With sympathetic understanding of your problems, Mutual salutes stations assembled in special convention. Our group of self-governing stations have solved a major problem through the free exchange of program material. Under this system each station retains full freedom of decision, yet all share in programs and profits. Result, Mutual Stations today divide profits from more than two million annual billing from such veteran advertisers as Hecker's, Kellogg and Barbasol, and such new ones as Admiracion, Commentator Magazine and Varady. Sincere wishes for a successful convention. *MUTUAL BROADCASTING SYSTEM.
A quick, accurate check-up on LOCAL TEMPERATURE

How do Denver merchants spend their radio money?

- Local advertisers have the warmest feeling for the station that produces the biggest box office wallop. By the way they spend their radio money you can measure accurately the warmth of this feeling.

In Denver, merchants register favorably toward KLZ. Department stores in Denver...furniture, men's clothing, ladies' ready-to-wear and jewelry stores...all spend more money with KLZ than with any other station.

The customers of these stores are YOUR customers, too. With KLZ you can take your sales story into the homes of the Denver-Rocky Mountain region over the same route which the big and successful stores of Denver have found most economical and resultful.

KLZ Denver

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY

Representative E. KATZ SPECIAL ADVERTISING AGENCY
Wild Geese fly in formation with leadership and a definite objective.

The flight of your broadcast sales message must be as well controlled if it is to reach the most profitable and productive territory.

In New England there are fourteen objectives, each a rich market region with an urban shopping capitol.

You can direct your sales message to each of these regions through the Colonial Network of popular local stations, each situated in one of the urban centers.

This fourteen-station group gives you thorough coverage of the entire New England market quickly and economically.

The COLONIAL NETWORK
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Representatives
WHO'S GOING IN?

The Rover Boys at end? Stover of Yale? Hardly. The coach is short on fiction and strong on facts. He'll send in a young dynamo. Packed with brawn. Fast as an antelope.

WHO'S GOING IN for the successful advertiser? Radio packs both power and speed. Tackles every distribution problem. Puts 86,000,000 customers on the line.

And gets brand names over. It's today's high-scorer for All-American advertisers!

WHO'S GOING IN on Columbia? Year after year, the Columbia Broadcasting System is the choice of more of the country's largest advertisers than any other network.

SOME COLUMBIA SCORES AT THE BEGINNING OF THE LAST QUARTER:

For the first nine months of 1937 over 1936, the volume of advertising on Columbia (after a record-breaking 1936) increased 33.7%. TOBACCO, FOOD and AUTOMOBILE advertising increased over 50% . . . And since January 1st, 15 additional radio stations have increased the Columbia “team” to a grand total of 107 Columbia Network stations . . . the largest network in the world.
TIME was money in those days when there were giants in the stock markets and fortunes hinged on the speed with which information could be gathered ahead of competitors... and time is money today when radio’s choice periods of time are becoming increasingly scarce. ... You can’t add a single second to an hour. ... You can’t make a single sponsor’s time do double duty.

That’s where the Buffalo Broadcasting Corporation brings joy to the heart of the harried time-buyer, BBC is still able to offer choice available time and to guarantee that time. BBC is able to offer time between 7:00 P.M. and 9:00 P.M., peak periods with peak listener interest.

These periods have been “built-up” over a period of months to deliver a valuable habitual audience the moment a sponsor takes his advertising message to the air. Naturally BBC cannot guarantee to have these periods available a week or a month from now.

That’s why time is money to you in more ways than one. This choice guaranteed time represents far too valuable a franchise to be available indefinitely. It is time that means money in the cash register for the radio advertiser who has learned that good time at peak hours always means money.

Let us show you exactly where these choice guaranteed periods are and exactly why they are the most unusual American radio buys today.
Some excerpts from mail recently received by KNX, Columbia's Los Angeles station, from clients and their advertising agents:

NEW YORK AGENCY EXECUTIVE..."I want to thank you and your West Coast staff of engineers, program department, and production staff for their splendid co-operation and help in putting over the program while out here in Hollywood. Without a single exception, everyone who has been assigned to the program from your organization has been of great help."

EASTERN CLIENT..."I want to thank you for your conscientious interest in our program series and the excellent work you have been doing in our behalf. From every indication, the program today is better than ever and I am sure you are entitled to most of the credit."

LOS ANGELES AGENCY EXECUTIVE..."Orchids for the grand job. Our client can be justly proud of this production... their first venture in radio advertising."

WESTERN CLIENT..."This broadcast has been the means of establishing one of our finest connections, namely the Hardware Company, who have complete hardware store distribution throughout Southern California and Arizona, and whose initial order was for 120 dozen packages of our product."

ANOTHER N.Y. AGENCY EXECUTIVE..."Everything seems to be rolling along beautifully as far as our client is concerned. The program, judging by the scripts, seems to be good, the sales are swell and the client is happy."

DETROIT AGENCY EXECUTIVE..."I take this opportunity to thank you and every member of the CBS staff for the splendid co-operation you have given us in solving our problems."
With this issue BROADCASTING enters its seventh year. Paced by a fast advancing industry, its growth has been rapid. Since 1931 BROADCASTING has gone ahead apace with the radio industry.

Let's glance at our first year — and today, comparatively:

* * *

Staff 1931:
Staff Today:

Offices 1931:
Offices Today:

Circulation 1931:
Circulation Today:

Advertising Lineage:

In policy BROADCASTING remains unchanged. Alert, accurate, complete, honest news coverage continues our editorial keynote. And, as ever, BROADCASTING strives to serve the best interests of its Industry.
### Musical Hits

**Available to Radio Advertisers Everywhere**

Through Lang-Worth Licensed Stations

<table>
<thead>
<tr>
<th><strong>Instrumental Selections</strong></th>
<th><strong>Vocal Selections</strong></th>
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<tbody>
<tr>
<td>220 Dance (55 with vocals)</td>
<td>115 Male Quartette</td>
</tr>
<tr>
<td>195 Full Concert (Soloists)</td>
<td>82 Solos (Concert)</td>
</tr>
<tr>
<td>111 Salon Orchestra</td>
<td>80 Duets (Concert)</td>
</tr>
<tr>
<td>53 String &amp; Gypsy (Soloists)</td>
<td>7 Male &amp; Mixed Chorus</td>
</tr>
<tr>
<td>37 Military Brass Band</td>
<td>60 Hymns (Mixed Qua.)</td>
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<tr>
<td>44 Hawaiian (Soloists)</td>
<td>24 Hymns (Male Trio)</td>
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<tr>
<td>49 Pipe Organ</td>
<td>24 Quintette</td>
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<tr>
<td>49 Violin Solos</td>
<td>29 Hill Billy</td>
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<tr>
<td>24 Instrumental Novelties</td>
<td>38 Character &amp; Work Songs</td>
</tr>
<tr>
<td>57</td>
<td>30</td>
</tr>
<tr>
<td><strong>790 Instrumental</strong></td>
<td><strong>409 Vocal</strong></td>
</tr>
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**TOTAL—1199 Tax-Free “Musical Hits”**

**ADVERTISERS:** Custom built programs, applicable to any product, instantly available through special continuity. This service provides quality programs at minimum cost.

**RADIO STATIONS:** Total playing time (transcriptions and continuity) over 800 quarter hours in program form! Elaborate catalog in preparation. All Lang-Worth “Musical Hits” recorded by RCA—insured by Lloyd’s—ready for immediate delivery.

**Lang-Worth Feature Programs, Inc.**

Originators and Largest Producers of Tax-Free Transcriptions

420 Madison Avenue  
New York City
If you’re thinking about a flyer in radio, you have your choice of “systems”.
First, there’s the so-called flying trapeze, or slot-machine, technique. That’s where you put in your coin, shut your eyes and pray... Second, there’s the Free & Peters plan, by which you consider all available data and precedent, and very carefully test your ideas, your towns and your stations before making any large commitments. Then, when you feel reasonably sure you can’t miss, you blast away with what it takes.
In dead earnest, we’ve got some proven dope for several advertisers and agencies who covet the jack-pot, but who don’t care for slot-machine uncertainty. Are you one of them?

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

Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
110 East 47th St.
Lexington 2-8660

DETROIT
New Center Bldg.
Trinity 2-8444

ATLANTA
516 Bona Allen Bldg.
Jackson 1678

SAN FRANCISCO
One Eleven Sutter
Sutter 4333

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC Charleston
WIS Columbia
WOC Davenport
WDAY Fargo
KTAT Fort Worth
WNOX Knoxville
KFAB Omaha-Lincoln
WMBD Peoria
WPTF Raleigh
KVI Tacoma
KTUL Tulsa
WKBN Youngstown
NAB Votes Sweeping Reorganization

By Sol Taishoff

Powerful Committee to Select 'Paid President'; Names Loucks Counsel; Revamped NAB to Meet Early in 1938

PROCLAIMING unanimously their determination to set up a virile, aggressive trade association, to supplant an "innocuous" NAB, some 300 broadcasters attending the special NAB convention in New York Oct. 12-13, met informally with group meetings considering demands of the American Federation of Musicians—created machinery to accomplish his goal by early next year.

The mandate for new leadership, calling for the employment of a paid president imbued with broad powers and the setting up of new departments within the association, came with the adoption of an all-inclusive resolution drafted and offered by W. C. Craig, WSM, Nashville, with the approval of the NAB board of directors. Adopted at the opening session unanimously and without change, the resolution was reconsidered the following day and amended in such fashion as to make it even stronger.

By its action, the convention delegated to a Reorganization Committee of five, with the advisory assistance of Mark Ethridge, general manager of the Louisville Courier-Journal and Times which operate WHAS, broader powers than ever before given any NAB group. Its functions in effect supersede those of the NAB board of 20 members. Its other members are Mr. Craig, who was drafted as a member by floor action; John Shepard, Jr., president of Yankee and Colonial networks; Ed Crane, KGIR, Butte; Walter J. Damm, WTMJ, Milwaukee, former NAB secretary; and A. Allen, WLVA, Lynchburg, Va., leader of non-network independents.

Action At Winter Convention

This Committee was given the responsibility of bringing in the new organization structure, including the possibly the name of a man to be placed at the industry's helm, at the next general convention of the NAB which will be held in January or February. The Committee will set to work upon completion of its preparatory plans, that it deems the convention to be called at a given period, and the board, by instruction of the membership, will follow through.

The new movement was given immediate impetus with the adoption of an amendment to the NAB by-laws whereby the broad powers of the organization were increased 60% effective at once. Assuming the Association's membership remains at its present figure of approximately 400, it will mean an increase in annual income from about $80,000 to $120,000.

The first action of the Reorganization Committee, which held its initial meeting Oct. 13, was to retain Philip G. Loucks, Washington attorney who for five years has served as NAB managing director, as its advisor and counsel. Upon him will devolve the task of revising the constitution and by-laws of the NAB to make possible the proposed new organization. He will also advise on the proposed hiring of an outstanding figure, probably with a $50,000 annual salary, to become the NAB head. Mr. Loucks made a flying trip to New York on Oct. 13 to confer with the Committee and outline immediate plans.

At this meeting the Committee decided upon its immediate course of procedure, after inducing Mr. Loucks to assume the counselship and become the executive officer. Suggestions will be sought from all members in the industry preparatory to writing the report. The best guess now is that the next convention will be held in Washington in February to put through the reorganization.

The reorganization movement was precipitated by the plight of the industry over the demands of union musicians for reemployment on an industry-wide scale, and the failure of the NAB to act in a manner regarded as essential by the majority of the membership.

Baldwin's Status Uncertain

The future status of James W. Baldwin, managing director, was thrown in doubt by the action of the convention. There was sharp criticism on the floor of the "executive direction" of the NAB as at present constituted, with no names mentioned. But in the half-dozen board meetings, no words were minced, and in two instances some members went to the extreme of demanding the resignation of the entire slate of officers and directors.

Storm center of intramural conflicts practically since he became managing director in 1935, Mr. Baldwin did not participate in any of the floor discussions on reorganization except in connection with his public domain library of transcriptions, which was thrown out of the NAB fold and ordered to function as a separate corporate structure as part of the Craig resolution.

If now must, in effect, pay its own way.

The specific instruction to the Reorganization Committee, as contained in the all-inclusive resolution, charges it with the duty of "perfecting and presenting to the Association detailed plans for the reorganization and future development of the Association." The Board was instructed to appropriate and pay for the Committee's expenses, including the employment of a counsel [Mr. Loucks], and other necessary personnel.

Movement for Aylesworth

Names were avoided in connection with the selection of the new innovation, but there persisted a strong movement for H. A. Aylesworth, former NBC president, now identified with the Scripps-Howard Newspapers, even though he has turned a deaf ear to the entreaties of delegations of NAB executive officers and other necessary personnel. A. H. Kirchofer and Ed Twambly, of WBEN and WBBR, Buffalo, just prior to the convention, sent a letter to all stations urging that he be drafted for the position. His name unquestionably will be considered by the Reorganization Committee.

Despite the unanimous vote on the convention resolution, there was evident dissatisfaction in some quarters over failure to act immediately. It was solely for this reason that the Board met at 12 o'clock, not adjourning following the Oct. 12 session, but reconvening the next morning. A substantial group wanted the reorganization process to begin at once, rather than await the next convention, despite the fact that the by-laws prevent any change in the basic structure of the NAB except at a regular convention and on proper notice.

Convention Awaits Committee

In its original form, the reorganization proposal specified that the NAB board fix the date and place for the next regular convention some time in January or February. This was amended so that the board could wait the recommendation of the Reorganization Committee.

In its original form, the resolution ordained that at the special convention there would be adopted a program for departmentalization of the NAB into administrative divisions, and that the Board be directed to give "immediate effect" to such program. This called for administrative, engineering, legal, economic, and personnel departmentalization—all to function as administrative as distinguished from policy-making entities, with functions being those of the Elia, WWNC, Asheville, N. C., this whole provision was stricken out, so that the
The New NAB: A Call for Industry Support—An Editorial

IT TOOK A JOLT like the musicians’ sandbagging, to the tune of several millions annually, to shake the broadcasting industry out of the spirit of complacency that has sustained it. To the wisdom and insight of the Reorganization Committees, rather than the Board, is authorized to proceed with all phases of reorganization.

The original resolution named Mr. Ethridge as chairman of the Reorganization Committee of five, and governmental power to the Association and its officers, including the NAB, to any of the powers of the AFM in reorganization and management, except the right of admission to license stations; that the AFM proposition might be a usurpation that exclusive right, and that it must constitute restraint of trade.

The NAB board at a five hour session adopted a resolution which in effect rejected the “licensing” of stations by AFM under contract. The proposition, offered by W. Raymond Jr., KFPP, Spokane and KXL, Portland, held that the Federal government has the exclusive right to license stations; that the AFM proposition might be a usurpation that exclusive right, and that it must constitute restraint of trade.

The resolution expresses the good faith and the willingness of broadcasters to help alleviate the unemployment problem among musicians, and on the same general terms agreed to. They offer this voluntarily. But they do not, and perhaps cannot, accede to arbitrary terms in a uniform contract that would entail their Federal franchises or interfere in any way with their obligations under these franchises.

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Board Warns of Danger in AFM Contract

BY BRUCE ROBERTSON

Public Interest Factor Involved; Annual Expenditure Of $3,300,000 for Music Under IRNA Settlement

ABANDONING its attitude of watchful waiting and obeying the repeated demands of the broadcasting industry, the NAB Board of Directors, meeting Oct. 13 passed a resolution warning broadcasters against signing any contract with the AFM that contains any restrictions designed to prevent any station from broadcasting any program deemed by it to be in the public interest. The resolution urged each station to consult its own counsel in all matters affecting arbitration, sympathetic strikes, inviolability of contracts, possible restraint of trade, and its obligations to serve the public interest.

The resolution, adopted by the Board only after five hours of heated discussion, was proposed by a group of broadcasters from broadcasting networks, who included the NAB Board of Directors in their meeting for the entire convention, which had referred to the NAB to the Board for action. The resolution, of which effect gives the AFM the sole right to license the procurement of a reasonable and sufficient ground for revocation of that privilege to broadcast and may also violate the Federal statutes relating to restraint of trade. Copies of the resolution were sent to all broadcasting stations.

Increased Cost of Music

The meeting at which the resolution was adopted came at the end of a two-day special session of the NAB at the Waldorf-Astoria in New York on Oct. 12-13, during which membership had been expressed as being forced to meet adequately the AFM demands and had praised with an official vote of thanks the work of the negotiating committee of the Independent Radio Network Affiliates in effecting a reasonably satisfactory solution for stations affiliated with the nationwide networks.

Briefly, this solution, which was ratified by an IRNA convention meeting at the Waldorf-Astoria on Oct. 11, calls for an annual expenditure of $3,300,000 for the employment of staff musicians by the 285 network affiliates, an increase of $1,500,000 over present expenditures. This sum is to be allocated among the stations on the basis of 1% of net income for each station. The contract was paid on a basis amounting to roughly 16% of increased expenditures to those stations who do not already employ as many musicians as are necessary to bring them up to quota.

The history of IRNA's formation and negotiations with AFM leading to these results, which represent a considerable reduction of the original AFM demands for employment of 3,500 additional musicians in broadcasting, was sketched at the opening of the session by Mark Ethridge, WHAS, chairman, Mark Ethridge, WHAS, who offered to go into the entire detailed background of these dealings with a committee of either the NAB or the non-network stations for use in their dealings with the union. At the same session the NAB president, John Elmer, WCBM, described the position of the Association which, unable to speak for its members, had observed the presentation of AFM demands and reported them to the industry.

A motion by Lloyd Thomas, WROK, that the NAB give "ad

vice, counsel, assistance and cooperation" to any group or individual member in its dealings with AFM was unanimously adopted.

Independents to Act

The discussion of this and other questions disclosed a wide divergence of opinion as to the best course of action for the non-network stations to follow. Several members of this group thought the best and easiest solution would be to offer the AFM the same terms as those secured by IRNA, saying that they could hope for a better deal than that made by the more powerful network group. Others stated that if the independents are less powerful they are also less vulnerable, having no network affiliation to lose if negotiations should fail, and might therefore be able to make a better bargain.

Mr. Ethridge said that IRNA was certainly not going to scrap its negotiations, which had cost the group some $10,000 for expenses and fees to legal and accounting counsel, to start all over again with the independents, but pointed out that the IRNA negotiations had paved the way for the independents to make much faster and less expensive progress in their own dealings.

He offered the advice of his committee but urged that the independents engage good legal counsel at the outset. Samuel Rosenberg, chairman of IRNA's negotiating committee, said that IRNA negotiations with the union will probably be concluded within the next few weeks and go into effect in December, at which time the AFM will start after the independents and he urged that the NAB act promptly in their behalf.

At a meeting of some 80 non-network broadcasters that evening Mr. Rosenberg urged that they immediately begin collecting figures on the incomes and employment of musicians and that they point out that by being forced at first to accept figures furnished by networks they would have none of their own, and that the network affiliates were obligated to spend $3,300,000 instead of the combined total of $5,300,000. He also advised them to retain able counsel from the start, pointing out that while there was no doubt of the union's ability to deprive "unfair" stations of their

NEGOTIATING COMMITTEE—Of the Independent Radio Network Affiliates as they met in New York convention. Left to right: Emile Gough, Hearst Radio Inc.; Mark Ethridge, WHAS, and Louisville Courier-Journal and Times; Samuel Rosenberg, WFIL, chairman; E. W. Wilson, WCYX; John Shepard 3rd, Yankee Network; John J. Gilhlin Jr., WOW; George W. Norton Jr., WAVQ; E. W. Craig, WSM.

