at $2,523,813 DURING the 26 weeks ending July 3, 1937, according to a report to the stockholders, CBS and subsidiary stations had an earnings from operations of $17,640,124 and showed a net profit of $2,523,813 or the equivalent of $2.17 per share of $100 par stock. There were 115,950 shares of $2.50 par value that are outstanding. Its estimated federal tax of $541,707 and surtax was stated as $350,797.

CBS, whose stock is now listed on the New York Stock Exchange, in its report stated a considerably improved position over the corresponding period of 1930 when it earned $1,163,457 and its net profit $1,696,866, or the equivalent of 46.22 a share.

Pacquin Cuts Discs PACQUIN Inc., New York (cosmetics) will start Nov. 1 a series of five-minute transcriptions on 15 stations. The program is recorded by NBC and will be heard three times a week on 15 stations, list of which is not yet available. Agency is Wm. Esty & Co. Inc., New York.

Page 24 • October 1, 1937

BROADCASTING • Broadcast Advertising
ONE of the great stations of the great NBC Blue Network, WENR wields tremendous sales influence in the country's No. 2 market. This advantage in Chicago itself extends to the prosperous towns and rural districts, where WENR's intensive selling power makes itself felt for many of the country's leading advertisers. WENR is a 50,000-watt station... equipped with every modern radio facility for doing a thorough selling job! You'll be in good company with these leading advertisers:

**ADVERTISER**
- Acme White Lead & Color Works
- American Can Company
- American Home Products Corp.
- Anacin
- Brown & Williamson Tobacco Co.
- Campana Sales Co.—Italian Balm
- Elizabeth Arden
- Emerson Drug Company
- General Foods Corporation
- Griffin Manufacturing Co., Inc.
- Horlick's Malted Milk Corp.
- Household Finance Corp.
- Jergens-Woodbury Sales Corp.
- Lambert Pharmacal Company
- Lamont Corliss & Company

**PROGRAM**
- "Smilin' Ed McConnell"
- "Ben Bernie & all the Lads"
- "Easy Aces"
- "Tommy Dorsey's Orchestra"
- "Campana's Variety Fair"
- "Eddy Duchin and His Orchestra"
- "Sidney Skolsky—Hollywood News"
- "Believe It Or Not—Robert Ripley"
- "Jack Haley & Variety Show"
- "General Motors Concert"
- "Gen. Hugh S. Johnson"
- "Lum and Abner"
- "Edgar Guest—It can be done"
- "Tyrone Power"
- "Walter Winchell"
- "Grand Central Station"
- "Husbands and Wives"

**ADVERTISER**
- Miles Laboratories, Inc.
- Pacific Coast Borax Company
- Pepperell Manufacturing Co.
- Pontiac Motors
- Procter & Gamble—Ivory Soap
- "Oxydol"
- "Camay"
- "Chipso"
- "Crisco"
- "Ivy Soap"
- "Ivy Flakes"
- "National Barn Dance"
- "Death Valley Days"
- "Dr. Karl Reiland"
- "Pontiac Varsity Show"
- "Pepper Young's Family"
- "The Road of Life"
- "Vic & Sade"
- "The Gospel Singer"
- "Life of Mary Martin"
- "The Magic Key of RCA"
- "Metropolitan Opera Auditions of the Air"
- "Werner Janssen's Orchestra"
- "Junior Nurse Corps"
- "Irene Rich"
- "Zenith Foundation"

*NBC programs broadcast by Station WLS which uses same transmitter and frequency as WENR*

**TOPS IN SPOT**

STATION WENR

50,000 WATTS 870 KILOCYCLES

NBC BLUE NETWORK

Completely Programmed by NBC

October 1, 1937 • Page 25
WINNING THE WEST FOR BREAKFAST FOOD
An Agency Lady Explains How Albers Brothers Used Unusual Program for Cereal Campaign

By MISS MARIGOLD CASSIN
Radio Department, Erwin, Wasy & Co., Portland

If it's breakfast food you're selling, you might take a tip from Albers Brothers of Seattle—morning starts with the right fare, and with your potential customers Good Morning Tonite. If on the face of it, that doesn't seem to make sense, just remember that several hundred thousand people up and down the Pacific Coast felt the same way about it in the fall of 1936, when the title for this Tuesday evening NBC show at 8:30 p.m. (KFI, San Francisco; KGW, Portland, KOMO, Seattle, and KHQ, Spokane), first began hitting them in the eye from their radio programs. It looked to them as it probably looks to you, a typographical brain-sister. But the curiosity of the listeners was aroused, which was the first step. Then they listened, and soon found that the whole thing did make sense, and very good sense at that.

But it is from the sponsor's point of view that it has made the best sense, because it has demonstrated the point that when tomorrow morning's breakfast food—tonight, when the evening radio audience is at its most relaxed, ready to be entertained, and willing to listen to any helpful hint the program might offer—is the usual way to use the woes of early morning cooking. Catch your woman at 8:30 p.m. by that hour, and the supper dishes are washed and your customer has given up the idea that breakfast is not quite ready to call it a day, and she's pretty certain to listen to your message. That is if you can say it with acceptable middle-road music, and in honest, straightforward continuity. Broadcast a musical program, and a maker might and you will go a long way toward assuring a pleasant, profitable good morning.

Results of Contest
That the idea of presenting, on the night before, an easy-to-listen-to musical program with a definite tomorrow-in-view, philosophy and a good-slogan is a good one, we believe has been amply demonstrated by the success of the Good Morning Tonite. Since its inception last year, it has "paid off" again and again in gratifying degree of increased sales and goodwill. Origi-nally planned for 13 weeks, the Albers show has been renewed three times, and so far this year has occupied its summer months—something never before done with this account.

Contest interest is shown by the success of the recently $2,000 slogan contest, in which Far West readers were invited to submit, together with a box top from an Albers' Pearl's of Wheat package, a slogan of at least 10 words. Some 9,700 entries, featuring around the cellulophone window of the new Pearls of Wheat package, were received, resulting from only nine programs, ran into 31,819 entries, all from Western listeners. Amusing enough, although the contest was planned primarily to catch the interest of the women, one out of four of the 299 prizes offered went to a male contestant, and the grand prize of $500 went to a man. Now, the offering of an electric waffle iron, complete with heat insulator, cord, plugs, and numerous special features, for $2.25 and the top from a package of Albers' Flapjack and Waffle Flour. This offer was confined to radio alone, without mention in other advertising except for a few special retail outlet displays, yet more than 3,000 waffle irons were distributed, with only five announcements over the air.

Although we believe the success of the program is primarily due to the fact that the night before is the right time to sell breakfast foods, much credit for the acceptance of the broadcast must go to the quality of talent and type of music offered. Conductor of the Good Morning Tonite program is Gyula Johann Ormay, Hungarian pupil of the great Moszkowski, and well known in Pacific Coast musical circles.

Choosing the Right Time
Artists heard regularly include such outstanding Western personalities as Kathryn Juley, harpist; Frank House, first violinist with the San Francisco Symphony; Betty Marino, widely known concert artist; and 14 other equally fine musicians. The vocal ensemble includes Edwin Imhaus and Gwynn Jones, both popular tenors; Oliver Jones, Mary A. Argh, bartolone, family, and Frank Pugnocker, and opera goers; Elsa Behou Tountruer and Myrtle Claire Donnelly, sopranos, and Margaret A. Argall, mezzo-soprano. None of them "big names" from a national point of view, perhaps, but first choicest in their respective fields. It is a happy one, too, coming as it does after several consecutive programs of dance music. For Good Morning Tonite benefits through the contrast of its light classical, occasional opera excerpts, and ballads of the quiet, flowing type. The program strives to keep on the happy "middle-road" in music, and much care is given to selecting the numbers performed that suit the program.

To sum it all up briefly, the tip from Good Morning Tonite is this: Simply select the audience you want to reach; give them the kind of music you believe will be most pleasing to them; present it at a convenient hour and open to your message; make that message as sensible as words will permit and present the program with the best possible talent.

Above all, never take the attitude in your selling copy that "the dear housewife" will buy. Instead, make them a patronizing, piece of commercial. If you make it practical, and be sure and present it to them, and they'll take it. And they'll buy. And what's more, your sales department will have a "Good Morning" every morning.

Network Series Revised By Fleischmann's Yeast
STANDARD BRANDS Inc., New York (Fleischmann's Yeast for烘家) Sept. 29, 1938 on Yankee Network stations, getting The Most out of Life, inspirational talk by Andries W. Fleischmann, originator of the yeast. Music will be supplied by the New England Singers. Scheduled to run for 13 weeks, the program is heard 12 noon to 12:15 p.m. (EST).

On Oct. 3 Standard Brands will return for the broadcast to the air, starring Ozzie Nelson and Harriet Hilliard, and for Murray, cartoonist. The program replaces Werner Janssen's musical program, in the interests of Fleischmann's Yeast for Health, and will be broadcast on NBC Blue net-work stations, Sundays from 7 to 8 p.m. The company has dropped its Sunday show for new show Wednesdays, 8-9:30 p.m. on the NBC Blue network [Broadcasting, Aug. 15].

By Walter Thompson Co., New York.

AGENCY activities of CBS subsidiar-ies, Columbia Artists Inc., and Co- lonial Artists Inc., have be- come one company, with Arthur Rush is in charge of the Holly-wood office established in the Equitable Bid-ge. Representative in films, ra-

W.E.W. Signs Sponsors; Overhauls Equipment
ITS STAFF completed and with new RCA equipment purchased for a clearinghouse, WEW, St. Louis University station which has been operating since 1921 on an institutional basis for the Jesuit in-

1GA Now Placing
INDEPENDENT Grocers Alliance, Chicago (IGA, an organization of grocers), has placed its business with Russel M. Seeds Co. Inc., Chicago.

"Girl in a Million" Transcriptions
About 25 station last year, plan to use even more outlets this year, states IGA. Four transcriptions and quarter-hour transcribed dramatics may be used through the fall, with the station paying on the size of the market. Stations already set are WDAY, WHO, WCCO, and KFTR.

Autos Lead on CBS
AUTOMOBILE ADVERTISERS spent 320.9% more on CBS during June, July and August of this year as in the same period last year. Figures were $40,986 for 1937 and $106,612 for 1936. Billings for other classifications were:

<table>
<thead>
<tr>
<th>Category</th>
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<tr>
<td>Soap, detergent</td>
<td>$160,472</td>
<td>$416,928</td>
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<td>Tobacco</td>
<td>$2,717,301</td>
<td>$2,192,438</td>
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<td>Food, drink</td>
<td>$177,275</td>
<td>$327,177</td>
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<td>Drugs, toilett</td>
<td>$721,544</td>
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<td>Food, drink</td>
<td>$1,175,702</td>
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</tbody>
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Pinex on WLW Line
PINEX Co., Fort Wayne, Ind. (Pinex) on Oct. 2 will start a daily quarter-hour hillbilly program on four stations of the WLW Line and a Saturday night half-hour show. Other outlets may be added later.

Pineolino To Test
PINEOLINO Co., New York, (old remedies) will start Oct. 16 as a test in the series of announcements to be broadcast once and twice daily for 26 weeks. The promotions are by Ron & Ryan Inc., New York. Stations are WQXR, WHN, WNAC, WMAQ, WBBM, KWY, WATM.

KLWQ are the call letters assigned for the new 250-watt daytime station at 790 kHz at Longview, Texas, authorized Sept. 14 by the FCC.
Just try to find a program you can't pick-up better with the "8-Ball" or the "Salt-Shaker"

Between them, these two famous Western Electric mikes meet every broadcasting need. Both can be used for non-directional pickups—both can be transformed quickly for directional work by simply putting on their acoustic baffles.

The "8-Ball," which jumped into immediate popularity two years ago, is still being bought in bunches.

And orders for the newer "Salt-Shaker" keep pouring in from broadcasters—and from Public Address operators who find it ideal for their work, too.

At the low prices, you can't afford anything less than the true Western Electric quality these two mikes will give you! For full details: Graybar Electric Co., Graybar Bldg., New York.

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

BROADCASTING • Broadcast Advertising
Two World Conferences Entail Technical Work By Engineers at FCC

WITH TWO international radio and communications conferences scheduled within the next five months, plans are going forward at the FCC for full technical preparations.

On Nov. 1, the Inter-American Radio Conference, the nations of North, South and Central America, begins in Havana and will be devoted solely to radio. Important questions of allocations affecting broadcasting as well as regulations governing assignments will be considered at this treaty-making conference. The American delegation is expected to be named shortly.

A preparatory technical conference for the Havana sessions was held in the Cuban capital last March, at which time engineering experts of the United States, Canada, Mexico and Cuba agreed upon fundamental allocation principles to be considered at the forthcoming sessions. Comdr. T. A. M. Craker, chief engineer and now a commissioner, was chairman of the American delegation and probably an extra-territorial member of the delegation shortly to be named by the President.

On Sept. 27, the International Telecommunications Conference begins in Cairo, Egypt, probably to run several months. Only the broadest principles of broadcasting will be covered at the Cairo sessions, it is thought, with the major problems centering upon pipeline and telegraph communications and probably international broad- casting. Pressure by major countries of importance to broadcasters in this country with relation to certain offerings planned is slated for settlement at the Havana, rather than the Cairo conference.

Preparations for the Cairo conference moved forward during the week of Sept. 27 with studies of the subject proceeding and an outline distributed through the Berne International Bureau. The groups studying the subject included the following:

- Women's clothing and accessories, in fact all the goods that women buy constitute a multiplicity of sales.
- Fashion and materials take the focal point of feminine concern.
- Women's clothing and accessories, in fact all the goods that women buy constitute a multiplicity of sales.
I am the American Radio Listener!

For me, genius has slaved.

For me, Marconi dared, Edison worked on, great men and minds schemed and sweated that a sound might come to me in the loneliness of the night.

Now to my living-room, come the voices of presidents, kings, statesmen, and holy men, such as no man gone before ever heard.

To my ears, from the four corners of the earth, comes the news of the day as it happens—without prejudice or censorship—that I may know what’s about me.

To my farm come prices from the world’s market places that I may, each day, receive fair exchange for my labors in the field.

To my home comes the music of the world’s greatest masters; the thoughts of the world’s greatest men—without compulsion or cost.

At my finger tips is the world’s finest entertainment, to take or leave as I wish—for many compete for my favor.

No person decrees to what I shall listen; no government taxes me. In America radio is free.

This is the American System of Broadcasting.

I am perfectly willing to gamble with the advertiser who pays the bill because he is perfectly willing to gamble with me. I do not have to listen if he doesn’t interest me.

There is always someone else, somewhere on the dial, should he bore me; there is always adequate redress should he offend me.

When emergency strikes, radio lifts me from the flood waters, brings me shelter and food, reunites my family, opens the purse strings of the nation to my plight.

When the night sets in, radio fills up the long hours; through the day brings my children wholesome stimulation; my wife relaxation and enjoyment.

I am the beginning and end of every radio consideration, for I am the American radio listener!

I am pleased because I am well served. That is why I own 30,000,000 radio sets—that I may listen to what I choose, when I choose.

A message in the interests of the American System of Broadcasting by one proud to be a part thereof; by one privileged from time to time to have contributed to its progress; by one seeking new opportunities to broaden its service to the American listener.

WSM
The Air Castle of the South
50,000 WATTS

E. W. CRAIG, Vice-President in Charge of Radio
HARRY STONE, General Manager

OWNED AND OPERATED BY
The National Life and Accident Insurance Company, Inc., Nashville, Tennessee
Mobile Unit Being Used By Field Crew for Experiments

PREPARING for the day when television will be expected to cover big outdoor events such as parades and the like, NBC and RCA television experimenters this month have been setting up new clinical tests by placing in the field a mobile unit consisting of two studios, each complete with its own walls, each about the size of a large bus.

The new apparatus is scheduled for delivery Oct. 1. From this unit, tests will be made of light and sound, one van carrying picture and sound pickup apparatus and thus will be able to operate on the 177,000 kc. band for relaying to the main Empire State Broadcast Center and thence to the 100 or so model television receivers in the laboratories, offices and homes of RCA-NBC officials and engineers. Authority to utilize the new ultra-shortwave band was granted by the FCC recently. Ten such vans will be used, and the video transmitter's range is expected to be about 25 miles.

Although the British Broadcasting Co. of London, which has introduced television on a public scale in London, has been carrying outdoor pickups from vans presumably like those on order by RCA-NBC, this will be the first time the Iconoscope cameras have been taken into the field in the American experiments. The BBC outdoor pickups have been both shortwave relays and the coaxial cable to connect with the main transmitter in Alexander Palace, and used them with marked success during the recent coronation.

Training a Crew

Lenox L. Rohr, NBC president, announced the new experiments Sept. 23, stating that immediately upon delivery of the vans, engineers will begin their work with it but warning that the field broadcasts, like those hitherto conducted in the laboratory, are on a "scale of experimental" basis. O. B. Hanson, NBC chief engineer, announced he would direct the television work, declared that "our immediate purpose is to familiarize the staff in handling the problems of special events."

"We shall have need of all the practical experience we can accumulate," Mr. Hanson continued, "between now and the day when television becomes a daily public service. When that will be, even in the limited area of New York City, it would be foolhardy to guess."

Both RCA and NBC have detailed large groups of radio engineers to the television task, with the latter recruiting some of its likeliest young men from its 15 owned and managed stations during the last year and sending them to New York for schooling and practical work. This summer NBC's Coordinator of television, C. W. Farrier, has been studying methods and techniques of television.

Describing the new apparatus, NBC stated:

"The television system to be used will be entirely electronic, being based on the cathode ray tube developed by the RCA Manufacturing Company. The van mounting the video, or picture, apparatus will be the mobile equivalent of a television studio control room. It will be fitted with television and broadcasting equipment similar to that now in use at Radio City. This will include two cameras, video amplifiers, blanking and deflector amplifiers, synchronizing generators and rectifiers for supplying the Iconoscope beam voltages. The principal sound apparatus will be microphones, microphone amplifiers and sound mixing panels. All the equipment will be mounted on racks extending down the center of the van, affording easy access to any part for repairs, and the alterations which will arise from the outdoor experimentation."

"Directly in front of the operating engineers in the semi-darkened control room will be two monitoring Kinescopes. One will show the scene actually being transmitted, the other will show the second Iconoscope camera preparatory to transmission. Sound will be picked up by a variety of microphones including the parabolic microphone developed in the NBC laboratories, and will be monitored by loudspeaker. An elaborate telephone cue circuit will keep the 10 engineers in contact with each other. The van's exhausts are designed to be mounted on tripods, will be technically equivalent to studio cameras, although considerably lighter in weight. Focusing will be by looking directly onto the plate of the Iconoscope, instead of through a separate set of lenses, as in the case of studio cameras. The cameras will transmit the image through several compactized feet of multiple core cable, affording a considerable radius of operation. Operating power for the van will also be available on the roof of the van.

Plan Power Unit

"The micro-wave television transmitter will be housed in the second floor room, placed 500 feet of coaxial cable. Here the principal apparatus will be the radiating unit, generally called the carrier wave for picture signals, and modulating apparatus for producing picture signals on this carrier. The signals will be transmitted to the Empire State station's directional receiving antenna either from a single dipole antenna raised on the van's roof, or from a highly directive antenna array raised on the scene of the pickup."

"Because the transmitting equipment will generate much heat inside the interior of the van, it will be cooled by air drawn through filters at the rear of the vehicle and forced out through the van's front wall. A water cooling system will be installed to maintain tubes at operating temperature."

"NBC engineers are at present designing a completely self-suffici ent mobile unit to be used where suitable power supply for the mobile station is not available from New York's commercial service. Occupying a third motor van, the unit will be driven by a gasoline motor and capable of supplying the alternator current required by both the control room apparatus and the transmitter.

For outdoor mobile station must be free from fluctuations which might seriously affect the operation of television apparatus."

WMCA Completes Plans To Enter New Quarters

WMCA, New York, has just signed an eight-year lease for 30,000 square feet of floor space in the building at 51st St. and Broadway, above the Hollywood Theatre, the station's new quarters, which are expected to be ready for occupancy about late 1938. There will be three nine studios, filling the entire fourth floor, and 65 general administrative offices in the basement house of the structure, which will be known as the WMCA Building. Studios, all to be built and equipped in one modern manner, will include a broadcasting amplifiers catering to 300 visitors. All studios will be soundproofed and air conditioned.

The station's new location, which will afford just about double the present space, is its third since 1925 when WMCA was located in two rooms of the McAlpin Hotel. In 1929, the station moved to the Hamerstein Theatre Building and was selected during succeeding years. This station has expanded from 6,000 to 18,000 square feet.
WE'RE SPORTING NEW TOGS

Clothes make the man, they say. And likewise, programs certainly make the radio station!

Ever since our first venture into the ether, we've been as fussy about our programs as a prep school lad getting into his first tux.

And now, we are prouder than ever as we further improve our array by having the swell programs of the Columbia Network to put before our listeners.

Just in case you haven't heard, we strut our stuff through the state's richest market, the Northern Ohio counties in which live more than two million folks (better than 1/3 Ohio's population). We reach the homes that spend one of every three of the state's retail dollars. We are rated tops in number of accounts and total dollar volume in this fertile sales area.

And we haven't gone high hat in our new togs. The old rate card is still in effect.

CLEVELAND'S FRIENDLY STATION
Member Columbia Basic Network
John F. Patt, Vice-President and General Manager
Edward Petry & Co., Inc., National Representatives
Federal Monopoly Of Radio Stations Opposed by Crane

Carl Menzer Named President Of Educational Group

ASSERTING that the National Committee on Educational Broadcasting does not advocate a government monopoly of radio but favors the development of a number of non-profit agencies, Dr. A. G. Crane, president of the University of Wyoming and chairman of the National Broadcasting Service of the National Association of Educational Broadcasters at the University of Illinois, said that "there must be a place and a provision made for state-owned, city-owned stations."

Dr. Crane outlined a cooperative plan proposed for certain regions under which educational institutions and broadcasters would work together and under which a "council" would be formed each month during the next five years to promote educational programs. The "council," he said, would be composed of educators, broadcasters, and other leaders, rendering a pioneer service. They must be preserved and their numbers multiplied.

Mr. Howard Evans, secretary of the NCE, reporting on Washington developments, referred to the White House Revolution. An "investigation of radio" was the "most exact indictment ever made of the radio industry," and "there are such conditions in Washington as to indicate that there is not the slightest explanation of radio's activities."

The delegates, comprising the most part heads of educational-overseers of radio stations and their retiring president, H. B. McCarty, of the University of Wisconsin, as secretary, and C. T. Throop, chairman, said that radio stations are the problems of facilities. They declared that educators can build programs, can hold audiences and can render a service if given access to the radio audience. He referred to the "propaganda methods" of commercial broadcasters to enthrall the "American system" and said Congressional action may be entirely favorable to their position.

Speakers and Topics

Among the other speakers were W. I. Griffith, WOI, on "How Educational Stations Win and Hold Listeners"; L. A. Astell, University of Illinois, on "Auditory Education"; Everett Johnson, NBC, on "Announcing"; Elmo Scott Watson, Western Newspaper Union, on "The Decision of a Century"; G. B. Bath, WMBD, on "Service of an Educational Station"; John Doak, University of Illinois, on directorship of WOI; Carl Menzer, WSUI, on an educational network by means of retranslating; A. J. G. Sweeney, WBOY, on "Spots"; and D. H. Beeman, on "The Regulation and Copyright Law."

Mr. Menzer, veteran of WOI, said that WBOY was the first station, and that WBOG was elected president; H. A. Engel, WHA, University of Wisconsin, vice-president; W. I. Griffith, WOI, Iowa State College, treasurer, and Dr. Crane, WBOY, president.

HER DAILY DISC

WTMJ Commentator Records

New York Journey

AN INNOVATION in broadcast- ing was achieved in New York when Mrs. Grey, the commentator of WTMJ, Milwaukee, when she visited New York and recorded her daily experiences so that her following among Milwaukee and Wisconsin women might keep up with her daily interviews and engagements in the metropolis.

Each day Mrs. Grey's experiences were recorded on a long play transcriptions and a new program was played from a library and a new program was recorded daily. The day was a series of six recordings, a test program was broadcast from 9:45 a.m. the following day. The series of six record- ings were sponsored by Gimbel Brothers, Milwaukee department store.

Included on her schedule of en- gagements in New York were a trip to see the Italian liner Rex, a trip through Helen Rubinstein's fashion salon, an interview with Lucien LeLong, a visit to the New York school for models and a visit to the "Air- women's Luncheon Club". He believes that educational groups would return with plenty of material for direct broadcasts on her regular schedule.

New Sealttest Program

NATIONAL DIARY PRODUCTS CORPORATION's Radio Bureau, has appointed McKee, Albright & Ivey, Inc., New York, to direct its new radio program for the week starting Oct. 17 on 40 NBC Red stations.

The new series, which succeeds "Sunday Night Party," placed by J. Walter Thompson Co., of Chicago, will be called "Rising Musical Stars." A search for outstanding instrumental and vocal talent will be conducted, supervised by Miss Yolande Merio-Iron president of the National Dairy Company's committee. A jury of auditions, comprising Alexander Smallens, Alma Gluck and Ernest Schelling, will select the contestants, and a group of 12 will be chosen by the same group to receive a $500 prize, and to the outstanding artist of the entire series, who will appear on the 13th pro- gram, the committee will award a first prize of $1,000. The pro- gram will be broadcast Sundays at 10:30 p.m.

Mr. Samuels

WOR Appoints Samuels As Executive Producer

ARTHUR H. SAMUELS, for the past seven years editor-in-chief of Harper's Bazar and House Beautiful and formerly associate editor of the New Yorker, will become executive producer of the weekday program, Oct. 11. In this position, which is a newly created post, Mr. Samuels will be in charge of a number of current and new WOR-Mutual sustaining programs. He will also develop programs and program ideas for commercial sponsorship, particularly in the field of "station tested" programs. Composer of the "Beverly Hillbillies" theme, Mr. Samuels, he was also conductor of the club orchestra and accompanist for the glee club, Mr. Samuels has since collaborated in composing scores for "Poppy" and other stage productions and is at present at work on a new musical comedy score.