NAB BOARD RESOLUTION

Inviolability of Contract and Franchise Rights Must Be Preserved, Board Declares

WHEREAS, the broadcasting stations of the United States are licensed by the federal government under a mandate to serve the public interest, convenience and/or necessity; and

WHEREAS, radio broadcasting constitutes the greatest medium of simultaneous communication the world has ever known; and

WHEREAS, every consideration should and is being given by the industry to the social aspects of unemployment, in giving relief, the radio industry must keep foremost its grave responsibility to protect the freedom and growth of this marvelous facility for public service; and

WHEREAS, the broadcasting stations by virtue of long experience in rendering public service, have found that the public interest requires, in addition to locally produced programs by union musicians, the broadcasting of other local programs and of network and transcription programs; and

WHEREAS, there has not been and there is not now any dispute between the broadcasting industry and the American Federation of Musicians, in regard to wages, hours or working conditions; and

WHEREAS, negotiations between the American Federation of Musicians and committees representing a substantial part of the broadcasting industry have resulted in a conclusion as to the degree of re-employment acceptable to the American Federation of Musicians; but

WHEREAS, the American Federation of Musicians seeks to impose upon the broadcasting industry, by uniform contract, a system which in effect gives to the American Federation of Musicians the sole right to license the procurement by those stations of network and transcription programs; and

WHEREAS, such contract in effect transferring the control of the operation of any station may be sufficient ground for revocation of that station's federal license to broadcast, and also may constitute a violation of the federal statutes relating to restraint of trade; therefore now be it

RESOLVED, That the Board of Directors of the National Association of Broadcasters of America hereby enter into an agreement with the American Federation of Musicians and broadcasting stations should specifically provide that such agreements shall not contain any restrictions designed to prevent any station from broadcasting network, transcription or any other programs including those of civic, educational, religious, fraternal and other groups; all programming, whether or not used in the programs of any particular station, shall be such that each station should consult its own counsel in all matters affecting (1) arbitration, (2) sympathetic strikes, (3) inviolability of contracts, (4) possible restraint of trade, and (5) its obligations to serve the public interest in providing educational and entertainment programs.

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www.americanradiohistory.com
network programs some lawyers felt that AFR cannot legally forbid transcription manufacturers to ship records to any station, as this would constitute a secondary boycott. As Johnson N. Weber, president of AFR, has said that he independents would not be called until the affiliation group are ruled by the Chicago Federation of Musicians. A 20% increase in pay at WBBM for members belonging to the new union became effective Oct. 1. The musicians' agreement with NBC and Mutual expires Jan. 15 at which time Mr. Petrollo hopes to get a 20% increase for the new union members from the other two major networks in Chicago. But Mr. Petrollo was not looking for any more revenue for his CFM union in starting the new organization. He said the move was made to prevent the AFR from gaining a foothold in radio stations. When questioned about the American Federation of Radio Actors recently formed in Chicago, he said they were all "all right" but "two is definitely not a union, because of its CFM tie-up, would "really get some place" and submit that there be an agreement with the AFR for jurisdiction in Chicago territory inasmuch as the latter embraces the territories of both unions. It affects men while Petrollo's union includes announcers, sound effects men and producers. He was confident, however, that this would soon be straightened out as both are AFR organizations and are anti-CIO. In Chicago, the AFR probably will eventually include only actors with Petrollo having jurisdiction over the other station employees.

Initiation fee for Petrollo's new radio union is $25 in contrast to the $100 fee charged musicians. Dues are the same for both radio personnel and musicians — $15 a year. He said about 30 people attended the first meeting of his new union but eventually hopes to have about 400 members in Chicago.

Meanwhile officials of the AFR expressed disapproval of Petrollo's entry into what they considered their own field. The AFR, claiming 300 members in Chicago, has already written to radio stations in the area listing Michigan Ave. Frank Gilmore, head of Actor's Equity, was expected to pay a call on his way to New York from the AFR convention in Denver and it was possible that a definite settlement of jurisdictional rights in Chicago would be made then. Petrollo is leaving for New York Oct. 16 to attend the radio-musicians' parley.

WHN Contract With CIO

AMERICAN Radio Telegraphists Association, CIO, communications union, has negotiated a contract for the technical employees of WHN, New York, calling for a 40-hour week, with time-and-a-half for overtime, certain salary increases and a preferential shield of union men, and when the station adds technicians it must either employ ARTA members or, if none are available, the men employed must be "turnover to the union.

Signing of the contract ends negotiations covering six months since the WHN technicians joined ARTA in a body last April. Delay was caused by the intervention of IATSE, AFI union of theatrical employees, and other employees of Loew's theater chain are affiliated and which claims the jurisdiction to other WHN employees, and a ruling of the NLRB was necessary before ARTA could resume its dealings with the station.

ARTA officials also report the signing of a similar contract at KYW, Philadelphia, where the technicians are also 100% ARTA members. Negotiations are now under way at WCAU, Philadelphia, at which station the management has agreed to a closed shop, a 40-hour week, and time-and-a-half for overtime, but the wage scale is still a matter for discussion. In these negotiations Willard Bless acting for ARTA and Dr. Leon Levy for WCAU.

At the first national convention of the American Guild of Radio Announcers and Producers, held in New York Oct. 1, some 200 members of this independent union voted unanimously to maintain their independence, thus definitely ending the widespread rumors that ARTA would become allied with either AFR or the new AFL radio talent union, American Federation of Radio Artists. The convention, held at the Hotel Desiro, was opened by WOR, Newark, as secretary, to replace Karl Schullinger, who has left CBS to join Lord & Thomas. It was stated that AGRAP membership now includes some 350 announcers and producers, about 60 actors and about 20 engineers. AGRAP's executive is now a subscription plan in the field and the Guild predicts that membership will grow rapidly in the next few months.

At a meeting of the San Francisco Chapter, American Federation of Radio Artists Oct. 3, John B. Hughes, Mutual-Don Lee network newscaster and commentator, general election president. Other officers of the newly-organized chapter are: Ted Maxwell, NBC producer, vice-president; Jack Kelly, CBS producer, second vice-president; Vic Connors, executive secretary, and Theodore Hale, acting treasurer. The San Francisco Chapter includes a significant membership of 130. Organization work has started in Sacramento and Stockton and the organizing committe headed by Mr. Connors plans an early visit to Merele Frenos, Eureka, and Rene Frank Gilmore, president, arrived in San Francisco from New York Oct. 7 to confer with the executives of the Bay city chapter of the AFR regarding policy and future plans.

Cincinnati Complaint

The AFR, which now reports a membership of between 3,000 and 4,000 "with applications coming in at a great rate," is planning to leave the Actors' Equity building in which it has been making its headquarters and move into its own offices at 1 W. 45th St. New York, about Oct. 15. In Cincinnati a talent union has filed a complaint with the NLRC charging WRKR and CBS with a violation of the Wagner Act in discharging William Seymour, a news writer, for alleged union activity. Seymour was discharged from the station Sept. 30, the complaint states, because of his activity in organizing for the union.

In reply to the charges filed with the Labor Board, John McCormick, general manager of WRKR, made the following statement:

"The policy of WRKR is not to interfere with the activity of the union or any of its employees. I have been engaged for approximately a month making various changes in the station as ordered by policy changes instituted by me. (Continued on Page 75)
Tentative Draft of Network Affiliates' Contract With AFM

1. The terms, provisions and conditions of this Schedule "A" are basic terms, conditions and provisions contained in the Trade Memorandum of the Federation which are applicable to all beneficiaries desiring to be represented by the Joint Commissions of the trade unions affiliated with national networks and the American Federation of Musicians. It is to be observed in all such cases that a true and complete representation of the problem of musicians, and all the terms, conditions and provisions of this Schedule shall be a part of and form part and parcel of the annexed agreement, and whenever and wherever the terms, conditions and provisions of this Schedule shall obtain and prevail.

2. Whenever the term "Federation" is used herein, same shall refer to the American Federation of Musicians, Local Union No. 800, a labor union as defined in Section 158(1) of the National Labor Relations Act, as amended, and the term "Affiliate" is used, same shall be deemed to mean and refer to any Affiliate of the Federation engaged in the broadcast industry and any other person or party to the agreement which this Schedule "A" is attached.

3. The entire amount of the allocated quota to be expended by the Affiliate is to be spent by the Affiliate in the purchase of records and any other expenditure for which the Affiliate is specifically allowed to be spent, as hereinafter provided, and shall not in any case be reduced. Such expenditure shall be made by the Affiliate in accordance with the provisions of the Local Union of the Federation in any case where the Affiliate operates in winter resorts, as, for example, Miami, where the business season is less than nine months.

4. A staff musician is one who is paid a weekly rate and not at a single rate. Compensation or services of musicians employed as extra men or employed otherwise than to play musical instruments, and compensation to staff musicians for overtime or extra rehearsals, whether included or not in the expenditure of the allocated quota of the Affiliate.

5. If a Local requires that a higher rate be paid for the privilege of using staff musicians, the Affiliate shall have full control of all agreements, and a right to the full amount paid by Affiliate to staff musicians on regular contracts, in regard to the terms, conditions and provisions of the contract, in accordance with the rules and regulations of the International Federation of Musicians, including the rules and provisions of the annexed agreement, in so far as they may apply.

6. It is understood that locals affiliated with the Federal Federation will furnish the Federation competent and qualified musicians in good standing in the Local and members of the Local who are acceptable to the Affiliate, as the Affiliate shall determine. Such musicians shall be the property of the Affiliate, as are all such musicians in good standing in the locals affiliated with the Federation as staff musicians.

7. Affiliates shall give any staff musician employed by him reasonable notice for terminating his employment, which notice, however, shall be according to prevailing notice. In the event of the employment of a staff musician is terminated, such compensation or services as the Affiliate's obligation to expend the full amount of his allocated quota for staff musicians.

8. The Affiliate entering into the annexed agreement with the Local Union of the Federation for the expenditure of an allocated quota, as provided in said agreement, shall be entitled to the privilege of being an Ultra Station, or an Independent Station, and shall be entitled to the provisions of such agreement as the Local Union of the Federation shall see fit to enter into with the Affiliate. Such agreement shall be in accordance with the provisions of said agreement as the Local Union of the Federation shall see fit to enter into with the Affiliate.

9. The Affiliate shall be entitled to the use of the following terms of said agreement as the Local Union of the Federation shall see fit to enter into with the Affiliate:

(a) Transmit its music to any other Affiliate station in the United States or Canada which fails to agree to expend the allocated quota for staff musicians, or fails to comply with the agreement which it will enter into with the Local Union of the Federation.

(b) Contract to transmit music to any broadcasting station other than Affiliate or Key Station as herein defined, located in the United States or Canada, which fails to agree to expend the allocated quota for staff musicians, or fails to comply with the agreement which will enter into with the Local Union of the Federation.

(c) Contract for records and transcriptions or take or use under contract any records or transcriptions made by manufacturers other than those licensed for that purpose by the Federation; it being the declared intention of the Federation that the purpose of this specific provision is limited to enabling the Affiliate to obtain, for its broadcast purposes, the records and transcriptions in the making of such records and transcriptions. With respect to the question of the use of musical records and transcriptions made in Canada, same shall be investigated further and left for future determination by the broadcasting industry and the Federation.

11. Announcement of a mechanical production must in all cases be kept by the Affiliate or its agent of the broadcast information.

12. Affiliate may make records or electrical transcriptions for audition purposes or filing by Affiliate or agency or client, but such records or transcriptions must not be broadcast, and the Federation must be advised when and where such records or transcriptions are made.

13. Records of music which are pilfered are not to be used under any circumstances.

4. In the event that a sponsored program cannot be put on the air at the exact time allotted to it, an electrical transmission may be made of such program to be put on the air no later than the seventh (7th) day following the time of the original recording. When the original recording is transcription, the Federation must be advised immediately thereof and the announcement shall assume the originally transmitted portion of the agreement between said Affiliate and the Local Union of the Federation.

5. In the event the Affiliate's Federal license is terminated or suspended, or in the event of the discontinuance of the operation of such station, whether because of fire, war, flood, mupre, or Acts of God, the allocated quota of expenditure as provided for in the annexed agreement shall be reduced or canceled, as the case may be.

6. Any agreement entered into between an Affiliate and the Local Union of the Federation in order to be valid must be approved by and provided for in the Federal Federation, the President of the Federation, or any authority designated for that purpose by the Federation.

7. Both parties to the annexed agreement, that is, the Affiliate and the Local Union of the Federation shall be bound by the provisions of the Memorandum embodying the general plan for the solution of the question of the use of musical records and transcriptions and the general basis for the terms, conditions and provisions of this Schedule "A".

8. The period of the annexed agreement is two (2) years from the date of execution of this agreement. The period of the annexed agreement provided, shall be for each of the two (2) years of the period then in force.

9. The Federation obligates itself for the full and complete performance of the agreements entered into by Local Unions of the Federation without the approval of the National Federation of Musicians, and that no such agreements shall be entered into by any Local Union of the Federation unless the same is in accordance with the provisions of such respective agreement by the Affiliate executing the same. The Local Unions of the Federation and Board of Directors of the National Federation of Musicians agree to notify the Federation of any of what they deem to be a default or violation on the part of such Affiliate, and the Federation agrees that there will be no stoppage of any Local Union's agreement by reason of any violation of this agreement by any Affiliate as long as such notice of the violation has been given to the Federation by the Affiliate and the Federation has had two (2) weeks from the receipt of such notice in writing to rectify the default or breach complained of. In default of Federation of any Affiliate of the Federation, the Local Unions of the Federation may, without notice, eliminate the necessity of any further notice to Affiliate.

10. The Federation in the event that money owed to staff musicians for services rendered, the Affiliate shall not be entitled to notice as in this paragraph specified.

11. The musicians to be engaged in accordance with the annexed agreement are recognized by the Affiliate as being members of the Federation, and nothing. Any agreement entered into between an Affiliate and the Local Union of the Federation shall be binding to the extent of the membership of the Affiliate.

[To be amended to exclude sympathy strikes]
McNinch Abolishes Divisions of the FCC

Commission Approves His Plan to Be Effective Nov. 15; Three Directorships Automatically Eliminated

INVOKING its first sweeping change in policy since Frank R. McNinch assumed its chairmanship Oct. 1, the FCC by unanimous vote Oct. 13 adopted an order proposed by the new chairman abolishing the three communications organization effective Nov. 15.

All seven members of the FCC, under the revised structure, will participate in deciding all cases, whether broadcast, telephone or telegraph. New rules and regulations, and modifications of existing ones, designed to guide the FCC under the new setup, will be drafted by Chairman McNinch for FCC action.

Announcement of the radical change was made by Chairman McNinch at a press conference Oct. 14—his second in a fortnight. Coincident with the abolition of the three divisions, the positions of direct service, and by election automatically eliminated.

Mr. McNinch described this as an "unprecedented" move. John P. Kileen, Robert T. Bartley, and G. Patterson, directors of the broadcast, telephone and telegraph divisions, respectively, have been released from these posts effective with the new organization. The positions are non-political, none, and, by statute paid $7,500 per annum.

The Chairman's Views

At his initial press conference Oct. 2, the incoming chairman discussed at length his first impressions of problems confronting the FCC, dealing largely with possible traffic regulation, alleged "trafficking" in station licenses, monopoly, franchise taxes, and similar important issues. At the second conference, he issued a release on the reorganization and on related phases of operation until the change takes place Nov. 15, and then discussed other aspects of FCC activity in response to questions from the three-dozen newsmen present.

The new McNinch plan follows closely the organization of the Federal Power Commission, the chairmanship of which he relinquished last June. It is designed to "clean up" the FCC. While the precise procedure in handling cases prior to the full Commission action must await the formal adoption of the new rules, there is the probability that here again the chairman will serve ex officio.

There is no final action on the time of Commission consideration. By acting with such celerity in reorganizing the FCC, Chairman McNinch presumably is seeking to harmonize with the calls which have brought the wrath of members of Congress upon that agency. It would not be surprising, it is felt, that the demands for a Congressional investigation of communications regulation, particularly broadcast, made repeatedly at the last session, will taper off at the forthcoming special session, which President Roosevelt has called for Nov. 16.

Half-dozen Proposals

There are a half-dozen resolutions for various types of inquiries, the most sweeping of which (the White Resolution) already has been reported favorably to the Senate by the Interstate Commerce Committee. Whether Senator White (R-Mo.) and Chairman Wheelock (D-Mont.) of the committee, will press for an early probe on enactment of the legislation in the light of the aggressive efforts toward reform under the McNinch leadership, now becomes problematical.

The specific order on reorganization (No. 20) reads: "The divisions of the Commission created by Commission Order No. 1 adopted July 17, 1934, are hereby dissolved and abolished as of Nov. 15, 1937, and all rules and regulations heretofore and presently vested in such divisions shall thereafter be exercised by the Commission.

"Chairman McNinch, with such assistance as he may require, is hereby directed to prepare for submission to the Commission at the earliest practicable date such new and supplementary rules and regulations as shall be necessary in the discharge of the duties of the Commission, while at the same time denying the other commissioners any practical opportunity to participate in decisions.

Freedom of Inquiry

"When such major phases of the Commission's work, as broadcasting, telephone, telegraph, have been turned over to the handling and decision of only two members, these two members have been given opportunity to exchange views with and profit by free discussion and expression of opinions by the other commissioners. Commissioners not on a particular division have felt a natural reluctance to inquire into the work conducted by others, and, therefore, they were denied effective expression of their views upon pending matters. Furthermore, the segregation of commissioners into units, with power to act, avoids division in their thought and action upon limited phases of the Commission's work, with other commissions above mentioned, prevents a round development of every commissioner's experience in the field of the Commission's work.

"Commission functioning as such has the benefit of the free discussion and exchange of views, it learns better to cooperate, the commissions gain a better understanding of and standing of each other, and they influence and share in every important activity. The wisdom and judgment of seven minds is surely greater than any two or three of the seven.

"I am delighted at the hearty approval given by my colleagues to the proposed reorganization plan and I am confident we are thereby laying a solid foundation and making a real start toward functioning more effectively and more effectively."

Simultaneously, Mr. McNinch announced on his reorganization, Commissioner George H. Payne was elected chairman of the telegraph division, and Mr. Patterson, who are abolished Nov. 15. He has been acting chairman since the retirement of Commissioner C. Galloway in June. He announced also that he had designated Commissions C. B. Patterson, E. M. Carter, and H. M. Craven, former director of the telegraph, as temporary members of the telegraph division, with the chairman serving as the third member.

To avoid interruption in the preparation of the report to Congress on the telephone investigation, the FCC adopted another order (No. 21), under which Commissioner Paul A. Walker, now chairman of the telephone division, who has been in active charge of the telephone investigation, is charged with the sole responsibility of completing its report for submission to the Commission. After the abolition of the divisions Mr. Walker will continue this work.

Release of Directors

Commenting on the release of the three directors, Mr. McNinch said that before adopting Order No. 20 the Commission faced "squarely and honestly the fact that the abolishing of the positions would have the unavoidable consequence of abolishing the positions of directors on the three divisions."

This, he added, was a "genuine cause of regret to the Commission, as the Commission spoke highly of the directors and they are regarded as uniformly loyal, faithful, and competent to perform their present duties. However, under the language of the statute, there is no privilege for their continuance in these capacities."

The members held, he said, that any of all of them are entitled to qualify under the statute and they are considered for any position now open, or hereafter available, the Commission would give them "consideration to them."

Mr. Patterson, a native of Alabama and past president several years ago to the Special Senate Committee headed by former Senator Hugo Black, present Associate Justice of the U.S. Supreme Court, in its air (Continued on page 80)
KOY-KGAR FORM NET

PHOENIX AND TUCSON STATIONS LINKED BY PHONE WIRE TO SERVE ARIZONA

PHOENIX, ARIZ., OCT. 15 (Special to Broadcasting).—Radio stations KOY in Phoenix and KGAR in Tucson affiliated as the new Arizona network will make available for the first time to a majority of Arizona residents programs of state-wide interest, originating in either of Arizona's foremost cities.

A portion of KOY's contribution will be leading Columbia network programs as well as last minute news bulletins from the recently organized KOY Transradio News Bureau.

Broadcast Coast-to-Coast Stars

CBS programs formerly heard infrequently in certain portions of the state can now be heard almost whenever and wherever an Arizona resident turns on his radio. The coast-to-coast network wires will bring programs such as Major Bowes Amateur Hour; Kate Smith, the Songbird of the South; the Ford Sunday Evening Hour; Nino Martini; Lily Pons; Jack Oakie; Eddie Cantor, and other nationally known other artists.

Ralph Waldo Emerson, staff organist of WLS in Chicago, KOY's sister station, has arrived in Phoenix with his family for the winter. During his stay he will be master of the newly installed Barton Organ at the Phoenix station and will be heard regularly over the new hook-up.

Schedule Educational Features

Through the facilities of KGAR at Tucson, State University officials will make available to the network, programs of education and extra curricular activities. Such programs heretofore have been denied listeners in the northern part of the state. Comprehensive schedules have been worked out for the Glee Club, for athletic contests, for student activities and for the presentation of numerous faculty members. KOY and KGAR together will now make it possible for a single program to reach more than 76% of the state's residents.

This map indicates how KOY at Phoenix is joined with KGAR at Tucson, thus making available to advertisers a population whose income last year was in excess of $279,000,000. The retail sales for the same period were more than $110,000,000. Arizona's fertility is partially indicated by an estimated wealth of $1,578,000,000.

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October 15, 1937 • Page 17
Havana Conference to Involve Proposed Shifts in Allocations
Craven Expected to Head Delegation; Conferences Being Held; NAB to Offer Recommendations

Despite President Roosevelt's delay in naming the American delegation, preparations for the International Broadcast Conference to convene in Havana November 1, have been begun under the auspices of the American delegation. The conference will be held in Cairo, Egypt, beginning next February.

It is expected that FCC Commissioner T. A. Craven will be named chairman of the delegation. The second delegate, following custom, will be designated by the State Department. Technical advisors will probably include Lt. E. K. Jett, acting FCC chief engineer, and A. D. Ring, assistant FCC chief engineer for broadcasting.

Preparations for the conference, considered the most important since the allocations standpoint since the advent of broadcasting—because of the influence of Commissioner Craven. Some 50 engineers, broadcasters, and lawyers, representing national networks and stations as well as the NAB, participated in the preliminary deliberations, which will be continued prior to the Havana conference during the American delegation's departure in late October.

The basic proposals to be considered in the conference sessions will coincide largely with the proposed allocation standards drafted by the FCC for submission to the conference. Commissioners Craven, who visited the conference last summer, is expected to be present at the technical conference of the four North American nations held in Havana last year. With Craven handling the American delegation at that conference.

Craven, still awaiting consideration of the FCC Broadcast Division, broadly proposes six rather than three major classifications of stations, and the reduction of the number of clear channels from the present listed 40 to 26. Duplication of a last a month. Commissions, based on interference limits (see supplement Jan. 18, 1933 issue).

The revision of the general radio broadcast band from 540 to 1600 kc., the Inter-American Conference will seek to reach a permanent arrangement by treaty or otherwise, for use of facilities by the four major nations of the Western Hemisphere, and Canada since 1927 have been operating under a "gentleman's agreement" as to the use of broadcast spectrum in a manner designed to cause minimum mutual interference. Mexico and Cuba, however, have not entered into an agreement, and the purpose is to provide regularly assigned facilities—rather than leave to the engineers to determine the interference to facilities of all kinds.

In explaining to the preparatory group the scope and purposes of the forthcoming conference, expected to be held in Cairo, Egypt, beginning next February, Mr. Craven said that it would encompass not only the regular broadcast band, but also would seek to embrace an agreement on the frequencies from 250 to 1000 and from 1000 to 4000 kc. An interchange of views on allocations to services throughout the spectrum was expected, and might be encompassed in the discussions, particularly in the light of the operations established at the recent International Telecommunications Conference to be held in Cairo, Egypt, beginning next February.

Aside from the standard band, consideration of the ultra-high frequencies and of the agreement band—both of which purposes likely will become part of the discussions.

The hope is at Havana to procure an agreement embracing nations of this continent on broadcasting, among all Pan American nations—use of the 250-1000 kc., and an understanding among the nations in the Americas on the course to be followed at Cairo. It is expected that the North American regions and the South American region—since the problem of division of facilities as between the continent—will be considered in the standard band. Consequently, it is possible there may be two agreements, one for North America and the other South America.

Treaty or Agreement?

Whether there will be a treaty or an "agreement" as a result of the discussions at Havana, upon the conclusions reached by the respective governments, it is impossible to predict.

The Oct. 8 meeting was adjourned following a forenoon discussion, to meet at the call of the chairman. The NAB Engineering Committee to advance suggestions as to possible changes in the proposed resolutions covering allocations. Such a request was made by NAB Managing Director James W. Baldwin, who said his engineering committee would meet during the NAB special convention in New York Oct. 14 and probably will be prepared to submit its recommendations during the following week to Mr. King's subcommittee.

The commissioners pointed out that the American delegation would welcome the cooperation of the various industry groups in the preliminary stages but that the final program should be developed by the delegation.

It is expected the Havana session will be open to industry representatives and to others aside from the actual delegations, but they will be required to function through the subcommittee. Consequently, it is anticipated that company representatives will be allowed at all committee and subcommittee meetings on the theory that their cooperation will be helpful.

Whatever resolutions of an Inter-American CCIR, or consulting committee similar to that functioning in Europe, the Dominion, or in the United States, will be of value to the sessions of the Havana conference. It is expected that company representatives will be allowed at all committee and subcommittee meetings, on the theory that their cooperation will be helpful.

Duplicate Outlets of Networks Seen in WHN-NBC Plan

KIRO and WRDW Join CBS: KOAM Affiliates with NBC

A POSSIBLE departure in network broadcasting—the use of multiple outlets in the same city for simultaneous coverage of network programs—was indicated with the disclosure Oct. 14 of an agreement between the two NBC networks to operate programs on either of the two NBC networks may be duplicated while the other is operated independently.

While not unprecedented—WOS and WHN now broadcast Borden network programs simulcast—"it is believed the first application to regular network sponsors of what has been done for special feature broadcasts—the use of non-affiliated stations for duplicating programming in a single city.

The arrangement is said to result from General Foods' purchase of both NBC-Red network in Hollywood by Metro-Goldwyn-Mayer, which has been operating a simultaneous service in Chicago. This program will be broadcast simulcast on WHN and WEAF from its inception Nov. 4.

New CBS-NBC Affiliates

CBS, during the last fortnightly announcement, listed two new affiliations—NBC one and Mutual one during the last fortnight. KIRO, Seattle, signed with WRDW on Oct. 11, goes with the Mutual Don-Lee network the day before.

This shift had originated last autumn, and is expected to continue until the end of the year. There was conversation of possible affiliations in connection with the switchover.

WRDW, Augusta, Ga., joins CBS Oct. 1, and KOAM, Kansas City, Mo., makes its 13th outlay on Oct. 11, the latter joining the Southwestern Group available to both NBC and CBS.

The Georgia station is owned and operated by the Augusta Broadcasting Co. J. E. Reynolds is managing director, and J. M. Metzger is executive head. The station is owned by Ar thr Caldwell, J. Douglas Miller, and Frank J. Miller, Georgia states operators. It operates full-time on 1600 kc., with 250 watts day time and 100 watts night time.

KOAM operates on a frequency of 750 kc., with power of 1,000 watts day time, and 500 watts night time. Licensed to the Quit City Broadcasting Co., of which Mr. Errol is president, the station has been operated independently during the last three years. Its present management (J. (Jubilat) Quilliam, former sales manager of KOMO-KIT, Seattle.

The new Mutual affiliation will be with 1270 kc., which is on the 1,100 watts night and 5000 watts day time.

The owners are Louis Wesman, an owner of the station purchased last year.

The new Mutual affiliation will be with 1270 kc., which is on the 1,100 watts night and 5000 watts day time.
STATION WOR

IS PLEASED TO ANNOUNCE

THE APPOINTMENT OF

FRANK BRAUCHER

AS VICE PRESIDENT

IN CHARGE OF SALES

AFTER OCTOBER EIGHTEENTH

AT 1440 BROADWAY
Big Drive Planned
By Maxwell House

LOUIS K. SIDNEY, managing director of WHN, New York, and an old associate of Ben Thau, production executive of MGM, is in Hollywood to speed up production on films that are currently under way at the Pacific Coast studio. Bacher, the MGM studio chief, has assigned a new general business manager to the studio, and is reported to be handling all the business transactions of the studio. Bacher is in complicated illness.

An extensive exploitation campaign, said to be the biggest ever given a motion picture by MGM, is under way in New York, Chicago, and five other cities. The theme, "Starting with the Stars"—Baker, Duke, Ziegfeld, and the likes—will be the focus of the campaign. Tie-ins are being made with theaters throughout the country and publicity material is being prepared for newspaper distribution.

Every store in the country handling General Foods products will be featured in a heavy newspaper and magazine schedule as well.

Property Right in Recording Is Found
By Appellate Court in Waring Appeal

RULING that performing artists have a property right in their recorded performances of musical compositions, the United States Supreme Court Oct. 8 sustained the lower court in the appeal of the American Federation of Music Workers, a trade union, in favor of Fred Waring, orchestra leader, in litigation during the past two years. The case was a test brought by the National Association of Performing Artists, which seeks to prevent stations from broadcasting records without permission of the artists. A project to license stations to broadcast records in return for royalty bases also is being fostered.

Whether the decision will be appealed and whether the United States has not yet been decided. The NAB participated with WDAS in the appeal of the Waring decision to the Supreme Court because of its importance to the industry.

Property Rights

In the majority opinion rendered by Judge Stone, summarized in the New York Times, it was said that though it may be said that the ordinary musician does nothing otherwise than perform in a silent composition, great actors and vocal and instrumental artists by their interpretations "add something to the composition that is right of property and which in no way overlaps or duplicates the property right of the silent composition." All that need be decided in the Waring case, said the court, is "that such interpretations inhere in the case of those artists who elevate interpretations to the character of an art." It held that the testimony proved that Waring's band was copyrighted in the state Supreme Court. The decision was based on the theory that the property rights of the performer should be protected by copyright law.

The Roman of the public policy peculiarity in that the orchestra leader had not signed the usual form of contract conveying all rights to the phonograph record company. There are six other suits pending in other states where similar copyright acts may be rendered this winter, notably in the case of Frank Crowninshield, New York.

In the Washington Court in Boston already has decided that under the standard form of contract used by the NBC, the leader, had rights left to assert a right against a hotel using the records. Overriding the WDAS contentions, the court held there are no rights but that the musicians or the incorporated orchestra owned the record in that the orchestra's performance is a composite work, and the copyright was held to be the result of the individual being able to claim an individual property right in the performance, but that Waring individually would ordinarily have no right of action, the orchestra being incorporated. The court further held that it was no defense to the statement that Waring were to assign his copyrighted work to the National Assn. of Performing Artists.

The court discussed the argument of the plaintiff that the property rights of the plaintiff had been lost upon the general public sale of copies of the records. It was held that the sale of copies of records could not be reserved and that such cases as supported plaintiff's point of view in "contracts and involved situations where the restrictions were against the public's policy in restraint of trade or situations where the rights could have been protected by copyright law." It held that no such public policy against the use of the records existed in this case where the rights could not be protected by copyright registration of the records as the statute does not apply to copyright the records. It said that restrictions have, notably in England, been held to be invidious and that in English and, in this country in the trading stamp and ticket scaler cases. The court also held that the record was not an unreasonable restriction and was sufficient notice to purchasers of the existence and extent of the restriction imposed upon them by the understanding between the Victor Co. and Waring.

Unfair Competition

The Court found an additional ground in its decision. In finding the use of Waring records, namely that of unfair competition, the court found the Warner band was in competition as both were furnishing entertainment to the public by radio and both were receiving revenue from advertisers, said the court, and furthermore it must have been increased by the band to obtain $3,500 a broadcast if innumerable reiterations of it are permitted for the same cost. The court said that the broadcasting of records must diminish the commercial value of the band. By the record, said the court, the public would be able to judge the ability of the band with the benefit of the test record before it had attained its present degree of excellence.

Judge Cox next wrote a separate opinion concerning the result but on the sole ground that Waring's right of privacy had been violated by the broadcast of the records. He expressed the belief that the standard of excellence of the work should be in control of the case. The record that the case was on the ground of the record and that the record should be in the case. The record of the record should be in the case.
That familiar battle cry of old Eli again thunders over the big bowl!

This week it's ARMY . . . . next week, the irrepressible CORNELL.

Thousands of wild-eyed football fans will thrill to these gridiron classics. Countless thousands more will be at their loud speakers when the whistle blows. For this is top radio fare that SOCONY is bringing to New York fans exclusively over WMCA!

NEW YORK'S OWN STATION

WMCA
Tea for Two Million or More Consumers

BY CARLTON E. MORSE
Author and Producer of "One Man's Family"

Tender Leaf Enjoys Steady Sales Increase as Intimate Narrative of Family Life Grips a Large Following

WHEN One Man's Family first hit the NBC airwaves last spring, those who held the destiny of the show in the palms of their hands were a bit dubious as to the success of the venture. True, radio had demonstrated its adaptability to practically every type of program, but One Man's Family was something new, something different.

This was a show designed to appeal to the masses, without any of the usual fanfare and buildup. It was a brand new venture: a sponsorship "bug". One Man's Family went on the air for Tender Leaf Tea. The question now, as it had been before, was: Would this type of program help to sell Tender Leaf Tea? We knew that the product would fit the show, but would the show increase the sale of the tea? What would there be about this program that would make listeners buy and buy and buy?

If Tender Leaf Tea had introduced their product in a bold and frank manner, the result would probably have been disastrous. The theme of the program would have to carry through until the last note of the theme song faded from the air... the commercial would have to be cleverly done, and likewise aurally fitted into the show. The main job was to induce the prospective purchaser to buy a package of Tender Leaf Tea, after that the product would sell itself. But could this, in the midst of programs carrying long commercials, contests and inducements, carry enough weight to put Tender Leaf Tea over, or would it be just another radio flop?

The duty of the program, as Standard Brands had it, was to make it, would be to create such an interest that listeners would wait for it, would not need to dial the stations carrying One Man's Family on Sundays and Wednesdays. Once the show was going, there would be a need to make the commercials so tantalizing that the listener would listen the entire program to hear when the listening audience, would want to try Tender Leaf Tea... after that it was up to the product to sell itself so well that there would be a repeat sale, and finally a steady customer.

Strictly Human Interest

To create that vast listening audience, it was necessary to appeal to an audience in a "mob psychology" fashion. That is to say that the program should incorporate a large cast, a cast of people who are not temperamentally artists, just human beings. Secondly there had to be something established, should contain no instances that would sound or could be interpreted as being out of the normal. This was the wonderful thing about a human interest audience. The show should blend, should tug at the heartstrings of every mother in the country. In brief, One Man's Family would sell Tender Leaf Tea because it was a realistic, entertaining, and uplifting, and would commend the undivided interest of every one who listened.

I had already had my fling at writing and producing mystery thrillers, so One Man's Family was merely an outlet for the more conservative side that rebelled at preposterous situations, thrilling through its stimulating climaxes and tense suspense. Thus One Man's Family went on the air. We were drama, for the product, Tender Leaf Tea. With an audience already established through previous airings, it was now necessary to add a new audience and to build towards new listeners. The show kept its same cast, carried on without hesitation, and through sheer "being itself", warmed its way into the hearts of thousands of fans.

The program went on the air on Sunday night at 8:30 p.m. (PST). This of course was too late for eastern listeners, but it took in the Pacific Coast, leaving the eastern coverage for the Wednesday program. The results were as good. Essentially, the commercials must be basically in tune with the program. Have you ever heard a program that gives you a dramatic climax, only to break in a few seconds later with the announcer plugging to get box tops for a bicycle or a pair of skates? It was decided that this must be avoided, but what to do about it?

If you have heard the One Man's Family "的答案" to the problem. The show ends, there is a fade in of the opening theme of the family scene again. Woven into this little drama within a drama, there may be Jack making a rhyme of Tender Leaf Tea, the next perhaps Clifford has made a commercial for Tender Leaf Tea, a verse which all the family takes delight in repeating. On the program is a mayonnaise cake given by Mrs. Barbour on the patio, and here a testimonial is inserted that is not to be missed.

Did the commercials work?

One of the Family

Results, pooled from dealers all over the country, show that these commercials are creating interest. Listeners who had been pushed away from buying Tender Leaf Tea, they are being enjoyed, courted and interested in purchasing the product. How is this being done?

First of all, the program is so designed that the listener can see, and knows personally each member of the Barbour family. To the listener, tender leaf tea is just another radio cast, they are neighbors, just as the Smiths, the Burkes and the Johnsons are. If One Man's Family likes Tender Leaf Tea, then Mrs. Smith, the listener who feels that One Man's Family are neighbors, devoutly wishes to try it too. It is much the same as Mrs. Smith running across the street to borrow a cup of sugar from Mrs. Jones.

How long will the program last? Should the time and the network be changed? To answer these questions, let me ask a couple. How long will Mrs. Smith go on borrowing from neighbors that she must try it too. It is another if by chance one of the families moves. All this answers the question in both cases is that it will go on indefinitely. The second answer in both cases is that a sponsor can very easily make both parties drift apart.

No, One Man's Family has definite advertising and must be a part of the broadcast. The neighbors who listen are expecting the show, they dial their radios at a set time. No...
5,000 WATTS
1,480 KILOCYCLES
COVERING THE CALUMET REGION AND CHICAGO

WHIP

OFFERING....
...A 5000 watt Western Electric transmitter featuring High Fidelity throughout.
...Latest studio equipment, including RCA high fidelity speech input, latest RCA and Western Electric microphones.
...9,800,000 potential listeners to your advertising message within the primary coverage area.
...Blanket coverage of the Calumet Region and Chicago, the greatest mass market of Inland America.

WHIP YOUR SALES PROBLEMS WITH WHIP
Don’t be “stumped” by the thousand-and-one questions that arise in day-to-day affairs of broadcasting. Get that YEARBOOK Number habit. It’s indexed and cross-indexed for ready reference. And it’s ALL there, concise, factual and accurate. Every line of type is checked and double-checked. It’s the broadcasting answer edition.

TIME BUYER:

“I need vital statistics on all stations in the areas our clients wants to reach. Sure, it’s in the YEARBOOK Number.

STATION MANAGER:

“It’s my encyclopedia. An easy-to-use composite directory of everything radio in the country.
The YEARBOOK Number is a fixture in practically every office that means business in broadcasting. And it's there by DEMAND. Advertising agency, advertising manager, station executive, transcription producer, and equipment manufacturer alike find it an indispensable ally in their daily operations. Its pages are turned the year 'round. That's why it's the best buy in radio.

RADIO ADVERTISER:

"I wonder how our competitors used radio last year. Guess that calls for the 1938 YEARBOOK Number.

CHIEF ENGINEER:

"Who sells that type of tube that worked so well? And how about that replacement equipment. Let's see the YEARBOOK Number for the answers."
Coughlin's Return Deemed Unlikely

Detroit Prelate Is Reprieved By Ecclesiastical Superior

REPROVED by his Archbishop for having stated in a press interview that President Roosevelt showed "personal stupidity" in appointing Justice Hugo L. Black to the Supreme Court, Father Charles E. Coughlin on Oct. 9 announced that he has withdrawn his plans to go on the air in the next series of the Sunday afternoon broadcasts scheduled to start Oct. 31.

An independent hookup of 58 stations kept from the contest, and arranged through Aircasters Inc., Detroit agency headed by Stanley Boynton, had already been lined up for the return of the Detroit radio priest to the air. Father Coughlin himself had told the Detroit correspondent of Broadcasting a few days earlier that he planned again to discuss social and political and economic subjects as applied to Christian doctrine and that he intended, "to show his friends how against exploitation of the poor, modern capitalism, Communism and Fascism are the same thing."

Father Coughlin's attorney, Prewett Seemes, stated as the reason for his decision not to return to the air that he had been informed that Father Coughlin would be permitted to talk only part-time that means of keeping his "guilt" from what he thinks but only what the Archbishop thinks."

Archbishop Disapproves

Father Coughlin was publicly called to task for his statement about New Deal, it was disclosed, whereupon he framed a reply to Archbishop Edward Mooney, of Cincinnati, who has some disagreement with Coughlin's views. The Archbishop disapproved of the renewal of the Coughlin series was as follows:

Cincinnati: WIP, Philadelphia; WCBN, Allentown; WABW, Reading; WHR, Wilkes-Barre; WAZL, Hazleton; WGA, Lancaster; WJJD, Chicago; WCAO, Baltimore; WMX, New York; WMCA, New York; WJZ, Pittsburgh; WABN, Boston; WOR, Newark, N.J.; WR, Fall River, Mass.; WSP, Springfield, Mass.; WLBZ, Bangor, Me.; WAFS, Atlanta; WGBN, Mass.; WMBN, New Bedford; WBRY, Waterbury; WLL, Lowville; WRDQ, Johnson City, N.Y.; WNBX, Springfield, Vt.; WNBC, New London, Conn.; WGB, Buffalo; KSDK, Kansas City; WASH, DC; WOR, New York; WHN, New York; WFN, Philadephia. Key Advertising Co., Cincinnati, has the account.