Vapex Schedule

E. FOUGERA & Co., Inc., New York (Vapex), in addition to Let's Play Games of-ferer-hour program starting on WOR, New York, Oct. 6, has scheduled for one-minute announce- ments on the following stations: WMAQ, Chicago; KFI, Los Ange- les; KGO, San Francisco; WTAM, Cleveland; WBT, Detroit; WOKO, Albany. A participating program will be used on WHRC, Columbus, and half-minute announcements on KFRC, San Francisco. All are transcriptions, starting late in Oct-ober. The agency is Small & Seif-fer Inc., New York.

T. R. PUTFAM has resigned as manager of KFRO, Longview, Tex., to become general manager of KHBG, Oklahoma City. He succeeds Mr. Putnam at KFRO.

Frank Schooley, assistant to Joseph F. Wright, director of WILL of the University of Illinois, executive secretary of the educational committee, was elected chairman of the Central Broadcasting Board of the University of Colorado; Harold G. Ingam, KFKC, University of Kansas, president of the Central Broadcasting Co.; Charles T. Wheeler, WABC, New York, president of the Broadcasting Assn. Of Chicago.

Mr. Wright, former manager of the station, was appointed executive secretary of the Educational Broadcasting Board of the University of Illinois, Mr. Wright, former manager of KFRO, has been named executive secretary of the Educational Broadcasting Board of the University of Illinois.

Mr. Fisher

Mr. Fisher Is Named WOAI General Manager

Mr. Fisher has been appointed general manager of WOAI, San Antonio, Texas. Mr. Fisher was formerly associated with WOAI in Chicago.

Skelly's Added Discs

SKELLY OIL Co., Kansas City, Mo. (gas and oil) will use half-hour transmissions of its program, "Missing Heirs on at least six stations starting Oct. 11, in addition to its regular CBS hookup of 15 Midwestern stations. Dramatiza- tions of two actual cases will be presented on each program. The cases missing heirs are located, they will be furnished information where to go to claim what is due them. No entering fee is charged. The program, RCA Mfg. Co., Inc., Chicago, made the transcriptions. Black- stone is the representative.

Only station in the world bea- ning with names, KXO, El Centro, Cal. Top of some two hour reaches, the other is one foot below.
CUSTOMER: "A can of my favorite tobacco."
CLERK: "Right—and according to the radio the favorite of thousands of others."

MICHIGANS GREATEST ADVERTISING MEDIU

THE Goodwill Station DETROIT

WJR 50,000 WATTS

G A. RICHARDS PRESIDENT

LEO FITZPATRICK VICE-PRES. & GEN. MGR.

www.americanradiohistory.com
How Libel and Slander Affect Radio

Digest of Laws Shows Much Confusion in Various States

IN 1934 a case arose in the State of Missouri. This case, in which the defendant was the owner of the KLO Radio Network, was reported in the Missouri Reports as State v. Mize, 166 Mo. 787, 840, 64 S.W. 511, and was decided by the Missouri Supreme Court. The defendant in that case was charged with violating the Missouri law against broadcasting libelous and slanderous statements. The defendant's defense was that the statements broadcast were not libelous or slanderous, and that they were true statements of facts.

One of the addresses was released to the newspapers and, while there was no evidence that it appeared in any newspaper, the question of whether or not it should be printed was considered by the court to be a technical question of libel. The court held that the statement constituted both libel and slander and that no error had been committed by the trial judge in refusing to print the statement. The court held that the statement was not a libel or a slander, and that the court's decision was correct.

In the case of Mize v. The Kansas City Star, 166 Mo. 787, 840, 64 S.W. 511, the defendant was charged with violating the Missouri law against broadcasting libelous and slanderous statements. The defendant's defense was that the statements broadcast were not libelous or slanderous, and that they were true statements of facts. The court held that the statement constituted both libel and slander and that no error had been committed by the trial judge in refusing to print the statement. The court held that the statement was not a libel or a slander, and that the court's decision was correct.

Other Rulings

The court gave no consideration to the question of whether the defamation was slander or libel. The action was subsequently settled so that the extent of the liability was not judicially established.

In 1935 two cases were decided in state courts: Singer v. The Journal Company, 219 N.W. 517 (Wis.), and Wegein v. Goldstein, 217 Atl. 47 (Pa.), but in the latter case the broadcast was not made at a party. In the Singer case no rule was laid down concerning the liability of the broadcaster for defamation and the court did not decide the question of whether a statement was libel or slander.

In Wegein v. Goldstein (supra) the libelous publication was made in the course of a political campaign in two broadcast addresses.

UNDER CANVASS—WIBW, Topeka, broadcast from the Allis-Chalmers Mfg. Co. tent at the recent Kansas Free Fair, held at Topeka. The 12 tent programs were fed to KQFEK, St. Joseph.

WITH interest in libel and slander laws particularly high as local and state elections approach, BROADCASTING began in its Sept. 15 issue a treatise on the subject prepared by Joseph A. McDonald and Ira L. Grinshaw, of the NBC legal department. All legal precedent is summarized in this treatise. The final portion of their informative summary is published herewith.
Today, Memphis is the trade center of the richest sections of Tennessee, Arkansas, and Mississippi, with portions of Missouri and Kentucky. In the 68 counties embracing this Half-Billion Dollar market, there are 18,898 retail outlets... all covered completely and continuously by Radio Station WMC... truly the market master of the Mid-South.

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
"THE SOUTH'S GREATEST NEWSPAPER"

MEMPHIS

5,000 WATTS—DAY • 611 FOOT TOWER • 1,000 WATTS—NIGHT

NBC RED OUTLET
NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

BROADCASTING • Broadcast Advertising

October 1, 1937 • Page 35
A WIRE FROM THE PRESIDENT OF CUBA TO L.B. WILSON....

THE VOICE OF CINCINNATI CIN=

ESTAMOS RECIBIENDO CLARÍSIMAS ONDAS LANZADAS POR EQUIPO EMISOR QUE ESTAN NUGURANDO PUNTO FELICITOLES POR TAN VALIOSA OBRA QUE MUCHO AYUDARA LOS NEGOCIOS DE AMERICA Y PROGRESO UNIVERSAL PUNTO PRONTO USAREMOS SU ESTACION PARA ENSEÑAR A IDENTIFICAR EL TABACO CUBANO EN EL EXTRANJERO=

FEDERICO LAREDO BRU PRESIDENT DE CUBA.

TRANSLATION ON NEXT PAGE BY CUBAN CONSUL AT CINCINNATI
TRANSLATION OF WIRE FROM PRESIDENT OF CUBA...

STATION WCKY, THE VOICE OF CINCINNATI,
WE ARE RECEIVING VERY CLEARLY THE PROGRAMS FROM WCKY
BROADCASTING STATION IN CINCINNATI. WE CONGRATULATE
YOU FOR THIS MERITORIOUS WORK WHICH IS A GREAT HELP
TO THE COMMERCIAL RELATIONSHIP OF AMERICA AND
UNIVERSAL PROGRESS. WE WILL SOON USE YOUR STATION
AS A MEDIUM FOR ADVERTISING CUBAN TOBACCOS ABROAD.

Signed, FEDERICO LAREDO-BRU
PRESIDENT of CUBA

WCKY has by test the clearest of all American
signals in Cuba and many other distant places.
Besides more than two million listeners within
the one-half millivolt line.

J.B. Wilson
Dollars or Sense

IN RADIO there is a crisis almost daily. The current one relates to union musicians. It has propagated many other quaint crises. Out of it has developed a conflict between network affiliated and independent stations, between network affiliates and networks, between transcription companies and stations, and between groups in the industry over the functions of their trade associations.

Out of this welter of confusion has come a call for a special convention of the NAB in New York on Oct. 12. All stations have been invited. Whether there will continue to be an NAB as such has resolved itself into a seething issue. Whether there should be an industry "cartel" (no matter how oxymoronic the term) also is a question. Of course, the underlying reason for the extraordinary session is the demand of the AFM that stations pay and pay dearly for union musicians, whether they want them or not or whether or not they are available in localities.

Many minds—the best in the industry—are grappling with the musician situation. Even though the smoke hasn't cleared, we have an abiding faith in the ability of broadcasters to cope with this matter and to emerge with the best possible terms. It isn't the first and it won't be the last of the issues over "raw material" and labor used by radio.

But the real concern is about other crises, past, present and future. All of those in the past that have tended to split the industry have dealt with dollars and cents. Every other going business concern, fundamentally, has its economic troubles. This is inherent in the very nature of the competitive system.

But in radio there is another fundamental. It is the government franchise—the license under which the station operates. Without the license there would be no economic problems; there would be no competitive American radio.

The American system is today well entrenched. The public would not condone a change. The other issues, those dollars and sense matters, are all collateral. Important? Of course. The musician crisis alone, if not properly adjusted, can spell the doom of many stations. But the musicians, the copyright owners, and the rest demanding tribute hardly would profit from a condition that snuffed out any substantial number of outlets. The negotiators must find an equitable level—and will.

Our point here, then, is to convey one basic idea. If the NAB does nothing more than exist to safeguard the American system and the broadcaster's franchise to operate under it, through effective offensives against enemies of the American Plan, it more than fulfills its purpose. The NAB should be bolstered; it should be given additional man-power and money; it should appear for a united industry before Congressional committees and before the public which, despite constant criticism merited and unmerited, is strongly in favor of the American Plan.

Above all else, the NAB should not be weakened or disintegrated because of factional differences over dollars and cents. Every broadcaster who attends the NAB special convention should be prepared to speak and speak and speak for the NAB.

The Financial Advertisers Associations met for three days in St. Louis. At its radio departmental the use of radio for local campaigns was lauded; practically all of those who spoke told of their plans to renew their radio efforts. Others who had not used radio were inspired and announced their intentions of looking up suitable ideas to advertise locally for new deposits, special accounts and the like. They were generally enthusiastic about radio.

Just the reverse was true at the Insurance Advertisers Association at Old Point Comfort, held about the same time. A survey of results procured by insurance companies was deplorable. They couldn't trace new business, said most of them. There is an institutional value in radio and it does serve as a good-will builder, they admitted in some cases, but the cost appears too high.

Selling insurance, basically, is not far different from selling any other commodity. Certainly it closely approaches the problem which confronted banks when they first resorted to radio. They didn't realize the great difference between their lofty perches during the dark days of the depression. They learned how to use radio.

We recall the days not so far back when the banks on the air were few and far between. We ran "success stories" on what financial institutions could do with judicious radio advertising. The number of bank sponsors increased. The FAA, against its better judgment, suggested to its members that they try the medium, reprinting many of our "success stories" as examples. Station promotion and sales departments got busy. The answer is found in the practically unanimous view of the FAA convention that radio advertising pays.

The discontent voices among the insurance group present a challenge to radio. Insurance faces a unique sales problem, but every service or product requires individual treatment—especially on the radio—to meet its peculiar needs. There are a half-dozen stations owned by insurance companies. It may be a coincidence that the public has become insatiable in size and importance since they have had their radio adjuncts, but we doubt it. They have learned that radio advertising is an asset to them and in a class by itself as a good-will builder.

A little concentrated promotional and sales effort, we are confident, will provide the formula that will maintain the insurance industry. Radio hasn't reneged on a challenge yet, and it won't with the underwriters.

Success and Failure

WITHIN the last fortnight, two national trade associations identified with finance held separate conventions. Both discussed radio at separate departmental offices. But there the parallel ended, for in one case the chord was sweet for radio and in the other decidedly sour.

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The RADIO BOOK SHELF

KENNETH M. GOODE, prolific writer on advertising, in the author of What About Radio?, published recently by Harper & Brothers, New York ($2.75). The book is an analysis of surveys, speeches and other books dealing with the question of broadcast advertising and endeavors to explain the secrets of successful sponsorship.

PROS and cons of radio broadcasts of court trials are aired in the October issue of The Rotarian, official organ of the Rotary International, with Mitchell Dawson, American lawyer, taking the affirmative view and Robert Bernays, member of the British Parliament, arguing the negative.

A Legal Oversight

A COMMITTEE of the American Bar Association, working with teams representing the American Newspaper Publishers Association and the American Society of Newspaper Editors, has recommended that broadcasts of court trials be forbidden as a possible undue interference with court procedure. Perhaps they are right. But it appears rather strange to us that the press and the bar should get together on matters relating to cooperation between the bar, press, radio, and other instrumentalities of publicity without inviting the participation of radio people. A committee of broadcasters, we feel, might have contributed to the work of this special committee.

For example, we know of several instances where Judges have complimented stations for broadcasts of police court and traffic trials as a means of discouraging crime and encouraging safe driving. The broadcasting industry wouldn't, of course, criticize that distinguish ABA for this evident oversight—particularly since the bar, above all else, insists upon a fair hearing on all sides of an issue.
PersoNal Notes

Fred Hart, general manager of Honolulu Broadcasting Co., operating KGMB, Honolulu, and KHBC, Hilo, will move in New York Sept. 25 to replace the married couple and their daughter Margaret on Oct. 14 following a four-months pleasure trip in Europe. They will locate in Washington and thence to Mr. Hart's headquarters in San Francisco;

David Sarnoff, RCA president and NBC board chairman, returned from the French line Sept. 22, having gone to France recently, from a combined business and vacation stop.

Fred Shephard, of the commercial department of the KNOX, Knoxville, and Miss Katherine Price Havens, 25, have left for a two weeks honeymoon in New York and Washington.

Maxwell Hage, former radio production manager for United Press in New York, has joined the sales staff of the WMJY, Cleveland, at one time.

Tom Jackson, former program director of WRBL, Columbus, Ga., has been named manager of WGCIC, Albany, Ga. Photo Smithman has been appointed program manager of WGCIC, while James Cunningham has been named news and staff and A. G. Smith has been named to the WGCIC sales staff.

Abe Corenson has resigned as program manager of WQRB, Chicago.

Wayde Grinstein, sales promotion director of WBBM, Chicago, recently became the father of a baby girl weighing eight pounds, three ounces.

Charles Kennedy, a member of the WLS, Chicago, sales staff for two years, has been transferred to KIOX, Phoenix.

Loren B. Stone, commercial manager of KXNO, St. Louis, has been named assistant business manager in charge of national business and promotion of H. L. DeQuille, general manager. Arch Morton has been promoted to commercial manager and will handle local sales.

John Bohm, of the sales department of KNOX, St. Louis, is conducting a course in radio advertising at the YWCA College of St. Louis, YNCA.

Don Avery recently was named director of KBKJ, Kansas City, Missouri, dedicated station at Kansas City, Mo. He was formerly newscaster for the KOXOT Outfitting Co. on KROW, Oakland.

Roland Wendt, Hearst Radio Inc. sales representative at San Francisco, has resigned recently. His successor has not as yet been named.

Fred Scanlon, assigned by the James Richardson & Sons, radio department of the Western Broadcasting System in Winnipeg, has returned to New York to rejoin the Richardson radio interests there.

Jess Willard, manager of WJSV, Washington, won the President's Cup in the new WABC High Pig, for the best medal score.

JUDITH WALLER, education director of the NBC Educational Division, Chicago, will address a sectional radio conference of 250 leaders in the fields of education and radio, at the St. Paul Hotel, St. Paul, Minn. Miss Waller will discuss methods of radio education being worked with and developed by NBC.

Russell Sparks, formerly of the sales staff at KFOR, Oklahoma City, and WHIP, Rock Island, Ill., has been appointed district sales and merchandise manager of WHRL, Sheboygan, Wis.

Phil Fuhrman, new to radio, has been appointed assistant department manager of KMPC, Beverly Hills, Calif., as an assistant program manager.

B. J. Hauser, assistant promotion manager of NBC, will speak on "Radio: What It Accomplishes and Why," at the 16th annual convention of the First District of the Advertising Federation of America, to be held in Providence Oct. 24.

Bob Feldman, originator of Dance Parade, Milkman's Matinee, and other programs, has been resigned as vice-president of WABC, New York, to return to WJCA, New York, with which he was connected until three years ago.

E. A. Thomas, formerly of KFJB, Marshalltown, Iowa, and KX-RTX, Des Moines, has been appointed director of WROK, Rockford, Ill. Mr. Thomas is a brother of Lloyd C. Thomas, general manager of WESA, Des Moines, and joined the station last March. Gregorson has also joined the sales staff of WROK.

Robert E. Gounville, assistant manager of WMXO, St. Louis, is the father of a baby girl born Sept. 15.

Richard Wright, formerly with the New York Times, New York publisher, has joined the sales staff of WHN, New York.

Ralph Patt, for eight years an advertising executive, has been transferred to the business office as a member of the sales staff. He will handle the advertising of the full hour program for Househould Finance, but otherwise he will relinquish announcing duties. He is one of four brothers prominent in radio.

Bob Krueger, long-time employee of WRBL, Columbus, Ga., has resigned as sales manager of WJUG, Cleveland.

Ellis C. Vanderplu, commercial manager of WAGA, Atlanta, has been named sales manager of WABC, after resigning recently as a member of the sales staff of WMJY, Cleveland; Jim Patt, director of special events for WRBL, has joined the radio department of Campbell-Ewald, in Detroit.

Joseph R. Mathews, formerly of Central States Broadcasting System, has been named the national sales manager of WHBL, Sheboygan, Wis.

Mrs. Hazel R. Smith, former secretary to Chairman C. McK. Saltus, now the new traffic manager of NBC in Washington, has resigned to become office manager of the National Press Bureau, which office has been established with offices in the National Press Building, effective Oct. 10. She was succeeded by Mrs. Bea Dess, former secretary to Carlton Smith, assistant newsman of WRC and WMAL, Washington.

Robert R. Egan, of the NBC sales staff, New York, has resigned to enter the real estate business. Walter Duncan of the sales department, signal, has become sales manager of WMJY, New York.

William Arthur Schudt Jr.

Like any another broadcasting executive, "Bill" Schudt came up from the amateur ranks and entered radio via journalism. Like most of the officials of the CBS parent company, for which he manages the network's 50,000-watt WBT at Charlotte, N. C., Bill Schudt is still in his thirties. In fact, he just turned 31 last January, making him one of the youngest chief executives of a major broadcasting station in the United States.

WBT recently entered a new home, with a studio setup which is one of the finest and most modern in the South—and to Bill Schudt properly belongs the credit for building the station to the high ranking, commercially and artistically, that prompted CBS to install such a plant. And it was only a little more than four years ago that he went to Charlotte to take over the management of the then 25,000-watt station.

Bill Schudt was born in Brooklyn on Jan. 18, 1906. After being graduated from the nearby Brooklyn High School, he went to work on the editorial staff of the New York Evening Mail, which subsequently became the Mail-Telegram and finally the World Telegram. Having been a "ham" radio operator in his own amateur station in Brooklyn ever since he was 14, it was natural that he should soon be assigned to that radio page. For four years he wrote radio reviews and a feature column, including stories about everything from new circuits to radio performers.

In 1924 the newspaper assigned him to broadcast news flashes over the old WFBH in the Hotel Majestic, New York. He developed this program into an interview feature, and later took it with him to CBS, where Bill Schudt's Going To Press ran for more than seven years and brought before the microphone hundreds of the nation's leading newspaper writers, editors and publishers.

Beginning from the newspaper in 1928, Bill started the Radio Program Weekly, which met a quick demise when the New York newspapers found it profitable to carry regular radio schedules. Then A. H. Grebe, owner of WABC, offered him a job as public relations manager of both his stations and set manufacturing business. It was not long afterward that Mr. Grebe sold WABC to the Paley interests, and Schudt went over to CBS with the station.

Bill Schudt's work at CBS was largely in the public relations and news departments, and he worked not only on big assignments like the Lindbergh kidnapping but on the exploitation of such artists as Guy Lombardo, Morton Downey and the New York Philharmonic. His superiors soon recognized his exceptional talents and experience, and in 1931 when CBS decided to install an experimental television station they put him in direct charge with the title of television director—said to be the first title of its kind.

With no precedent to fall back upon except the movies, about which he confesses he knew little, and with admittedly crude apparatus and highly select group of television artists, Bill Schudt proceeded on the theory that showmanship in visual as in audible radio was the thing. He undertook to create shows in the 6-foot area of the television camera's focus that in cluded boxing, wrestling, dancing, dramatics, W2XAB, and W2XE sight and sound transmitters gained wide credit for their operations and will prove immensely valuable when the more highly developed cathode ray television system emerges from the laboratories.

His flair for showmanship and stunts Bill Schudt carried with him when in February, 1933, the television department was discontinued and he was sent to Charlotte to put WBT on its feet. He soon replaced the entire staff with personnel of his own choosing. He went vigorously after business—and got it. He recognized immediately that remote ownership might be held against the station, and he took pains to enter into the civic life of the community. With his wife, the former Dorothes Irene Sutherland, who at one time was secretary to the president of the George Schindler Co., New York, he makes his home in Charlotte and, though a born and bred New Yorker, he confesses he likes the southern atmosphere of the South. He is a member of the Board of Editors of the St. Paul Hotel, St. Paul, Minn. Miss Waller will discuss methods of radio education being worked with and developed by NBC.

Broadcasting

Broadcast Advertising

October 1, 1937
OLIVER W. TUTTLE 50, one of the first managers of KFO, San Francisco, before it became an NBC station, died of a heart attack in his car Sept. 20 at his home in Burlingame following a heart attack. Mr. Tuttle, for many years manager of WBBM, Chicago, was instrumental in putting the San Francisco Examiner on the air in 1922 with KXU, erected by the paper on the roof of the First Nat'l Bldg. in San Francisco, and was its manager. Two years later he joined WBBM as its manager and aided in developing that station. In later years he was promotion manager of the San Francisco Examiner. He remained "radio minded" and staged numerous promotion stunts over the newspaper which covered half of the newspaper. He is survived by his widow and a son, Oliver W. Tuttle Jr.

LYNN A. WILLIS, 30, announcer of KYW, Philadelphia, died as the result of a fall from a second story window at the Philadelphia Hospital on Sept. 21. He had suffered a nervous breakdown several months ago and was in the hospital. He was removed to the hospital after an acute appendicitis attack. An opera- tory was performed the following day. He had been with WIP, Philadelphia, for eight years prior to joining KYW. He is survived by his widow and mother.

ASHLEY L. HAWKEN, attorney in the law offices of George O. Sutton, Washington radio lawyer, was killed in an automobile accident by a truck on Washington, D.C., streets. His family reported he was apparently despondent over a financial set-back. He was 33 and had joined the Sutton firm in December, 1936. He is survived by his wife, Ashley, Jr., a son, Ashley, and his mother, Mrs. Fergus Mead, of Kentville, N.C.

BRUCE OGLIVIE, announcer of CJVL, Minneapolis, has joined CFR, Regina-Moose Jaw, with Clari Chambers, of CFR, replacing him in Win- nipeg. George T. Fields, publicity and ad- vertising man, has been transferred to the CFR sales staff. He has been re- placed by Norman Chamberlin (Foree Kerr, of the CFR1 continuity department, has been transferred to the same department at CFR1.)

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Harry H. Bliss

Harry H. Bliss, president of WLOO Radio Corp., operating the station Janesville, Wis., is the publisher of the Janesville Gazette, died on Sept. 22 following a heart at- tack at the home of his brother, Mrs. H. Bliss, widow, two sons, Sidney H. and Robert 2nd, both identified with the newspaper, and the station and his daughter, Mrs. Fergus Mead, of Kentville, N.C.

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Mr. M. E. Bonebreke,
WKY Broadcasting Company,
Oklahoma City, Oklahoma.

Dear Mr. Bonebreke:

Today we begin our fourth consecutive month of sponsorship on your station of "PROGRESS IN THE WORLD OF SPORTS".

This daily sports review program has proved itself to be of untold value. For this reason, I hope this letter will in part express our appreciation for the fine job WKY is doing for Progress Beer.

During the month of May, the beer business as a whole did not show the same volume it did for the same month of 1970. Cool weather was probably the outstanding factor in this decrease. Progress Beer, however, for this same period, showed a substantial increase. Progress Beer for the first six months of this year is up 20% over the corresponding six months of last year which was, itself, a very satisfactory year.

Since your radio station is the chief external means we are using to promote our product, a large part of this increase is attributable to WKY. I believe I can truthfully say it to be the best promotional medium we have ever found to produce sales.

Yours very truly,

Progress Brewing Co., Inc.

Mr. M. E. Bonebreke,
WKY Broadcasting Company,
Oklahoma City, Oklahoma.

Another famous Oklahoman who packs a wallop in his wind-up—Carl Hubbell, ace hurler of the New York Giants.

- "The best promotional medium we have ever found to produce sales"...that's the walloping wind-up of this letter telling of a 50% increase in business...giving WKY most of the credit.

Those are strong words...enthusiastic words of an advertiser who has experienced the wallop WKY wields at the box office...familiar words in the vocabularies of WKY advertisers.

WKY has the greatest coverage of any station in Oklahoma, the finest facilities and the best programs. That's why WKY gets advertisers the kind of results that call for strong words and genuine enthusiasm.
There is one person that is wiser than anybody, and that is everybody.

TALLEYRAND, 1756-1831

Everybody living within reach of a friendly way—likes them—invites the or evening. Everybody hears some stations, and as Tallyrand said over one than anybody. Wise advertisers know. That's why you'll find them on the most
stations’ voices, knows them in a way to spend a good part of the day listening to their favorite programs on these stations. And that everybody likes these stations. Everybody knows that everybody is wiser for the successful spot broadcasting schedules.

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Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by
EDWARD PETRY & CO.
INCORPORATED
NEW YORK     ::     DETROIT
CHICAGO      ::     SAN FRANCISCO

www.americanradiohistory.com
THEY LISTEN TO 'RADIO LADY'
Still Better, They Take Her Tips and Their Pocketbooks to Louisville Store

MRS. VIOLA FLOWERS
plug is subject to the suggestion of the store owner, the advertising manager, or any department head who may desire to alter what has already been written. And, whenever, in going about the store, the "Radio Lady" finds something which she feels is of especial interest to the public, or an outstanding value, she doesn't plug it. Even the policies of the store are stressed; the fact that the store buys for cash and sells for cash, thus permitting lower prices; the lower rental district in which the store is located; air-conditioned comfort, and similar points.

When completed the program again goes to the advertising manager for check of prices and final suggestions. Nothing is advertised which cannot be shown to the radio station.

Thus does the Ben Snyder transcribed Musical Clock become a living personality, inviting the people of Louisville and surrounding territory to shop in this great store. Customary opening the doors is a large Musical Clock of the "Radio Lady's" own designing, describing the program and associating the name of the store. Thus a definite tie-in of the Ben Snyder Store with the Musical Clock is established. All store desires to do may so meet Mrs. Flowers in person.

Does the program get results? Yes; every department plugged is stimulated into activity; inquiries are made for the items mentioned over the air, and the merchandise is sold.

TOM W. HEALY, formerly with Scripps Howard and WFMJ, Wheeling, W. Va., is now hosting the accounting department of WNOX, Knoxville.

EARL CATON, formerly of WAIM, Anderson, S. C., has joined the announcing staff of WOPI, Bristol, Tenn. Charles Greeser, a member of the WOPI continuity staff, has resigned to enter the Missouri U school of Journalism.

HELENE SMITH, for six years at KGBB, Long Beach, Calif., has been appointed program director.

PAUL W. BROWN, formerly with WIGN, Grosse Pointe Shores, Mich., is now handling the account- ing department of WNOX, Knoxville.

RUBEY COVAN, Paramount Production Department Manager of WJSV, Hollywood, is on an eastern talent scouting tour making radio contacts for his organization. He will visit radio stations in the major cities, hoping on talent with picture possibilities.

MAX BRESLOW, musician at KFY, Santa Monica, has been assigned to the father of a baby girl born recently.

HERBERT MCCREADY, announcer for WSKY, Charleston, recently married Margaret Omohundro.

JACK STILLWELL resigned as program director of WIRE, Indianopolis. Effective Sept. 10, he will enter the service of WLS, Chicago. He started in radio at WNAX, Yankton, S. D., and was at KSHL, Laramie, Wyo.

"SMILING" ERNIE MCDONNELL, star of the Acme White Lead & Color Welding and the NBC network, was seriously injured in an automobile accident Sept. 13, was recovering from his injuries on Sept. 15.

BIRDIE WHITCMERE, who was a regular announcer at WXYZ and CKLW, before becoming production director for Mary VALUE, has been named the production staff of WLOCK, Chicago.

ALFRED KEEFE, announcer for WXYZ, Cedar Rapids, has been promoted to a full-time position as salesmen.

ROBERT SCHUPKE, who was a member of the Pittsburgh Symphony Orchestra, has been named the program director of WPK, West Palm Beach, Fla.

COLLEGE RADIO.

Ralph Carb, formerly of WXYT, Detroit, has been named assistant program director.

JOHN HALL, formerly of WXYZ, Detroit, has been transferred to KOKO, La Jolla, to succeed Jack S. Ellsworth taking his place.

HARRY MARBLE, formerly of W5XN, New York, has joined the announcing staff of WCAU, Philadelphia. He succeeds Robert Gill who recently retired to好好

MORTON LAWRENCE, announcer of WCAU, Philadelphia, on Oct. 10 will marry Rosalie Shaffer of Philadelphia.

PETER DIXON, free-lance radio writer, has been sent to Hollywood with the function of creating a new show for Lord & Thomas, sponsor, unspecified.

FRANK COTTER, new to radio, has joined the announcing staff of WSSR, Fall River.

GORDON KELLY has joined the announcing staff of KOGC, San Francisco.

JOHN LOWE, NBC announcer in New York, has resigned but will continue as a freelance announcer on commercial programs.

LEAR NICHOLSON, midwest newspaperman, has been named program director of KGLD, Billings, Mont.

BOB WILBUR, former program director of WNBC, Chicago, has joined the announcing staff of WTVI, Milwaukee.

FRANK BURGER, formerly with WINS, New York, and on one occasion with WOR, New York, has been named house announcer of the evening department of WKBW, Minneapoli.

John flowers has joined the announcing staff of WTVI, Milwaukee.

FRANK GRAHAM, formerly of the KON-MJ, Newark, has been named program director of the Los Angeles schools of KHOW, Hollywood, in a similar capacity.

FRANCES FAYE has recently joined the program department of KYA, San Francisco.

JEAN POLL, leading lady of the First Offense show on KQIC, Brooklyn, N.Y., has joined the program department of the morning Musical Clock program.

MARGARET HANLEY recently returned from London to resume her announcer duties.

RAY PARAGAN, formerly of WJZ, Philadelphia, and Roy LaMaita, formerly of WJZ, are now associated with KMTT, Hollywood, have joined WINS, New York, and are producing for the television and production man, respectively.

HENRY SWARTWOOD, program director of KOIN, Portland, Ore., has resigned his position after a leave of absence.

JIM IRWIN, Jr., a student at Wayne State University, is a dramatic actor on WXYZ, Detroit. He has joined the announcing staff of WXYZ.

RUTH FULTON, formerly of WCAU, Philadelphia, and WCAE, Pittsburgh, is now a member of the network's WCAE announcing staff.

ALLAN MECK, an associate of the Network's WCAE announcing staff.

PAUL W. HEALY, formerly with Scripps Howard, and WFMJ, Wheeling, W. Va., is now handling the accounting department of WNOX, Knoxville.

ROBERT WHITCOMBE, who was a regular announcer at WXYZ and CKLW, before becoming program director for Mary Value, has been named the production staff of WNOX, Chicago.

CARLIEV STEVENS, formerly CBS New York announcer, has joined the network's WNOX announcing staff.

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Local straws show which way the wind blows in Denver!

DENVER DEPT. STORES SPEND MORE MONEY WITH KLZ THAN WITH ANY OTHER STATION

The only sales argument retailers can understand is RESULTS! Maps, charts and statistics notwithstanding, retailers demand and see to it that the money they put out today for sales promotion returns tomorrow WITH A PROFIT. Safe for any advertiser to follow is the course of big, successful local retailers.

Significant, therefore, is the fact that Denver department stores, shrewdest of advertising buyers, spend far more money with KLZ than with any other station. Five out of the seven big department stores are KLZ customers... two of them fifty-two weeks out of the year.

Denver retailers in other classifications, too, follow the lead of department stores, spend more money with KLZ than with any other station. They know that KLZ dominates listener interest in the Denver-Rocky Mountain region with its dynamic showmanship, superior program-

KLZ Denver
CBS AFFILIATE
UNDER AFFILIATED MANAGEMENT WITH WKY, OKLAHOMA CITY AND THE OKLAHOMA PUBLISHING COMPANY — REPRESENTED NATIONALLY BY THE E. KATZ SPECIAL ADVERTISING AGENCY
CBS School of Air Resumes Oct. 18

THE CBS American School of the Air returns for its ninth season Oct. 18 with an expanded program in each of its six divisions. The Educational Development Association, representing 750,000 teachers and officials, will join to enter into the unique experiment of the full time in its history. Miss Helen Johnson, director of broadcasting of the American School of the Air, has been assured of continued cooperation by the National Council of Teachers of English, the National Council of Teachers of Geography, the National Vocational Guidance Co., and its foreign branches. A new program for a group dedicated to improving radio presentation designed for young listeners will be launched during this season except Saturdays and Sundays until May 6, the American School of the Air will televise the network from 2:30-3 p.m. EST. The school will suspend temporarily during Christmas and New Year recesses. Nine separate series will run during the term. Monday has been divided into three parts: the "First and Last," sponsored by the NEA, filling the first half-hour for 15 weeks, and the "Handling Personality," sponsored by the PEA, running a half-hour, the final 15. "Literature and Music" will be heard each Tuesday throughout the term. Wednesdays will be devoted to "Geography." The final 15 minutes on Thursdays will be given over to folk tales and the first fifteen will be divided in 15-week periods between "Science and Children," a series of shortwave broadcasts by children in different European countries, of the "Science Club of the Air" which will divide Friday's time throughout the entire series.

YMCA Teaches Radio

YOUNG Men's Christian Assn., New York, is offering courses for the electrical technician, radio physics, sound picture servicing, radio code, and radio servicing; for the winter semester, electronic systems in industry applications; electronic theory, broadcasting, electronic tube circuits and apparatus. The course will make use of the Plants of Julius L. Hornung, former instructor in radio theory, Guggenheim Fellow, teacher in physics at New York University, former chief engineer, WGBS and transmission engineer, WINS; Chester L. Smith, former chief engineer, New York school of aeronautical construction, Springfield Aircraft Corp., and instructor, aeronautical plans; Ralph Batch, chief radio engineer, Bruno Laboratories, former engineer at the National Bureau of Standards; Karl Coe, former engineer, Wireless Telegraph Co., and Radio-Marine Corp. of America.

Guy Bolam, Agency Official in London, Sees Hollywood as Production Center

HOLLYWOOD is definitely the radio production center of the world today, according to Guy Bolam, manager of the London, England radio affairs of the Bolam Thompson Co., who was on the West Coast late in September. Bolam spent the last two days of October 12 for a 10-day conference with Dan-ny Danker, vice-president of the agency's production division in that city. He was invited to study the radio entertainment business from the standpoint of type of production shows and entertainment standards now in vogue as well as technical production aspects. Bolam expects this to become a rivalry of growth of Hollywood as a radio production center.

"I am amazed to find that it is not impossible to travel an additional 3,000 miles from New York in order to get to the heart of the American radio industry," said Mr. Bolam. "I am astonished that the center of the radio business has traveled so west in my five-year's absence from Hollywood. Nevertheless, after a moment's thought it seems very natural that this should be so because radio and films are twin brothers, the entertainment field and Hollywood is the world center of both industries."

In his address to the commercial broadcasting he said that "J. Walter Thompson Co. produces 38% of all major network broadcasts in English in Europe and produces 43% of them in English in Europe. This is true of the time period for which I am talking."

"The Thompson idea in the matter of building radio programs to fit the taste and the audience is the principle that the listening audience is carried through in Europe just as it is in Austral-ia and other countries in which J. Walter Thompson operates. The interests include radio. It is prob-able for this reason that the success of the J. Walter Thompson idea in Europe is due to the fact that the operations have paralleled those of the American organizations."

Rulings Set FCC Precedents

(Continued from Page 24)

from the financial arrangements.

It has not been shown that there will result any substantial benefit to the public whatever through the issuance of the license. The Commission is mindful of its duty under the Communications Act to determine whether the applicant is showing that the granting of such consent would serve public interest. The applicant has failed to sustain this burden, the conclusion must necessarily be made that the granting of the application will not serve the public interest.

The Brooklyn Ruling

In the 14-page decision covering the Brooklyn cases, the Commission brought out that the late Chairman Frank and Commissioner Wyckoff, Brown and Case concurred. In the findings, that Commissioner Stewart dissented and that Commissions Walker and McDermott did not participate. It reviewed the various applications of the Brooklyn stations and of certain other applicants for full time operation on the 1400 kc. channel in detail. The last of three applications was then made and the decisions were based, opened March 19 and run through April 13, being the longest single station hearing of the Commission.

In recommending deletion of WARD, the opinion said that the Commission has found no need for the operation of the station nor that the public interest, convenience, and necessity require the continuance of the license. The Commission had found that the station had not properly discharged its duty to the public in accordance with the terms of the license; that a number of unfair practices had been continuing. The opinion said that in the stations not having license.

The Commission also said that the station had been

KSTP Gives Training In Radio Technique for Public Service Groups

CONVINCED that most of the broadcast time devoted to civic, social, and educational programming is a poor investment since the audience is so small the station finds itself an organization program production division because of the groups in program planning, KSTP, public service, has planned to teach these organizations program production through a Conference, for broadcast personnel, in broadcasting, the first ever called in the Northwest.

The conference, under the direction of Thomas Dunn, station manager, KSTP educational director, will be attended by radio representatives of civic organizations, school organizations, safety groups, school officials, social welfare agencies and others. It will be conducting a program planning, production, and broadcast technique in an effort to show the representatives how programs can be produced and how the audience can be increased by more carefully prepared programs.

In addition to actual broadcast demonstrations and round-table discussions, KSTP will bring to the Twin Cities for the meeting several visiting-known speakers, radio directors, and broadcasters. The conference is set for Oct. 16, the day following the Minnesota Congress of Parents and Teachers.

College Radio Courses

TWO major New York institutions of higher learning are offering radio courses this year. Columbia University, as part of its extension curriculum, on Sept. 28, began a program under Erik Barnow, with classes on Mondays from 7:30 to 9:10 p.m. in Philosophy Hall. Harvard University on Sept. 29 started a course in amateur radio conducted by Mr. M. C. Cukada, editor of Radio News, and on Sept. 28 started an evening course in television by Prof. H. H. Sheldon.

WLW School Resumes

THE National School of the Air, sponsored by WLW, Cincinnati, will start its tenth season Oct. 11, the program to include five one-hour broadcasts a week. The resulting will be granting to the local and State and local educational agencies to offer instruction to children in schools. The number of states and the number of governors of five states have been invited to participate in the opening.

Page 46 • October 1, 1937
Better Radio Stations
Use the Gates SIE 27
Speech Input System

Gates RADIO & SUPPLY CO.
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILL., U.S.A.

BROADCASTING • Broadcast Advertising
COMMERCER SERIES ON CBS RESUMES

AN EXPANDED series of Department of Commerce weekly programs on American industries will be presented on Tuesdays at 4:30 to 5 p.m., EST, beginning October 9.

H. R. Daniel, and continuing during the fall and winter. Arrangements were made for the segments by the Business Advisory Council of the Department of Commerce, Relationships of Industry with Government, Labor and the Public will be covered.

Stories of industries will be given by Harry R. Daniel, assistant secretary, and Roper with CBS officials.

The new series, in addition to stories of the industry and accomplishments of American industries, will include short talks by members of the Business Advisory Council of the Department of Commerce, Relationships of industry with government, labor and the public will be covered.

Stories of industries will be given by Harry R. Daniel, assistant secretary, and Roper with CBS officials.

The first talk by Mr. Daniel will cover the furniture industry. Other industries whose stories will be told will include the auto industry, major appliance manufacturers, the meat and dairy products, coffee, shoe, textiles, and the oil industries. Other broadcast material will include dramatized segments in cooperation with the U.S. Office of Education.

Newspaper Test

As part of the station's test program, KCKN, Chicago, broadcast KABC, Los Angeles; WIBW, Topeka; WGN, Chicago; and WNAC, Boston, for nine minutes beginning 11:40 a.m. on October 9, 1937. This one took place in the store window and shows HalNichols in window, center, conducting.

How Libel and Slander Affect Radio

(Continued from page 34)

How Libel and Slander Affect Radio

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authority that the states, in the exercise of their sovereign powers, have authority to prescribe their own rules, statutory or court decisions, to govern the extent to which broadcasters shall be held liable and criminally liable for defamation transmitted by radio broadcast. The rules so prescribed may apply to dissemination within the states but this right is suspended if the instant Congress lays down a rule on this subject. As to broadcasting is interstate in its characteristics, the Federal rule must govern by force of these circumstances.

The industry must decide whether or not it will advocate the passage of a federal law on radio defamation. In making its decision it will have to consider two opposing views. One is that according to the "practice of the trade" broadcasters exercise no censorship as to political speakers, public officers, and speakers outside of the studio and have no means of preventing defamation where the speaker deviates from his submitted manuscript. As to these instances the broadcasting company, under existing rules, is subject to an inequitable obligation from which it should be relieved. It is not able definitely to appraise the extent of its liability. A communication which reaches several states may be held libelous in one state but harmless in another. The situation is not analogous to that of the railroads prior to the enactment of certain legislation. This was described in the Cronginer case (supra), by quoting as follows from the Supreme Court of Georgia:

"* * * The Federal courts, sitting in the various states, were following the local rule, a carrier being held liable in one court under the same state of facts he would be exempt from liability in another. Hence this branch of interstate commerce was being subjected to such a diversity of legislative and judicial holding that it was practically impossible for any engaged in a business that extended beyond the confines of his own state * * * to know, in consideration of investigation and trouble even then oftentimes with but little certainty, what would be the carrier's actual responsibility. * * * The Congressional action has made an end to this diversity. * * * (33 S. Ct. 151)"

In addition, the industry must recognize the possibility of adverse state legislation such as the Washington state bill which provides for abatement of studios as nuisances in cases of radio defamation. The other hand there is the view that granting all that the Federal legislative advocates say the fact remains that the existing situation is not equitable and through indemnity agreements and the proper handling of cases only a reasonable measure exists of penalizing. Should legislation be proposed, the industry would take the risk of having the unsatisfactory rules imposed upon it. Again, while the rule of liability may be settled in Nebraska, Missouri and Washington, no decisions have been rendered in such pivotal states as New York, Massachusetts, Pennsylvania, etc., Michigan and California. Those taking this view may say that until there is greater wealth of court decisions on this subject legislation should not be attempted.

If a Congressional Act is to be drafted it should be so drawn as to make certain that it covers the whole field, and that it leaves no room for the operation of state statutes or rules of courts. This is necessary in order that one rule of liability shall govern. Unless the Federal bill clearly and definitely discloses an intention to supersede state laws the courts will infer that it does not. (Mintz v. Baldwin, 289 U.S. 346, 53 S. Ct. 611.) In that case a federal law regarding cattle shipments from quarantine districts was held not to supersede a state law requiring a certificate that imported cattle were free from certain disease.

Such a statute may fix liability on the theory of negligence. The theory of making broadcasters liable for negligence is akin to the liability rule applied to telegraph companies (Western Union Telegraph Company v. Cashman, 149 Fed. (C.C.A.) 367), except that the broadcaster is in the capacity of carrier. The statute might altogether exempt the broadcaster from liability for damages and permit the Commission to revoke the station license or deny applications for renewals where the circumstances indicate that the station indulge in the practice of being negligent in preventing radio defamation.

Program Recording

Manuscripts of speeches and discussions are sometimes filed either before or after their broadcast. Many speeches and discussions, political and economic, are not reduced to writing by the speakers. Even if reduced to writing the broadcast may contain so many deviations that the written manuscript loses much of its value. In order that the broadcaster may be in a position adequately to protect itself, its policy might be to record all programs in which, because of the caliber of the speaker or the nature of the subject of the broadcast, it is anticipated defamation may occur.

Indemnifying agreements are sometimes taken with respect to particular broadcasts but the policy of some companies has been not to require such agreements generally except for political programs. These agreements are taken to safeguard the broadcaster's interests and not to license the speaker to defame others. Under such agreements the broadcaster's right is to recoup damages.

An indemnity agreement may, of course, be required from all speakers of their principals. The value of such agreements is subject to certain limitations depending upon the responsibility of those executing them but as a restraining and sobering influence they are worth while. They tend to bring home to the speaker the seriousness of any indulgence in defamation and it would seem advisable to require all users of radio facilities to give an indemnity agreement as a matter of course.

The law discussed in this memorandum and the conclusions reached are based upon existing situations. The broadcasting art is in a state of flux and the law pertinent to it is in the same situation. Radio defamation has received but little consideration in the courts and such decisions as have been rendered are by no means determinative of the subject.
15,000 for Wheaties

FIFTEEN thousand children, ages 10 to 16, brought their lunches, jammed a park, and filling the park for three hours before the Cardinals were to meet Boston. The children were guests of KWK and General Mills at a KWK-Wheaties party, which principals of the St. Louis newspaper also publicized, along with a week of announcements newsboys handling the Wheaties programs. Besides seeing the baseball game, they participated in a contest which led to 360 prize awards ranging from bicycles to tennis rackets.

Football Sponsors

(Continued from page 14)

never giving a commercial announcement or any reference to its product during actual playing on the field. Commercials will only be heard at the beginning of the quarter and half time, at the end and very briefly when there is a time out.

Mr. Draper, the radio radioor and the opening of the football season in the West with quarter-page advertisements in local newspapers. He has ordered 750,000 printed schedules for the football season, which will be handed to motorists at filling stations. In addition to this thousands of posters calling attention to the broadcasts have been ordered for display at all Associated dealers.

A weekly mailer to the dealers shows the commercial to be read by the announcer during the coming week's broadcast. This will give the dealer an opportunity of tying in with the air commercial if he so desires.

It is suggested to the dealers, likewise that they call attention to the Associated football broadcast for the coming week-end by advertising in the local paper. Associated Oil furnishes the ad copy, cuts and art work that might be necessary, free of charge.

Among the new tie-in features in connection with the football sponsores this year is "Professor Pigskin." Questions written to the oil company by football fans will be read over the air by the various commentators between halves. At the same time the commentator, acting in the role of "Professor Pigskin," will announce that the answers to the queries will be found printed form on the windows of Associated dealers on Monday morning following the Saturday or Sunday broadcast.

Other Grid Sponsorship

The local Sears-Roebuck store of Tulsa, Okla., will broadcast the complete schedule of TCU on KTUL with Edward Gallaher as sportscaster. The first of the series of 10 games was aired Sept. 25 when TCU played Oklahoma U.

Dodge Motor dealers of Minneapolis and St. Paul will sponsor the complete Minnesota U schedule (eight games) on KSTP with Hal- ley Hall, sports commentator, at the cost. Commercials have been banned during the actual broadcasts from the field and will be limited to a 15-minute preview and a 15-minute review of highlights at the conclusion of play.

The sponsors will also air a pre-game football party each Friday night titled Football Highlights, featuring guest stars and interviews with old timers.

Oldsmobile will sponsor the nine Michigan State games on WXYZ, Detroit, and the Michigan Radio Network, with Carl Gensel and Harry Wimmer as commentators. Gensel will also give Friday night forecasts, predicting the outcome of more than 100 games to be played each Saturday throughout the country. Auto Owners Insurance Co., Detroit, is sponsoring a Wednesday evening series on WXYZ featuring Charlie Bachman, coach of Michigan State, who will give a review of the previous week's games, explain the score and discuss and analyze playing tactics of approaching games.

Milwaukee Programs

Sponsored by a local dairy, Harry Stuhldreher, quarter-back of Rockne's original "Four Horsemen," will give three 15-minute talks each week on WTMJ, Milwaukee. On Mondays he will conduct a post mortem on games played the preceding week-end; on Wednesdays he will discuss generally the players of various teams; on Fridays he will forecast games to be played the next day. The broadcasts will originate in Madison, Wis., and when Wisconsin U plays out of town games, Stuhldreher will broadcast from the cities visited. Russ Winnie, WTMJ sports commentator, will assist Mr. Stuhldreher.

Chrysler Motor Co., Detroit, is sponsoring a series of talks on football by Eddie Batchelor, local sports writer, on WJR, that city, Mondays, 6:15 p.m. Lee Anderson Adv. Co., Detroit, is the agency.

The complete schedule of the Ball State Teachers College football games has been sold to the local Singers Bakery and the games will be heard on WLBC, Muncie, Ind.

Socony Adds Three

SOCONY-VACUUM Oil Co., Inc., New York, has added three stations to the previously announced [BROADCASTING, Sept. 15] trio on which this sponsor will broadcast all home games of the Yale football schedule to advertise Mobil oil and Mobilgas. Placed through J. Biring Getchell Inc., New York, the brodcasts will be made each Saturday from Oct. 2 to Nov. 13 on W3CA, New York; WJAS, White Plains; WBT, Buffalo; WHT, Hartford; WABY, Albany; WCAX, Burlington, Vt.

CHET CRANK Inc., Los Angeles agency, is handling a $20,000 advertising campaign, which will include radio, for the 50th anniversary celebration by Los Angeles Motor Car Dealers, who on Oct. 30 to Nov. 7 will hold their Silver Jubilee Automobile Show.
Pryor-Midgley Vindicated
And Tactfully Ask for Smokes Made by a BBDO
Client After Winning WATL Challenge

THE SMOKES are on WATL, Atlanta, but not because of any stock visitation. In our Aug. 13 issue Broadcasting published a letter from Maurice C. Coleman, manager of WATL, challenging the radio habits of Broadcasting & Osborn Inc. to produce certain station promotion material sent the agency. Part Two of this series follows:

EDITOR'S BROADCASTING:

Is my face red or is it red? Midgley wrote me today, sending all the information detailed even to the color of the stamps, and was I surprised, but I very humbly admitted defeat as you can see by the enclosed carbon copy of letter to him mailed at the same time as this one, and here is the answer:

"Now that fall is here and vacations are over, we have time to turn around and indulge in some of the more pleasant angles of this broadcasting business.

"Arthur Pryor and I have derived a great deal of enjoyment from your open letter in the Aug. 15 issue of Broadcasting. Upon returning from my vacation on Aug. 2, there was a large pile of station promotional data on my desk. This was not filed until I had looked it over.

"When your letter appeared along about the middle of the month, I called for the WATL folder and in it found a wad of material clipped together. The first page bore two rubber stamped 'WATL's', and contained a summary of the stores, sales personnel and payroll in the city of Atlanta. The second page was your good letter of July 18. The next two pages contained a resume of the Stars on Life with Ralph program. Th th next nine pages were a sample script. The next three pages contained factual market data and were followed by the inevitable rate card.

"If this qualifies us for the box of cigars, please make it a carton of Kools or Raleighs instead. We have the coupons.

"Seriously, tho, we are very glad to have this information regarding your program, and you may be sure it will receive every consideration if a campaign is planned in the Atlanta market. As a matter of fact, we have not placed any business in Atlanta for the past several months.

C. E. MIDGELEY JR.
Radio Dept., BBDO, New York"

And there you have it my friend. After all it does prove one thing. If you want the radio industry to know anything, just publish it in Broadcasting. I'll let you arrive at your own conclusions—Regards,

Maurice C. Coleman
Manager WATL, Atlanta

Sept. 23

And here's Mr. Coleman's reply to Mr. Midgley:

"I guess everything comes to he who waits, and incidentally I am gratified to learn that my theory has been 'shot to pieces', in fact I intend to shout it from the rooftops, that BBDO does keep all sta-

tion data and information sent them.

"Being so elated over this fact your request for a carton of Kools or Raleighs will not only be considered, but you shall receive under separate cover a carton of each, and all the coupons that can be rounded up (maybe if you save enough of 'em we'll trade you the radio station for them) as an extra inducement for your consideration of 'small station' publicity.

"As Taishoff stated in Broadcasting, criticism given and taken in the proper spirit only adds zest to the industry, as radio stations have been the target in many issues, and I am very happy to learn that Mr. Pryor as well as yourself have accepted my 'criticism' in the spirit in which it was written.

"And now, that all is forgiven, and I have very humbly admitted defeat, 'how about some business from BBDO.'

...-MIDGLEY

...Keystone to Place

KEYSTONE STEEL & WIRE Co., Peoria, which has placed its business with the Russell M. Seeds Co. Inc., Chicago, will start half-hour Saturday night Barn Dance show on the WLW Line starting Oct. 9. Complete station lineup is still to be decided.