Midwest Is Testing

MIDWEST RADIO CORP., Cincinnat, Ohio, which sells on a factory-to-consumer basis, has started a test campaign in five cities where it has 16 branch factory showrooms. Test announcements are aired five times weekly on KDRA, Pittsburgh; WPIC, Chicago; WHK, Cleveland; WHN, New York; and WFLP, Philadelphia. Key Advertising Co., Cincinnati, has the account.

Control of WBG, Birmingham, passed to Florence H. Smith, widow of Marcellus D. Smith Jr., who died recently, by action of the FGC Oct. 5.

Colin Named by CBS

RALPH F. COLIN, general counsel of CBS, was elected a director of the company at a meeting of the board of directors, held Oct. 6. S. R. Dean, comptroller, re-elected an assistant treasurer. Mr. Colin has been CBS's advertising manager since 1927 when he represented the advertising interests of the company. After his election to the board, Mr. Colin continued to represent the advertising interests of the company. He is a member of the New York law firm of Rosenberg, Goldmark & Colin. He is an active director of affiliated companies, as well as of Jonas & Naumberg Corporation, Alfred A. Knopf Inc., and other corporations.

Scrutiny of Sales Tightened by FCC

INDICATING its intention of inquiring closely into proposed transfers of station ownership, the FCC Broadcast Division on Oct. 5 ordered a hearing before an examiner on the proposed sale of WBLY, Schenectady, N. Y., to the Loew's Broadcasting Co., Inc., of Los Angeles, Calif., of which S. Niles general manager, is listed as owning 111 shares of the outstanding stock. Messrs. Howe, Taylor and Snowdon would each own one-third of KRGR if the transfer were approved. Mr. Howe is the head of the Amsberg Globe-News Publishing Co., publisher of the Amarillo Globe-News, a daily newspaper in Amarillo, Texas, that is published in Amarillo Globe-News Publishing Co., publisher of the Amarillo Globe-News, a daily newspaper in Amarillo, Texas, that is published in Amarillo, Texas, and 2,000-by-2,000 newspapers owned by KFYO in that community.

Orphan Annie Discs

OVALINE Co., Chicago (Ovaline) started quarter-hour Little Orphan Annie transmissions on 20 NBC stations and in addition to the regular NBC Red show on 25 stations. Another station, WOH, will begin carrying the series on Sept. 4.

The discs are spotted over the following stations: WHC, WWH, WSH, WSB, WOR, KSS, KDKA, WWL, KZL, KDL, KFC, WOA, WFAA, KFRC, WCMF, KNX, KLO, WNYC, WOO, WGC, WBC, WMN, WING, WOR, WFB, WRG, WSKY, WJZ, WFA, WOC, WOR, WBC, WGB, WOR, WOB, WLC, WIP, WSB, WLS, and in addition to the regular NBC Red show on 25 stations. Another station, WOR, will begin carrying the series on Sept. 4.

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Pullday Sliced by NBC

RIGID retrenchment for the fourth-quarter operations of NBC was ordered early this month by Lenox R. Lohr, president, with the result that 46 employees were released from the NBC payroll. Other employees in other division headquarters and at owned and managed stations and in the field were cut in various departments. NBC's New York payroll was reduced to 1,232.

NBC's total payroll throughout this year was 2,027, exclusive of artists.

Reasons given for the retrenchment were: increased costs of new studios and equipment, cost of adding new stations to the network, and the marked increase in the cost of living. The savings include a 40-hour week for all employees, and the large sustaining cost represented in the Toscanini series.

"Ike" Lambert Buys KQR

TRANSFER of KEKA, Santa Fe, 100-watter on 1310 kc., to I. E. Lambert, Santa Fe; owner/manager of RCA-Victor Co., is proposed in an application filed Oct. 11 by B. J. Laurence Martin, owner and licensee. Terms were not divulged and the transfer is subject to FCC approval.

CALL letters of WMFN, Grenada, Miss., locally acquired recently by E. R. Reynolds, Grenada, will remain the same, except that WDSU, New Orleans, has been changed by the FCC to WGBM.
A Word From The Wise--

"WHITE FLASH" CARRIES THE BALL!—The Atlantic Refining Co., a 4-year-old customer of WHEC, is sponsoring broadcasts of nine major football games this Fall. The college teams, listed in chart above, may win, lose or draw, but Atlantic White Flash gasoline is bound to come out on top every time, thanks to goodwill built up by these broadcasts. This opinion is shared by W. S. Shockley (left) and Glenn Ostrander, Rochester and N. Y. State managers respectively for Atlantic Refining.

"STRICTLY PERSONAL" IS STRICTLY PRODUCTIVE when term applies to the sales-boosting program of Gray's Shoe Store over WHEC. A WHEC client for more than a year, Gray's builds its "Strictly Personal" program around tall stories and embarrassing moments mailed in by listeners.—Nothing embarrassing about the large stack of mail response that Robert A. Myers, manager of Gray's, is shown receiving from the hands of Miss Ellen Horton of WHEC!

EVERYBODY KNOWS AL SIGL—and "Al" knows everybody! This mutual acquaintance ship is due in large part to "Al"s" 12-time-a-week news broadcasts over WHEC for the past 4 years. One of his many unique claims to fame is the organization of a legion of volunteer blood donors. Frequently a one-time "patient" drops into the editorial rooms of the Rochester Times-Union to see and hear "Al"s" broadcast and to thank him and Station WHEC for the good he is doing.

NO SQUAT, NO STOOP, NO SQUINT—NO LACK of Philco programs reaching the ears of Rochesterians over WHEC. In addition to Boake Carter's news commentaries, Philco has just added a new program to the WHEC schedule, "Phyl Coe Radio Mysteries"! There may be plenty of mystery in the new program, but there's no mystery about the success of the job that WHEC is helping to do for Philco in the Rochester territory.—At any rate, Frank Beaucaire, Rochester's Philco distributor, seems mighty happy about it all!

A LONG, LONG TRAIL—back to the balmy days of 1928 marks the Rochester Jobbing House's consistent use of WHEC. For nine years, while stocks have soared and sagged, depression flared and faded, the Rochester Jobbing House has carried on as a steady client. Its present program, "Radio Short Story" actually belies, in title, the long radio story of this WHEC client. Samuel Levin of Rochester, Jobbing House and Ralph Barber of WHEC gleefully discuss the "nine long years."

ROCHESTER, N. Y. BASIC CBS

October 15, 1937 • Page 27
FCC Amends Rule on Station Breaks

RELAXATION of the station-break call letter announcement rule (Rule 215, 47 CFR 151.401) which prohibited the broadcasting of any station breaks after 30 minutes of programming, was announced Oct. 12 by T. J. Slowie, FCC assistant general counsel. The new announcing rule, to become effective after Oct. 12, will permit stations to announce as many breaks as they wish, provided a minimum of an hour and a half of programming is included in the scheduling. The new rule also permits stations to announce at any time, hour or half-hour, where the previous announcement rule was limited to 30 minutes after the end of a broadcast hour.

"Call letters of the stations," the Commission's new ruling states, "must appear on the air at least three times during each hour. Station breaks may be made on the hour and half-hour within a five-minute period thereafter. This is the half-hour announcement shall be made between 25 and 35 minutes after the hour, and the hour announcement shall be made within 5 minutes of the hour."

William L. Shirer Gets CBS Position in Europe

TO THE list of American broadcasting personalities abroad was added the name of William L. Shirer, former Chicago Tribune and New York World-Telegram correspondent, now in Brussels, Belgium, as Central European representative of CBS with headquarters in New York and under the direction of Edward R. Murrow, CBS European director with headquarters in London. Mr. Murrow was sent to London last spring to succeed Cesar Saechinger, who resigned and is now writing a book on newspapers in the home country to which he returned.

William L. Shirer is a native of Chicago and a graduate of C. S. Colle. He went to Paris for the Chicago Tribune and Daily News during World War I and thereafter served in London, Rome, Vienna, Geneva, Berlin and Madrid. He spent most of 1933 in Spain after his return to Paris and will shortly come to this country to consult his publisher.

SCHOOL VIA RADIO

Chicago Experiment Leads to Permanent Program

FURTHER steps to continue Chi- cago's quarter-hour educational program Oct. 25 when educational leaders and radio officials will gather for a second one of a series of conferences. Chicago stations agreed to donate a quarter-hour period daily for the continuation of the radio school lessons. These conferences will provide a forum for the exchange of ideas on a variety of subjects, including the use of radio in the schools, the call letter announcement rule and other related matters.

During variety show programs, background home broadcasts, etc., an hour or more in duration, the call letter announcement shall be made on the hour and half-hour, during the period of operation, and in any event before or after each program being broadcast. The half-hour announcement shall be made on the hour and half-hour within a five-minute period thereafter. This half-hour announcement shall be made between 25 and 35 minutes after the hour, and the hour announcement shall be made within 5 minutes of the hour.

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WRDW
featuring
THE SOUTH'S MOST
BEAUTIFUL STUDIOS
250 Watts
Market Coverage
Population 714,492
98% Coverage of this
prosperous southern
market . . . . . .
49% of Augusta's radio
families listen ONLY
to WRDW every day
Finest, most up-to-
date R·C·A high
fidelity equipment
Exclusive National
Advertising Representative
J·J·DEVINE and
ASSOCIATES Inc.

Announcing
Full time affiliation with

Columbia
Broadcasting
System . . . .
Effective October 31st. 1937

WHERE RADIO DOES WONDERS

AUGUSTA, GEORGIA
Serving Augusta Eighteen Hours Daily

Broadcasting • Broadcast Advertising • October 15, 1937 • Page 29
Louder But Not Funnier Down Under
South American Audience Has Its Own Likes and Dislikes, And Comedy Is One of the Latter

By HENRY P. CLARK
Erskine Inc.

South American Manager for McCann

YOU don't own a radio to get your favorite programs from the... large South American audience. You just stand out in the middle of the street in Rio de Janeiro or Buenos Aires any time of day and listen, and you will hear from one to ten receivers broadcasting what's in the air. For no matter how soft and sweet the music, the average South American radio fan likes it loud.

But somehow one is not offended by the volume of sound because of the delightful, often classical character of the music. The exotic note of the tango may be as loud as the main street is ever so soft, and yet it's the greatest appeal to the pedestrian may pause gratefully before a house from which music sounds more appropriately in the streets.

Then, too, the song or instrumental selection is not often suddenly interrupted by a lengthy plea to contributors, as is the case in the pils or perfume, for the South American takes his commercial announcement in good part. What Allen, Eddie Cantor or Jack Benny, "big name" funny men, would do... few words relating to different sponsor's products in as... announcement' sometimes heard on North American stations.

Comedy — But Not Much

Very little comedy patter is thrown in between numbers as popular interest is principally in music alone, whether dance and tunes and... classical airs. There are, of course, a few comedians, but South America is not... radio work and... music. The hot brew is sucked hot from a small gourd by means of a metal tube. Served several times a day it barbecued, in what the Americans call... half meal... nothing but meat for... of the... drinking mate is... home. One gourd is passed around like a loving cup for each one to take a sip. There are no "coast-to-coast" networks in South America because... languages, nationalities and the concentration of the buying population in a few large cities, but three or four of the larger stations are sometimes linked together for a series of broadcasts. A powerful station like KRL (shortwave LEX), which is operated... the world. Other stations in other countries may in the same way be used by radio sponsors to obtain a complete coverage.

Neither the stations nor the public will advertise for the... the... large stations. It is the policy of the Argentine market. Other stations in other countries may in the same way be used by radio sponsors to obtain a complete coverage.

Neither the stations nor the public will advertise for the country sponsoring the broadcast in... interest in the program. But while this interest in foreign programs is intense among the owners of the better types of receivers, the great mass of South Americans from the poorest laborer... to the rich landlord... list... to local broadcasts.

To this vast audience commercial interests may sell to them the same way many splendid "institutional" programs. For one of our clients,... several years ago... the Berlin State Opera. On the air, too, with superior musical entertainment are some American stations, including... Ford, General Motors... radio work on sponsored programs.

They Have No Networks

Just as the coffee companies, including Maxwell House and Chase & Sanborn, are leaders in radio advertising in the United States, there is a similar network of "programs for the day" in South America. Generally they are... cost and... cost of a... colonies for the States for assembly and installation in... the... in South America.

RCA has... in South America because... the... countries for many... and... important to... profitable marketing... American firms, including Ford, General Motors, Bayer's, Palmolive-Peet, Lambert's and... Sanborn. Since... Buenos Aires.

Radio is, however, a powerful advertising medium in... advertising... in the... the...... the... give the... of the Buenos Aires. Radio is then... advertising... in... countries below... attitude... in... all... in... in... for every sponsored... such program is put on the air.

New Latin Series Fosters Good Will

Federal Workshop in Charge Of Pan American Broadcasts

AN ELABORATE new series of broadcasts, titled Brave New Worlds, is being prepared by the Federal Radio Workshop of the U. S. Office of Education, will start over CBS Nov. 1 for the purpose, as Secretary of the Interior, Mr. Clark announced Oct. 10, of promoting this country's Good Neighbor Policy to Latin America. Clark will carry the programs for 26 successive Mondays, at 10:30-11 p.m. (EST).

The Celler bill for the creation of a "Pan American Station" to be... the... agencies... program... have... on a... scale.

Ideals of Others

The Federally-staged programs will be dramatic episodes... lives of... and... advertisers, poets and artists of Latin America will be involved... requisites to the present. Cooperating in their preparation and presentation will be the Pan American Union and diplomatic representatives of the Latin American republics and the Pan American Association of Educators. An advisory council, under... director, is... to the... Latin America.

The staff preparing the Brave New Worlds series will be under the direction of Bill Dow Boutwell, director of the radio division of the Office of Education. Dr. William Boutwell, general manager of the Pan American Association of Educators, president of the Pan American Union and diplomatic representatives of the Latin American republics and the Pan American Association of Educators. An advisory council, under the director, is preparing the series as technical supervisor. The series may also be... the... CBS shortwaves to Latin America.

The New York branch of the Federal Educational Radio Project, supported by WPA funds, is training the musicians and... for training. This... in history," said Dr. John Studebaker, U. S. Commissioner of Education, that one government has spent time and money on a sustained effort to help mankind farther along the path of... people of... across the border. While our... and... war are... approaching horizon, it is heartening that the Americas are working for peace. I regard the radio series as a most appropriate way of furtherance of the spirit and objectives of the Buenos Aires Conference."
Smashing Old Records for Better Coverage
### Quaker Net Plans Permanent Lines

Fall Business Points to Need For Additional Facilities

ARRIVAL of the football season and increased political activity in Pennsylvania have brought new accounts to the Quaker Network of Philadelphia, which is planning to install permanent lines on a 24-hour basis for its major broadcasts. Prominent among the new accounts of the Quaker Network is Atlantic Sportscast sponsored by the Atlantic Refining Co. Carborundum's steel castings began Sept. 24 on WFIL, Philadelphia; WSAN, Allentown; WRAW, Reading; WSBN, Scranton; WBRE, Wilkes-Barre; WAZL, Hazleton; WWSW, Pittsburg; WBNJ, Barre; and WBCN, Springfield. Additional stations using Carborundum Sportscasts during the first nine months of 1936 by 23.5.

### September Shows Letup in Increases Of Billings by the Major Networks

SEPTEMBER billings of the three nationwide networks totaled $4,998,736, an increase of 2.1% over the same month of 1935. For the year to date, the cumulative combined time sales of the three networks totaled $50,385,805, topping the combined figure for the first nine months of 1936 by 23.1%.

Individually, the networks showed considerable variation in their time sales as compared with those for last year. NBC's Red Network, which recorded a slight increase of 0.6% over the September billing, $2,057,513, shows a gain of 3.2% over the September, $2,100,371. The $793,068 reported by the Blue network, however, is 11.2% under this network's $893,266 for September last year, resulting in a loss of 1.2% for the combined NBC September billings, which were $2,950,581, compared with $3,066,637 for September, 1936. CBS time sales for the month were $2,026,856, a gain of 3.5% from the $1,986,929 figure for September a year ago. MBS sales of $199,210 were 29.4% below the $280,410 of last year. Chief reason for the comparatively poor showing in September is the fact that last year saw the beginning of the commercial political programs in connection with the presidential campaign, which has last fall's business beyond normal.

Cumulative time sales for the first nine months of 1937 for NBC were $23,291,115, bettering the $23,800,143 billing for the same period last year by 18.5%. CBS cumulative total is $22,775,648, a gain of 33.6% over the $16,550,070 for 1936. Mutual's $1,299,148 is a gain of 23.6% over the $1,037,001 for the period last year.

### Gross Monthly Time Sales

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### Radio Series Proposed To Combat Propaganda Harmful to Industries

CHARLES MCDONOUGH, advertising manager of the Combustion Engine Co., has written to a number of advertising industry leaders, dressing members of the National Industrial Advertisers the second day of the Commerce Club meeting in Chicago recently, declared that industry should spend $5,000,000 in newspapers and radio in a two-year campaign to combat anti-industrial propaganda. Conceding that the proposed sum seems large, he said that it was nevertheless only 1.5% of the appropriations of the 400 leading advertising agencies.

Attacking inroads the government has made on industry in recent years, Mr. McDonough said: "I don't think that either our democratic form of government or our economic system is in immediate danger, but I do know that the undermining process to which they have long been subjected is in its final stages. The proposed advertising budget would be used to educate the public to the role of the modern industrial system."

Concerning the media to be used in the proposed campaign, Mr. McDonough said: "We do not have for the asking the use of the principal instrumentalities for forming public opinion that are already available to those on the other side of the fence. Newspapers and radio are the most effective avenues of approach to the public mind. Editorially, many of the leading newspapers may think they can do. But, by and large, the public does not read the editorial pages. They read the news. What the political leaders, too, are considering in a different point is that if we are to make a real impact on the consciousness of the American people, we've got to rely largely on paid space in newspapers and paid time on the radio."

### Little Crow on MBS

LITTLE CROW MILLING Co., Warsaw, Ind., maker of Coco Wheats, will broadcast a children's program called "Jolly Joe on Mutual network, effective Nov. 1. Joe Keeling, well known as "Little Crow," will open his nightly show which will feature stories, music and games for children. The program will be heard Mondays, Wednesdays and Fridays, 5-5:15 p.m. on WKLW, WGCW and KMBC, and one hour later on WGN, where the program originates. The agency is Rogers & Smith, Chicago.

### Pennsylvania on CBS

PENNSYLVANIA Publicity Commission sponsored a broadcast on Sept. 18, 28 stations of the CBS network, consisting of music and an address by Gov. G. Curtin of Pennsylvania. The agency was Walker & Downey, Pittsburgh. The state also is placing a spot campaign, with Barnes & Aaron, Philadelphia, as agency.

### Sun-Maid to Place

SUN-MAID Raisin Growers Assn., Fresno, Calif., and Thomas, San Francisco, will spend approximately $150,000 for its 1938 advertising campaign and besides newspapers, women's magazines and trade journals, will include radio.
FOUR TABLES A DAY!

A characteristic of Milwaukee is liking music with meals. Perhaps it's an old-world throw-back—but whatever the reason, most people here have decided desires for table time melody.

To keep Milwaukee's family circle soothed and entertained we serve music to four tables a day...breakfast, luncheon, bridge and dinner. We also dish up our full quota of station-breaks on these occasions. And not to be accused of muffing an opportunity, we add a little commercial spice by sprinkling in some participating announcements.

This procedure has bloomed beautifully and naturally with the years. WTMJ's meal-time music offerings are now eagerly dialed and attentively eared. A habit has been formed. A tremendous, worthwhile market has been established...approachable four times a day.

We believe that advertisers who cultivate this vast four-a-day audience will show a profit on their investment. If you want to shown, we invite you to sign up as a “speaker” for any or all of these table-time gatherings...and learn for yourself the sales success they offer. A few choice spots are still available!