DO YOU KNOW THAT
THIS WILL BE REPORTED
IMMEDIATELY ON
CKLW's NEWSCAST

Seven times a day CKLW dealers hear the latest news brought to them by our three ace commentators, Val Clare, with his "newsy" style, Joe Gentile, whose smooth, mellow voice always adds interest, and Steve Douglas, hard-hitting, rapid-fire commentator. These boys put personality in the news—build prestige and add background for your sales message.

(One news broadcast is still available for sponsorship.)

We want an opportunity to tell you more about the success other prominent advertisers are having on CKLW. 38 advertisers have increased their advertising over CKLW this year, and 23 are using CKLW for the first time.

Covering the CKLW Fourth Market

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising

October 1, 1937 • Page 51
The THREE SWEETEST WORDS

To a sales executive, trying to pick this spot or that for successful sales effort, we submit that just about the sweetest words in any language are:

MORE SPENDABLE MONEY

It is Salt Lake City speaking. Bank deposits here are at an all-time peak of approximately $92,000,000.00—some three million dollars above the pre-depression high.

To reach the owners of that spendable money, alert national advertisers are using the station which consistently carries more local advertising and serves more local advertisers. There must be a reason!

KDYL
SALT LAKE CITY
An N.B.C. Station
Representatives:
JOHN BLAIR & COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO

CRC Lists Calls For Big Stations
Two 50,000 Watt Stations To Take Air Within Few Weeks

By JAMES MONTAGNES

CHANGING the policy of assigning three-letter calls only to Canadian Broadcasting Corp.'s 50,000-watt stations, five of the low-powered CBC stations have been assigned such call letters. While the new 50,000-watt transmitter in Montreal will go on the air as CBF and be used mainly for French programs, the other CBC station, CRCM, changes to CBM.

In Toronto CBL is the call of the new 50,000-watt station, while CRCT becomes CBT, and CRCC will be CBC. In Ottawa CRCO becomes CBO, in Windsor CRCW changes to UWB, and in Vancouver CRCV is to be called CBR. These three change over on Oct. 1. The Quebec CBC-owned station, CRCK, remains unchanged.

The two 50,000-watt stations which were to be ready for Oct. 1 have not yet been inaugurated and the buildings are not quite complete. Latest official information is that the stations will be ready to go on the air Nov. 1.

Commercial programs booked for CBL, Toronto, average for each week 13 hours in the morning, 1 1/2 hours in the afternoon, and 2 hours in the evenings, with some night-time booking solidly. The other stations will be added gradually, probably next year.

The schedule from Oct. 3 onward calls for 11 hours of broadcasting from noon to 11 p.m. to the Atlantic Coast provinces, 12 hours each to Ontario and Quebec, 13 hours to the prairie provinces from noon to 11 p.m., and 14 hours to British Columbia, from noon to 11 p.m.

The programs are mostly quarter-hours during the daytime, with some half-hour modules. In charge of daytime production in the Toronto region, where many of the programs for the national network originate, are Ernest Morgan and George Temple, both veteran announcers and program directors. Evening programs will be handled at the Toronto headquarters by Rupert Lucas, John Kannawin, John Adamkin and George Young.

To assist in handling the six hours of additional broadcasting from the Toronto regional office of the CBC, four announcers have been transferred to the CBC Toronto office. T. Q. Wiklund comes from CKCH, North Bay; Raymond Macker, from the CBC studios in Vancouver; Wm. O'Reilly from CRCO, Ottawa; and Norman Lucas is being transferred from the sustaining program production department in Toronto, to the CBC commercial department, where he will be chief operator.

JOHN B. KENNEDY, N.B.C. news commentator, is a new feature of the General Motors concert, to be called Parade of Scientific Progress.

BROADCASTING • Broadcast Advertising
**GOP Chairman Lauds American Radio; Partisan Debate in Congress Foreseen**

THE likelihood that radio and its regulation may be taken up as a partisan political issue was foreseen Sept. 28 in a speech delivered during the National Radio Forum conducted by the Washington Star on NBC-Blue by Chairman John Hamilton of the Republican National Committee, who praised American radio as an example of competitive private enterprise that makes it a valuable instrument of free speech but who also took occasion to point out that Republicans are taking a leading part in airing its “evils.”

“Some evils have appeared in the work of the FCC,” said Mr. Hamilton, “Our Republican Senator, Wallace White of Maine and our Republican Representative Richard Wigglesworth of Massachusetts introduced resolutions into the last session of Congress for investigating these evils. They wanted to put the light of day on all bad practices whether by private operators of radio stations or by public members of the FCC. Such an inquiry, they believed, and they contended, would lead to newer and better regulations and improvements in the already excellent radio broadcasting system.”

Mr. Hamilton then pointed out that administration forces, despite a favorable report on the White Resolution from the Senate Interstate Commerce Committee, stopped the proposed inquiries both in the Senate and the House.

With respect to radio itself, Mr. Hamilton lauded the Washington Star Forum for presenting “a vast variety of talkers and debaters of all shades of opinion, Republican, Democratic, Progressive, Farmer-Laborite, Left Wing, Right Wing and Middle-of-the-Road.” The discussions, he added, had proceeded at a high level of temperateness and mutual consideration. The forum was pointed to as an example of American free speech, and he praised radio’s part as follows:

**Freedom of Radio**

“The amazing thing in American radio is not, however, merely its facilities and its technical engineering triumphs which take the speaker’s voice across such vast expanses of territory to so many millions of homes. Such triumphs are in a degree known also in many other countries. The truly amazing thing about American radio is its triumphs of free speech, of free thought, of free access by listeners to the new things as well as to all the old things in the mental life and in the economic life and in the political life of the nation. There is more free speech, and more kinds of free speech, in American radio than in the radio of any other country in the world. America leads the world—and leads it by a wide margin—in freedom of speech on that new magical medium.

“But now let me ask you all a question. It is a question that will shed light on the other question of the day. Why is it that the United States leads the world in free speech on the air? Is it because the managers of America radio just simply happen to have some sort of peculiar passion for free speech? Is it because there is personally morally superior to the managers of radio in other countries? Well, I admire them very much but I don’t want to flatter them. They are human beings, and human nature if of very much the same stuff all around the globe. Our American radio managers have their fair share of human weakness as well as their fair share of human virtue. I would not be able to agree that it is simply their virtue, high as it may be, that has given us American radio free speech.

“No. The difference between ours and foreign countries in this matter is not mainly a difference of personalities. It is mainly a difference of institutions. The radio programs of almost all foreign countries are governmentally selected, monopsonistically produced, governmentally controlled. This means also that they are monopolistically selected, monopolistically produced, monopolistically controlled. There can be no free speech in such circumstances.

“Contrariwise, here in the United States, our radio programs are privately competitively selected, privately competitively produced, and— I was going to say—privately competitively controlled. But that would be a poor and wrong way of saying it. When there is full free competition, there is no really successful control by anybody. If one radio station, through prejudice, does not want to put on Norman Thomas, the Socialist leader, there is some other radio station which, through competition, will proceed to put him on. That is the basic reason, ladies and gentlemen, why you have radio free speech in the United States. The basic reason is competition between stations, competition between chains of stations, competition between producers for programs that will provide new interest for the listeners.”

**Kansans have MONEY TO SPEND!**

**Checks from the sale of bumper crops are pouring into Kansas. 839,770 homes in the WIBW area are in the market for cars, radios, machinery, paint, fencing ... the list is endless. WIBW is the most powerful, personalized selling force in this booming market.**

**LET US PROVE IT!** Write for your free copy of “Kansas Radio Facts,” the most thorough, intensive and impartial survey ever made of a complete state. Unbiased FACTS based on 5,000 house-to-house calls ... half city and half country ... in every nook and corner of Kansas.

**WIBW—The Voice of Kansas**

**Don Searle, Gen. Mgr.**

**Represented by Capper Publications in**

New York  Chicago  Kansas City, Mo. — San Francisco
KANSAS CITY, October 1, 1937

Purely Radio

ONE arm of radio is helping the other three days in Oklahoma. Through arrangements worked out by WKY, Oklahoma City, members of the Oklahoma State Radio Service Men's Association and of the Professional Radio Technician's Association of Oklahoma will be able to attend their regular Tuesday evening meetings by radio remote control. WIXAU, ultra high frequency adjacent of WKY, operating on 31.6 megacycles, will air each weekly program of the associated organizations at 8:30 p. m.

IRE Ballots for Pratt And Turner as President

BALLOTING by mail began in late September to elect 1938 officers of the Institute of Radio Engineers, with two nominees for president—Hardeen Pratt, vice-president, and chief engineer of Mackay Radio & Telegraph Co. and Hubert B. Turner, associate professor of electrical engineering at Yale University. Both have been very active in IRE committee work in recent years.

Nominations for the honorary vice-presidency, which annually goes to a foreign radio notable, are Raymond Brallard, head of the Control Center of the International Broadcasting Union at Brussels, and Ernest T. Fisk, chairman and managing director of Amalgamated Wireless Ltd., Sydney Australia.

Six nominations for 1938-39 directors are listed, of whom three are to be elected, namely: Adolph B. Chamberlain, CBS chief engineer; Frederick W. Cunningham, assistant broadcast development engineer, Bell Laboratories; Oscar B. Hanno, NBC chief engineer; Lawrence C. E. Herle, New York consulting engineer; Albert F. Murray, engineer in charge of television, Philco Radio & Television Corp.; Cyril M. Jansky Jr., senior partner, Jansky & Bailey, Washington consulting engineers. Ballots will be counted after Oct. 26.

IRE Representative

Howard H. Wilson Co.
KANSAS CITY • CHICAGO • NEW YORK

Gen. Mauborgne Named To Take Over Army Post As Chief Signal Officer

ONE of the Army's outstanding authorities on radio, Col. Joseph O. Mauborgne, on Oct. 1 takes over the duties of Chief Signal Officer under an appointment by President Roosevelt. He will assume the rank of major general. Until recently director of the Army's radio aircraft laboratory at Dayton, Maj. Gen. Mauborgne succeeds Maj. Gen. James B. Allison, who retired Sept. 30 as chief of the Army Signal Corps.

Maj. Gen. Mauborgne has served in the Army since he was graduated from St. Francis Xavier College in New York in 1901. Formerly an infantry officer, he was chief of engineering and research of the Signal Corps in Washington from 1917 to 1921, during which he accompanied the Chief Signal Officer to Europe and later served in Paris in connection with the Inter-American Radio Conference.

He has served as chief of many strategic Signal Corps posts, including the Sixth Corps Area, Chicago, the Panama Canal Department, and the Presidio, San Francisco. From 1930 to 1931 he was on duty in Washington as radio expert in patent cases before the War Claims Arbitrator.

NAB Engineering Body Names Loyet Chairman

PAUL LOYET, chief engineer of WHO, Des Moines, was named chairman of the NAB Engineering Commission for 1937-38 on Sept. 28 by John Elmer, WCBM, Baltimore. NAB president. He succeeds J. H. DeWitt Jr., WSM, Nashville, chairman for the last two years who, however, remains a member of the committee.

Other members are L. A. Benson, WL, St. Louis; L. S. Bookwalter, KOIN, Portland, Ore.; E. S. Campbell, WBAL and WGN, Chicago; G. W. Cooke, WBAL, Baltimore; John E. Peters, WKAC, Kalamazoo; E. L. Goheen, WRK, Cleveland; C. W. Horn, NBC, New York; J. M. Price, WBAA, South Bend; C. W. Price, WBAA, South Bend; Carl Meyers, WGN, Chicago, and John M. Sherman, WTCN, Minneapolis.

ROBERT S. TAPIER Ling announces that management of his Hollywood office has been taken over by Jerry Farrar, sharing executive responsibility with Pauline Swanson, who is in charge of national magazine and syndicate contacts. Mr. Farrar was formerly in public relations executive, vice-president of Radio Digest and advertising manager of Daily Variety. Other new members of the Tapiere office are Paul Price, formerly of M-G-M's publicity department as copy chief, and Tommy White, in charge of fashion and women's features. Herrold McGraw has been appointed staff cameraman. Sally Wohl is now office manager.

Missouri U. Courses

FOR the third consecutive year, the University of Minnesota is offering courses in radio script writing in its extension division, with classes both on the campus in Minneapolis, and at the extension center in St. Paul. Started three years ago as an experiment by Luther Weaver, radio advertising man of the Twin Cities at the request of Dr. Richard R. Price, director of the extension service, the course has taken a definite place in the University of Minnesota curriculum with increased enrollment every year. Mr. Weaver again will conduct the course. Classes will be offered for beginning script writers and advanced writers, the latter class usually embracing writers already holding radio script jobs. Programs, both sustaining and commercial by those who have taken the course, are appearing regularly on Twin Cities and northwestern stations.
Charles L. Townsend, NBC-Chicago studio-field engineer, will be transferred to the NBC-New York television department Oct. 1. Wilson T. Knight also of the Chicago staff, has been appointed Townsend’s successor, with George Maki taking over Knight’s post.

Randolph Halett, formerly of WQAM and WIOD, Miami, has joined WGIC, Albany, Ga., as operator and engineer.

Leon Loyd, formerly of WGAC, Albany, Ga., has joined the technical staff of KCLA, Little Rock.

Walter Swenson, George Shoemaker, William Elliott and Color Southern have joined the control staff of WNEW, New York.

Charles Corliss, NBC-Chicago engineer, recently became the father of a baby boy and Frank Schnepper, also of NBC, is the father of a baby girl.

W. E. Plummer consulting radio engineer, associated with Glenn D. Gillett, Washington consulting firm, sailed for the West Coast via the Panama Canal on Sept. 17 for Los Angeles, where he will arrive Oct. 2. He will engage in field strength survey work for various Gillett clients along the coast and will remain for several months.

American Legionnaires, bound for their annual convention in New York, left Miami on a 9:30 A.M. train. WQAM, with time sold out until 11:00 A.M., sent its short wave truck to the railroad station with a Presto Recorder, transcribed the scene of departure and broadcast it two hours later.

Leslie Harris, WQAM announcer, interviews departing legionnaires, as Ralph Nulsen, engineer, operates Presto recorder, hastily set up on station platform.

ED UPPENDAHL, formerly chief engineer at KFJC, Marshalltown, Iowa, and WOC, Davenport, has been added to the engineering staff of WMT, Cedar Rapids, by Charles D. Quinlin, technical supervisor.

Michael Goodwirt has joined the staff of KGNN, North Platte, Neb., as control engineer. He was formerly with KXBY, Kansas City.

Voices Recreated

Quin Ryan, manager of WGN, Chicago, now announcing a news broadcast at 11:30 a.m., is presenting the voices of famous people, long dead, on his program. Most of the recordings were made before the advent of broadcasting.

Voices heard on the program include Presidents Theodore Roosevelt, Woodrow Wilson, William Howard Taft, Warren G. Harding, and Calvin Coolidge. Other voices include those of William Jennings Bryan, Ellen Terry, the actress, and E. H. Sothern, actor. Bathsweet Corp., New York, sponsors Quin Ryan’s news broadcasts. H. M. Kiesewetter Inc., New York, is the agency.
Sets for Sale
TO PROMOTE the sale of radio sets for Hale Bros. Appliance Store in San Jose, Calif., KQW is combining two appeals to the audience in a 13-week campaign. Two 15-minute studio programs built from transcription features are "The Star of Today." A short biography of the star of today is woven into the script, the main part of which is devoted to telling the Saturday morning program of amateurs, juveniles under 20 years of age, called Stars of Tomorrow. The Saturday morning live talent half-hour program is repeated from the store. Weekly winners are given a six weeks' course of professional training by Panchon-Marco School of the Theater. The programs also attempt to stimulate the trade-in of old sets by offering to repair the best of the lot each week and donate it to a needy individual, selected by the local American Legion post.

Peekers and Virtuals
GOOD FOOD is the theme of a new series on WCFL, Chicago, called Peekers, starring Phil Libby, local food consultant, who is said to give housewives directions for preparing dishes that "please the most particular appetite without straining the most frugal purse." Along with the talks, Ed Burke presents news for women.

May I Cut In?
The WBBM Bandwagon was inaugurated on WBBM, Chicago, Sept. 18, after several weeks of exhaustive short wave testing of the station's mobile unit, W-10-XAL. At least a dozen listeners "break in" on a program, gossip with the talent miles away from the studio, ask for their favorite selection, and show their own entertainment ability.

Each Tuesday and Thursday Paul Ludden, announcer, and Ellyn Plotts, field engineer, visit a different point in Chicago with the WBBM mobile transmitter, and establish short wave communication with Milton Charles at the control of the organ in the Wrigley building. Radio fans surrounding the "station on wheels" hear Charles' organ selections over a loudspeaker, break in, request their own favorite numbers, and carry on an informal conversation with the artist.

Jobs Unwanted
HUMAN interest series on WMCA, New York, features people whose jobs are so unusual that no one wants them. Entitled The Only Ones, the broadcasts will include the only person who has gone over Niagara Falls twice in a barrel and the only man who drew pay from both the U.S. Navy and Marine Corps.

Police and Fire Coverage
WSBT-WFAM, South Bend, Ind., have arranged with local police and fire departments to keep track of all fires and accidents. A receiver is kept tuned to the local police and fire station. In case of accidents, a check is made by telephone with headquarters to secure details which are then put on the air with follow-up stories as complete details are available. The fire department cooperates by phoning reports on fires as soon as possible and later, providing reports on amount of damage, cause of blaze, etc. The news is presented by Ben Shafe, who is owner of the twin stations, also furnishes news bulletins, in addition to material for daily "Indiana & Michigan News," featuring WSBT-WFAM also uses UP service.

Rapid-Fire Riddles
A CONTEST in which listeners compete while the program is in progress and learn names of winners instantly, is the theme of Red Boy Riddles on KFEL, Denver. Wesley Battersea, well known Denver radio listeners, handles the program. He asks a riddle, and gives the number of the telephone post. Answers come in immediately. The radio audience hears the phone ring and listens while Battersea takes the answers, names and addresses of winners and dispatches prizes. Without waste of time, another riddle is asked, and the above again is repeated.

Words—But Not Spelling
A PROGRAM titled You Don't Say, a cross between a Quiz and Spelling Bee, has been started by WMCA, New York. The audience is asked to give the correct pronunciation of words spelled by the announcer and awards are given to the winners in a series of elimination contests. Scheduled six nights a week, each of the broadcasts is confined to participation of a definite community of metropolis—New York. On Saturday nights there are pre-elimination contests of the preceding night's winners and on the 13th of each week, the winners of the 12 preceding weeks will be presented for the finals.

About Neighbors
NEWSPAPERS in 40 counties of Ohio, Kentucky and Indiana have been invited to cooperate in furnishing interesting and unusual items from their communities for WCKY's Neighbors on the Cincinnati station. Full credit is given to the publications sending in the items. The program is intended as a good-will builder in WCKY's primary area. It follows the NBC Farm & Home Hour, at 1:30 p.m.

Fire Fighters
THROUGH an arrangement with the fire department, WOPR, Bristol, Tenn., broadcasts the location of every fire in the city as soon as it is reported. These Fire Flashes are sponsored by R.C. Boswell, local insurance agent.

CHILDREN'S DAY—At Nebraska State Fair found Lyle DeMoss (left), program director of KFAB, Lincoln, and John Shafer, program director of KFOR, Lincoln, hitting the high spots of the Midway with Stanley Capps, boy commentator. The two Lincoln stations and KOIL, Omaha, broadcast a full week's coverage of the fair.

In a new MOVIE CRITIC, live stock auction and home forum are the themes of three new programs on WOWO, Ft. Wayne, Ind. A local civic committee called Endorsers of Photoplays broadcasts a short resume of current movies together with talks on educational films and television. The Lughill Bros. of Archbold, O., sponsor a weekly live stock auction direct from the local stock yards. A daily morning program conducted by Jane Weston consists of dramatic lectures to local women's clubs along with guest interviews from the model kitchen which is adjacent to WOWO's studio auditorium.

Coupon Clippers
PROMOTING different features of the Des Moines Register each day, Dave Foster, Day Dreamer of the Iowa Network uses organ music, poetry reading and homely philosony and receives 21,000 coupons weekly from listeners and newspaper readers who ask for his scrapbooks. The Register, sponsor of the program, mails poems sheets to subscribers who send in the names of three friends. A good example of the effectiveness of newspaper-radio cooperative says the Iowa network.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P.M.
says Ross Federal
BUFFALO BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS
On WCKY for Women

WCKY, Cincinnati, is cooperating with 90 women's organizations staging the Women's Exposition in November, offering a weekly program of interviews with prominent club women. Other new WCKY programs include weekly interviews with business women and social leaders, two dramatic programs in collaboration with University of Cincinnati, and two morning programs, For Women Only and The Household Hour.

The Whole Truth--Partly WLS, Chicago, is presenting a program of "opposites" each Tuesday, Thursday and Saturday at 11:30; 11:45 a.m. Two staff artists, both Oklahomans, tell the exact opposites in series--Chuck ACee relating the "whole truth" while Pokey Martin, who has developed quite a large tail-story reputation, tells the truth--with a hole in it. Howard Peterson, new WLS organist, livens the program with musical selections.

Thrills of the Gridiron

DRAMATIZED thrills in the careers of football heroes is the theme of a Friday evening series called Gridiron Smoker on WHN, New York. The programs close with late football news flashes and are proving to be very popular, according to WHN.

The Friendly Voice

WWVA, Wheeling, uses a different salute on the hour each day, saluting a nearby town for a whole day with an announcement of this type: "This is radio station WWVA in Wheeling, West Virginia, Moundville's Friendly Neighbor."

Coffee and Doughnuts

SPEAKING of program titles that are natural, it appears that Lee Vickers, program director of WBNV, Durham, N. C., struck pure gold when he named a daily early morning variety show Coffee and Doughnuts.

For Early Birds

STAN SHAW, conductor of the Milkmen's Matinee on WNEW, New York, from 2 a.m. to 4 a.m. each weekday, has inaugurated a new period at 6:45 a.m. especially for commuters who can't wait for the 8 a.m. broadcasts.

STUDIO DRIVING -- WGAR, Cleveland, staged a studio driving contest during the late September Western Open Golf Tournament. Here is Horton Smith, well-known pro, driving the one to net.

For the Little Fellow

STEEL WORKERS get to express their opinions over WIND, Gary, Ind., in a daily series broadcast from the entrances to the Gary Steel Mills at 8:15 a.m. when the mill hands change their shifts. Spearheaded by Industrial Credit Co., that city, the program is titled The Worker, and has built a tremendous lot of goodwill.

KGYO Flights Forest Fires

FIRE FIGHTING is a part of the public service of KGYO, Missoula, Mont., located near the national forests of the Northern Rockies. Recently when a forest fire broke out, KGYO appealed for volunteer fire fighters on every half-hour station break and four hundred volunteers were on hand. KGYO says its just a part of its routine public service.

All About Cotton

COTTON came in for discussion on WRBL, Columbus, Ga. recently when nine mill executives explained the cotton industry during Cotton Mounds, a full hour program. It not only created good-will among the mill employees, says WRBL, but it acquainted the listeners with the real value of the cotton to the welfare of the city.

Choice of Actors

ACTORS are chosen by listeners who mail in their votes during a Sunday broadcast on KYOS, Merced, Calif., where a series of dramatic programs is in production. The auditions are arranged in the form of a build-up for the next drama to be broadcast. The audience welcomes a chance to participate, says KYOS.

Flying Club Formed

WHIO, Dayton, and the Dayton Daily News athletic association have formed the Newhi Flying Club which now has over 400 members. The purpose of the Newhi club is to create interest in aviation. In the Saturday morning program on WHIO the director discusses the plans of the club with different members.

Public Personalities

IRA BLUE, NBC sportscaster in San Francisco, has started Names & Faces on KPO Sundays, a program which is popular with prominent personalities. Joseph Magnin & Co., San Francisco clothing store, is sponsor.

MAIL COUPON TODAY

Without obligation, please send me free 50 page booklet "How Standard's Direct Process Lowers Copy Costs", which gives complete information regarding the Standard Machine. There is no obligation. Use the attached coupon for reply.

Please send me your STANDARD NEW PROCESS DUPLICATORS.

Name ___________________________________________

Address __________________________________________

City ___________________________________________

State ___________________________________________

www.americanradiohistory.com
WHN, New York
Los Angeles Soap Co., New York, 5 weekly to, thru Schimmel & Scott, Chicago.
Bernard Permuter, St. Louis, 104 sp., thru Schimmel & Scott, Chicago.
Technicians Institute, New York, 20 weekly to, thru Winca Co., N. Y.

KYA, San Francisco
Curtier Medicine Co., New York (medicine), 6 weekly to, thru Street & Smith, N. Y.
Thaxter Associated Oil Co., San Francisco, 4 football broadcasts. direct.

Lydia E. Pinkham Medicine Co., New York, 6 weekly to, thru Kray & Son Adv. Co. & N. Y.

CJRC, Winnipeg
National Biscuit Co., Toronto, 13 weekly, thru All-Canada Radio Advertising, Winnipeg.
Ford Motor Co. of Canada Ltd., 20 weekly to, thru N. W. Ayer & Son of Canada Ltd., N. Y.
Ley Bros., Hamilton (jewelers), 26 weekly to, thru Ferris Adv. Service, Hamilton.


WSK, Fall River, Mass.
Kleen-Jet Co., New York (Hove pills), 5 weekly to, thru Street & Finney Inc., N. Y.

KEHE, Los Angeles
Union Pacific System, Omaha (rail transportation), 12 mo. thru Cables Co., Los Angeles.

KSO-KRNT-WMT, Iowa
American Tobacco Co., New York (Hotel Tan cigars), daily to, thru Lawrence C. Gumbinner, N. Y.
Rochelle Chemical Co., Brooklyn (Omega Oil), 5 weekly to, thru Hutch & Thomas, N. Y.
Northrop King & Minneapolis seeds, 6 weekly to, thru Olmstead-Hewitt Inc., Minneapolis.
Sherwin Williams Co., Cleveland (paint, as series, thru N. W. Ayer & Son Inc., N. Y.

KDKA, Pittsburgh
Pennsylvania Publicity Campaign, Harrisburg, 6 t., thru Walker & Downing, Pittsburgh.

KTRK, Houston

WHFB, Rock Island, Ill.


White Products Co., Chicago (Stryx), 4 daily ad., direct.


WOWO, Fort Wayne, Ind.

Ironized Yeast Co., Atlanta, 2 weekly to, thru Raths & Ryan Inc., N. Y.

WHO, Des Moines
American Chemical Products Co., Des Moines, 2 weekly to thru Louisiana, Davenport, la.
Continental Baking Co., New York, 5 weekly, thru Benton & Bowles Inc., N. Y.


Barnard Perfumers Inc., St. Louis, weekly to thru Sel Johnson & Co., St. Louis.

Orvette Shell Products Corp., New Rochelle, N. Y., 52 weekly to thru Howard Thomas, N. Y.

KNX, Hollywood
Campbell Cereal Co., Northfield, Minn. (Malt O Meal), 2 weekly to thru Emil Bisserat & Staff, San Francisco.

Procter & Gamble Co., Cincinnati (dash), 5 weekly to thru Peelar & Thomas, Philadelphia.

Procter & Gamble Co., Cincinnati (infant formula), 5 weekly to thru Blackett-Sample-Hummert Inc., Chicago.


KSFO, San Francisco
B. T. Babbitt Inc., New York (Hal-O creamer), 5 weekly to thru Blackett-Sample-Hummert Inc., N. Y.


Southern Pacific Railroad, San Francisco (transmission), 6 weekly to thru Lord & Thomas, San Francisco.

KWKB, Muskegon, Mich.

Watch Tower Bible Society, Brooklyn, weekly to thru Avon Adv. Agency, N. Y.


KGFF, Pueblo, Col.

Continental Baking Co., New York, 6 weekly to thru Benton & Bowles Inc., N. Y.

WHO, Des Moines
American Chemical Products Co., Des Moines, 2 weekly to thru Louisiana, Davenport, la.
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Orvette Shell Products Corp., New Rochelle, N. Y., 52 weekly to thru Howard Thomas, N. Y.


*This Must Be Some of WJY's Balanced Programming.*
May Robson Discs Made At Hollywood Premiere

HOLLYWOOD radio fall season promises many innovations with previews and premieres of new programs stepping up to the "top hat" stage. Last was the two-hour audience premiere Sept. 24 at the CBS Hollywood Playhouse of the May Robson transcription series of radio. Besides the broadcast, several hundred persons saw the world premiere of Lady of Millions. The event had all the earmarks of a Hollywood premiere with klieg lights and film celebrities in the audience. It was doubly significant, the date marking Miss Robson's 54th anniversary in show business. The sponsor presented 100 dollars' worth of her product to the audience following the premiere.

NEW ZEALAND rights to 17-hour quarterly programs of William and Waldoine, comedy serial, have been sold to Broadcasting Service Assn., Ltd., Sydney, holders of the Australian rights, through its American representative, Mr. Ralph C. Tetter, New York. The series, written and produced by Edmond J. Holden, and cast by Walter Winchell, is an NBC-Pacific Blue network feature a year ago as "The Golden Library".

Mr. Yankee Time Buyer:

The Florida sleigh goes through August from 4:00 A.M. and the chances are that you haven't had a good look at this city. Next time you head south, plan to go here and spend a day as our guest.

But until then, remember that our natural resources are cotton, timber, fine clays and cattle (look up current market quotations), and we have a lot of mills turning out cotton goods, cooking oils, rayon, building tile and paper. Uncle Sam has dredged the Savannah up to our door, and in "Fort Augusta" we have a new shipping center.

Our people are old American stock, and whatever has Gone With The Wind has come back to them on the new tide of prosperity. They love radio entertainment and you can sell them something going on the air over WRDW. 98% of all the 307,000 radio families within our range tune us in every day. 49% listen to no other station.

Put us on that list on the corner of your desk. We'll deliver for you.

1500 Kc.

WRDW 250 W. Day 100 W. Night

AUGUSTA, GA.

National Representative
J. J. DEVINE and ASSOCIATES, Inc.
New York • Chicago • Detroit • Atlanta • Pittsburgh

SSS Schedules 50
SSS Co., Atlanta, Ga. (tonic), started Sept. 27 its second year on the air, using transcriptions of Tone Time, quarter-hour program. More stations are being used this year than last: between 45 and 50 have already been scheduled and more may be added. Talent includes Joe Green's Marina orchestra; Ray Spaulding, vocalist; a quartet; and Len Sterling, announcer. Transamerican Broadcasting & Television Corp., New York, made the discs, and the agency is Southern States Adv. Corp., Atlanta.

LONGWORTH MILLING Co., Toronto (poultry feeds), starts a weekly 15-minute morningday program of old-fashioned music and poultry talks, with live band, for 21 weeks over CFRB, Toronto, and CKXX, Winnipeg, Ont.
RIVAL PACKING CO., Chicago (Rival Dog Food). A daily on six stations, will add WMAQ, Chicago, Oct. 4. A 10-minute musical show will be broadcast at 3:30 a.m. daily except Sunday. Other stations being used by Rival Dog food are: WTMJ, WGY-WBZA, WHAM, WTVJ and WJR, Charles Silver Co., Chicago, is agency.

KROGER GROCERY & BAKING CO., Cincinnati (Kroger stores), has started an innovation on its daytime serial, Linda's First Love, a transcribed program, by presenting weekly guest stars on the transcriptions. Ralph H. Jones Co., Cincinnati, is agency.

LONGWORTH MILLING Co., West Toronto, which tested on CKNX, Wingham, Ont., this spring, has launched a fall campaign on CFRW, Toronto, and CKNX, Wingham. G. R. Dixon, poultry expert of Harper Adams College, will be featured on the CFRW broadcast each Monday. His scripts will be used for the CFRW broadcast on Monday by Howard Hedford, of that station, who is also serving as Mr. Dixon's agent for the CFRW broadcast. The campaign is one-weekly for 20 weeks, commencing Oct. 4.

NORTHERN CALIFORNIA Wills Dealers have appointed Frank Wright & Associates, San Francisco, in charge of advertising. Radio, newspaper, and billboards will be employed to stimulate the sale of Wills' 77 car.

JENKEL-DAVISON OPTICAL Co., America's largest optical prescription headquarters, operating nine branch offices in leading California cities, has appointed the San Francisco offices of Frank Wright & Associates to direct its advertising campaign, using newspapers, magazines and radio.

HOFFMANN CANDY Co., Los Angeles, on Sept. 15 started for 26 weeks "a weekly quarter-hour musical presentation" in a transcription series, Marching Alene, on KAFB, Fort Bragg. Same series was also started Sept. 18 on KFL, Los Angeles. Mayers Co., Los Angeles, has account.

SAMARITAN TREATMENT, Los Angeles (alcoholic treatment), a consistent user of radio time, on Sept. 15 started a 26-week campaign using quarter-hour musical transcriptions and spot announcements on KFAC, KU, KROI, KNX, KFPO, KLS, KRE, and on Oct. 1 added KNX, and WTMJ. List of stations will be extended nationally. Hugh Woods Adv. Agency, Los Angeles, has account.

MARDI GRAS -- Kellogg Co., broadcasting six evenings a week on WCOL, Columbus. A 10-minute daily program with a musical theme, will add to WCOL's reputation as the leading station of the Midwest. offen the San Francisco offices of Frank Wright & Associates.

SCHILTZ BREWING Co., Milwaukee (beer), has started the Schiltz Palm Garden on the Air, weekly quarter-hour transcription on WDBJ, Roanoke, VA. About 10 other stations are current broadcasting the series in addition to broadcasts in other markets being sponsored by local distributors. No additional stations will be added until the first of the year. McKeehan Adv. Co., Chicago, is agency.

Cleveland RAILWAY Co., Cleveland, is sponsoring a variety program weekly on WHK, that city, featuring a chorus composed of its store managers and conductors. The program began Sept. 19 and will run for an extended period. Grieskow-Edleman Adv. Agency, that city, has the account.

WASHINGTON, D. C. has an Annual Payroll of $3,900,000
Reach it with WOL
Washington, D. C.
AUTOMATIC AIR CONDITIONING Corp., Chicago, currently utilizing three quarter-hour live talent programs on WIND, Garry, plans to expand to six programs weekly. The firm now deals in retail appliances and may go into air conditioning courses in the future. Other Chicago stations may be added later, according to Mr. Glaesener, advertising manager of the company. The business is located direct. Service, San Francisco.

BELL-BROOK DAIRIES Inc., San Francisco (dairy products), on Sept. 20 launched its first of three-weekly broadcasts, featuring the transcribed children's story, Sonny & Buddy, over KYA, San Francisco. The agency is Long Direct, Service, San Francisco.

ADAM HATS, Memphis branch of the New York chain, has started a quarter-hour sports program on WHBQ, Memphis.

GREATER BROADWAY FURNITURE Co., Los Angeles furniture retailer, is currently placing through LeRinger Adv. Agency time signals and spot announcements on KECA, KPWB, KEL, KXIP and KFAL.

REV. F. P. BOSWORTH, River Forest, III, has recently added quarter-hour time sales of RCA and WIP in addition to his broadcasts on three Chicago stations. He plans to use more of these stations this fall and winter. Rev. Bosworth's discs are also on WJUD, WCFL and WBBD, Chicago, and will add WRH, Dallas. The business is placed direct.

FOREST LAWN Memorial Park, Glen Ellyn, Ill., a consumer user of radio time for many years, brings back its half-hour weekly dramatic and musical program, Reunion of the States, on KXN, Hollywood, starting Oct. 3. For more information, contact Rev. L. B. Agency is Dan B. Miner Co., Los Angeles.

Oil Scripts, Discs

OIL FEATURES Syndicate, Brown Bldg., Wichita, Kan., which has been syndicating dramatized stories of the petroleum and gasoline industry to newspapers in the oil territory, announces its expansion into the radio field and is now offering a series of scripts and transcriptions titled Oil Oddities for local sponsorship. Author in both the newspaper and radio features is Sam Kornfeld, geologist and writer.

Sears to Use Radio

SEARS, ROEBUCK & Co., Chicago (mail-order house), has placed its radio advertising with Blackett-Sample-Hummert Inc., Chicago. The mail order firm plans on spending $50,000 in radio and will shortly start a test program in the Twin Cities (Minneapolis-St. Paul), Fargo and Duluth.

Roxy Clothes Spots

ROXY CLOTHES Corp., New York (men's clothing chain), has appointed Gussow, Kahn & Co., Chicago, to direct advertising. Spot announcements, by mail and live, will be used on WORC, Worcester; WMAS, Springfield; WPRO, Providence; WJLA and WMAL, dallyy; WICC, Bridgeport; WNEW, New York.

McCLATCHY Broadcasting Co., operating KFFB, Sacramento; KMJ, Fresno; KVG, Stockton, and KERN, Bakersfield, Calif., has signed young advertising men, has severed his connection as commercial manager of WREC, Memphis, to become general manager of the Thomas W. Briggs Co., a leading newspaper representative organization with offices in Memphis, New York, Boston, Kansas City and San Antonio. Mr. Cohn now manages a firm which for 25 years has been headed by Thomas W. Briggs in creating advertising for newspapers and magazines. He was formerly a partner in Lake-Spiro-Cohn, Memphis agency, and has also had wide newspaper experience.

P & G Gotham Discs

PROCTOR & GAMBLE Co., Cincinnati, has started Houseboat House on WNOW, New York, and WOR, New York, afternoons a week in the interest of Crisco. The program, a 15-minute transcription series, is broadcast only on the present, giving Crisco further coverage in the metropolitan area, in addition to WOR & WNEW, currently heard on both the NBC-Red and Blue networks five days weekly. Agency for Crisco is Compton Adv. Inc., New York.

L & T Names Sisson

EDGAR SISSON, who has been with Lord & Thomas, New York, for about a year working on radio production, has been appointed manager of the radio department. He succeeds Thomas McAvity, who has been transferred to the San Francisco office. New members of the Lord & Thomas New York staff are Frank Wilson and Carl Schullinger, both formerly with NBC.

THE annual Ad-Mix Convention of New England Advertising Clubs, affiliated with Advertising Federation of America, will be held Oct. 3-5 in Providence. Among speakers scheduled to appear are Westbrook Van Vorhis, the "March of Time" voice, and Edmund S. Whitten, of the Advertising Club of Boston.

OPEN FOR SPONSOR

"WALKS OF LIFE"
To Sell Shoes
By
PAUL CRUGER
Screen Writer
Footsteps on a Sidewalk
And Each Pair of Feet Tells
A Dramatic Story.
Write

---wood---
RADIO PRODUCTIONS
Hollywood, Calif.
328 Markham Bldg.

wood words sell....

Briggs Firm Adds Radio, With Cohn as Director

WITH the inauguration of a radio department as one of the first tasks, Bernard L. Cohn, one of the 25th's most known advertising men, has severed his connection as commercial manager of the WREC, Memphis, to become general manager of the Thomas W. Briggs Co., a leading newspaper representative organization with offices in Memphis, New York, Boston, Kansas City and San Antonio. Mr. Cohn now manages a firm which for 25 years has been headed by Thomas W. Briggs in creating advertising for newspapers and magazines. He was formerly a partner in Lake-Spiro-Cohn, Memphis agency, and has also had wide newspaper experience.

The Chamber of Commerce of Hot Springs, Arkansas

10,000 watts 1060 klyc.

Announce
the appointment of S. A. Cisler
General Manager
H. S. Shuman
Sales Director

Experienced management
New equipment
New programs
National Broadcasting Co., Red and Blue networks

FURGASON & ASTON
Representatives

The UTC VARI TRAN makes possible continuously variable output voltage, using a sliding contact riding over the turns of an auto-transformer. Standard units are designed for 115 volts input, 0-130 volts continuously variable output.

Model V-1, 570 Watts—5 amp, maximum rating, complete with cord, plug and switch, net $10.00
Model V-2, Same as V-1, but uncased, with terminal strip for rack or panel mounting, net $9.00
Model V-3, 850 watts maximum rating, 7.5 amp, uncased, with terminal board and provisions for mounting, net $14.00
Model V-4, 1250 watts—11 amp, maximum rating, uncased, net $20.00
Model V-5, 2000 watts maximum rating, 17.5 amp, uncased, net $32.00

UNITED TRANSFORMER CORP.
72 SPRING STREET
NEW YORK, N. Y.

www.americanradiohistory.com
Motta Joins Reiss
CHARLES MOTTA, well known as Charles De La Motta, Italian character actor of stage, screen and radio, has joined Reiss Advertising, Inc., Rockefeller Center, New York, as executive in charge of radio. He will head a newly formed advertising department of that agency. Mr. Motta formerly was associated with RTM, KMTR and KMPC in California. His first radio effort is a half-hour transcribed program which he produced and directed and which is now being auditioned.

JOSPEH T. AINLEY, recently appointed radio director of Arthur Moore & Wallace Inc., Chicago, has also been given the post of production director of the University Broadcasting Council, Chicago. Ainley, who produces the new Campus Variety Fair NBC show, succeeds James Whipple, resigned. Mrs. Marjion Saunders has succeeded Harry Graysen, publicity director and script writer at UBC, who recently resigned to devote his time to free lance work.

L. WARD WHEELOCK, president of F. Wally Armstrong Co., Philadelphia, was in Hollywood late in September to confer with Diana Durrell, West Coast production manager, on the Campbell Soup Co. radio shows from that city. CBS Hollywood Hotel weekly program soon into its fourth year Oct. 1, and Wheelock was in Hollywood incident to the change over of Ken Murray and Oswald to that series.

MURRAY BOLEN, on the KHJ Los Angeles technical staff for eight months, has resigned to join Young & Rubicam Inc., Hollywood production staff and has been assigned to the NBC Hollywood Jack Good program sponsored by Packard Motor Co.

FRED WILE Jr., of Young & Rubicam New York production department, has been transferred to Hollywood as assistant manager of the West Coast offices, succeeding under Tom Harrington, manager.

DAVID GARTER, formerly CBS West Coast publicity director, has been appointed Pacific Coast representative of H. A. Bruno & Associates, New York public relations concern. Offices will be established shortly in Hollywood.

Get Your Copy Now
WLTH NEW YORK

WORLD TRANSPORTATION HISTORY

ONE BIG CITY
says the U.S. Census

KENTUCKY
ASHLAND HUNTINGDON

The People who live in Huntington, West Virginia, in Ashland, Kentucky, or any of the smaller incorporated places in the Tri-State, are the group representing one large city—which in fact, it is—where one refers to it as the "Tri-State."

The U.S. Census rates the Tri-State as a Metropolitan District. WLCI covers all of it with a strong voice signal—audible over local thunderstorms.

A great spot buy is WLCI 250,000 metropolitan city coverage at very low cost.

Amis Given Post
RAPID expansion of business in radio handled by Brooke, Smith & French Co., New York, advertising agency, resulted late in September, in the appointment of the firm's first director of radio, Lewis R. Amis, former in the same post with Erwin, Wasey & Co. Inc. Mr. Amis will direct Hobby Lobby, the new children's program for Hudson Motor Car Co., which will be broadcast over 75 CBS stations and WNBC starting Oct. 6. He will also supervise the Lone Ranger program for Silvercup Bread, originating in Detroit and going out through MBS, and the State of Maine's new program featuring Marjorie Mills, which will emanate from Boston and be broadcast over both the Yankee and Mutual network. Brooke, Smith & French Inc. also has several other important new radio projects in process of preparation.

ERIK BARNOW, formerly with Arthur Kuhnber, Inc., New York, as program director and script writer, will conduct a course at Columbus State College, Columbus and New York.

HOLLAND ENGLE, radio director of Erwin, Wasey & Co., Chicago, and director of program operations at WCLF, Chicago, is in the musical variety show over the station nightly at 30. Mr. Engle was a piano and song man long before he became an agency executive.

PACIFIC AD, STAFF recently acquired the San Francisco offices of the Pacific Coast Service Corps, a division of the Pacific Coast Service Co., representing that group's New York service.

CYRIL ARMSTRUGH, Benton & Bowles, Chicago, is assistant on the NBC Maxwell House "Boot Hill," and will be the new executive of General Foods Corp., has left the agency. Donald Cope continues as producer with Sandy Cummings as his assistant.

ADAM REINEMUND, formerly commercial manager of WBBM, Chicago, has been appointed head of the radio department of Buchanan-Thomaes Adv. Co., Omaha.

CHESTER J. LAROCHE, president of Young & Rubicam Inc., after four years in the agency business, has returned to his New York headquarters.

NAT WOLFF has joined Myron Selz, of the Research Halls talent agency, as head of its radio department, terminating a year's affiliation with H. N. Swan son Inc., for whom be handled radio clients.

Covers the Islands like the waters covers the sea.

KHBC
HILO, HAWAII

WALTER ZITZ, formerly on the staff of H. W. Kastor & Sons Adv. Co., Inc., Chicago, at one time associated with E. M. Mott, well known managing director of Silvercar Broadcast- ing System Inc., Chicago as account executive.

JIM BALLE, publicity department, of the Chicago Sun, left New York Sept. 24 to join the Hollywood office of the agency, as assistant to Mr. Balle.

H. W. KASTOR & SONS Adv. Co., Inc., Chicago, has established a publicity department with Felix H. Strzechowski in charge. Mr. Strzechowski was with the Chicago Sun, and has handled publicity for the Illinois Federation of Women's Clubs, Chicago Safety Council, and the Community Progress.

DAVE BENNETT, formerly on the advertising staff of the Chicago Daily News, has joined Schwimmer & Scott, Chicago, and is specializing in commercial copy for automobile accounts.

DUANE WANAMAKER, advertising manager of the old Grigsby-Grunow Co., Chicago, is currently acting as advertising counselor for the firm, has joined Arbe Adv. Agency, Fort Wayne, Ind., as vice-president.

SHELLEY STARK, formerly of the radio department of H. M. Kliewetter Adv. Agency, New York, has resigned to join Benton & Bowles Inc., New York, as assistant to Ralph M. Brown, head of the radio commercial department. Mr. Stark is author of the scripts of Famous Jury Trials.

REUBEN PETERSON Jr., formerly with Robert Everett Associates, New York, the old New York World and New York World, has been appointed publicity director of Erwin, Wasey & Co., New York. He succeeds Innes Howard in Hollywood, and will devote his full time to radio for the agency.

TARR & ARANY, General Motors Bldg., New York, has been formed by Arany and Tarr, formerly in charge of advertising for Britto Mfg. Co., Brooklyn, and Uganda, New York, maker of Sore-Solvent and Armando R. Arany, former sales executive of those companies. The firm will represent manufacturers in metropolitan New York, cooperation with agency operations.

RALPH STARR BUTLER Jr., of Young & Rubicam Inc., New York, merchandising and research department, was in Hollywood early in September confessing with Tom Har- rington, advertising manager. He is the son of Ralph Starr Butler Sr., vice-president of General Foods Corp.

FRANK HEALY, who recently joined the John Ferguson Publicity Service, Hollywood, head of the radio department, has resigned to fill a similar post with RKO Radio Pictures Inc., that city.

ROBERT O. DAVIS, for the past year account executive of KREEF, Los Angeles, has been appointed to E. M. Mott, one of the San Francisco offices of Allied Advertising Agencies Inc., effective Oct. 1.

RUSSEL C. COMER ADV. Co., Kan- sas City, has acquired exclusive rights to the radio serial "Air Adventures of Jimmie Allen is and is arranging to place the program on 30 stations.

Reach in Syracuse
CHAS. DALLAS REACH Co., Newark agency, has started a branch office in Syracuse, with Howard E. Sands, vice-president, in charge, assisted by Francis R. Riley, Jr., general manager. One of the agency's clients, has consolidated its five plants in the former Franklin plan building, Syracuse.

Page 62 • October 1, 1937
The Other Fellow's Viewpoint...

KAUFMAN AGENCY STARTS CONTEST FOR ANNOUNCERS

THE 1937 contest for commercial announcers of Washington, D. C., conducted for the past two years by Henry J. Kaufman Adv. Agen- cy, was to begin and end over a period of two weeks. Graded on dictation, sincerity and effectiveness, the contestants are judged by eight radio critics, advertising men and civic leaders who listen in the contest. The winner is awarded a silver victory trophy at a banquet which terminates the contest.

Lawrence Elliott, CBS announcer of WJSW, won the award last year, while William Coyle, NRC announcer on WRC and WHAM, won the 1935 award. The committee of judges for 1937 includes: Dr. H. G. Douglas; Coast & Geodetic Survey; E. W. Bond, Bliss Electrical School; John Heiney, Washington Post; Chris Mathison, Washington Star; Bernard Harrison, Washington Times-Herald; Leo Fitzgerald, Washington Daily News; E. H. Bietzke, president Capitol Radio Engineering Institute, and F. G. Taylor, advertising manager of Broadcasting.

Lever Changes Plans

MYRON KIRK, Ruthrauff & Ryan Inc., vice-president in charge of radio, and Clark Andrews, in charge of dramatic shows for the agency, both of New York, are in Hollywood conferring with Tiny Ruffner, West Coast manager, on details for the Lever Bros. new half-hour CBS dramatic series to emanate from the latter city tenta- tionally on Oct. 19. New services will precede on the CBS Al Jolson broadcasts also sponsored by Lever Bros. Featured will be Edward G. Robinson and Glenda Farrell, film stars, with a new vehicle and supporting cast each week. Lever Bros. originally sched- uled to sponsor the Walt Disney Mickey Mouse series, but it was postponed until early in 1938. It is understood that the Lever Bros. show will undergo several changes and that the sponsor will give it a heavy publicity campaign with a possible contest tie-up in advance of its launching.

Deltah Starts on WOR

HELLER DELTAH Co., New York, started Sept. 26 a Sunday newscast and current affairs program for women on WOR, Newark, to introduce Deltah cosmetics. While distribution of the new line is now limited to New York, other stations may be used later as the distribution extends to other cities. The present program, titled Look for the Woman, features Peggy Grady. Complete cosmetics sets, worth about $25, will be given away weekly for the best stories submitted. Each winner's druggist is given a duplicate of the award. The series runs for 39 weeks, placed by Arthur Rosenberg Co., New York.

ARNEW Protests

EDITOR, Broadcasting: At the instruction of the Board of Directors of the Association of Radio News Editors & Writers, I am forwarding to you the attached statement which has been passed by the Board of Directors.

In case you do not have a list of the members of the Board, they are as follows: Kendall McClure, WOAI; Bob Hurleigh, WPBR; Eric Smith, KYNC; Foster May, WOW; Ken Miller, KVOS; John Hughes, KFRC; Jack Harris, WIL; Roy Brant, KFYR.

Instruct the editorial department to include all names of those involved in the statement personally, he deemed it wise to not participate in any manner in this statement, hence his name has been omitted, even though, as you know, he is Chairman of the Board.

D. M. ANTELL, Ass'n of Radio News Editors & Writers, Chicago.

Sept. 22, 1937.

We, the members of the Board of Directors of ARNEW hereby go on record as condemning the news item of the Sept. 13, 1937 issue of the magazine Broadcasting. Apparently the article is the work of one or possibly two disgruntled members of the organization, and is entirely without foundation in fact or official sponsorship.

There was no rift of any sort on the floor of the recent ARNEW Convention in Chicago. Every official ac- tion of the convention was passed either by acclamation or unanimous vote.

There was no attempt made by any faction or group as reported by Broadcasting to wrest the power from the duly elected officers. Mr. John Van Crokrihe was re-elected president by acclamation. He immediately resigned due to the press of his personal business. He was, however, elected to the Board of Directors and named chairman. The Board of Directors has ascertained that Broadcasting magazine failed to make any accurate check on the situation before publishing the aforementioned story, and also failed to neglect the matter with any official or board member involved in the implications.

We the Board of Directors feel that we express the opinions of the majority of the members of the asso- ciation in protesting the story as carried by Broadcasting in the Sept.

Hey, Hey! And Also Hay, Hay!

The Red River Valley, noted for its fertility, enables our farmers to make both hay and hey hey! That's why you find so many of us "hayseeds" living the same cosmopolitan free-spending lives as prosperous people in any section —

... And that's why WDAY is a swell medium for any product that's purchased with money...
MORRIS R. SAUHS, Chicago clothier, sponsor of the Chicago Amateur Hour over WGN, now has the winning amateur on the stage of the Stratford theatre, Chicago, every Wednesday night. Schwimmer & Scott, Chicago, is agency.