For intermediate programs “HEINIE” is available in the late afternoon, and Mrs. Grey with “WHAT'S NEW IN MILWAUKEE?” in the morning, at current announcement rates, less regular discounts.
Seeing Television Behind the Scenes

By E. C. THOMSON*

BBC Visual Programs in the Making
At Alexandra Palace Studios

or may not be a happy man, depending upon how many other programs are absorbing all his waking hours. Let us assume that Hotel Cosmopolitan—a brisk singing and dancing show—has been duly tabled for presentation a month hence. Cecil Madden, the Program Organizer, must find the right niche for this super production, his task being to achieve program balance and avoid awkward clashes. The guiding principle is to please as many viewers as possible in sixty minutes of varied entertainment. The television orchestra, conducted by the indefatigable Hyam Greenbaum, will be required, so Hotel Cosmopolitan will come up for discussion at the music meeting, which follows on after the program discussion.

When a date has been found for Hotel Cosmopolitan, the program is allotted a space in the elaborate time-table of the productions department, which is presided over by D. H. Munro. It is the productions department that “pulls the strings,” attending to studio management and contriving that, as far as is humanly possible, the producer’s ideas are translated into reality.

Meanwhile, the producer has found time to consult with Peter Bax, the scenery expert, and already he is designing the dummy revolving door of the “Hotel,” and it is now taking shape in the carpenter’s shop. The scene painters are at work in their rather flat medium of black, grey and white, to supply the background of the “Hotel” lounge. But Hotel Cosmopolitan only becomes really interesting when the artists are assembled and rehearsals have begun, so we may pass over such severely practical details as booking the artists, reducing the script to continuity form, and cutting it to fill, say, 30 minutes.

And Then Rehearsals

If a genius could invent a means to obviate the learning of lines, television rehearsal time could be cut down considerably. In the case of a production with speaking parts a good deal of dogged rehearsing must be gone through before it can be tried out before the cameras. Often the preliminary rehearsals are carried out at Broadcasting House. Once in the television studio the show is treated as if it were actually on the air; the producer, after a brief period on the floor with the artists, leaves that side of the business to the studio manager, and takes his seat at the producer’s window high up at the back of the studio. There, so far as his own show is concerned, he is monarch of all he surveys. Facing him are two monitor tubes, one showing the picture which, if transmission were on, would actually be radiated, and the other giving a choice of pictures from the other cameras in the studio. At the word of command, the sound and vision control engineers supply any combination of picture and sound that the producer may require. During rehearsals the producer uses a “talk back” speaker, but this, of course, cannot be employed during actual transmission; but he can still communicate with the studio by visual signals, through headphones worn by the camera and microphone operators, and by telephone to the studio manager. Cue lights are also used, and are invaluable to the announcer and the conductor of the orchestra.

A Problem of Faces

Although make-up is rarely required for rehearsal, Miss Mary Allen, in charge of make-up and wardrobe, or one of her assistants, is present to observe whether certain faces are likely to need special attention, and each artist is watched on the floor and on the studio monitoring receiver. Nowadays, since improved lighting has been made possible, a very light make-up is required.

The stage is set, then, for Hotel Cosmopolitan. After three hours’ rehearsal on the morning of the day itself, including a final run-through timed by the studio manager’s stop-watch, all is ready for transmission at, say, 3.25. As the time draws near the producer gives a last look round the studio and then descends to his uneasy chair to watch the closing shot in the preceding news reel, which, incidentally, has been timed to the split second in the film viewing room. “Two minutes to go” he signals to his studio manager, who blankets the warning with a smile in the studio talk in whispers. A make-up assistant dashes on to the set to powder a nasal high light... an announcer does smiling practice (Continued on page 56)

IN OPERATION—At left is the BBC mobile control room showing connection to special television cable. Top center, the control room and portable directional aerial. Bottom center, a television performance at Alexandra Palace, with Actor Tom Costello, orchestra, and audience. Right, the mobile unit testing for the coronation.
WCLE
in CLEVELAND
HAS THE Second Greatest
COVERAGE OF ANY
CLEVELAND STATION

$942,059,140 is a lot of money but that's the annual retail volume in the territory covered by WCLE. Here, in Northern Ohio (and a portion of Pennsylvania) lies the country's fifth largest market with Cleveland at the hub.

WCLE's influence in this territory has been proved time and time again — by listener surveys and by rising sales curves of sponsors who use the station. Now this enviable coverage is increased more than ever because WCLE is a member station of the "Coast to Coast" Mutual Broadcasting System.

WCLE time rates are unusually attractive, considering the size of the market it reaches.

C. A. McLaughlin, Sales Manager

FREE & PETERS, Inc. - National Representatives,
New York - Chicago - Detroit

UNITED BROADCASTING COMPANY

610 KC—500 WATTS
WCLE
CLEVELAND
Cultural problems are comparatively
sets, manufacturers. While interest is shown everywhere in this new branch of the radio art, greater progress has been made in England than elsewhere in Europe.

Nevertheless, the experience to date with television in England, has only served to emphasize the formidable nature of the problems which must be solved before public service to television in the public can be rendered, and a new industry soundly established.

A Year of Television

"The question is often asked: Is England ahead of the United States in television? What is the answer? I cannot answer this question by stating the facts as I have now observed them and that I have pointed out that only 1000 television sets are actually in the hands of the British public. Mr. Sarnoff's statement follows:

"During my five weeks stay abroad, I studied the latest developments of television in Europe. While interest is shown everywhere in this new branch of the radio art, greater progress has been made in England than elsewhere in Europe.

CBS TELEVISION—This derrick arrangement at Camden, N. J., is an exact electrical reproduction of the top of the Chrysler Bldg., where CBS will place its television transmitter. It is used to aid in working out design for the transmitter and antenna. At right Gilbert Squires (left), CBS television program director, and Dr. Peter Goldmark, chief television engineer, inspects 15,000-watt tube and a 100-watt buffer tube.

CBS Tests New Television Transmitter; Programming Viewed as Big Problem

THE new CBS television transmitter, now receiving its first power modulation, requires about 40,000 watts for operation of the transmitters comprise 24 water-cooled tubes, ranging in length from 15 inches to four feet, which were especially developed for these ultra-high frequencies.

When once in operation, the equipment will be installed on the 73d and 74th floors of the Chrysler Bldg. The main power units, transformers housed in a fireproof vault, and motor generators in a specially constructed room, will be located on the 74th floor and the transmitters will be connected to a 15-foot power distribution panel and a 45-foot transmitter panel with a central control desk separating the audio control on the right from the video control on the left.

Every safety precaution has been taken. The steel structure of the building has been strengthened to bear the additional 15 tons the apparatus weighs. Lights on the control panel indicate failure of any part of the control and a second series of controls is installed at the back of the panel so that in emergency the transmitter can be operated from them. Should any one open the door to the room in which the high-tension equipment is housed an automatic cutoff would immediately shut down the power.

Across the street, directly over the main waiting room of the Grand Central Station, the television studio is whose existence in space 200 feet long, 50 feet wide and 40 feet high, providing room for the Chrysler Tower and two large studios, one of which will be constructed immediately. The television camera will be constructed to fit the actual arrangement of equipment so that the transmitter assures a minimum electrical loss.

On the roof a large field at the Camden plant an "electrical reproduction" of the Chrysler Tower has been built. A large number of antennas are being tested to determine which is best suited for this location.

Costly Programming

The success of television expenditures must go for programming was pointed out in a talk by Dr. Alfred N. Goldmark, technical consultant to RCA and actively interested in television development, before the New Jersey Press Association meeting on Oct. 4. "It costs Hollywood $400 to $300,000 to produce a minute's worth of usable 'feature' film for a total of 600 hours 'entertainment a year," he said. "Present sound broadcasting networks render service for upwards of 17 hours each day. Television must develop its own program technique. If we may summarize the ultimate characteristic of such programs in a word, it should be 'spontaneity.' Television must capture images of the world in action.

"Television networks of stations comparable to those existing in sound broadcasting," Dr. Goldmark said, "must await the development of direct sound television radio relay stations. Meanwhile, if public service should be inaugurated, the individual station must be able to cater to practical requirements of program material: Local talent, motion picture film, and road shows of live talent traveling from studio to studio."

DuMont Casts Eye Toward Television

Insuance of Dock Is Planned For Program of Expansion

ALLEN B. Dumont Laboratories Inc., operating at Fort Lee, N. J., notified the Securities & Exchange Commission that it intends to offer 20,000 shares of common stock (41% of its outstanding stock) on the road next week. The company, incorporated Oct. 21, 1936, recently closed a $50,000 infringement suit against Magic Eye, which was settled when Blodgett (all four of which will be issued by Seaboard Trust Co., Hoboken, N. J.

"The concern has outstanding 1,200 of 2,000 authorized preferred shares of $50 par. 21,100 of 54,000 of 100,000 authorized common stock $1 par. It is planned to offer 20,000 shares of $12. Bonded values at $16,000 are now outstanding, as well as a 1,000 notes issued to Seaboard Trust Co., Hoboken, N. J.

"Records of the company are Allen B. DuMont, president; secretary and director; Burdett H. O'Connor, vice-president; Henry R. Brodel, assistant secretary (director); Schatzkin, Loewi & Co., New York, 23,800 shares. Preferred stock is held by Schatzkin, Loewi & Co., New York, 10,000 shares. The company is Industrial Corp., Jersey City, 200 shares.

"Officers of the company are Allen B. DuMont, president, secretary and director; Burdett H. O'Connor, vice-president; Henry R. Brodel, assistant secretary (director), treasurer (promoter); Schatzkin, Loewi & Co., underwriters; Mortimer Rose, director, chairman of board, treasurer (promoter, partner of underwriter); Henry A. Schatzkin, director, vice-president and partner (underwriter); and Henry A. Schatzkin, director, vice-president and partner (underwriter). A new plant site has been acquired in Passaic, N. J. The company becomes effective Dec. 27 and about 200 days after Sept. 29 unless amendments are filed or unless SEC procedure causes delay.

instance of the last, it was pointed out that "stock companies" would shine if they use a new make-up technique, since the television camera does not "see" its subject the same values of color and tone as does the eye or camera. A possibility that this last problem may be solved in the laboratory rather than in the dressing room has been mentioned by Dr. Frank C. Hallmark, chief television engineer for RCA, who also is part of the summer in Europe. Scientists there, he reports, are attempting to build television cameras that will reproduce natural colors as effectively as is done with panchromatic film and already are close to practical television that enables actors to perform with ordinary stage makeup.

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BROADCASTING • Broadcast Advertising
From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

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

**BLAW-KNOX COMPANY**

2038 Farmers Bank Building, Pittsburgh, PA.

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

**BLAW-KNOX VERTICAL RADIATORS**
WCKY's Coverage

WHEN Lee Goldsmith, program director of WCKY, Cincinnati, was en route to the 1937 World Series football game, a studio emergency required his immediate return to Cincinnati. Mary Jane Dunphy, of the WCKY Household Hour, put in a call for Goldsmith on their program in which they were listening to WCKY and phoned the station from Morrow, 35 miles away, an hour after the start of the game. She was back in the studio by 7:15.

THE GENERAL'S RADIO CREED

Hugh Johnson Lays His Broadcast Rules Before
Listeners in Initial Grove Program

A TREATISE on radio commenting, outlining a new set of "rules of the game," constituted the debut of Gen. Hugh S. Johnson as a sponsored commentator for Grove Laboratories Inc., St. Louis, last month, over an NBC Blue Network. Significantly the entire 15-minute broadcast was devoted to a discussion of what the hard-hitting soldier leaves your customers, news commentaries and columns, as described for the radio station. Because the General's remarks present the most direct service, and in unanswerable terms, this is the news of the networks - the conferences of the news commentator, BROADCASTING publishes here a summary and an abstract of his initial address.

Friends of the radio audience, and others. This point is in the air. It is to be three months' experimenting in taking 15 minutes of your time, or until you tune-off - to talk about day-by-day developments in this country and the world - four nights a week. I have been trying to do that for three years in a syndicated newspaper column, and it is by the grace of God that nobody has recommended it. The only way to do this thing is to make somebody mad. I only ask that you do not get mad, you just don't like it. It's something outside the company, or the sponsor. It's not the company that says, "Do you like it?" They are not going to be able to say it in freedom to say what I think. That's a brave thing to do. But it was a brave thing to do. And we have declared that we can do it and do it. The day when the radio commentator is going to be controlled by either insurance or politics, or money, we will be on our way to join Joe Stalin, Franklin D. Roosevelt, and Mao Tse-tung. That's the end of free speech, which is the end of everything properly called American. Here people have a right to say what they think. Other people have a right to set as much as they please. It's a good thing it makes principles clearer. It also gives people more willing to stand up for principles. That's the way this country was made, and when it gets to be any other way, it won't be the same country.

An advertiser broadcasting a commentator is on the spot for this free speech business. You don't sell your self by making somebody mad. And yet you can serve the popular demands on WCKY, Cincinnati, without causing somebody mad.

The Passing Scene

If a columnist or an editor works on ratifying every political right New Deal paper, consciously or unconsciously, its policy will color what his columns say. That also makes it hard for people to be quite sure of what they are hearing on what daily news developments mean.

That is the kind of situation in the Chicago, New York, Los Angeles, and the advertiser should be happy.

Joint Rates Announced For Member Stations in Pacific Northwest Group

A NEW joint rate card, covering the five stations of the recently formed Pacific Northwest Coverage Group, the new two-station ZB-OG in Spokane, Washington, and the three-station Washington-Oregon Network, was made public this month. Charles C. Cramers, president of the projects and head of KGIR, Butte.

The Pacific Northwest Coverage Group embraces KGIR, Butte, and the new KFFA, Helena, which constitutes in themselves the ZB-Bar Neon Network, KXJ, Spokane, and KXK, Portland, which makes up the Washington-Oregon Network. Stations are connected during evening hours by telephone lines, with programs originating in any of the cities.

For the Washington-Oregon Network, one-time base rate nights of $214.40 per half-hour, $119.20 per quarter-hour, $70.40 for five minutes, and $50.60 for a one-minute announcement or 30-word chain breaks are established.

For the Washington-Oregon Network, one-time base rate nights are $196.40 per half-hour, $107.40 per quarter-hour, $63.90 for five minutes and $42.75 for one-minute announcements or 30-word chain breaks.

Globe Flour Campaign

GLOBE GRAIN & MILLING Co., Los Angeles, which has used radio in many years, on Oct. 27 will launch a week campaign over the Red star program, KFI, KPO, KFBK, KWG, KERN, KMJ, and KDTV, Salt Lake City, to call attention to the quality of its Globe Bread, Globe English Muffins, and Waffle Flour and other cereal products. Program, titled The Best of the West, is being broadcast in its regular times and Saturdays, 11:45 a.m., and evenings and Fridays, 11:45 a.m. (PST), and features Clinton (Buddy) Twigg and Joe Parker as commentators. They will give the best news items of the week, stressing the human side of each story. As a merchandising tool, a handwriting chart will be offered for one cent copy of any of the sponsors' various products. Agency is the National Advertising Agency, with Isabel Moses, account executive.

Foley Adding to List

FOLEY & Co., Chicago (Foley's Honey & Tar Cough Syrup), will start minute WBS transcriptions and live programs for the chain's Chicago, St. Louis, Oct. 15 and over WOKO, Albany; WFB, Syracuse, and WNBP, Binghamton, Nov. 1, with week's programs, and five times weekly on WLS, Chicago, and six times weekly on WWVA, Wheeling, Louisiana & Salem, Chicago, is the agency.

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BROADCASTING • Broadcast Advertising
Every taxi in the city of Cleveland and suburbs (450 cabs) for two weeks carried tire covers announcing "WGAR Goes Columbia!" Imprinted separately on covers were caricatures of Columbia stars.

Street cars and motor coaches operating throughout the Cleveland district carried striking, colorful car cards on their dashes to still further spread the word of WGAR's affiliation with Columbia.

Riders of trolleys and coaches glanced up from newspapers and again beheld the reminder..."best radio shows by far...Columbia net plus WGAR!"

Up famed Euclid Avenue, several hundred giant shields bore WGAR's message. On each, the air-star of some advertiser was featured.

Thousands visited WGAR's fine new studios...saw this display stand, and other interesting promotional material on CBS and local programs.

When WGAR, top Cleveland station in number of accounts and dollar volume, joined Columbia's net, a special section in The Cleveland Press was used to focus listener attention on programs of its new advertisers.

Ads in a dozen trade papers carried punch-line to smart time buyers..."we haven't gone high hat in our new togs...the old rate card is still in effect." A die-cut folder of the symbolical hat also spread the announcement.

Gala broadcast, fed to a CBS coast-to-coast network, again demonstrated WGAR's ability to create the best in radio shows.
Kroger Programs Weave Guests Into Theme of Scripts

Personality of Visitors Now Capitalized by Retail Chain

By CHAS. M. ROBERTSON Jr.
Ralph H. Jones Co., Cincinnati

PROOF of the constantly increasing importance of the daylight program audience is evidenced by the fact that Ralph H. Jones Co. of Cincinnati and New York is pioneering in a new venture—that of weaving into one of its daytime shows not only the personality of WJSK, but the personality as well of some of radio's great individual stars.

This new trend went into effect during the first week of Oct. 4, when the Kroger Grocery & Baking Co.'s daily Linda's First Love, this popular program, spot-inserted each week on 23 stations from Pittsburgh to Kansas City and from Atlanta to Chicago, and then transmitted by World Broadcasting System, adheres to the daytime formulas of love, home, and social problems with all the attendant difficulties. It is an exceedingly popular feature, having been accorded top ranking among daytime shows in the Midwest.

This is the result of a policy new to the broadcast industry, Ralph Jones Co. being eager to watch. This is the first time that some of radio's foremost personalities have been put into any other show, not merely as single-time "guest artists," but as a regular part of the script. Not only will this show add greatly to listener interest, but it will offer the radio audience more than mere temporary contact with their favorites.

Living Their Parts

The stars who will be used from time to time are not, for example, to be wedged into the show with an introduction and one or two songs from Atlantic to Chicago, and then after having temporarily upset the otherwise normal progression of the show's purpose to have these nationally famed artists live love, work and trudge along shoulder to shoulder and hand-in-hand with the familiar characters of the story. This constitutes a radical departure from the heretofore accepted pattern.

Irene Beasley was the first to appear as Linda's co-star. Since she first "stumbled into singing over the air," as she puts it, Miss Beasley's progress in radio has been consistently upward, having been featured and guested on many national shows on both NBC and CBS.

Plans are now under way to acquire similar services of other nationally famous radio stars; and it is obvious, if this new idea of Ralph Jones Co. is copied by others, that daytime radio programs will be given another welcome and justly deserved upward boost.

New Bi-So-Dol Program

AMERICAN HOME Products Inc., New York, has started a new series on the NBC network to advertise Bi-So-Dol. Titled Mr. & Miss, Planner of Lost Persons, the series will tell the adventures of a newswoman, and the romances of detective broadcasts and will be broadcast three evenings weekly for 15 minutes.

That Fan Mail—Here is a section of the mail room of the Kroger Grocery & Baking Co., at which fan mail received by stations carrying its WBS transcribed series, is distributed and checked.

Snyder Is Elevated

GLENN SNYDER, manager of WLS, Chicago, was elected vice-president of Agricultural Broadcasting Co., organizing the station, at a board meeting held Oct. 8. The announcement was made by Burridge D. Butler, president. Mr. Snyder succeeds George Vermaas, who retired from the company several months ago to become an executive of another farm publication. Mr. Snyder has been with WLS for the last seven years.

WTEN Names Whiting

APPOINTMENT of Lee L. Whiting, of Minneapolis, as Twin Cities and national sales manager of the station, was announced Oct. 1 by Clarence T. Haggman, general manager. A member of the WTCN sales staff for the last three years, and before that in newspaper advertising, he succeeds Mr. Haggman, who has been with the station several months ago. Mr. Whiting was educated in Southern California and is 33 years old.

TREND TO PUBLIC SERVICE SPOTS

Grouping of Announcements Advised; The Value of Institutional Programs to Sponsors

By HARRIBAN DANIEL
Director of Sales and Merchandising
WSM, Nashville

When it is true that American broadcasting is supported by a competitive commercial system, it is also true that public service is required. The justification of public service is entirely secondary to the rendering of a worthwhile public service. The fact that this system has succeeded is fully evidenced by the high standards of public service rendered by American stations, as compared to other countries.