WIP, Philadelphia, announces a series of dramatic broadcasts (from the stages of local legitimate theatres while troopers are in action, combined with interviews of visiting actors) by "Top Hat," WIP's theatre commentator.

KRKD, Los Angeles, has subscribed to the full United Press radio service, effective Sept. 20.

TWO small Ryan open-type airplanes have been placed at the disposal of KFKE-KA, Los Angeles, for its special events department, according to Harrison Hallway, general manager. They will be used along with the newly-leased portable pack transmitter.

DIRECTED by Ted Harper, KSFO news editor and former Life correspondent, KSFO has completed a new photographic darkroom. Complete in every detail, equipped with both Leica and regular enlargers, the darkroom is ready to handle portraits up to 16x20. Both miniature and speed graphic cameras are available.

SERIES OF PROGRAMS on life insurance reform was started on WMCA, New York, Sept. 18, sponsored by Morris Siegel, life insurance counselor. Entitled The Guaranteed program is broadcast Thursdays at 7:45 p.m.

RADIO division of the WPA Federal Theater will produce a cycle of Oscar Wilde's plays over WQXR, New York, beginning Oct. 5 at 9-10 p.m. EST. The first presentation will be The Importance of Being Earnest.

Vox Copped
GORDON MacCLAIN, vox popper over GHML, Hamilton, Ohio, bids his assembled audience farewell, beginning his 30-minute sidewalk interview program Sept. 16 that he's had in hand with the law. One of the local helmeted "bobbies," objecting to the program, arrived on the air, stepped squared on the microphone and in an improvement of radio talk, asked MacClain to "move along." When MacClain refused to move, but continued the program, the irate policeman gave him a ticket. Finally he completed his program in the sanctuary of a nearby store.

In the future he says, he will interview himself.

WLBO, Muncie, Ind., held open house recently for 140 pupils of the Burris School in conjunction with an educational survey of children's programs and listening habits. The teachers and students were conducted through the studio by Earl Kirk, writer and Francis Higgins, announcer, and Fred Ayer, merchandising director.

WHIZ, Philadelphia, announces a series of special programs on Civil War topics to be given over WHIZ, one of the largest new 5,000-watt transmitters, which was dedicated at "WHIZ Power Party" attended by more than 10,000 people who packed the local armory.

FALL series for People's Forum, of the Air started Sept. 22 on WNYC, New York, with the subject "America's Stake in the Far East." The Forum's technique in the discussions are based on a job done in the field by recent events before presenting authorities.

PHIL COOK'S Morning Almanac has resumed over WNYC, New York, and is heard daily Mondays through Fridays at 8 a.m. Editor Cook comments on the weather, daily news, household hints and odd facts, and includes special departments, comics, and music in his program.

DRAMATIC production of the British Broadcasting Corp. of the Forty First, to be broadcast Saturday, Oct. 2, at 6-7 p.m., over NBC. Scene of the play is in both England and Scotland, and the production will be divided between the NBC studios in Edinburgh and Broadcasting House, London.


SAN FRANCISCO radio editors were the guests of Jack Moyes. KSFO, San Francisco, produced, during a CBS broadcast from a Product Airlines plane in a flight Sept. 14. The broadcast from the air went well.

THE Federal Theatre of the Air, a new branch of the Federal Theater Project, is broadcasting three programs this week. B. C. Stroth, senior editor and producer, and Phillip Stevens are in charge of the productions. The talent is drawn from the local FTP list of more than 100 actors.
WHK-WCLE Workshops Opened in High Schools

HIGH SCHOOL radio workshops have been established in three Cleveland high schools by H. K. Carpenter, vice-president of United Broadcasting Co. and general manager of WHK-WCLE, that city. Students are chosen from a selection group to participate in the workshops where they will write, produce and announce programs for monthly presentation on WHK-WCLE. "One of the main ideas of this project is to develop new radio talent," Mr. Carpenter said. "For the industry is greatly in need of new voices and personalities. We at WHK-WCLE feel that one good way of satisfying this demand is by setting up such training courses, which may at the same time scout for talent. "These young folks may discover they have a bent for radio work sooner or later, but if we can help them embark on a radio career early in life, and they prove successful, our purpose will have been accomplished." The workshop program will include Bedford, Lakewood and John Marshall High Schools.

Kruschen Testing

E. GRIFFITH HUGHES Inc., Rochester, N. Y. (Kruschen salts for reducing), started Sept. 27 Dr. Friendly, a dramatic series, on two stations of the WLT Line, WHN, New York, and WLW, Cincinnati. Program, which is a test campaign, is heard Mondays through Fridays at 4:45 p.m., EST, and will run for 26 weeks. Stack-Goble, New York, is in charge.

TRUE CONFESSION

Yes, one in 609,229

WOKO

That's Uncle Eph, the only hoarder to be found in the great audience consistently and smartly entertained and told by WOKO, basic Columbia outlet for this rich Capital District, perfectly diversified for perfect marketing. A prosperous rural population, yes, but a half-million buyers whose harvest of steady, high-scale pay spreads over twelve months.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, General Manager

WTOC

SAVANNAH, GA.

CBS NETWORK

Represented Nationally by
Paul H. Raymer Company

BROADCASTING - Broadcast Advertising

October 1, 1937 - Page 65
Horses His Hobby
C. ROY HUNT, general manager of KOIN, and president of KAKE, Portland, Ore., took up riding horses as a hobby two years ago and has already become an expert. He took two of his prize animals to the horse show at the Oregon State Fair in Salem in September and was second in the prize ribbons. In stiff competition, he rode his General Fremont, the chestnut, for second winner in the big stake event of the show, after carrying off top honors and several place winnings earlier in the week. His second entry, Lady's Fancy, a five-gaited animal, helped pile up his prize-winning collection.

WCKY-WSAI Series
THE first local commercial program ever broadcast jointly by WCKY, operated by L. B. Wilson, Inc., and WSAI, The Crosley Radio Corp., in Cincinnati, will be a series featuring Lynn Cole and his music. The program, sponsored by Siouan Furriers, will be heard Mondays, Wednesdays and Fridays at 6:15 p.m., starting Sep. 27. It will originate in the WSAI studios, Cole is a tenor-baritone, appearing with his own orchestra. Until recently he was heard from Chicago stations and also has been soloist with name bands.

Jessel Show Deferred
THE new George Jessel—Norma Talmadge variety show, 40 Minutes in Hollywood, scheduled to start on MBS from Los Angeles Sept. 26 under regional sponsorship, has been postponed until Oct. 1 according to Lewis Allen Weiss, general manager of Don Lee Broadcasting System. Jessel has been in New York doing his hour-long programs for De Soto Motor Corp., which will be televised nationally by Rubenstein & Ryan Inc. There is a possibility that Miss Talmadge will not participate in the Mutual series. New variety show will be sponsored on the West Coast by Gaffner & Satter, Los Angeles (gas ranges) for 26 weeks on 11 Mutual Don Lee stations.

WITH local telephone companies natural sponsors of institutional programs, WKOK, Sunbury, Pa., reported that the Bel System, who bought time for a feature broadcast as well as a series of spots for its "Open House." Results of the tour of the telephone company plant, during which microphones were set up in various parts of the building, were so gratifying that more similar periods are planned. In this photograph, Earl Peters, foreman of toll test (right), is standing at one of the miles with Reg Meriden, WKOK announcer. The script was written by the Bell publicity department, and included interviews with heads of the various departments, with the oldest living operator and with guests.

New York Philharmonic Resumes Series Oct. 24
THE Philharmonic-Symphony Society of New York, whose Sunday concerts have been an exclusive CBS sustaining feature since the last war, will resume its local network Oct. 24, with Deems Taylor as commentator. Its concerts will be heard for four weeks, an extension given by the network over last year. John Barbirolli, young Englishman who distinguished himself as guest conductor last season, will occupy the podium at Carnegie Hall in New York for all but one month of the term. In that month Georges Enesco, Romanianian conductor, composer and violinist, will direct for two weeks and a second guest to be announced will conduct for the following fortnight.

The list of soloists includes the sopranos Kirsten Flagstad and Beat Hober; the baritone Richard Bonelli; the pianists Walter Gieseking, Josef Hofmann, Vladimir Horowitz, Mischa Elman, Eugene List, Guiomar Novaes, Arthur Rubinstein, and Ernest Schelling; the British duo-pianists Ethel Barlett and Ras Robertson; the American composer Sarasate as soloist in his own piano concert; the violinists Mischa Elman, Georges Enesco, Yehudi Menuhin, John Corigliano, Mischa-Stefan, Joseph Silverstein, and Efrem Zimbalist, the cellists Gregor Piatigorsky and Joseph Schuster.

Decade of Symphony
THE Standard Symphony Hour, one of the most popular of national network programs, will be heard regularly over five NBC Pacific Red stations. With the continued approval of the listening audience, no departures have been made from the original style by Standard Oil Co., of California. Presentation of music of unusual and interesting character, is the desire of the sponsor, and so-called "high brow" works not generally covered. Since 1928 when the program was inaugurated by the American Symphony Hour, the Standard School broadcast, Thursday morning course in music appreciation for elementary and advanced school children, has been a companion network feature, pioneering in radio education. The program is definitely linked to the Standard Symphony Hour, with the morning program serving to develop deeper appreciation of the musical numbers to be played during the evening broadcast. McCann-Erickson Inc., San Francisco, is agency.

Shynette congregate year of Sunday broadcasts of Church of the Air has just been inaugurated by CBS. During its six years on the air, the program has presented a total of 532 broadcasts by representatives of the 15 leading denominations in the U.S.
California State Fair Host to Radio Group

THIRTY-EIGHT Northern California radio station managers, executives, art directors and publicity men took an overnight steamer trip up the Sacramento River Sept. 6 as guests of the California State Fair to attend "Radio Day" at the annual carnival. The party was headed by Lew Frost, assistant to chairman E. Gilman, NBC vice-president, who was chairman of the day, Lloyd E. Yoder was assistant chairman.

Among radio folk on the excursion were: Mr. Frost, Mr. and Mrs. Jennings, Pierone, Milton Samuel, Mr. and Mrs. Charles Marshall, Janet Baird, Memory Roberts, Beryl Cameron, Mr. and Mrs. Don, Mr. and Mrs. George Nickson, Bob Stevens, John Teel, Harvey Peterson, Mr. and Mrs. Armand Ward, Mr. and Mrs. Bennie Walker, Mr. and Mrs. Donald Stuart, all of NBC; C. L. McCarthy and Mrs. Sherwood Brunton, KJBS; C. S. Harper, KQW; L. B. West, KGMB; Mr. and Mrs. Keith Kerby, Genevieve, and Blanche Newlin, KSFO; Leon Churchon and J. Clarence Myers, KYA; M. F. Blackwell, KGLO; L. B., Art Westlund and Mr. and Mrs. Don Hamby, KRE; S. E. Warner, and F. Wellington Morse, KLS; L. Lester Malloy, KGDC; Preston Allen, KXL.

Oh Henry Sketches

WILLIAMSON CANDY Co., Chicago (Oh, how I wish they'd advanced the day of the week), started one-minute transcriptions on WGY and WTAM, making four stations carrying the announcements, along with KOA and WBZA, which had already started carrying them. WBS, Chicago, cut the dines which are dramatized sketches broadcast daily except Saturday and Sunday after 6:30 p.m. John H. Dunham Co., Chicago, is the agency.

Payson's MBS Series

PAYSON PUBLISHING CO., New York (Commentator Magazine), which started on MBS stations Sept. 19, is heard twice weekly instead of once, as originally scheduled. Entitled "Commentator Forum," the program is heard on Sundays at 9:30-9:45 p.m., and Thursdays at 10:10-11:15 p.m. Charles Payson presides over the forum, and the speakers include Lowell Thomas, John B. Kennedy, Boake Carter, H. V. Kaltenborn, Gabrielle Heatter, George Sokolovsky, Upton Close and Lotus Wells. Agency is Cecili, Warwick & Legler Inc., New York.

BOR GREEN, author of the Crime Reporter series on KRLD, Dallas, is handling script writing, and Switzer McGrady, director and producer of the series, is handling microphone technique on the faculty of the School of Radio Broadcasting which opens classes Oct. 1 in the Melba Blau, Dallas, branch of Butler Recording Studios, is president of the school.

Funds for Lungs

KWBG, Hutchinson, Kansas, recently conducted a campaign for funds with which to buy two "iron lungs" for the Hutchinson hospital unit. Prompted by the spread of infantile paralysis, W. B. Greenwald, president of KWBG, began a drive for contributions on Sept. 11. For a week, announcements were made several times each day reminding listeners of the campaign. At the close of the drive Sept. 19, 1935, an amount exceeding the estimated cost had been received, more than needed for the "iron lungs," so the extra money was used to purchase two baby incubators.

Use Feature Foods

SIX national advertisers are participating in the Feature Foods program for women recently begun over WGN, Chicago. They are Bird's Eye Frosted Foods Co., New York (frosted foods), through Young & Rubicam Inc., New York; Penick & Ford, New York (beer, rabbit, molasses), through J. Walter Thompson Co., New York; Durham & Merrill, Portland, Me. (B & M beans), Rapin Wax Paper Co., Minneapolis (wax paper), Steele-Weddle Co., Chicago (Savory Foods), and Squire Dingee Co., Chicago (Ma Brown pickles), all through Mitchell-Feast Adv. Co., Chicago. The program is broadcast at 9-9:30 a.m. daily except Sunday, was formerly on WLS where it was one of the largest mailing programs on the station. Martha Crane and Helen Joyce, who conduct the show, estimate that over a million letters and cards have been received from listeners during the past nine years.

Local Gas Drive

LOS ANGELES and suburban gas companies, through McCann-Erickson in that city, on Sept. 20 launched a seven-week cooperative effort using daily spot announcements on KFI, KHJ and KNX. In the stead of calling attention to the various participating sponsors, announcements are directed to the use of gas appliances in general.

Mennen Commentator

MARY MARGARET McBRIDE, best known in radio as Martha Deane, WOR's much-sponsored lady, will for the first time in her three years on the air use her own name, as a new commentator for Minute Tapio, product of General Foods Corp., New York. The program begins Monday, Oct. 4, over 45 CBS stations, and will be heard Mondays, Wednesdays and Fridays at 12-12:15 p.m. The agency is Young & Rubicam Inc., New York. Her daily 45-minute participation program on WOR will continue without change.

Men Men Active

MENNEN CO., New York, Brushless Shave Cream, has resumed Famous Jury Trials Monday evenings on two MBS stations, WGN and WOR. While the program originates at WLW, Cincinnati, it is not broadcast over that station until Wednesdays, when it is heard at 9:45 p.m. on three stations of the WLW Line (WLW, WFIL, KWL). Both contracts are for 52 weeks. Mennen is also sponsoring 15-minute news programs three evenings a week on the Don Lee network and on WCAE, Philadelphia. H. M. Rieswetter Adv. Agency, New York, is in charge.

Jimmy Fidler

Hollywood news commentator began weekly on the NBC-Red network from that city by Procter & Gamble Co., has been signed by Warner Bros. First National Studios for five pictures. He will receive $35,000 for his first film and increasing to $100,000 for the fifth if all options are taken up. First picture is to start within 30 days after Jan. 1.

WAVE CLAIMS EVERYTHING (IN SIGHT!)

Even if WAVE didn't reach a soul who lived outside Jefferson County (Louisville) we'd still be able to offer you a market that does 27% of all ads! And this includes only the people who live virtually within sight of our tower. . . . We believe any station which delivers a market like that is doing a pretty good job—even without claiming all the rest of the U. S.—and China! Shall we send some data?

An N. B. C. Outlet

National Representatives: FREE & PETERS, INC.
such stations out of all the 259 in the group, 150 of the affiliates employed no musicians whatever. The eight originating key stations employed about 360 staff musicians. Among the non-network stations, 85 stations out of a total of about 325 stations employed a total of about 420 staff musicians. Grand total approximately 1,555 staff musicians.

Objection to Rate Basis

Pointing out its success in demonstrating to the union the inability of the broadcasting industry to meet the original demands for employment of 3,500 additional musicians, in securing a postponement of the strike deadline from Sept. 16 to Oct. 15, and in working out a tentative trade agreement (the committee did not attempt to bargain for key or non-network stations), the committee continues:

"All of this is, however, subject to adoption of a formula for distribution of the labor cost. At the convention an advisory committee was appointed to examine the question for the purpose of developing a formula based on net revenue. The objection, in many cases, to the rate basis was that the published rate was a national rate on which only a small proportion of the actual business is accepted. The objection to the revenue basis was the unreasonableness of many to disclose this figure to competitors and to unions. After further careful study by the committee the formula adopted by your committee is pretty well convinced the inequalities involved in the present rates are to a great extent caused by the way in which they are used, partly because so many complaints it cannot be satisfactorily relied on, at least as the sole criterion. Any formula adopted will have to give at least some consideration to the factor of revenue.

"In order to attempt to protect the networks from improper disclosure of this figure when furnished, it has been decided to open the inquiry through a highly reputable nationally known firm of certified public accountants. Every station is requested to furnish figures to the network. Ernst & Ernst has agreed to act for this purpose. In case of question, the certificate of Ernst & Ernst will be accepted without any competitor or union having the right to examine your books. The basis of the fee will be determined by the group; and for the question of the group, must be accessible to our committee in order that it may have the necessary information, but one by one. For this purpose, this committee has been prepared by this committee, aided by a subcommittee composed of John Shepard 3d and Emile J. Gough.

To Analyze Data

In addition to such routine data as call letters, ownership, power, time of operation, population of city and station's primary area, the questionnaire specifically asks for the net receipts during the period ended Aug. 31, 1937, with net receipts from NBC or CBS as a separate item, and the amount spent during this period for employment of staff musicians belonging to AFM. The questionnaires were mailed on Sept. 18 to the 259 network affiliates. Ten days later, Ernst & Ernst reported that more than 200 had been completed and filled out forms. This prompt response was gratifying to the committee which took it as evidence that the broadcasters are more aware of the seriousness of the situation and of the necessity for cooperation than they were a month previous when the NAB questionnaire was sent out.

When all of the stations have answered, the subcommittee will meet with the accounting firm to analyze the response in an effort to determine a trend that will enable the selection of an allocation formula that will be fair to all stations. The subcommittee have concluded it had a number of possible yardsticks in mind but refused to disclose them at this stage of the investigation.

Absorbing the Costs

Question of how much and in what way the networks should absorb a portion of the additional expense to be assumed by the networks has still unsettled. The offer of the networks to assume 10% of the burden, to be distributed as they saw fit, which the IRAA negotiating committee had secured, was rejected by the convention and the committee was asked to attempt to secure a better offer. A single meeting was held following the convention, but no agreement was announced. A report was made that the networks had increased their offer to 15% was denied by officials.

Negotiating Committee members looked upon network contribution as one of the salient factors in the convention. If, as has been indicated, a willingness to revise the 10% offer upward. On the other hand, the convention was that NBC has not had considerable to any modification of the proposed 15 to 20% fund. Committee members new members were hopeful that some tangible basis would be worked out preparatory to the Oct. 12 meeting.

Another open question is the employment of additional musicians at network key stations. A series of meetings, attended by Mark Woods, treasurer, and Allen Brannam, vice-president, of NBC, Dr. G. B. Weber, vice-president of CBS, and Edward Klauber, Lawrence Lowman, Mefford B. Runyon and Leslie Atlaas, with the AFM subcommittee, had failed to produce any tangible results as this issue went to press Sept. 29. The last meeting on Sept. 27 broke up in a deadlock. Neither the broadcasters nor the AFM officials would disclose the demands made, but it was understood that the networks felt they are already employing a maximum number of musicians and were not willing on their refusal to reduce expenditures.

Mutual was not included in these discussions as it is organized on a different basis from NBC and CBS and does not sell sustaining programs to its affiliates. Mr. Weber said that the question of...
Increased employment of musicians at MBS key stations would be considered separately.

As the Canadian stations, Mr. Weber said that the five stations in the Dominion which are affiliated with NBC. CBS and MBS will be expected to sign the same agreement as the United States stations, and that the other Canadian stations will be treated the same as the non-network broadcasters within the terms. Mr. Weber planned to leave New York Oct. 1 for Denver to attend the AFL convention there, according to New York on Oct. 15 or 16.

While authorized to represent only the network stations, the IRNA negotiating committee and its subcommittees have tried to keep in mind the interests of the non-network stations as well, as was reported. Mr. Weber and other union officials have consistently held that any contract shall apply to the entire industry and that they shall expect every station to sign on the same basis, regardless of any question of network affiliation. For this reason, the IRNA committee has in a sense been forced to represent the non-network stations, whether it wished to or not. By persuading the union to postpone its strike until after the time when the NAB convention the committee has given the industry as a whole a chance to reject its negotiations before any station, network or not, is faced with the necessity of signing a new contract with its union.

Representatives of a number of makers of transcriptions and phonograph records, the AFM executive board Sept. 17 for a short session in which Mr. Weber informed them of the state of negotiations with the broadcasters and that no further dealings could take place with this group until an agreement had been reached with the broadcasters. Another meeting was set for Oct. 16, day following reconvening the AFM board which adjourned its meeting on Sept. 22, after the final session with the IRNA subcommittee. Meanwhile, an AFM subcommittee of three members: Mr. Weber; James Petrello, head of the Chicago Federation of Musicians; and Fred W. Birnbaum, Newark, secretary of the international board, was appointed to continue negotiations with the subcommittee and with network executives.

WNBC, New Britain, Conn. on Sept. 28, was authorized by the Federal Radio Broadcast Division to increase its hours of operation from daytime to unlimited time on 1,000 watts, permitted separately to change in power from 250 watts to 1,000 watts, and increase power to 500 watts, effective Nov. 15.

Scope of AFM-IRNA Tentative Agreement

While substantial agreement has been reached by the negotiating committee of the Independent Radio Network Affiliates with a committee of the American Federation of Musicians, it has been decided that the last formal negotiations under which those stations would commit themselves to a 100% increase in expenditures for union musicians, or an aggregate of $3,000,000 annually, actual terms of the contract and trade agreement have not yet been approved.

A half dozen tentative revisions of the trade agreement, it is understood, have been drafted - the last of Sept. 28 - with the language agreed upon even as between the two negotiating groups. Basic principles, however, were agreed to and the committee are hopeful of reaching a definite understanding shortly.

Some three dozen provisions, it is understood, are contained in the tentative agreement, which will run for 16 months. Moreover, it is proposed that the same terms as specified for the network affiliates, be applied to all other stations, with the exception of network key stations.

"Unfair" Stations

Having sent questionnaires to all network affiliated stations as a means of procuring information upon which it can base an allocation to each affiliating covering expenditures for musicians, the IRNA committee proposes to submit its suggested allocation to AFM for approval preparatory to invoking the proposed trade agreement. Some 200 stations out of 250 network stations, already have replied to this questionnaire, it is understood.

A strike date of Oct. 15 has been established in the trade agreement unless a further postponement is agreed upon. AFM will declare as unfair any stations not agreeing to the terms of the contract. Moreover, network key stations or stations with NAIRP programs by wire to others would be prohibited from doing so if the receiving stations do not agree to union terms. There would be a provision, however, that if the number of affiliates of a network, insufficient to AFM have signed contracts, then the union will permit the key station to proceed on the local. The agreement establishes that the music will be transmitted only to affiliates which contracted for employment and to no affiliates which have not accepted contracts.

Definite provision would be made that for the first three years, in the local working conditions for musicians should be determined by the local unions having jurisdiction. Specific provisions would be made, however, that no station shall pay less than union musicians than the larger station pays without regard to the effect of the allocated quota. Moreover, no local union would be required to require an affiliate to increase its payments during the contract tenure except under certain conditions.

Nine-Month Guarantee

Stations would be permitted to expend the entire amount of their nine-month guarantee in one year, it was stated. The agreement of stations would extend union musicians over a period of not less than nine months in each year. There would be exceptions to this requirement in resort cities, where the business last for less than nine months and where the provisions might involve undue hardship.

A musician would be described as one paid on a weekly basis rather than by performance. Musicians hired for pay other than that of playing musical instruments would not be included in the expenditure quota. Overtime and extra rehearsal compensation likewise would be excluded.

Apropos commercial programs, the understanding is that if a local requires a higher rate for use of staff musicians in commercial programs as well as in sustaining, the aggregate pay of the broadcaster to the staff musicians on the regular payroll would be credited against the station's quota irrespective of the number of commercial hours involved.

Stations would be required to employ union musicians in good standing as staff members only to the extent that the provision that the station shall be permitted to employ virtuosos of high standing, notably soloists, members, and similar extra musical talent subject to conditions prescribed by the negotiators as to qualifications of musicians also will be written into the agreement. The stations will have full control over their program material, selection of music, instrumentation and the like, and if it has any complications of the musician furnished by the local union, an examination by the Federation will be made. If the examiner then finds the musician incompetent, the station then will have the right to hire a non-union musician from some other local.

No Ban on Recordings

As was understood in the original conversations, the agreement will carry a proviso that stations contracting with AFM for guaranteed expenditures for musicians will receive from it the right to use phonograph records and all musical transcriptions along with the privilege of receiving network programs. AFM, however, would require stations to complete recordings and transcriptions made by manufacturers licensed by the Federation. FM has had making agreements with transcription and record manufacturers until arrangements are completed with stations and networks.

Regarding recordings made for audition purposes or for filing, the agreement is expected to specify that stations may make such records but that they cannot be broadcast. Moreover, AFM would require notice from the stations when such records are made. Stations making transcriptions for broadcast use would be required to agree to regulations prescribed by the Federation or such purposes.

In connection with recordings of sponsored programs, AFM has insisted upon a provision that in the event such a program cannot be broadcast at the allotted time, a transcription may be made to be played at a later time. In such instances too, AFM would make provision for the use of the transcription and if it is used, destroy it.

Since the agreement terms were (Continued on Page 81)
**Lesson in Crushing**

**THE SCRIPT of the Fibber McGee & Molly program Sept. 20 called for a porch crane. So sound man Don Mihan got together the following paraphernalia: A set of wooden stairs, a flour barrel, an orange crate, eight wooden beer boxes, six music racks, a flour sifter, a tea kettle and 12 tin cans. After repeated trials, Mihan found that the porch crane wasn’t realistic enough. Fibber himself (Jim Jordan) finally suggested the final ingredients that proved satisfactory. Fifty small wooden boxes were added to the pile and Mihan jumped on them to provide a perfect porch crane.