No one denies that there has been some commercial exploitation of radio. In a medium with such intimate appeal, it was only natural that some improprieties should have occurred. But this is the exception. Despite some criticism to the contrary, the fact remains that the standard of advertising in radio is equally high (and in many cases higher) than that which prevails in other media.

This is as it should be. Intimate in its appeal, radio's voice is guarded jealously. It is encouraging to know that stations with the highest standards of advertising and program service, often at the sacrifice of revenue, have in the long run actually strengthened their economic positions.

If this is the experience of broadcasting companies, then it must inevitably be the experience of advertisers. In fact, statistics show that public service, or semi-public service, programs, have achieved notable results for sponsors.

Spot Controversy

At the recent NAB convention in Chicago, there arose controversy over spot announcements. There is no essential difference for classified or small spot advertising in radio, just as in newspapers and magazines. To eliminate this service would be to bar small competition, leaving the medium exclusively to larger advertisers who could afford the cost.

The day is near when stations, networks, advertisers and agencies will get together to eliminate classified advertising from peak daytime and evening hours. A number of stations are already doing this, by grouping all announcements in specified periods. These announcements still have the advantage of a peak audience and are free from direct competition for attention. But the main gain is that spot announcements handled in this way do not distract attention from the message of the advertiser who has the expense to build up his own audience through the presentation of an appealing program.

Advertisers and advertising agencies have discovered that, while the announcement type of copy is highly impressive, it lacks the good-will influence and lasting effect of copy appropriately woven into a program that has some institutional value in addition to direct sales appeal. Indeed, it could almost be said that the more service a program renders to the listener, the more institutional value it has for the advertiser.

Good-Will Appeal

The Pure Oil Salute to Cities can be classed as a public service broadcast. The programs give the city's history, beauty and industrial progress of towns and cities throughout the South, and give them in means of publicity that was of definite interest and value to the entire community.

The tremendous good-will influence of the Pure Oil Salutes made direct sales appeal both in advertising and in increased sales followed a natural appreciation for the contribution the advertiser has made to a community, and the public favor thus built up had a far more lasting effect than the usual type of program.

Another typical example of public service was America's Flag Advertisement, which was based upon dramatic highlights in the history of the diplomatic corps. Combination of programs, created by the Educational Department of the National Life & Accident Insurance Co., and prepared in cooperation with the State Department at Washington, authentically portrayed significant historical events.

With such goodwill now a major objective of practically every business institution, it is apparent that there is a definite trend toward commercial sponsorship of programs that make worthwhile contributions to society.

Coco-Wheats Placing Little Crow Milling Co., Warsaw, Ind. (Coco-Wheats), will place the children's radio program, 9 to 10 a.m. on WLS for the past two years, over a three-station Mutual network starting Nov. 1. Program will be broadcast at 4:00-4:15 p.m. (CST) over WGN, CKLW and WCAE. In addition, Little Crow is taking out the Joe Cargill Spot and a Spot-Blaster, 7:45-8 a.m. and has started children's programs, under the sponsorship of local home economic programs on seven other stations. Rogers & Smith, Chicago, is agency.

WRJ Income Rises

THE statement of WJR, Detroit, for the first nine months of this year discloses a material advance in its income over the corresponding period of 1936. Net profit was reported at $390,399 after all charges but before surtax, equivalent to $3 a share on the then $130,000 face amount of the company's common stock. In 1936 for the first nine months profit amounted to $322,439, or $2.48 a share. Net sales for the nine-month period totaled $1,043,013, against $917,029 in the like 1936 period.
The Big Push Is On in the Mid-South with WREC covering the Market

17th WHOLESALE MARKET OF U.S.

IT'S BIG MONEY TIME IN MEMPHIS AND MID-SOUTH

Let WREC sell this BIG market for you. MILLIONS of dollars to spend! The highest crop yields in many a year — cotton, rice, potatoes, corn, dairy products, soy beans, live stock, poultry, fruits, hay, alfalfa. Memphis is a BIG market — 17th Wholesale Market of the U. S.—a Half-Billion-Dollar market. Let WREC ring your Cash Register in Tennessee, Mississippi, Arkansas, and parts of Missouri, Kentucky and Alabama. Put the selling power of this popular network station back of your products.

5,000 WATTS DAY; 1,000 WATTS NIGHT

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK • CHICAGO • SAN FRANCISCO

WREC • TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION • AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising

October 15, 1937 • Page 41
MUSIC PUBLISHERS OFFER TRADE RULES

RULES proposed by the Popular Music Publishing Industry de- signed to stop unfair trade practices were submitted to the Federal Trade Commission at a hearing Oct. 11. C. D. McIlvaine, director of trade practice conferences. The Commission took the proposed rules under advisement, but gave no indication of when it would take action.

The industry proposes to con- sidern it an unfair trade practice to pay performers "push money" or other gifts as an inducement to perform without consent of employers or with or without the consent of employ- ers where the purpose is to lessen the bundles allotted to payments without consent of employees or to marketing sheet music or orchestrations.

In the sale of music for use or resale with an unfair agreement not to deal with competitors is forbidden. Rebates and other forms of price discrimination are dis- allowed. An unfair trade practice in other domestic trade but quantity discounts, selection of custo- mers, and price changes are allowed. Brokerage and com- mission payments are placed under regulations. Employers must not discriminate among customers; special services must be afforded on terms available to all.

Suit, Counter Suit

BARNEY'S Inc., New York, men's clothing store, has filed suit against WNEW, New York, for alleged failure to stop advertising. Barney's is accused of having made false claims to have exclusive distribution of popular music. He has just returned from a month's vacation in Europe.

Suit to recover $160,000 damages from Los Angeles Broadcasting, Inc., operated by KFAE, the city, for an injunction against broadcasting "The Doctor's Courageous," a dramatic serial, was filed in Los Angeles Superior Court, Sept. 30 by Tom Gibson, radio and motion picture writer. The suit charged that the broadcast was unfair to various stations, and that the defendant was in violation of the Clayton Act.

American System Offers Free Speech, World's Best Programs, Hard Assets

OUR RADIO service in America is the world's most dependable, the world's most entertaining and the world's most reliable," declared William Hard, noted radio commentator, now attached to the American System in America.

FCC Approves Two

IMPROVED facilities for two stations were approved Oct. 5 by the Federal Communications Commission Minot, N. D. was authorized to change frequency from 1540 to 1560 kristal. KSTC, Redwood Falls, from 250 to 500 kHz and 1,000 kHz, which the FCC authorized for commercial use. The station disc jockey and announcer for the FCC, John Harvey, was reversed in a hearing on the station's request to operate at its licensed capacity.

OKLAHOMA NETWORK Inc., Oklahoma City, has moved its offices to 103 E. 16th St. from 103 W. Main St. according to an announce- ment by Beryl Lettis, manager-director.

Mr. Hard suggested to his au- dience, which included the NBC-Blue network, that the minority of managers can be "a good push" by a "well-publicized complaint to the FCC.

CBS Promotes Taylor

DAVIDSON TAYLOR, former an- nouncer of the Philadelphia Symphony Society and the Stadium Concert broadcasts on CBS, has assumed head- ship of the network's music di- vision, coming to CBS from W H A S, Louis- ville, Ky. Taylor has worked himself up steadily in the program department and his new appoint- ment climaxes a period of produc- tion of many of the network's programs which he has directed. Taylor has been self employed in marketing sheet music or orchestrations.

Mr. Taylor

Mr. Hard

Mr. Roberts

American Manual

Mr. Lowe
Piercing the sky at 710 feet... the new Truscon Vertical Radiator at KDKA, Pittsburgh, Pa., is the tallest uniform cross-section radiator on the North American continent. • By contributing to greatly increased signal strength and enlargement of the KDKA primary service area, the new Truscon Vertical Radiator provides expanded commercial advantages for this highly successful station. • Structural stability of the Truscon Vertical Radiator is evidenced by this fact: the average material thickness with heavy solid rounds is equivalent to the most conservatively designed bridge structure. Maintenance costs and corrosion hazards are reduced to a minimum. • Truscon engineers cooperate with station engineers and radio consultants to determine the most efficient and economical design of Truscon Vertical Radiators to meet specific requirements. Write for complete information.

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO
How Canada Solved Copyright Issue

Government Formula Specifies Amount of Payments; Cordial Relations Among Parties Maintained

By HARRY SEDGWICK
President, Canadian Association of Broadcasters

As told to James Montagne

C

adian broadcasters pay a sum of $7,000 each year for the use of copyrighted music. They pay no additional charges, and the only way they can reduce the amount they pay is by negotiation with the Canadian Association of Broadcasters and Copyrights Rights Society Ltd., the Canadian ASCAP.

This set annual sum has been in force in Canada for a long time. It was brought about by a government inquiry into the activities of the CPRS. The conditions are as follows: payments to the CPRS by all users of copyrighted music, rates which were considered reasonable, and an increase of the rates in schedule 1 of the copyright rights society. The sum is $7,000 per annum, to be divided in equal parts by the various provinces.

Public Investigation

Agitation for this began in 1933. With all commercial users of music banded together, the government of Canada was able to investigate the situation and bring the Copyright Act and the Copyright Amendment Act of 1931 into being. The Act, which was passed by the Dominion, is the basis on which the payments were made.

The formula is based on a rate of 8 cents per licensed receiving set for the number of sets per population, power of a station, number of stations in the territory, and the number of receiving sets in the territory. Each radio station is considered to have a broadcasting center, and the number of sets is multiplied by 10/16 of the station's daily operating time. The formula is:

\[
\text{Payment} = \frac{10}{16} \times (\text{sets per station} \times \text{power of station} \times \text{number of stations})
\]

THE AUTHOR, managing director of CFRB, Toronto, was one of the most powerful and successful of privately-owned broadcasting stations in the Dominion, was largely instrumental in drawing up the Canadian copyright formula and in carrying on the negotiations with the Canadian copyright body. As a result, copyright is considered solved problem in the Dominion.

MR. SEDGWICK

pursuant to the 1936 Act and the Copyright Appeal Board approved of the whole of the formula by the CAB and the CPRS. This schedule and formula on which it is based became the basis on which the 1937 payments were made.

The formula is based on a rate of 8 cents per licensed receiving set for the number of sets per population, power of a station, number of stations in the territory, and the number of receiving sets in the territory. Each radio station is considered to have a broadcasting center, and the number of sets is multiplied by 10/16 of the station's daily operating time. The formula is:

\[
\text{Payment} = \frac{10}{16} \times (\text{sets per station} \times \text{power of station} \times \text{number of stations})
\]

The rate for a 5,000 watt station is 8 cents per station. Multiply 166,055 by 8 and apply a reduction of 40% because there are 4 stations in Manitoba, and the annual fee that station would pay is $787.06. But the station is on the 10/16 of the formula, so the annual fee becomes $39,500.

The formula has worked out succe

Stunts Feature Opening Of KSRO, Santa Rosa

With a substantial list of sponsors and radio personalities, the new KSRO, Santa Rosa, Calif., 250 watt daytime station on 1310 AM, began under the air umbrella of the management of Rossell E. Brown. Its staff includes Don Avery, formerly with KROW, Oakland, California; Bob Underwood; J. C. Ashbacker, former manager of KFBK, Sacramento, chief engineer; Andrew Pottery, company manager; John Kohl, former management of KGG, the KBB network, and KGGC, San Francisco, program director; Irvin Carlson, announcer; Lee Berryhill, assistant engineer. The station is equipped with RCA laboratories throughout, subscriptions to NBC and has maintained a 12-piece studio orchestras.

The station, in its opening on May 10 and 11, was occupied with 15-minute salutes to these towns. Each quarter-hour featured the talents of the various personalities and the mayors of the respective towns. From 3 to 4 p.m. the formal dedication was broadcast from the local high school auditorium before 11,000 persons. Bob Bence, the president of the network, was master of ceremonies, and the mayor of the city was guest master of ceremonies.

Seeks Norfolk Station

SEEKING the same facilities applied for by S. L. Slover Inc., which published the Norfolk Virginia, the Norfolk Standard, and the Richmond Times Dispatch, operating WRTD, the Colonial Broadcasting Corp. of Norfolk on Oct. 1 last, the City of Norfolk is seeking the same facilities for a new station in that city. The city council has approved the purchase of a station for $100,000, but the station is not yet on the air.

Liberty on WLW Line

MACFADDEN PUBLICATIONS Inc., New York, for Liberty magazine, has started a new series featuring Paul Sullivan, WLW columnist, for the Montgomery Ward half-hour program started Oct. 5. Three stories from the WLW line is expected. Paul Sullivan will be added later. Erwin, Wasey & Co. Inc., New York, is the agency.
Primary cog in the merchandising machine that has long kept Cain's Better Coffee one of the biggest sellers in Oklahoma has been WKY.

Early this month, Cain's Coffee Company began its fourth consecutive year on WKY. Justified by previous WKY performance, Cain's invested more heavily than ever, launched a quarter-hour live-talent show straight across the board.

With no inducement but results, no motive but profits, Cain's along with scores of other local and national advertisers spend more money with WKY than with all other Oklahoma City stations.

The aggregate superiority of WKY programs has gathered its own weight in audience... an audience so large and so profitable that advertisers keep coming back for more.
"...complete that pass"

It takes two to make good on a forward pass—the passer and the receiver.

To the stations listed at the left, World is "passing" a Program Service especially designed to score touchdowns in time sales and increased station prestige. These outstanding broadcasters are making good use of World Program Service every day of every month. Stations who are not familiar with the many exclusive features of World Service should write to World's station relations manager for full details. Get World Program Service and "complete that pass."

To advertisers, World is making the job of spot radio easier and more effective through its modern method of Selective Broadcasting—a swift, decisive way to hit each market exactly when and where it will do the most good. For complete information, write WORLD at Transcription Headquarters, 711 Fifth Avenue, New York City.

ADCASTING SYSTEM

Transcription Headquarters

ATLANTA • CHICAGO • NEW YORK
LOS ANGELES • SAN FRANCISCO
WASHINGTON
Clearing For Action

WITH THIS apt quotation from Proverbs, Frank Ramsey McNinch launched his temporary tenure as chairman of the FCC. Those close to the Washington scene perceived it as a significant, particularly since it was evident he had picked the quotation with forethought.

Before he took office, Mr. McNinch spent part time studying the FCC problem. In his conversations with the President he was told of conditions. It was plain that the new chairman, quoting from Scriptures, found a parallel for what he construed as the real sorespot. Busybodies carrying tales to Congress, to New Dealers and anti-New Dealers and to Democrats and Republicans alike, have in large measure been responsible for the ill repute and cloudy atmosphere that has surrounded the FCC. Everyone interested in radio knows this; it is evident the chairman knows it too—and we think we are not going far astray in asserting he will soon be able to separate the wheat from the chaff, both as to the talebearers and their sometimes fantastic talebearing.

Mr. McNinch's maiden statement to the press showed him to be a man fully aware of his public responsibilities, and his record shows him to be a man of courageous and aggressive action. It is altogether likely that his views, when they are ready for more definite expression, will not be shared by the whole broadcasting industry. But he has not formulated those views yet, and he made it clear he is approaching his task with an "open mind." Radio can ask no more.

Rate regulation, license transfers, newspaper ownership, franchise taxes, local monopoly, network ownership—all these are fundamental problems that face Mr. McNinch and his colleagues. On practically every one of them his initial observation was that he desired to reserve opinion until further study.

Apropos rate regulation (and some sort of inquiry into radio's fiscal setup seems inevitable) we would like to make one observation. We recall that back in 1929 Chairman Ira E. Robinson of the Radio Commission also expressed the view that broadcasting was a public utility open to all comers who had the price. But he found and the courts held afterward that broadcasting was a peculiar sort of utility. It was not a common carrier, and it was not amenable to outright rate regulation, like power and the railroads, because the public's pocketbook is not immediately affected. It is the advertiser who pays for broadcasting's only commodity—time. And the advertiser represents an infinitesimal fraction of the public.

We do not project this as an answer to the new chairman, who made it plain he understands radio is not a common carrier. But it is a matter that merits serious consideration and, using the new chairman's own words, seems to us, also, an instance where the maxim caesar empor (let the buyer beware) seems to fit.

We trust Mr. McNinch will have the full cooperation of his colleagues, President Roosevelt's letter to him, a command to instruction to other members of the Commission and its staff to cooperate. In the needful process of rectifying deficiencies in Federal regulation, there are bound to be some badly ruffled feelings—perhaps even a few casualties in personnel. More stringent regulation is inevitable, too, but the industry should be the first to welcome Mr. McNinch's promise of "favoritism to none" and his mandate of open covenants openly arrived at.

Foolish Taboo

TIME heals all wounds, the saying goes, and it took the chastening influence of time to bring radio to the realization that its public service mission is always greater than self-imposed prohibitions. We refer to the fact that on Oct. 4 NBC carried the speech by Dr. Thomas J. Parran, Surgeon General of the United States and the nation's leading crusader against venereal diseases. Nor did Dr. Parran pull his punches during his early evening talk, delivered as part of the New York Herald-Tribune Forum. An outstanding authority speaking on a vital subject, Dr. Parran's speech did not delete the word "syphilis" and did not defer to artificial audience susceptibilities. He was once banned by one of the networks and, we think justly, raised considerable fuss over the matter. Then a few independent stations took up his crusade through their local medical societies and found more favorable than unfavorable reaction. Finally, Dr. Parran got his network—and we expect he will get many more of them.
We Pay Our Respects To—

REGINA SCHUEBEL

FROM her smartly clad slender figure and her complete self-assurance at all times, the casual observer might guess that Regina Schuebel was a native New Yorker, but unless she saw her behind the microphone, she would certainly place her at 9 Rockefeller Plaza or revising a script in a rehearsal studio. She would never picture her as a radio director of a busy advertising agency.

Yet it would take only a few minutes' conversation with Miss Schuebel to make him understand why the clients of Blow Co. are honestly to place the responsibility for their broadcast advertising in her slender hands. The same rapidity of thought that has made her a mistress of social repartee serves her to equal advantage in the conference room, where her suggestions, often apparently tossed off on the spur of the moment, are usually the result of her construction of the problem at hand, backed up by previous experience with similar problems.

It is this ability to think on her feet, plus the courage to face facts without flinching and an honest faith in her own worth, that has raised her to an executive post in the same concern in which, only a few years ago, she was employed as a stenographer. And strangely enough Regina gained this characteristic at a time when she was not on her feet, but lying in a hospital bed, doubting if she would ever be up and around again.

But before going into that, let's sketch in the preliminary background. Born in New York City, Miss Schuebel attended a New York public school, and Morris High School in the Bronx, and completed her education by receiving a B.S. degree from Columbia's School of Business. After the usual succession of misfits, Miss Schuebel landed a place with E. C. Crow, publishers' representative for a newsstand group of pulp magazines—Snappy Stories, Live Stories, Black Mask, etc., which also included Popular Radio, a magazine for the radio fan, who in those days was nine parts mechanic and one part listener. Perhaps it was her weight, or more likely just chance, but Regina soon found her self in charge of advertising programs of Popular Radio, handling the ads for two departments and tools that were interspersed with articles on how to build superheterodyne circuits and the like.

When she finally settled down to the publishing business, Regina changed her name to Schuebel and for a short time gave her occupation as housewife to census takers and fitter-inners of advertising questionnaires. Then her son, William, was born, complications set in, and for the next year Regina's principal view was of a hospital ceiling.

"It's remarkable," she says, "how horribly uninteresting a view that was. And yet, just because it was so monotonous, I was forced to think, probably the first real thinking I ever did. As the youngest of the family, I had been rather effectively sheltered from most of the rough corners of life, and when I found myself up against a battle which I had to fight alone and began to analyze my resources, I was not very encouraged by what I found. And I seemed to be pretty much of a spoiled brat, who had napped most of her life."

When Regina left the hospital and reentered the business world, it was with an entirely different point of view. Formerly a job had been just a job, something to do adequately so that a pay check might be forthcoming at the end of the week. Now, with an infant to bring up and educate, Regina wanted something more than a weekly pay envelope, something more than just another job. She wanted a chance at a career, a chance to use the heretofore neglected ability she was sure she possessed.

So, when Regina entered the Blow agency as secretary to Kenneth Coode in December, 1931, she set about learning as much as she could about the advertising business, with the idea of fitting herself for a better position some day. Her first opportunity for advancement came the following August, when Mr. Blowe's secretary left and Regina was chosen to replace her. True, she was not yet freed from her stenographer's notebook and (Continued on Page 62)

PERSONAL NOTES

ERNST B. FOOTE, who formerly conducted his own program service, has joined the staff of WABC, New York. Mr. Foote was previously with WLS, New York, for five years, and was in executive capacity, and was also in the station relations department of XBO for a year.

JOHN MCLAUGLIN, chief of the advertising department of NBC in Chicago, is the father of a 7½ pound girl born recently.

HARRY F. ANDERSON, who recently resigned as advertising manager of the Western division of NBC, was to sail from San Francisco for Honolulu on Oct. 15 to assume new duties as business manager of the Honolulu Advertiser.

BILL MURGEE, Iowan, recently transferred from the New York office of the agency, is to handle the commercial staff of WJSV, that city.

LO RAYNE GOLINVAUX, of Cedar Rapids, Ia., has joined the sales staff of KGLO, Mason City, Ia.

WILBUR EICKELBERG, manager of KFRC, San Francisco, eloped to Butte, Mont., Oct. 1, to marry Leonard of San Francisco. They flew to Reno, were married at the airport, and returned to San Francisco the same day.

PAUL B. KLUGH, of Chicago, first advertising director of the NAB in 1923, and of Oct. 1, has joined the staff of A. Atwater Kent, of Philadelphia. The other members of the sales force, have been elected honorary members and directors of the Radio Manufacturers Association. They are the first to be so honored.

EDWARD GREEN and Mrs. Stanley Levin, formerly of the now defunct Variety, have joined the commercial staff of KOIL, Phoenix.

Other employers of the Bee News who have joined KOIL are: Jake Rach, formerly with the Ad News, is in charge of a program called Around Omaha and Miss Orile Penwitt, stenographer.

P. S. MITTENDORF, manager of KOIL, has returned to his office Oct. 16 after a three-weeks' honeymoon in Florida. He married Miss Doris Bland and is now in his assistant, in Chicago. Sept. 22.

J. ERNEST CUTTING has resigned from the artists service department of the magic lantern company, to become service manager in a comprehensive search for talent in the form of pictures and people, and all branches of entertainment.

ROBERT ELLIOTT, assistant to John de J. Almonte when the latter was evening general manager of NBC, has resigned to join the local sales staff of WGGY, Schenectady.

NORMAN TERRY, formerly with the Office of the President, and now with Glendale Gas & Light Co. at St. Louis, has joined the sales staff of KMOX, St. Louis.

RICHARD O'BRIEN, of the sales staff of KSD, St. Louis, is the father of a girl born this month.

WILLIAM SKAGGS, formerly of WAB, has been promoted to associate manager in the advertising department of Scripps-Howard Newspapers, have a respective New York and San Francisco branch, under the supervision of Mr. & Mrs. Hagerstown.

CHARLES MILLER, executive of the Music Company of America, has been appointed manager of Artists & Writers of America, Inc., from Europe on the Normandie Thursday, Oct. 14.

RUSSELL WILLIAMS has been appointed managing director of WHK-WCLE, Cleveland, succeeding William Brusman, promoted to the sales staff.

LEONARD F. ERICKSON, western sales manager of CBS, will be one of the lecturers on the Advertising Salesmanship course given under the auspices of the American Advertising Club, later this month. Participating in the conference last year's lecturers were Bill Blackett, president, and Henry Selinger, account executive of KDKA-AM, Pittsburgh-Sample Hummert Inc., Chicago.

DON E. GILMAN, NBC western division vice-president, spoke Oct. 6 on "New Developments in Broadcasting." He was guest of honor at the San Diego (Cal.), Advertising Club.

H. V. KALTFENDORF, CBS commentator, is the author of "Kaltendorf's Edits the News," just published by Doubleday, Doran.

JACK GRIFFITH, former president of the U. S. Sound & Recording Corp., and recently with Warner Brothers, has joined the Sales department of Van Cronkhite Associates Inc.

CLAYLAND T. MORGAN, NBC district manager for New York, recently went to the Ile de France from a European vacation. Returned on the same ship was Lewis Titterton, of the NBC continuity department.

PAUL W. KESTEN, CBS vice-president, is back in New York after a European vacation. He returned Oct. 5 on the French Line. Miss Sybil Morgan returned Oct. 5 on the Ile de France from a European vacation.

EV SIMS, commercial manager of WMFJ, Daytona Beach, is now correspon
dent for Transradio Press Service, with the idea of doing the same work for Transradio's Pacific Coast network, left Oct. 30 for that purpose.

WILBUR EDWARDS, of the sales staff of WPT, Charlotte, has entered theological school at Yale. Holbert Anderson, publisher of WJEF, has taken his place.

PAUL WILSON, of the Chicago office of Radio Sales Inc., and Arthur Gilman, formerly with Columbia's Pacific Coast network, left Oct. 30 for that purpose.

MAURICE COLEMAN, manager of WATL, Atlanta, has an article in the October issue of the Georgia Police & Fireman's Journal titled "Radio—An Aid to Police."

LESLIE JOY, manager of KYW, Philadelphia, has been appointed to the newly created position of Sales Manager of the Philadelphia advertising organization. John S. K. Hermann, KYW station manager, has been appointed to the club's banquet committee.

Morrison to WOR

HERBERT MORRISON, WLS announcer who gained nationwide fame with his reports of the Hindenburg disaster, has joined the announcing staff of WOR, Newark. Morrison's recording of the catastrophe has been on record and outstanding broadcasts of recent years.

VERNON ANDERSON, manager of WBBM, Chicago, who was seriously injured last month when his auto struck the rear of a truck, Mr. Anderson returned to work and taken to a Baton Route hospital.

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www.americanradiohistory.com
MARGARET SCHAEFFER, well known in Philadelphia radio circles, has been named educational director of WFIL, that city and will continue to net as production supervisor.

ROB DUMM, special event producer of KSFO, San Francisco, has been named production manager of Associated Oil Co. of California to announce football commentaries at each Associated football program broadcast Saturday afternoons over KSFO-CBS.

RUSI HUGHES, Hollywood commentator, who recently announced his retirement from radio, has been signed by MGM for a part in the forthcoming motion picture "Rosalie".

LYMAN BROWN, formerly of KASA, Elk City, Okla., and KPDY, Pampa, Tex., reports to KPFO, Longview, Texas, on Oct. 16, as a new announcer.

LEWIS SISK has succeeded Donald Gehring on the WHK-WOCE continuity staff. Gehring has been named traffic manager of the Cleveland stations, replacing Winifred Kellogg, recently married.

BOB GAREDD, news editor of KSFO, San Francisco, will speak Nov. 6 before the annual conference of the California Scholastic Press Association on "Writing for Radio".

EDMUND VAN ZANDT, formerly correspondent of the Fort Worth Star-Telegram, has joined the publicity department of Artists Management Bureau, New York, as assistant to Irving Streeter on the Paul Whiteman account.

WYNN ROOAMARA, formerly of L. E. Behrman Co., Los Angeles, has been added to the NBC Hollywood Artists Bureau staff.

HORACE W. FEYH, production manager of WCAU, Philadelphia, is confined to the Jewish Hospital following a major operation. His condition is reported as favorable.

FROM CHINA—Geraldine Seto More, Vancouver-born Chinese girl, who left a limbo of life in Canada, has been left a limbo of life in Vancouver. She told Reg Dagg (left), announcer of CKWX, Vancouver, how she left Nanking University when hostilities broke out.

EMERSON SMITH, formerly of KOIL, Omaha, has joined KOH, Reno, now managed by Wally Warren.

JOHN K. CHAPIN, announcer of WOW, Omaha, has returned with his wife from a European vacation.

KEN DOUGLASS, announcer of WIBA, Fort Worth, has been promoted to production director and has charge of a series of programs originating in the local schools. Nelson Ott, formerly of KDOW, Austin, Texas, has been named assistant to Mr. Doucette, while Gay Lindell, sponsor, has been placed in charge of WBAP special events.

TED KIMBALL, formerly of WRC, Washington, has joined the announcing staff of KDLY, Salt Lake City.

MORTON GOULD, who conducts his own program with Sylvia Froom on CBS at 9:30 p.m., and also provides the music for George Barrows' musical show on the same station, has been appointed director of the educational music department of the Mills Music Co., New York.

ED THORGERSEN, sports commentator for Fox Movietone News, and his staff, were off the air Sept. 2 for theAdjacent feature story appearing in the Oct. 20 issue of Liberty.

WILLIAM A. HANSEN, NBC producer at San Francisco, recently spanned his ankle in a fall.

LOU WITHEES, NBC announcer at San Francisco, is nursing a broken rib which he received in a fall while horse-back riding.

ZEKE CLEMENS, KFRC, San Francisco, producer, recently won a first place in Walt Disney's feature length cartoon "Snow White".

HOWARD ESARY, free lance, has been named production manager of KGFE, Hollywood. He succeeds Lewis TeGarden, resigned.

JACK SAYERS, on the CBS Hollywood publicity staff, has been named assistant to Hal Rorke, West Coast publicity director, succeeding Virginia Lindsey, who resigned to head the publicity department of Helen Ferguson Publicity Service, that company. Mr. Sayers has been with the post formerly held by Frank Hayes, who resigned to head the radio department of RKO Radio Pictures Inc., Hollywood. Charles Benson, KFWE, Hollywood news editor, has been added to the CBS publicity staff as feature writer.

STAN CONRAD, formerly of WKRC, Cincinnati, has joined the announcing staff of WDPG, Albany, Ga.

BILL REX POOLE, formerly of WJW, Hagerstown, Md., has joined the announcing staff of WFGC, Albany, Ga.

JOHN HEIDLEBAND and Lew Cress have resigned from KFEE-KECA, Los Angeles, to free horse and their associates have been taken over by Osher Bluestein, part time announcer, and Fred Gwiazda, formerly of KIEV, Glendale, Calif.

GEORGE SUTHERLAND, who has announced at WLB, Cleveland, WIK, Charlotte, and WXXY, Detroit, Illinois, has announced at WIBA, Fort Worth, Texas, and WHEN, Buffalo, has joined the announcing staff at WBN, Milwaukee.

ART JONES, former associate of WIND, Gary, Ind., and WBBF, Dubuque, la., has been named program director of WEY, St. Louis, High Schools, formerly of WIL and WFK, St. Louis, has joined the WEY announcing staff.
Added in 2022:

The Right Way

TO SELL DETROIT

There may be some other radio station as broadcasts as many major programs for local sponsors as WXYZ does. But not in Michigan!

Experienced showmanship, central location, splendid coverage and — above everything else — PULLING ABILITY must all have contributed to such leadership.

Pick a WXYZ program with established audience, as these big Detroit advertisers have done. Get into this tremendously responsive market right — and SELL.

King-Trendle Broadcasting Corporation

300 Madison Theatre Building — • Detroit

Western Office: Russ Building, San Francisco

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Delivers Fire

ED PAUL, WLS announcer, found the upholstery of his car smoldering when he left his brother's house in Dubuque, la., October 3. Having no fire extinguisher, he jumped in the car and drove to the Dubuque fire department where the blaze was extinguished. Capt. John Stafford said that it was the first time a fire had been delivered to the door of his department.

MISS JEANE BROWN has been named musical director of WOVO-WGVL, Fort Wayne, succeeding Mrs. Dorothy Durbin, who has started a radio school. Franklin Tocke has been promoted to production director. RALPH PRIEST, program director of KJF, Santa Barbara, Ca., has joined the program department of KEJ, Los Angeles. Tony LaFranco becomes program director of KDB. Margaret Husse has been named office assistant of KDB.

GEORGE GUNN, former University of Florida athlete and an announcer on its station WRUF, and also formerly on the staff of WFLA, Clearwater, Fla., has joined the NBC-Western announcining staff. Dorian St. George, formerly with WLWA, Lynchburg, Va., has also joined the staff.

BOB WHITE, commercial production director of WOR, Newark, has joined the production staff at NBC-Chicago, where he is currently handling the Vanity Fair and Man-O'-War programs.

FRANK BURKE, formerly of CHML, Hamilton, Ont., has been added to the announcing staff of CKLW, Windsor.

WILLIAM HERBERT will continue to write material for Cecil B. DeMille on the CBS Lux Radio Theatre sponsored by Lever Bros., his contract having been renewed for 22 weeks. Herbert is also De Mille's publicity man. He has been working on the radio programs with Sandy Barnett and George Wells of J. Walter Thompson Co., Hollywood production staff.

RAYMOND JOHNSON and BETTY CAINE, members of the NBC cast in A Fair of Today, were married Oct. 1 in Chicago.

JAY SIMS, CBS-Chicago announcer, and Janet Logan, CBS actress in the City, will be married Oct. 29, with J. Orr, City announcer, and Miss L. Saphier, ad and assistant secretary of the Church of Atonement, officiating at the ceremony. The couple moved to CBS-Chicago unio this fall. Others are Trumam Bradley, announcer-business executive, who recently married Evelyn Jane E autorelease, and Margareta Stenblom, who will be married Nov. 4 to Elliott Woodruff, Chicago financier.

WALTER H. SMITH, during the past several months associated with the CBS program service department, has been appointed to the staff of Columbia Artists Inc.

LYNN BRANDT, NBC-Chicago announcer, and Janis Herrington, Rockford, Ill., were married at Rockford, Sept. 29. The ceremony was performed by Mr. Brandt's father.

Texas Fair Personnel

Leaving for New Posts

WITH the close of the Greater Texas & Pan American Exposition in Dallas, personnel of the Gulf Radio Studios maintained by the Gulf Oil Corp. are moving to new posts. Jack Lyman, program director, has joined the radio staff of the Golden Gate International Exposition, San Francisco. Marjorie Lueb, continuity writer, has been engaged by a Dallas advertising agency. Tol Ware and Tom Hudson, narrators, have joined the announcing staff of KTSA, San Antonio, while John Hughes has been appointed to the announcing staff of KOMA, Oklahoma City. Ray Lackland, former program director of the exposition's broadcast department, has been named manager of the Odessa studio of KRLH, Midland. Tex. Fred L. Edwards has joined KELO-KSOU, Sioux Falls, S. D., as program director. Fritz Kuler has been named to the announcing staff of KFJZ, Fort Worth. Betty Allin, receptionist, has been engaged by the Music Corp. of America, Dallas, while Howard Bogart has resumed his studies at the Dallas Little Theatre School. Bob Bogart, page boy, has returned to Texas U:.

Howard, Bishop Named

To New Posts at WRVA

CREATION of two new executive posts on WRVA, Richmond, to be filled by Barron Howard and Walter R. Bishop, who became business manager and public relations manager, respectively, was announced Oct. 9 by C. T. Lucy, general manager, and advertising manager of the L. & J. Tobacco Co., which owns the station.

Mr. Howard, heretofore sales manager, joined the station four years ago. In his new post he will supervise all operating departments. Mr. Bishop has been connected with WRVA since 1926, having served as program manager and studio director.

Saphier Names Stinton

JAMES STIRTON, of NBC Artists Service, resigns Oct. 15 to join the New York office of James L. Saphier production firm, as manager. Mr. Saphier plans to leave shortly for Hollywood where he will open a branch office.

GWENDOLYN SHORT, actress, has joined WPIM, Indianapolis, as an announcer.
OHIO STATE PLANS TECHNICAL SESSION
PRELIMINARY plans for a broadcast engineering conference at Ohio State University next February were announced Oct. 5 by the Department of Electrical Engineering of the University. The conference would be held on the campus in Columbus.

Arrangements are being handled by Dr. W. L. Everitt of the Department of Electrical Engineering. Among the subjects on the agenda to be covered by outstanding engineers are “Broadcast Antenna Design,” “High Powered Amplifiers,” “Modulation and Distortion Measurements,” “Studio Acoustics,” and “Ultra-high Frequency Propagation.”

The objective, according to Dr. Everitt, is to arrange a program that will be of interest to every broadcast station engineer who can attend. In some of the subjects preparatory lectures will be given by members of the University staff before the outside lecturers appear on the program.

Further information in connection with the conference can be procured from Dr. Everitt.

Canadian Apple Plans
FOLLOWING the example of various associations of apple growers in the western states of the United States, apple growers of British Columbia have perfected plans for an advertising campaign in the Prairie Provinces and especially in Manitoba, spending $10,000 on radio, newspaper and billboard advertising. The campaign will last for three months and the cost is being shared by the British Columbia Apple Growers’ Association.

J. A. Folger Resumes
J. A. FOLGER & Co., San Francisco (coffee), after a summer layoff, on Nov. 1 will launch a 26-week campaign, using the quarter-hour transcription serial Judy & Jane, on four West Coast stations, KNX, KSFO, KQO and KMLJ. Series to be heard Mondays through Friday, has been used by the organization in the Midwest for several years, and an extensive promotional and merchandising tie-in is planned for the West Coast. It is expected that other Western stations will be added to the list. Agency is Raymond R. Morgan Co., Hollywood.

Silver Net to Canada
INTERNATIONAL SILVER Co., Meriden, Conn., has added a Canadian Broadcasting Corp. hookup of 31 stations to the previously scheduled 46 CBS stations which now carry its Silver Theatre Sunday afternoon broadcast in the interest of 1847 Rogers Bros. table silverware. The program, which originates in Hollywood, is fed to the Canadian network from one of the two CBS Canadian outlets. The Canadian business was handled by A. J. Drenne & Co. Ltd., Toronto, while the U.S. account was placed through Young & Rubicam Inc., New York.

OUTDOORS—The television camera of BBC picks up an explosion shot out of a bunker with Miss Poppy Wingate wielding the niblick.

Seeing Television Behind Scenes
(Continued from page 54)

before camera 3 ... the senior studio engineer moves a lamp a few degrees. Then another whistle, and the red indicator registers “Sound on, Vision on.” A green light flashes and the orchestra strikes up with “Revolving Door,” the opening chorus.

Meanwhile, the producer has his hands full. Following “continuity” he has faded from the caption card to the telecine circuit for a film loop showing the bustle and excitement outside a large hotel, and is now bringing down the gain control on orchestra for the announcer’s opening sentences. Back to full volume on orchestra, he fades out the film loop and brings in Camera 1 on the Cosmopolitan Choristers gyrating around the revolving door.

The show is on.

From the Outside
Outside broadcasts are controlled in just the same way, the only difference being that the producer is denied a direct view of what is happening, and must rely on what he sees in the monitor and on messages received by field telephone from his “studio” manager. He is, of course, in constant touch with camera and microphone squads by means of headphones. Starting cues are usually given by the camera man on instructions from the control desk.

“... and that, ladies and gentlemen, concludes our television transmission for today,” says the announcer at the end of the day’s program. Staff and artists go home. Hotel Cosmopolitan and all the effort involved will soon be forgotten, for tomorrow a fresh band of artists will arrive to give the public “something new.”

Godley and Brown
Consulting Radio Engineers

Phone: Montclair 2-7859

Montclair, N. J.

PAUL GODLEY
25 years of professional background. Nationally known and one of the pioneers in radio and broadcast equipment manufacture. Radio consultant, exclusively, since 1927. Consultant to the Regional Station Group, for Reallocation Hearing, 1936, etc.

DR. GEORGE H. BROWN
formerly RCA Manufacturing Co. (research division). Internationally known for contribution to the antenna art. Antenna studies with models. Inventor of “turnstile” antenna for ultra-high frequencies, etc.

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TELEVISION FIRM WILL ISSUE STOCK

FORMATION of a new television corporation, Universal Television Co., New York, the president and vice-president of which have had 15 years of experience in the motion picture industry, was revealed Oct. 8 when its prospectus was filed with the Securities & Exchange Commission. With 5,000,000 shares of capital stock listed at $1 par value, the new Delaware corporation is licensed for television experimental operation and development; to build, acquire and operate broadcasting stations for the transmission of visual and audible radio energy; to secure and acquire patents and licenses incidental to its business; to manufacture and distribute receivers for television and radio. President of the corporation is John W. McKay, 815 Madison Ave., New York, who with Vice-president Aino Zillger, 450 Anthown Road, Narberth, Pa., holds 59.96% of the stock jointly, representing 1,199,100 shares.