**HEAR EXECUTIVE**

**KLZ Uses Disc to Repeat—70-Minute Program**

KLZ, Denver, remote 70 minutes President Roosevelt’s last letter Cheyenne, Wyo., and repeated the program by transcription the same evening. The remote crew was headed by Howard Chamberlain, production manager, aided by Charles Ingles, Chief Engineer. T. A. McClelland ordered the recording. They worked in cooperation with Sterling Fisher, CBS director of talks, and Clyde M. Hunt, chief engineer of WJSV, Washington, who were with the presidential party.

During a talk by Senator Joseph C. O’Mahoney, the party reached Cheyenne, the Senator removed his hat in the heat without a Hamlet.1 Fearing a political tirade, the KLZ crew prepared to cut off the remarks but the subject veered into a less delicate vein.

**Eaton Paper Poll**

EATON PAPER Corp., Fitchburg, Mass., on Sept. 15 started a nationwide radio poll to continue for 20 days, offering a $1,000 prize to the fan writing the best letter about a radio artist. The poll is to be broadcast 20 times from eight eastern cities. The artist will be awarded the most popular artist. Stations are WBBZ-WSKA, WHN, WCAU, WHAS, WATM, WJR, WMAQ, KFI.
Film Academy Planning To Include Radio Data

GROWING importance of radio in Hollywood and its near-parallel to films as a major entertainment medium has led to the formulation of new radio networks and the production of television shows. These networks may be expected to bring a new level of activity to the radio industry, and the development of new programming and production resources in Hollywood, lead sponsors of the proposal to bring radio under the Academy's wing to believe the plan feasible.

Look Still Placing

LOOK Inc., Des Moines, Iowa (semimonthly picture magazine), has started half-hour recording programs over WJSV, Washington, D.C., featuring Arthur Godfrey and the D.C. Show. Programs are broadcast Tuesdays, Thursdays and Saturdays, 11:00-11:30 a.m. The magazine has also started a nightly edition Sunday-half-hour show on WCKY, Cincinnati, 10:30-11 p.m. Because Philadelphiaans are said to rise early, LOOK is using recorded programs 5:30-9:00 a.m. over WCAU. LOOK is continuing full-hour nightly shows on WTMJ, KRNT-WMT and WGAR. Half-hour nightly broadcasts are being used on WMCU, with a full-hour show on Sundays. In addition, minute dramatized transcriptions are being used on KFI, KGO, KWK, WNAAC and WCAU. Schwimmer & Scott, Chicago, is agency.

Spots Promote Film

UNIVERSAL PICTURES Co., Inc., New York, for "One Hundred Men and a Girl" broadcast on WOR, Newark, on Friday, Sept. 17, three 50-word announcements; Saturday, Sept. 18, three 50-word announcements; Sunday, Sept. 19, a 200-word announcement on program of Transradio News, 10-10:15 a.m., EDT, and one program of Stan Lomax, sports, 11:15 p.m. Universal agency is J. Walter Thompson Co., New York.

Iodent Tests on WMAQ

IODENT CHEMICAL Co., Detroit (iodent toothpaste), started sponsorship of Don Winslow of the Navy on WMAQ, Chicago, Sept. 17. The program, which is broadcast daily except Saturday & Sunday, at 5 p.m. (CST), will go on an extensive NBC network if a 13-city, 24-station network is proved. H. Van- derbil & Rubens Inc., Chicago, is the agency.

Minor Film Folk Getting Radio Roles As Writers Introduce Special Types

By DAVID GLICKMAN

THE virtual monopoly of supporting roles held in Class A network broadcasts emanating from Holly- wood by strictly radio acting tal- ent is breaking. Writers are considering changes in the Hollywood radio production setup and the interrelationship growing between radio and films predict a rapid infusion of radio of picture players known for their talent, but not necessarily for their studio walls. Hollywood radio production execu- tives heretofore conscious only of stellar names are now building up their files on supporting talent and the fall network programs will bring them the front many new players. A prime factor in the increasing swing to film talent of the "character" type is the introduction of film writers in rapidly growing number to radio production.

By word of mouth, and by inser- tions of character description, such as "Joe Doaks type," the film writers now in radio are advertising the backbone of film getting talent below the feature billing class. By writing them directly into scripts, they are paving the way to a lucrative new outlet for this type of talent. Radio casters here- tofore restricted only to the small circle of radio actors familiar to them, now look to films to augment the talent market many times over.

Radio for some time has been rubbing elbows, getting on congenial terms and offering to work hand in hand with pictures, and the bi- gedolt attitude taken by many film studio executives is rapidly disappearing. They have come to realize that radio is a valuable as- set to exploit a picture and to build up unknown talent. These two industries are in a position to give and take. Radio is dipping deeper and deeper into the production re- sources of pictures and in turn is giving much of its star and near- star talent to the films. Smart Hol- hollywood showmen connected with the films now offer to "play ball" with radio. They realize that a picture plug on a transcontinental pro- gram means much to the success of a film.

Sponsors Tennis Tourney

ARROWHEAD SPRING WATER Co., Los Angeles (bottled water), from Sept. 17 to 26 inclusive, sponsored daily (12:30-12:45, 5:30-6:45 p.m.) the annual Pacific-Southwest Tennis Tournament from the Los Angeles Tennis Club, on KMPG, Beverly Hills, Cal., giving elaborate coverage. Broadcast series was supplemented several days prior to the opening of the tournament with interviews of inter- nationally known participants. Allied Adv. Agencies Inc., Los An- geles, handled the account. Final three days of the tournament, Sept. 24 to 26 inclusive, were also broadcast over KHI, Los Angeles, and the Mutual-Don Lee network on a staggered schedule, the event going transcontinental.

DRODGEN & PALMER Inc., New York (Gravy Master), will start Oct. 6 participation in established pro- gram on WPHL, Syracuse, and WGT. Schenectady. The agency is Samuel C. Crop Co., New York.

EXCLUSIVE!

Tidewater-Associated Oil Co. chooses KEHE to broadcast the Loyola University football games to the thousands of alumni and fans in Southern California.

Another KEHE "exclusive" . . . another good advertiser on a powerful and capable station.

Cavalcade Wins Citation

Of Women's Committee

"THE RADIO program most ac- ceptable and worthwhile to the general family audience," was the designation awarded Sept. 22 to Cavalcade of America by the American Legion Women's Auxili- ary, following a ballot conducted among thousands of women throughout the country by the Women's National Radio Commit- tee. It was the second annual radio program award by the Auxiliary and was announced by Mrs. Wil- liam H. Corwith, chairman of the Auxiliary radio committee, on the CBS broadcast of the seventeenth annual convention of the Auxiliary in the Hotel Astor. William A. Hart, du Pont executive, accepted the award on behalf of his organi- zation, which sponsors the pro- gram.
Bowie's to Change
BOWEY'S Inc., Chicago (Dari-Rich chocolate drink), on Nov. 1 will start sponsorship of Terry & the Pirates, radio version of the syndicated comic strip, on the NBC-Red network from 6:15 to 6:30 p.m., and will be heard Mondays, Tuesdays and Wednesdays. Company has been sponsoring While the City Sleeps at the same time on Mondays, Wednesdays and Fridays. Carried on 16 stations, the pick-up point of the broadcasts will be shifted Nov. 1 from Chicago to New York. Program will be rebroadcast for the West at 6:15-6:30 p.m., EST. Stack-Goble Adv. Agency, Chicago, has been appointed to direct the series.

Status of Engineers at Issue
(Continued from page 13)

ne Cohn, CBS by Sol Rosenblatt, ABT by Leon Despres, and the NLEB by Charles A. Graham. Testimony as to the technical make up of CBS was given by E. K. Cohan, director of engineering, and as to the difficulties caused by the IBEW affiliation of KMOX engineers by R. K. Chubb, attorney for KMOX, H. E. Davis, former president of ACBT, and Charles H. Kleinman, former manager of the New York chapter of ACBT, testified regarding the move to dissolve the New York chapter and to join ARTA. The hearing adjourned Sept. 29.

Invites Free Lancers

Definitely throwing down the gauntlet to the recently organized American Federation of Radio Artists, AFL union holding jurisdiction over all persons "appearing before the microphone," with the exception of union musicians, the American Guild of Radio Announcers and Producers has announced the formation of an artist freelance branch, which will make AGRAP membership available to artists not on station staffs. Already members of this new AGRAP branch are David Ross, Ted Hustine, Paul Douglas, Andre Baruch, Fred Utahl, Del Sharnboth and Andrew Staton, according to the announcement made Sept. 26 by Roy S. Langham, AGRAP head. Stating that "the entrance of the AFRA into the field of organizing radio talent and particularly announcers has had no effect on the progress of AGRAP," the announcement lists the recent gains of this independent organization which has no relationship with AFRA, CIO or any other general labor group. Announcers at KYW, Philadelphia, for example, have joined the Guild 100% and bargaining will soon be begun for this group. Announcement of announcers at WCAU, Philadelphia, WEEI, Boston, and WBEB, Chicago, gives AGRAP a majority of CBS announcers. Addition of WABC, New York, WOR, and WBAL, Baltimore, for whose announcers AGRAP has already won contracts, is said to give it a majority of the announcing staffs in New York City.

In the newly-entered sound effects field, AGRAP states that it is now bargaining for the sound effects technicians of WABC and WBBM, CBS keys in New York and Chicago, and for the sound effects staff of WJZ and WEAF, NBC's keys in New York. Admitting that the membership of the Actor's Equity Association has caused many actors and singers to join AFRA, AGRAP says that its own gains in this field is steadily growing.

Other Negotiations

Negotiations for the announcing staff of WOR, Worcester, and WAAT, Jersey City [Broadcasting, Sept. 15], are still under way, while discussions began recently at WBAX-WPEN, Philadelphia, and WJZL, Syracuse. Organization at 11 other stations is under way; enrollment has been started in an additional 12 stations and individual memberships received from 40, the statement reports. In three cases before the National Labor Relations Board AGRAP has won the favorable verdicts.

The first national convention of AGRAP will be held Oct. 1, in New York City. Decision by Mrs. Emily Holt to accept the position of executive secretary of AFRA, which had been offered her earlier this month [Broadcasting, Sept. 15], is said to have brought together the various factions of Announcing talent union which had developed during the campaign to select a leader. A graduate of Cornell U. law school, Mrs. Holt served for seven years as associate counsel of Equity, in particular charge of arbitrations, and before her resignation in 1934 she was a member of the Code Authority of the Radio Broadcasting Industry as representative of performers other than musicians. George Keller, member of Equity council since 1933, and extremely active in organizing the radio field when it came under Equity jurisdiction, has been appointed executive secretary of the AGRAP, in addition to serving as treasurer.

With a claimed membership of 2,000 radio announcers already, AFRA is expected to begin shortly a nationwide radio drive toward its 50,000 goal, with the cooperation of 20,000 members. However, the first council meeting since Mrs. Holt's acceptance of leadership, held on Sept. 15, had no plans to report. One pressing question, which will have to be decided by the AFRA organizing committee, is whether AFRA, under which AFRA is chartered, is that of the transfer of acts from the stage, where they are represented by Equity, to the radio, or the movies, where they come under the jurisdiction of the Screen Actors Guild, to radio.

When an actor moves from stage to screen, or vice versa, he changes jurisdiction to the other for the period of his duties, and at the end of that period pays his dues to the organization under whose jurisdiction he comes. But whereas it is not ordinarily possible for an individual to work for both stage and screen simultaneously, it is fairly common for players from both fields to appear in a radio series with interrupting their stage or screen work. If they are allowed to continue this practice without paying additional dues to AFRA, without having some part of their previous dues transferred to this radio union, it is apt to become a continually depleted treasury.

AFRA in Golden Gate

A San Francisco chapter of the American Federation of Radio Artists was formed Sept. 19, with jurisdiction over Northern Californian radio stations. According to the Screen Guild of Radio Artists, the United Artists of Nevada. A charter was granted by the AFRA national board in New York, the executive secretary of the local, stated that more than 76 members had signed. "AFRA is making any promises as yet," said John H. Hughes, AFRA acc. puffet, stated. "But when the time comes, we have a very fine organization and plan..." said Mr. Hughes, MBS announcer, stated. "But when the time comes, we have a very fine organization and plan..."

THE BUTCHER THE BAKER AND THE CANDLESTICK MAKER DO!

In 1936, some 125,000 butchers, bakers and candlestick makers in WBNX's area, sold over $2,500,000,000 worth of standard advertised products to the 4,000,000!

WBNX
NEW YORK
"It's the Four Million who listen to WBNX"

WBNX
COLUMBUS, OHIO
"This is...
"This is...
Our
Representative...
JOHN BLAIR & CO.
"Ask John...he knows"

WBNS
"St. Paul and Minneapolis
FREE & PETERS, Inc.
National Representatives

THE BUTCHER, THE BAKER AND THE CANDLESTICK MAKER DO!

Page 72 • October 1, 1937

BROADCASTING • Broadcast Advertising
I demands and to have with officials of RCA at the union and WHN still in negotiation with the National Labor Relations Board, the union, the engineers were signed the collective bargaining agreement several weeks ago, and that negotiations would soon be started with station officials. Negotiations are now taking place rapidly at WCAU, Philadelphia, where the engineers were signed several weeks ago, and a contract is expected in the near future.

Negotiations with officials of WHN, New York, which is owned by the National Labor Relations Board after a series of hearings in which the International Alliance of Theatrical Stage Employees, AFL-CIO union, had claimed the sole right to represent any employees' organization, has been signed. Officials of WHN, are temporarily at a standstill pending the outcome of the NLRB hearing on ARTA's case against CBS. Negotiations between union and WHN have failed to reach an agreement and a strike was expected, but the union decided to withhold action until the CBS decision. Conferences are now being held with officials of RCA Communications, which has recognized ARTA as bargaining agent for its "live traffic" employees and messengers. An election held under NLRB auspices last summer showed a large majority of the company's employees in the New York area to be ARTA members, and a proof that a similar condition exists throughout the country the company agreed to recognize the union as national agent. ARTA expects to enforce its closed shop demands to have a signed agreement with the company in the near future.

Chicago branch of AFRA was formed Sept. 26 with Carleton Brickert, president; Anne Seymour, vice-president; Philip Lord, treasurer, and Raymond Jones, executive secretary. Following artists are on the executive committee: Hugh Studebaker, Bass Flynn, Henry Saxe, Forrest Lewis, Virginia Payne, Bernard Burke, John Lowry, Mary Davis, Harry Walsh, Pat Peterson, Philip Cukin, Richard Wells, Major Holmes and Miles Reed.

Heater's Committee

A FIFTH AVENUE mannequin, a New York housewife and a housewife comprise the Radio Listener's Committee to serve with Gabriel Heater for We, the People, starting Oct. 7 on CBS for Sanka coffee. The group will select a governing committee to select most interesting applications of persons wishing to relate their life-stories on the air. Members of the committee are Nancy Bigelow, model; Wallace Seymour, business manager; Amato Violettii, tailor, and Mrs. Lena Murphy of Otisville, N. Y., housewife and mother.

No Series Client

PROSPECT that coverage of the World Series will be handled by networks on a sustaining basis was indicated as BROADCASTING went to press. A last-minute effort to secure sponsorship of the series was being made but the high cost of rights plus the expense of network facilities appeared to be standing in the way of prospective advertisers.

Anacin Adds Discs

AMERICAN HOME PRODUCTS Co., Newark (Anacin), at the end of September started a three weekly quarter-hour daytime RCA disc series featuring Easy Aces on a group of American and Canadian stations, in addition to the NBC-Red list. Weed & Co., station representatives, placed the Canadian series.

Stations are: KFRC WYAE WMD KBZ KLW WAI WBSN WYK WWA WTMV WBB WSG KSD KOMO KTN C/U WCIW KXCF CCKL CPCL CGBB CFCC CHNS CNRM CFCF CPRM KNV and WDAF also have been taking the Easy Aces program via distribution of Xample-Hummert Inc., New York, is agency.

Mickelberry's Food Products Co., Chicago (Mickelberry's sausages), will start a quarter-hour shorts program preceding the football games every Saturday over WBBM, Chicago, Pat Flanagan will handle the series Newell-Motley-Hoff Inc., Chicago, is the agency.

HARRY LAYMAN, chief engineer of WPTW, Kinston, N. C., and W. C. Radio District 3, CIO (Communications), have applied to the FCC for a new 350-watt daytime station on 1340 kc. in Fayetteville, N. C.

The Mayflower

WASHINGTON, D. C.

R. L. Pollio, Manager

THE MAYFLOWER

WASHINGTON'S MODERN HOTEL

Where Broadcasters Meet In The National Capital

Rates No Higher Than At Less Finely Appointed Hotels

Single Rooms from $4

Double Rooms from $6

All with bath, of course

THE MAYFLOWER

WASHINGTON, D. C.

R. L. POLLIO, Manager

In New Orleans

use

WDSU

First with the latest and always a few wave-lengths ahead

Representatives

JOHN BLAIR & CO.

Affiliated

NATIONAL BROADCASTING CO. BLUE NETWORK

www.americanradiohistory.com
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience.

GLENN D. GILLETTE Consulting Radio Engineer
552 National Press Bldg.
Washington, D. C.

EDGAR H. FELIX Consulting Engineer
32 Rockland Place
Telephone: New Rochelle 5-4757
2599 E. 54th St.
FIELD STRENGTH ENGINEERING
Field Intensity Surveys, Coverage, Publications for Sales Purposes, Advertising and Radio Coverage Reports.

JOHN BARRON Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone: NATIONAL 7757

HECTOR R. SKIFTER Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR. Consulting Radio Engineer
1935 North Henderson Avenue
Telephone: 6-2699 and 3-2945
DALLAS, TEXAS

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

66 BROAD STREET
NEW YORK, N. Y.

Vermont Syrup Directory

Schedule
WMAL, KYW, KDKA, WTAM,
Gloucester, Mass.,
SERVICE OF HECTOR Earle
Field

There is no substitute for experience.

EDGAR H. FELIX Consulting Engineer
32 Rockland Place
Telephone: New Rochelle 5-4757
2599 E. 54th St.
FIELD STRENGTH ENGINEERING
Field Intensity Surveys, Coverage, Publications for Sales Purposes, Advertising and Radio Coverage Reports.

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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

66 BROAD STREET
NEW YORK, N. Y.

Institute to Place UTILITIES Engineering Institute, Chicago (air conditioning) recently started a quarter-hour live talent show on WBBM, Chicago, Sept. 20, 1937. It was broadcast from the sixth station to be used by the air conditioning firm. The new show features Watson & Sutlow, double-piano team, every Sunday at 7:30-8:15 a.m. Quarter-hour programs varying from one to six stations weekly are being presented on WWVA, WHAM, RFEL, WNAX and WMMN. At least 15 other stations to be added sometime in October. First United Broadcasters Inc., Chicago, is in agency.

L. L. HILLIARD became controlling owner of KGGY, Scottsbluff, Neb., through purchase of the FCC Sept. 25, authorizing transfer of the stock of Ruth K. Hilliard and Myron E. Klue of Los Angeles.

The Largest Independent Frequency Measuring Service in the Country

MANUFACTURERS AND ENGINEERING CONSULTANTS

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

REGIONAL OFFICE, NEW YORK:
205 Fifth Ave., New York, N. Y.

ENGINEER: RCA Graduate Telephone first, research second license. Three year station experience including installation, survey, cost, tranducer, and supervising technicians. Highest recommendations. Available. New York, Box 778, BROADCASTING.

If you are looking for a capable Manager or Assistant, a clean and successful record, 3 year Program Director, 7 years Sales Manager, 1 year Manager, 250 watt metropolitan station, should interest you. Excellent references. Available November first. Box 771, BROADCASTING.

Wanted to Buy

WANTED: Used External Anecho 3 millimeter recording meter: Complete price and conditions. Box 781, BROADCASTING.

WANTED: 150 Watt Transmitter not over two years old. Some parts included. Quote cash price and full details. Box 774, BROADCASTING.

Would be interested in hearing from some small station owner who would be interested in partial or outright sale. Box 773, BROADCASTING.

For Sale—Equipment

1 RCA Type I-A Modified Broadcast Transmitter, output rating 2500 watts, complete with tube, antenna, felt cover, and accessories. Good condition. Box 778, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-70-B field strength measuring unit (new), direct reading; Battline Antes Automatic receiving equipment on distant station. Any type of G. R. radio frequency bridge; radio oscil- lators, etc. Reasonable rental. Allied Pro- Research Laboratories, 260 East 161st Street, New York City.

ROLLING—This studio on wheels has been placed in service by WIIK, running closed-channel Rock music. It includes a piano and 100-watt shortwave transmitter. The trailer is attached to the regular mobile unit.

Biscuit Firm's Time

SAWYER BISCUIT CO., Chicago, currently launching a series of six radio spots featuring Bob Elson over WGN, will add a second Chicago station, WMAQ, Oct. 4 to promote its fig bars. Bob Hawk will announce "Studio Stoop" daily except Sunday and Saturday at 1:45-2 p.m. Other stations carrying sidewalk programs for United Biscuit Co. will likewise. The Biscuit firm is affiliated, are WEDY, WTAJ, WDAY, TNTJ, WIRE and KMOX, plus six stations of the Michigan Network. Neider-Meyerhoff Inc., Chicago, is the agency.

BOB CUNNINGHAM, program director of KOIL, Omaha, is again teaching the credit course in radio methods at the Municipal University of Omaha which he taught last year. Cunningham earns five nights per week for two hours in the KOIL studios.

KVRS are the call letters assigned for the new local station that has been given to the M. Sprinzer, Wyo., affiliated Sept. 13 by the FCC (Broadcasting, Sept. 15.)

CLASSIFIED ADVERTISEMENTS

Help Wanted

Small station in delightful Southern city desires immediate real estate salesman with knowledge of local and national advertising, must be trustworthy and real salesman to meet requirements. Small salary. Continental surroundings. Tell all in first letter. Box 775 BROADCASTING.

Situations Wanted

Licensed 1st class telephone operator and general maintenance man. Mar- ried, 35, married 5 years, wants to continue career in broadcasting. South or West. Box 779, BROADCASTING.

Experienced Radio Press Operator Desires Position Copying TransRadio, International News, United Press, etc. Box 772, BROADCASTING.


Secretary Stenographer six years radio advertising experience Chicago; six years previous sales and commercial experience; knowledge bookkeeping. Box 783, BROADCASTING.

Licensed operator, telephone first class, small station experience, some dogs, salary to secure working position. References furnished. Have had instruction in television. Box 773, BROADCASTING.

ENGINEERING: RCA Graduate Telephone first, research second license. Three year station experience including installation, survey, cost, tranducer, and supervising technicians. Highest recommendations. Available. New York, Box 778, BROADCASTING.

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Convention to Test NAB Unity
(Continued from page 12)

of casting several votes rather than a single vote on elections, whereas now 100-watt and 500-watt alike, irrespective of dues paid, have equal voting privileges. This was described as the system used in principle by other trade associations, notably the American Newspaper Publishers Association.

Urges Meeting in Denver
Another proposal for an NAB departmental came Sept. 25 from George O’Fallon, manager of KFEL, Denver, and a member of the NAB board, in a letter to western stations. Urging a meeting of western stations in Denver Oct. 4, Mr. O’Fallon suggested that those men solely in the business of broadcasting have interests differing from those to whom broadcasting is only an adjunct to another business. He also advocated full attendance at the Oct. 12 special convention.

“The threat of labor trouble is different to a man with an insurance company, newspaper, or a manufacturing concern to think of and protect, than it is to a man who depends entirely upon broadcasting for his entire livelihood. So my thought is that our crying need is an NAB department for those who are broadcasters exclusively, and who cannot be guided by regard for the interests of any other business or industry.”

Mr. O’Fallon’s letter, followed one Sept. 16 from T. W. Symons Jr., KPBY, Spokane, and KXL, Portland, Ore., to all western stations upon his return from the IRNA sessions in New York, as well as the NAB board meetings. He likewise had suggested a special meeting, and Mr. O’Fallon referred to Mr. Symons’ suggestion. Network affiliates, Mr. O’Fallon said, will receive some assistance by reductions in sustaining program charges, but non-network stations will have to carry the additional music burden themselves unless they take steps. “If we believe the radio industry should tell the musicians to ‘go ahead and walk out,’” he added, “it’s time to speak your piece. If you think the industry should try to work out a ‘compromise,’ this is your chance to save a worthy aim. The time to further departmentalize NAB is intended to give every class of station an opportunity to solve the problem as it applies to that particular class of station.”

Advocating Oct. 4 for the special western meeting to “thrash out some of these things in advance and go back with some definite ideas,” Mr. O’Fallon pointed out that the AFL convention is meeting in Denver at that time. Moreover, he said that Joseph Weber, AFM president, and other AFM officials will be in the city, and that a meeting might be arranged.

Many favorable responses to the O’Fallon letter are being received, it is reported, and there were indications that the regional meeting would be held as suggested in Denver. The proposal for a departmental within the NAB of broadcasters exclusively in the broadcasting business appeared to arouse spontaneous support, it is understood.

The plan for reorganization of the NAB’s basic unity by setting up state and regional groups advanced at the last two conventions by Fred J. Hart, president of KGMB, Honolulu, also is expected to be raised. The state and regional committee project of Mr. Elmer is a variation of that plan.

How long the special convention will run is problematical. Speedy action on the musicians’ matter is necessary, since the AFM has scheduled its new strike deadline of Oct. 15—three days after the meeting begins. NAB officials are hopeful of reaching agreement on the essential points within two days.

Chamber Contends Radio Is Outside State Control
THAT radio is necessarily a subject for federal rather than state regulation, but that regulation should not invade private management, is asserted in a report on Policies Advocated by the Chamber of Commerce of the United States made public in September. The report declares that radio regulation “should be based upon the principle that the interest of the listening public is the paramount consideration in radio broadcasting.”

“No regulation,” it continues, “should attempt to force upon the public undesired program matter. Station owners, like newspapers and magazines, must be free to select and edit their program material.”

WBBM Aids Ad Clinic
WBBM, Chicago, is cooperating with 17 other Chicago business firms in Northwestern University’s “Internships in Advertising” plan directed by Prof. Lloyd D. Herrold of the school’s College of Commerce. WBBM is the only station participating in the plan, sponsored by the Chicago Federated Advertising Clubs. Eighteen graduates of universities throughout the country are studying at the degree of Master in Science in Advertising while holding junior advertising posts with large Chicago advertisers. The “interne” assigned to study radio broadcasting at WBBM is John Alden, a Carleton college graduate, who has joined the WBBM continuity staff. In addition to directing the activities of the one graduate student assigned to radio, WBBM executives will deliver “guest” lectures radio broadcasting before advertising groups at McClinock Campus and at Evanston.

For OIL, GASOLINE, or AUTOMOBILE SPONSORS
"Oil Oddities" (copyrighted)
dramatized 5-minute transcripts (or scripts) of selected syndicated radio programs, on the Petroleum Industry.

Write
Oil Features Syndicate
415 Brown Bldg., Wichita, Kansas.

October 1, 1937 • Page 75
WMA's Participating
TO CONTINUE its Grandstand & Bandstand programs, which have been broadcast from 2:30 to 5:30 every afternoon during the baseball season under the sponsorship of General Mills Inc., WMA, New York, has retained the name Six Star Revue and is making it available for sponsorship by six non-competing advertisers. In its new setup, which will begin following the end of General Mills' contract on Oct. 31, the program will feature Don Kerr and Joe Tobin as masters of ceremony, Bob Carver on racing results, Garnett Marks on news, Joe O'Brien on sports, Powell Clark on Hollywood news, Lee Grant's 13-piece orchestra, and the same soloists as during the summer. The only change will be the necessary omission of baseball scores and the currtailment of the Sunday broadcast to an hour and a half, to give way to the program presented the next day for sponsorship of the Cubs and Sox games over WBBM.

Signs 1938 Baseball
JOHN R. THOMPSON Co., Chicago (restaurant chain), will sponsor a full-hour baseball program on the Chicago Cubs and White Sox games every evening for the entire baseball season. The two series, which will feature mostly Chicago, New York, and Brooklyn players, will be broadcast from the WMA studios in Chicago. The Cubs sponsored re-enactment of their own games the past two years, Baggaley, Horton & Hoyt Inc., Chicago, is the John R. Thompson agency. The WJJD contract marks the second baseball series to be broadcast from Chicago in 1938. Associated General Mills Inc. and Socony Vacuum Oil Co. will complete their baseball contract and sponsor another series next year for sponsorship of the Cubs and Sox games over WBBM.

FTC Stipulations
ADVERTISERS signing recent stipulations with the Federal Trade Commission to cease making certain claims for their products are: Ault, McGlashan & Co. (cosmetics); Affiliated Products Inc. (Chicago, cosmetics); Rapley & Distillation (shampoo); Bristol-Meyers Co., New York (Mint-Rub); Knox Co., Los Angeles (Cystex).

FTC Music Conference
THE Federal Trade Commission will supervise a trade practice conference on the music publishing industry, to be held Oct. 4 at the FTC offices in Washington. Industry members will be given a chance to participate in the FTC's investigation of present unfair competition, subject to FTC approval. Commercial bribery and kickback plugging will be two of the practices to be considered.

Sponsored Inaugural—Here is Gen. Hugh S. Johnson, erstwhile custodian of the NRA Blue Eagle, and one of the best phrase-turners in the business, in his inaugural NBC-Broadcast Sept. 27 for Grove Laboratories Inc., St. Louis (Bromo-Quinine). On left is John de J. Almonte, assistant to NBC President Lord, and on right Frank E. Mason, NBC vice-president in charge of station relations.

Late News and Personal Notes
WILLIAM S. PALEY, CBS president, and Mrs. Paley were scheduled to leave for Europe on the French liner Normandie.
ROBERT E. BARRINGER, well known to Pacific Coast listeners as WCAAM's 'Mr. Wizard,' joined KINY, Juneau, Alaska, in September. With KINY sports announcer, arrived with his bride from Seattle Sept. 28 after spending the weeks in the sun.
STEPHEN WELLS, former free lance news and publicity man, has joined the staff of WTCAZ, Minneapolis, as director of publicity and special events. Wells has worked on papers in Canada and the West Coast and has been active in publicity and public relations work in the Twin Cities.
RUSSELL LAMB, formerly of WBPB, Fort Worth, Tex., has added to the announcing staff of WTCAZ, Minneapolis. Laurel Deloach, formerly of WTCAZ, is now its director, in September was married to Mary Fredericks, Minneapolis.
JOSEPH HERSHEY McGILLIVRA, on Sept. 20 opened a San Francisco office in the Russ Bldg., with Harlan Oakes in charge. Mrs. Oakes, who had been in the firm's Chicago office for a year, was succeeded Sept. 8 by George Roesler, formerly of Roesler-Howard Inc.
A L. SPAN, CBS engineer, has been sent to Hollywood to work on NBC's Baker's series for Gulf Oil Co., which starts Oct. 3. Mr. Span has improved the apparatus required for sound effects on the program, especially the ghostly voice of 'Bertie,' which necessitates an entire small sound equipment and a special loudspeaker.
J. O'LIN TICE, Jr., formerly of WBBM, Greenville, and WAM, Anderson, S. C., has joined the announcing staff of WIBA, Columbia, S. C.
CHARLES FLESHER, formerly an NBC Artie Francesc, has joined the Hollywood production staff of Noura & Holcomb, has been assistant Joe Staggers on the Phil Baker show (Gulf Oil Corp.), for a few weeks has been producer entire production of the series.
WILL New Haven, Conn., has announced Furman & Aston, Inc. as its national representatives.

RUTHRAFF & RYAN Inc., Chicago added Ward II. Webb to its staff, the former NBC network sports radio director. announced Sept. 27. Mr. Webb will devote his time exclusively to the sale of radio time. He was formerly account executive with the Russell C. Comer Co., Kansas City.

KHTLY BASKETTE, magazine writer, has been signed by J. Walter Thompson Co., Hollywood, to write script for NBC Seria Star, sponsored by Standard Brands.

SADIA COWAN, veteran Hollywood screenwriter, has been signed through J. Walter Thompson Co., that city, to prepare script for the CBS Live Radio Theatre series (Lever Bros.).

KMF, The Station of the Stars Inc., is the new corporate name of the recent acquisition that was announced by G. A. Richards, principal owner of WBZ, Detroit, and WGBI, Cleveland. The FCC Broadcast Division Sept. 28 authorized a change in location from Beverly Hills Broadcasting Corp.

HAL HUDSON, formerly with the Los Angeles office of Neisser-Meyer & Co., has been writing material for the Wrigley Co.'s Scattergood Barnes show, has been transferred to the agency's Chicago office.

WORLD WIDE RADIO PRODUCTION Corp., new program and production concern, has been organized in Los Angeles with Lieut. William L. Biber as president. Officers have been established at 1105 Stock Exchange Bldg., and will later be moved to Hollywood.

GEORGE BENNET, head of the Chicago office of Joseph Hershey McGillivra, was taken to the hospital Sept. 27, for observation. He was injured in an auto accident last summer but came out apparently unharmed. His injuries were not serious, but he was wracked with severe pains and was forced to remain at home until Sept. 27 when the doctor ordered him to the hospital.

Benny's Long Contract
GENERAL FOODS Corp., New York, for Jell-O, has renewed Jack Benny for 14 weeks, through June 30, 1940, on the NBC-Red network Young & Rubicam Inc., New York, is agency.

ATTORNEY HEARING DEFERRED BY FCC
POSTPONEMENT until Oct. 19 of the hearing on charges of improprieties in practice before it by Assistant U.S. Attorney S. Smith, Washington radio attorneys, was authorized by the FCC Sept. 27. The postponement was from Oct. 5, and was on motion of the attorneys.

Additional issues in the proceeding, including an issue on Sept. 16 when the FCC, on motion of its special counsel, Samuel H. Kaufman of New York, asked the former to encompass three other applications for facilities. Following this action, Hearings Segal and Smith sequestered the postponement, so as to have the additional witnesses present.

It is understood that the additional issues were the subject of discussion between the FCC special counsel and Mr. Segal when the latter appeared before Mr. Kaufman several weeks ago in an informal proceeding. The additional issues involved applications filed in behalf of Commercial Broadcasters Inc., and made in connection in Moorhead, Minn.; of Great Western Broadcasting Association Inc., for new station in Provo and Logan, Utah, and of Geraldine Alberghene, for a new station in Pawtucket, R. I.

Columbia Artists Adds Writers and Producers
COLUMBIA ARTISTS Inc., New York subsidiary of CBS, announces that it has added the following activities to include the contracting of talent qualified to write, produce and direct programs. Prior to this change, Columbia Artists has continued its activities to performers and announcers. In announcing the shift, Mr. Lohr commented that vice-president in charge of operations; said that director-managers of other stations have been directed with BREWSTER MORGAN, Irvine Reis, Earl McGill, William Robson and Nila Mack.

Columbia Artists recently directed the CBS Shakespeare series and has had extensive training at the Oxford Theatre. Irvine Reis was the author of the plays on the CBS Columbia Workshop series and is formerly a studio engineer. Mr. McGill and Mr. Robson studied drama at Yale and have considerable experience in that line. Miss Mack has been director of the CBS children's series.

Rit on 10 Stations
RIT PRODUCTS Corp., Chicago (Rit Dyes), started one-minute transmissions on 10 stations Sept. 14. Announcements are broadcast without fill-in commercials.

BROADCASTING • Broadcast Advertising
October 1, 1937 • Page 77
BE BUSY NOW!

NEW POSTAL TELEGRAPH NIGHT LETTER SERVICE OFFERS AMAZING ECONOMIES TO BUSINESS...SAVINGS FROM 20% ALL THE WAY UP TO AND BEYOND 75%

- Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Make it part of your daily correspondence routine.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate) to thousands of “short haul” points. Messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate) even from coast to coast. The maximum rate for a 25-word message between the most distant U.S. points on the map is only fifty cents...two cents a word!

Call Postal Telegraph now and ask for further information concerning this new service and the staggering economies it offers.

*NOTE: The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.

NO POSTAL TELEGRAPH EVER HIT THE WASTE BASKET WITHOUT BEEN READ!

Kilocycle Collectors—Of KMBC, Kansas City, got together Sept. 18 when Morgan Cramer, engineer, left the organization. It was a stag in his honor in the attractive apartment of the KMBC transmitter house. Opening a can of malt juice is James Gardner, as Kenneth Krah, studio director, reaches for another, as Ray Moler, heavyweight technical editor, looks to his right, right, and right. Arrayed around the room, left to right, are Earl Reynolds, Gardner, Frank Mandancina, Roy Barron, the honor guest. Allen Jacobs and Woody Smith.

PROTECTION GIVEN 455 KC. BY FCC

AS ANOTHER step in its effort to give the public best possible reception, the FCC on Sept. 22 approved an understanding whereby present assignments of coastal, ship and government stations in the band 450 to 460 kc. will be retained in the status quo. Interference resulting to listeners using superhetodystesynes in the vicinity of coastal operations in this band prompted the action following discussions by the FCC engineering room of the Interdepartmental Radiological Advisory Committee of the government and of radio set manufacturers.

By agreeing to protect the intermediate frequency of 455 kc., in that manner it will be possible for broadcast set manufacturers to control sales of their sets so that those by-passing this intermediate frequency will not be sold in areas close to coastal and government stations. The nature of the interference on superheterodyne sets has been that of picking up the powerful code signals.

In a letter to the Radio Manufacturers Association on the subject, the FCC said it would endeavor not to authorize any new frequency assignments in the band 450-460 kc., that no change in existing assignments in this band will be made by the Commission, and that in case a change of policy is necessitated at a later date, the Commission will notify the RMA of any contemplated action.

KHBG, Okmulgee, Ready

WITH T. W. Putnam as manager but with its staff still incompletely, the new KHGB, Okmulgee, Okla., has this date one on 1210 kc. authorized last June by the FCC, expects to go on the air the first week in October, according to L. M. Sebaugh, part owner, who is also identified with the ownership of KAKV, Sherman, Tex.; KVOX, Lafayette, and KPLC, Lake Charles, La. Station has been equipped with an RCA transmitter, Western Electric speech input and a 204-foot Blaw-Knox radiator.

CICCH, Hull, Quebec, Canadian bilingual station has installed a Blaw-Knox radiator.

BROADCASTING • Broadcast Advertising
FOR OPTIMUM PERFORMANCE AT LOWERED COSTS, LET US QUOTE YOU ON FURNISHING & ERECTING LINGO TUBULAR STEEL VERTICAL RADIATORS, INDIVIDUALLY ENGINEERED FOR YOUR STATION AND FULLY INSURED FOR 5 YEARS.

JOHN E. LINGO & SON, INC.

ESTABLISHED 1897
CAMDEN, NEW JERSEY
DECISIONS

SEPTEMBER 21

APPLICATIONS GRANTED:
  KTAF, Anchorage, Alaska—License for CP.
  WBOB, Hangar, Ark.—License for CP.
  WLSB, Muncie, Ind.—License for CP.

APPLICATIONS DENIED:
  WEGC, El Paso, Tex.—License for CP.

APPLICATIONS DISMISSED:
  WSC, Des Moines, Ia.—Petition to license for CP.
  WHIP, Honey Creek, Iowa.—License for CP.

ACTING ON DECISIONS:
  KMCN, Fort Worth, Tex.—Grant of petition for CP.
  WRAX, Alexandria, Va.—License for CP.

APPLICATIONS GRANTED: KTFI, Twin Falls, Idaho—License for CP.

APPLICATIONS DISMISSED: KMOD, Anchorage, Alaska—Petition for CP.

APPLICATIONS DENIED: WEGC, El Paso, Tex.—License for CP.

APPLICATIONS GRANTED:
  KMCN, Fort Worth, Tex.—License for CP.
  KMOD, Anchorage, Alaska—License for CP.

APPLICATIONS DENIED:
  WEGC, El Paso, Tex.—License for CP.

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  KMOD, Anchorage, Alaska—License for CP.

APPLICATIONS DENIED:
  WEGC, El Paso, Tex.—License for CP.
Tests of Facsimile Permitted by FCC

WHO Gets Permission to Use Its Transmitter Late at Night

TO TEST facsimile coverage in remote areas, the FCC Broadcast Division on Sept. 23 authorized WHO, Des Moines, 50,000-watt clear channel station, to use its regular transmitter for experimental facsimile transmission from 12 midnight to 6 a.m. daily on its 1000 kc. channel. The station will place 50 to 75 facsimile records, which function as an attachment to a regular receiving set, in homes located in both its primary and secondary service areas or possibly as far as 500 miles away.

The grant is the second to be made by the FCC during the last two months for the same purpose. WGH, Newport News, Va., was authorized to broadcast on its local frequency for purely city coverage of facsimile transmission. Both WHO and WGH used the Finch system of transmission and reception, patented by W. G. H. Finch, New York consulting engineer and former assistant chief engineer of the FCC.

Under its new requirements governing television grants, the FCC specifies placing of recorders by stations so that public reaction can be procured. The view is that facsimile transmission technically is feasible but that the need for the service has not been demonstrated by public reaction.

Chairman Sykes of the Broadcast Division, in an address before the NAB convention in Chicago last June, urged stations to experiment with facsimile during early morning hours on their regular frequencies with the objective of getting public reaction. A number of other stations are experimenting with facsimile transmission but not on their regular broadcast frequencies, and not under the new empirical requirements that recorders be placed within the service areas of the stations.

Durkee Food Discs

DURKEE FAMOUS FOODS Inc., Chicago (Durkee's Margarine), will start quarter-hour transcriptions on various stations Oct. 1 with the possibility that others may be added later. New show is entitled "Komet," and features many famous personalities including Elvia Allman, Gus Van, Loretta Young and others. Show is broadcast from one to three weekly depending on the market. Premiere will be offered to users of Durkee's Margarine who collect coupons, one coupon being enclosed in every pound carton of the margarine. Stations already clearing KOMO, KOA, WAFF, WGBF, Radio Transcription Co. of America Ltd., Chicago, cut transcriptions. C. Wendel Muench & Co., Chicago, is the agency.

Oshkosh Overalls

OSHKOSH OVERALL Co., Oshkosh, Wis., will start Lem & Arno's, quarter-hour six-weekly discs on WHO, Des Moines, Oct. 4. About 10 stations will be added soon. Ruthrauff & Ryan Inc., Chicago, is agency.

Agreement Scope

(Continued from page 69)

designed to apply only to network affiliates and to the five Canadian stations on the major networks, a provision in it will be that AFM agrees it will not make an agreement with independent stations in this country and in Canada containing conditions more advantageous than those given the affiliates.

General clauses in the agreement cover such matters as change of station ownership, termination of a station's Federal license or discontinuance of operation caused by fire or Act of God and definite agreement by AFM to guarantee full performance of the contract by its locals with the stoppage of work as long as there is no violation of any of the provisions.

Apropos Canadian stations, the agreement would specify that union musicians will not perform for stations interchanging programs with any Canadian outlets unless the Canadian stations have entered into agreement with AFM covering employment of union musicians.

Insurance Company Plans

STERLING CASUALTY INSURANCE Co., Chicago, through Presba, Fellers & Presba, Chicago, will start quarter-hour shows on 20 stations Oct. 4. Some 35 or 40 stations will be on the schedule by Nov. 1.

"GOBOES" is the technical name for the portable acoustical screens shown above surrounding John Holbrook. Developed at WOR, Newark, by engineers C. C. Babcock and Ray Lyon, the gobo is covered on one side by a rock wool blanket an inch thick, which has a great absorptive effect, and on the other by a smooth wooden surface which is extremely live.

Their use is to enable the production of a variety of effects in a single studio. When an actor is surrounded by the screens dead side towards his voice is muffled; when the screens are reversed their lives reflections admirably simulate the effect of outdoors, one of the hardest effects to create in studio broadcasts.

Beaumont's Schedule

BEAUMONT LABORATORIES, St. Louis, has started quarter-hour discs on five WLW Line stations (WGN, WMAQ, KFI, KRLD, WNAC), with others to be added. Transamerican cut the series. WBS has recorded minute discs placed on 21 stations, with others to be scheduled, placed through H. W. Kastor & Sons Adv. Co., Inc., Chicago.

Facsimile recorders, the Finch system, are leased to stations. The agreement with the company states the following fees: $200 to $250 for the first year, plus cost of all accessories.

A second agreement, with WAPN, New York, provides for $750 as a percentage of the cost of the recorder, with a one year period of payment.

KFI, WKDF, WDTK, WAPP, WBB, WCAM, WZL, WLT, WAAC, WDO, WTS, WICU, W productivity fees have been agreed upon, with payment to be made to the company according to the number of discs it sells for the station.

Speech Input Assembly

Accepted as the most dependable and finest speech input console, the 12H is being adopted as standard equipment in more and more broadcast stations. 12N and 12Q Consoles (similar to 12H, but modified in circuit and switching arrangement) meet special requirements in large studios.

COLLINS RADIO COMPANY

CEDAR RAPIDS - IOWA

NEW YORK, N. Y.: 11 WEST 42 STREET

BROADCASTING • Broadcast Advertising

October 1, 1937 • Page 81

www.americanradiohistory.com
THE John B. Hughes nightly news broadcasts for General Motors Acceptance Corporation, of which Don Lee is president, is being heard daily in San Francisco, Calif., is being broadcast as a regular feature in the running of the evening motion pictures. The theaters advertise the radio news program by prominent signs in the lobbies. The complete broadcast, including the sponsors' message, is presented on all the theaters. Signs on display in front of the houses read: "Come early—hear the news broadcast and stay for the show."

WHN, New York, has made arrangements with one of its sponsors, National Transportation Co., operator of Parimutuel taxis, to change the dial to 1010 in New York so that the complete dial is covered with the words "WHN DIAL 1010." Words are printed on a large arrow pointing to 1010. In plugging its program, the taxi company also used a heading: "At Home dial 1010—in your Parimutuel taxicab, the arrow."

HYDE PARK BREWING Co., St. Louis, is promoting its sponsorship of sporting events over WKY by numerous billboards throughout the city. Jimmy O'Hara handles the seven-minute spot broadcasts weekly. The entire company, represented by Ruthrauff & Ryan Inc., reports marked success of its program, which also includes all sporting events, wrestling, boxing, etc., over WKY, as well as several program features.

STANARD-TILTON MILLING Co., Dallas (American Beauty flour), is offering cash prizes ranging from $1,000 to $10,000 for the best 100-word letters on their product. Contest, which started Sept. 14 and will run to Nov. 15, is conducted through point announcements on KSD and WKY, St. Louis, and WFAA, Dallas. The contest is directed by Certified Contest Service.

KMOX, St. Louis, has sent Jane Porter and her KMOX Magic Kitchen on a midwestern tour, the kitchen having been packed into a truck. She visits a store every morning, records interviews with customers, and puts them on her 12:30 p.m. program. Cards announce her visit to the stores and are distributed in advance. Free recipe books are distributed at stores.

NEARLY 50,000 CFRB listeners have requested the new CFRB Yearbook and立体, a book issued in commemoration of the Tenth Anniversary of the Toronto station. Each four-color page costs 10c to cover cost of handling and mailing the 64-page book.

CLKW, Detroit-Windsor, publicized success of Varady of Vienna cosmetics in using the station by issuing a publicity release stating "Face Cream sold $40,000 to You." It tells the story of how the firm, starting from a small stand, has sold $40,000 worth of cosmetics in nine months.

TO ANNOUNCE its affiliation with CBS, WGAR, Cleveland, has used every known type of promotion medium in an eight-day campaign. Fifty thousand tire covers; street car cards were used; shields were placed on downtown light poles; direct mail folders were sent to agents and clients; a blimp flew over Cleveland for two hours each day; stickers were placed on outgoing mail; newspaper advertisements were run; station facilities were used extensively, winding up with a special program including Bob Feller, Eleanor Holm Jarrett and other well-known talent.

JOHN BLAIR & Co., Chicago, is sending out a single page promotional piece, called Radio Hot Spots, which presents an outstanding program on one of the stations represented by the Blair firm. Pictures of the program as presented from the station, a brief synopsis of what the program has done in the past, and rates are included in the summary. The program is being handled for Dick McBroom, head of the Blair promotional department.

A LIST of advertisers using WOR, Newark, during the first six months of 1937, classified by type of business and showing sponsor, product and program, has been issued in booklet form by the station.

WIBW-Topeka, mailed a promotion folder to which was attached a five-foot cloth rule to emphasize the "yardstick of results" argument.

STAR RADIO PROGRAMS, Inc., has just released the Good Morning Neighbor sales brochure to every station in the U. S. and Canada as promotion work on the new women's program. The brochure contains new merchandising plans, with samples of form letters for station use, press releases and membership certificates for the Good Morning Neighbor Club, Stations KOB, KOCJ; WOR, WTMJ, WMPS, KVO, KJAT, WSPD and CPAA are the latest to sign for the popular women's feature. KRTM has just obtained exclusive right for County Fair in its area and KKO has started broadcasting Star's The Adventures of Dextor Randolph.

Coca Cola Bottling Companies of Texas are repeating the College Night broadcasts so successful during the football season last year. A football winner contest is a feature of the two-month campaign, 1936 entries last year running as high as 50,000 a week. The program is broadcast Thursdays and Fridays, 6:30 p.m., from every station in Texas Quality Network (WFAP, WOA, KPRC). Crook Adv. Agency, Dallas, handles the account.

42nd St. Sales Co., Chicago (cosmetics) on its WJJD, Chicago, program, is offering an all-expense trip to New York for the two best letters on "Why I Like 42nd St. For All Reasons." Any of the firm's four products must accompany each entry. McGeorge-Child Adv. Agency, Chicago, handles the account.

WRL, Columbus, Ga., has inaugurated the WRLB Top 10 Club, to promote correspondence from distant points. Every day the person writing in with the best point is awarded a new-fashioned club membership and is honored with a special musical tribute.

AN ATTRACTIVE volume describing California's billion dollar market for radios is being marketed by KHC, KWW, KMJ and KERN, along with the McClachy Newspapers, Sacramento. Local advertising material has been distributed and KCMJ Bee has been distributed to the trade. It is thumb indexed and plastic bound with varnished cover.

NBC has distributed a brochure reviewing its spring and summer radio drama productions. The brochure is done in antique type and features the Shakespearean series, the Eugene O'Neill cycle and the two dramas written for NBC by Maxwell Anderson.

KGIN, Butte, Mont., is giving souvenirs of all sorts to children at its theater parties, with sling shots, hawling balloons, dictionary, memo pads and other trinkets as trophies. Each week children from orphan homes are guests.

CONCURRENTLY with the broadcast of the Sept. 20 issue of Life containing the RCA-NBC advertisement entitled "Listen", NBC distributed to advertising and business men a recorded dramatization of the sales message.

FLOWERS are delivered daily in Lamar, Colo., in connection with the Flowers for the Living program of KIDW, to those having necessary or otherwise deserving.

Page 82 • October 1, 1937
The vast, rich WLW territory offers almost unlimited sales opportunities. Additional, individual WLW shows for network advertisers yield a richer harvest of sales . . . and strengthen entire campaigns.

WLW—THE NATION'S STATION
A NEW SIMPLIFIED 1 KW TRANSMITTER AT LOWEST PRICE IN RCA HISTORY!

This RCA High Fidelity one-Kilowatt Transmitter provides performance which sets a new standard of price value.

Modern features of this modern transmitter!

- Low purchase price
- High fidelity
- High efficiency tubes
- High efficiency circuit
- Low operating cost

IT'S HERE—an RCA High Fidelity transmitter offering exceptional performance—at the lowest price in RCA's history.

New, simplified construction is responsible for the extremely low cost of this transmitter—with no sacrifice of performance.

The RCA 1-G has a high efficiency circuit... offers uniform frequency response, low distortion and low hum level. Tubes of brand new design, including the RCA 833, 803 and 802 increase its efficiency and cut operating expenses.

Just as this transmitter is a big money saver in first cost, so it gives you unusual operating economy. Its unusually low power drain averages 4 kilowatts. Audio line amplifier is not required. And a complete set of tubes runs to less than $500! Further details on request.