Mr. McKay and Mr. Zillger are listed in the prospectus as inventors who have spent 15 years in the motion picture and television fields. Other officers are: Edward Schiaparelli, office manager; chief financial director; Curtis L. Harrington and A. Richard Trapp, directors, all of New York; Mr. Schiaparelli, as secretary and treasurer of the firm, owns 20,100 shares and Mr. Harrington, as secretary, owns 10,100 shares. There are 5,000,000 shares of stock outstanding and an issue of 500,000 shares is being offered to the public at $2.50 per share.

NEWSHAWK—Flocked to Denver Oct. 8 to cover the annual convention of the American Federation of Labor and Fred D. Fleming, news editor of KLZ, rounded them up for a broadcast of their impressions. They are, left to right: Edward Angle, New York Herald-Tribune; Edward B. Lockett, Washington Bureau of International News Service; Jack L. Fitzpatrick, KLZ news commentator; Bud McIlvaine, Washington correspondent for Labor; Fred Carr, Christian Science Monitor; Joe Alex Morris, Washington Bureau of United Press; Joseph Ator, Chicago Tribune; Ed Lahey, Chicago Daily News; Cyrus Sulzberger, Washington Bureau of United Press.

Big Langendorf Series

LANGENDORF United Bakers Inc., San Francisco, on Oct. 18 takes time on 18 Mutual-Don Lee stations in California and Washington, the largest account signed in San Francisco this year for the Coast-MBS hookup. The bakery company, through McCann-Erickson Inc., will sponsor a dramatic program titled The Phantom Pilot and will originate at KPFC, San Francisco, Monday through Friday, 6:15-6:30 p.m. (PST). Langendorf Bakers, big user of radio time, for five years has sponsored Rush Hughes on NBC-Red in the West in a commentary.

McGillvra Placement

AMERICAN HOME PRODUCTS Inc., New York (Anacin), is using live programs on two Canadian stations in addition to its quarter-hour transcriptions running on 32 stations. CKAC, Montreal, is carrying Don Juan of Song, and CHRC, Quebec City, has La Gaite Parisienne; both are quarter-hour programs, broadcast Tuesdays, Wednesdays and Thursdays. These two stations, as well as CHNS, Halifax; CJRM, Regina; CFCN, Calgary, and CFBF, Toronto, which carry Easy Aces transcriptions, are represented by Joseph Hershey McGillvra, New York. Agency, Backett-Sample-Hummert Inc., N. Y.

Problems of Broadcasts Will Be Considered at Conference of Educators

THE RADIO industry, audience and education will be represented among the speakers at the second National Conference on Educational Broadcasting at the Drake Hotel, Chicago, Nov. 29-Dec. 1, according to an announcement by C. S. Marsh, executive secretary with offices at 744 Jackson Place, Washington. Representatives of the Federal Radio Education Committee, the FRC and the Federal Radio Workshop Project of the U. S. Office of Education will report on government activity.

Preliminary plans call for three general sessions, with Dr. George F. Zook, of the American Council on Education, presiding at the first; Dr. Walter Dill Scott, president of Northwestern University, presiding at the second, and Dr. Robert M. Hutchins, president of the University of Chicago, presiding at the third. There will be sectional meetings also on cooperative radio councils, radio as an art form, symposium of listeners and classroom use of radio.

The final session of Dec. 1 will be devoted to a discussion of "What Shall We Do With Radio?", headed by Dr. Zook.

PIONEER HIBRED CORN Co., Madison, organized and operated by Henry A. Wallace, President Roosevelt's Secretary of Agriculture, announces the Corn Belt Hour on WHO, Oct. 2. The same company sponsors Herb Flanbeck's farm news at 6:30 a.m. three days a week on WHO.

THEY laughed WHEN WE SAT DOWN to play!

But we fooled them. We practiced long hard years to learn the score of the symphony of agricultural marketing, industrial buying and area servicing. . . .

We learned our lessons well!

THE RESULT?

Only KFVR has access to the keyboard that thrills the hearts of the rich agricultural northwest. . . .

AND

Only KFVR has the instrument of quality that serves this area without competition.

Meyer Broadcasting Company
Bismarck, North Dakota
Gene Furgason & Co. National Representative

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Federal Ruling in Film Exhibit Case Viewed as Applicable to ASCAP Suit

A DECISION by the Federal District Court in Dallas in a motion picture price fixing case brought by the Department of Justice and holding that anti-trust laws had been violated, is being hailed by attorneys as being "on all fours" with the issues in the anti-trust suit brought by the Government against ASCAP and its associated members and organizations which has been lying dormant in the New York courts for two years.

The decision was handed down last month by Federal Judge William H. Atwell in a case brought by the Department against a group of film distributors including Interstate Circuit Inc., United Artists, Universal Film Exchanges Inc., Paramount Pictures Distributing Co. Inc., Vitagraph Inc. RKO, Columbia Pictures Corp., United Artists, Universal Film Exchanges Inc., and two subsidiaries, Twentieth Century-Fox and its Texas subsidiary.

The Government alleged that since April, 1934, the respondents, ... and to license their exhibition at such prices, or, in such manner as to him may seem appropriate. This well-defined right, however, will not justify his agreeing, or, combining with another person in order to deprive a third person of a complete freedom of contract. The copyright statute and the anti-trust statute are both in effect and vitally necessary.

The court held further that the owner of the copyrighted article may contract with the exhibitor, without the intervention of any third mind, for full and free protection, both as to price and manner of use. But, it added, "when the outside mind, with an interest to serve, steps into the picture — the contracting room — and interjects, persuades and coerces the copyright owner to join with it in its protection, as against the party whom the copyright owner is selling or contracting, then and in that event there are two or more persons engaged on the side of the copyright holder, when the law gives only one privileges and immunities. Such a unity of minds, if it be in restraint of interstate commerce, is illegal. The copyright privileges does not save it from illegality."

The court pointed out that the sharp issue of the case was whether the respondents combined together to bring about the fixing of the minimum 25-cent admission charge by the subsequent exhibitor and the destruction of the practice of double-feature (two features for the one admission price).

Good movies and good intentions, the court said, are not a defense to actions brought for violation of this statute. Moreover, Judge Atwell added, one's desire to have his own business prosper is not a defense. The result of this transaction was to take from others that which they have the right to believe and to know, shall not be taken. It is as certainly theirs as is the right to breathe — the right to live.

In conclusion, the opinion stated the distributor respondents have the legal right to contract for the exclusive exhibition of their copyrighted pictures to the respondent exhibitors. "But if they should do that as a result of a common understanding that, too, would be illegal. If they do that without any such common understanding or agreement, it is free from condemnation, so far as the law is concerned. They must not, in their contracts with the exhibitor re-

Another Youngest

Mr. Roda

FROM the city of Kal- a m a z o o comes another claim for the youngest news commentator. WKZO offering as evidence its news editor, Wally Roda, 23, who has been at it for seven years. In an article in the Oct. 1 issue of Broadcasting it was claimed by WFBR, Baltimore, that its Hurleigh was the youngest commentator in the industry.

respondents, contract away their right to contract, completely and fully, with other exhibitors, if they contract at all."

Attorneys who are familiar with the government's suit against ASCAP contend that the factors involved are almost identical with those in the motion picture case. They are inclined to regard the opinion as legal precedent of a character that inevitably would be considered in the ASCAP case.

The Government's ASCAP suit was launched in 1934 in the Federal District Court for the Southern District of New York against ASCAP and 130 codefendants. After 10 days of trial in 1935 the case was recessed pending an effort to stipulate the record. While still on the docket, the case is not scheduled for resumption of trial, and it has been indicated that the Department is indifferent about continuing it. Reports have been current the suit might be dropped.

PADGITT Co., Waco, Tex., manufacturer of saddles and other equipment, on Oct. 1 started a program on WACO, Waco, to promote the use of horses and mules on the farm and offers prizes to farmers sending in the best arguments in favor of farm animals.
STATION ACCOUNTS

KGO, Mason City, Ia.
Chicago, Milwaukee & St. Paul RR.
Chicago: KDKL, Chicago: WGN, Chicago.

Minneapolis: WCCO, Minneapolis.
Oyster Shell Products Co., N. Y., 3
weekly sp. thru Husband & Thomas Inc., N. Y.
Earl Ferris Nursery, Hampton, Ia.,

International Stores Inc., Minneapolis
(food), 6 weekly sp. thru BBDO, Minneapolis.

Leed Bros. Inc., Minneapolis (Spray Brute), 2 weekly sp. direct.
Paxton & Gallagher, Omaha (Butternut coffee), weekly sp. thru Buchanan-Thomas Co., Omaha.

WCCO, Cincinnati.


Vick Chemical Co., New York (tough ropes), 2 weekly sp. thru Morse International Inc., N. Y.

Dorothy Loeb, New York (monte Carlo), II. (proprietary), 5 weekly sp. thru Crapper-Kressel Co., Milwaukee.

United Drug Bakers (Detroit), 5 sp. thru Spot Broadcasting Inc., N. Y.

KDKL, Salt Lake City

Wander Co., Chicago (Cosmoline), 5 weekly sp. thru Blackett-Sampson Advertising Inc., Chicago.

New Departure, 300 E. 203 d. Co., Bristol, Conn. (coaster braker), 30 sp. thru Loew & Thomas, N. Y.


KAST, Alteira, Ore.
Hammer-Bray Ltd., San Francisco (oil busters), 3 weekly sp. thru D'Evelyn & Wadsworth Inc. San Francisco.


Tide water Associated Oil Co., San Francisco, weekly sp. (football), thru Lord & Thomas, San Francisco.

KXN, Hollywood


Oneida Community Ltd., Oneida, N. Y. (Tudor plate silverware), weekly sp. thru BBDO, N. Y.

KFSO, San Francisco
Fremont Co., Richmond, Cal. (fruit concentrate), weekly sp. thru Emil Reinhardt, Oakland.

Chrysler Corp., Detroit (Detroit), 1 weekly sp. thru Stirling (Chattanooga, Tenn.).
Table Products Inc., San Angeles (Nu-Made Mayonnaise), 2 weekly sp. thru Lord & Thomas, Los Angeles.

KFL, Los Angeles
Table Products Inc., Los Angeles (mayonnaise), 12 weekly sp. thru Lord & Thomas, Los Angeles.


Standard Oil Co. of Cal, San Francisco (petroleum products), 6 sp. thru McCann-Erickson Inc. San Francisco.

Battler Creek Food Co., Battle Creek Mich. (cereal), weekly sp. thru John L. Wierenzo & Staff, Battle Crees.


KGO, San Francisco

Pequign Labaratories, New York (hand cream), 5 weekly sp. thru Wm. Estee & Co., Inc., N. Y.

Table Products Inc., Los Angeles (Nu-Made Mayonnaise), 15 weekly sp. thru Lord & Thomas, Los Angeles.

WRAK, Williamsport, Pa.


Carter Medicine Co., New York, daily sp. thru Street & Finney, N. Y.

KFRG, San Francisco
Ironized Yeast Co., Atlanta (yeast), 3 weekly sp. thru Truth & Ryan Inc., N. Y.


KFI, Los Angeles


KBS, San Francisco
Dole Packing Co., San Francisco (doff food), 5 weekly sp. thru Besmum Boyd, Los Angeles.

WTVN, E. St. Louis
Sears, Roebuck & Co., St. Louis (retail), 6 sp. direct.

WGN, Chicago
Consolidated Drug Trade Products Inc., Chicago (proprietary), 6 weekly sp. thru Beason & Dall Inc., Chicago.

Chicago Dry Ginger Ale Inc. New York (sa), 3 weekly sp. thru J. M. Mathes Inc. Chicago.

Kraft-Phenix Cheese Corp., Chicago (Kraftsone), daily sp. thru J. Walter Thompson Co. Chicago.


Osiada Ltd., Oneida, N. Y. (Tudor plate), weekly sp. thru BBDO, N. Y.

Western Grower's Protective Association (Opa-Elfin' losher lettuce), thru J. Walter Thompson Co., San Francisco.

WMCA, New York
Chris. Hansen's Laboratory, Little Falls, N. J., weekly sp. 18 weeks thru Advertisers Broadcasting Co., N. Y. & N. Y. Ltd., thru McCann-Erickson Co., Inc., N. Y.

Zion National Kosher Sausage Factory, New York, weekly sp. 20 weeks thru Advertisers Broadcasting Co., N. Y.


WENR, Chicago


KCBS, Los Angeles


Sears, Roebuck & Co., St. Louis (retail), 6 sp. direct.

CFCF, Montreal
Lambert Pharmaceutical Co., St. Louis (Listerine), weekly sp. thru Lambert & Fossett Inc., N. Y.


Eno Proprietors Ltd., Toronto, thru Tandy Adv. Toronto.


Procter & Gamble Co., Cincinnati (Pine-Sol), 6 weekly sp. thru Blackwell-Sample-Hummert Inc., N. Y.

Procter & Gamble Co., (Chips), 5 weekly sp. thru Compton Adv. Inc., N. Y.

Procter & Gamble Co. (Ivory), 3 weekly sp. thru Compton Adv. Inc., N. Y.

Procter & Gamble Co. (White Neph- tha), 3 weekly sp. thru Compton Adv. Inc., N. Y.


Ironized Yeast Corp. Atlanta (proprietary), 2 weekly sp. thru Ruthenau & Ryan Inc., N. Y.


YIP, Philadelphia


KOA, Denver
California Animal Products Co., Oakland (dog food), thru Emil Bishara & Sons, San Francisco.

WHN, New York
Lamon & Co., New York (Dandy hand lotion), 4 weekly sp. thru J. Walter Thompson Co. N. Y.

WIZ, New York
Carleton & Evey Co., Lowell, Mass. (Father John's Medicine), 2 weekly sp. thru John W. Queen, Boston.

WOR, Newark
Heller Detach Co., New York (Del tah cosmetics), weekly sp. thru Arthur Rosenberg Co., N. Y.

WON, New York
Procter & Gamble Co. Cincinnati (Oxydol), 5 weekly sp. thru Black cilt-Sample-Hummert Inc. Chicago.

KYA, San Francisco
Maryland Pharmaceutical Co., Balti more, Rem (Rem) sp. thru Jos eph Katz Co., N. Y.

KFCP, Seattle (Hills, Cal.


MPC, New York

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BROADCASTING • Broadcast Advertising
Radio Time Widely Used By Candidates in Canada

By JAMES MONTAGNES

ONTARIO has just been through a provincial election, much of which was waged on the air, and which resulted Oct. 6 in the return of Premier Mitchell Hepburn and his Liberal Party to power. While definite figures are not available, because political parties are afraid such information might be harmful if issued, a close estimate by radio officials places the network time spent by the two leading political parties as 26 hours.

One party stated it spent 10 hours on the air at a cost, including line charges, of about $18,000. Individual station records were difficult to obtain because of the many short periods, but the time spent on CKCL and CFRB in Toronto is similar to that spent throughout the province. CKCL had 14 hours on the air and CFRB about 27 hours, total revenue for the two stations being about $4,000. A close estimate as to amount spent by all political parties on the air, including line charges, would come to about $45,000.

The election broadcasts ended Oct. 2, according to government regulations which require broadcasts to cease two days before an election.

STAR RADIO PROGRAMS Inc., New York, has prepared a new edition of its Christmas programs, available Nov. 15. Titled The Christmas Tree of 1937, the series consists of 27 scripts, written by Edith Barnwell and edited by Burke Borce, formerly continuity head of NBC.

FLORIDA STATION, WKAT, TO TAKE AIR

HOUSED in its own modern building in the shopping district of Miami Beach, the new WKAT, 100 watts on 1480 kc., will open Nov. 1 with a premier program featuring Harry Richman and other nationally known stars, according to Jan Musselman, general manager. Mr. Musselman came from Allen-town, Pa., where he formerly managed WCBA and WSAN.

WKAT will be licensed to Frank Katzentine, Miami attorney and former Miami Beach mayor. Mr. Musselman's assistant manager will be Miss Bettye Lee Taylor, formerly with NBC in Cleveland.

The new station is regarded as a model 100-watt, its building containing two large studios, control and audition rooms, a spacious lobby and commercial offices. Western Electric equipment is used throughout, with a 154-foot Blau-Knox antenna. WKAT will use the 18-hour UP teletype news service.

From a Vault

WMPS, Memphis, handicapped for space because of studio construction, has converted a storage vault into a temporary studio. The novel studio is near present WMPS temporary quarters and has been cleaned out and wired. WMPS describes it as "the most unusual studio in the world."

WHIP ON THE AIR AT HAMMOND, IND.

WHIP, new 5,000-watt daytime station on 1480 kc. in Hammond, Ind., went on the air for the first time Oct. 9, broadcasting the Chicago-Wisconsin football game direct from Stagg Field, Chicago. Actual opening of the station, however, took place Oct. 13 and various Chicago and Hammond officials were scheduled to take part in special dedicatory services about Oct. 17.

Charles Garland has resigned as assistant to Ralph Atlas, president of WJJD and WIND, to become sales director of WHIP, starting Oct. 18. Executive personnel of the Hammond-Calumet Broadcasting Corp., which operates the 100 watt WWAE in addition to WHIP, comprises G. F. Courrier, president and general manager; Doris Keane, managing director, and O. E. Richardson, commercial manager.

Others are Everett Parker, former assistant chief of radio for the WPA in Washington, production manager; Ardella May, formerly with WTAM, WCLF, KOIL and WWAE, continuity editor; Gordon Ray, formerly continuity editor of WLW and producer at Allied Broadcasting Co., in charge of dramatic productions; and Jack Holbrook, chief announcer. Bill and Stan Corley handle sports and special events, respectively. M. E. Schademeyer, chief engineer at WWAE, will also head the WHIP technical staff.

CKLW, Windsor, is now on the air 22 hours a day. It is silent only from 4 to 6 o'clock each morning.
WILSHIRE OIL Co., Los Angeles, early in October started to use its available evening station, breaks on KNX, that city, continuously through 1937. For the sponsor’s new Folly Gaye said to be the first polymerized gasoline on the West Coast. It will be marketed through independent gas stations. Agency is Dan B. Miner Co., Los Angeles.

BIRELEY’S Inc., Hollywood (beverage), has named J. Walter Thompson Co., that city, as agency.


RADIO GUIDE, Chicago, has placed its account with Al Paul Leffon Co., Inc., Philadelphia.

STOCKTON & JONES, Los Angeles (S. & J. Pruss Pudding), to attract consumer attention on Sept. 27 started an eight-week test on KXXN, Hollywood, using daily participation in the five weekly half-hour Housewives Protective League program conducted by Fletcher Wiley. This is the first advertising ever undertaken by the firm. If test is successful contract will be renewed and other California stations will be added to the list. Agency is Chas. H. Mayne Co., Los Angeles.

GENERAL FOODS Corp., New York, will use its present programs for Maxwell House coffee, Grape-Nuts and Huskies for the promotion of Post-O, new hot cereal. First mention of the product on the air will air about Nov. 1. Agency is Benton & Bowles Inc., New York.

DIA BRO’S, Inc., New York (furniture), has appointed Jay Lewis Associates to direct advertising. According to the agency, a quarter-hour program on WOR, Newark, will start about Dec. 1.

FALL’S HERE—And Myron Kirk (left), television consultant in radio, Ruthrauff & Ryan Inc., has plenty of radio problems to discuss with Edwin T. Ruffner, manager of the agency’s Hollywood production office. This picture was taken just before opening of the picture. * "Falling in Love," the first of the series, is being produced for Comanit, which started Oct. 3 from Hollywood.

EVANS FUR Co., Chicago, which has been built into a $200,000 annual business, primarily through radio, will add a second Chicago station, WLS, next February to promote its Fur Coat Club. The fur firm is currently considering Chicago sponsorship of the George Jessel Mutual Sunday evening program. Evans renewed its three-week quarter-hour program on WMAQ, Oct. 4 for 26 weeks and is canceling its quarter-hour programs on the following Chicago stations: WVON, WHBM, WFLD, WLS, and WBBM. Evans is using three-quarter hour Polish programs weekly on WGES. A half-hour Sunday Polish program, current-ly on WCLF, will also probably be shifted to WGES in November as at that time the Labor Station discon-tinues its foreign language programs. Aspas & Lee, Chicago, is agency.

POPULAR BRANDS Inc., New York, maker of Rock Ola Crescent, has signed a new contract, and is now using participating programs on three New York State stations, will probably add its list to before Nov. 1. Stations now being used are WJGF, Buffalo; WJGL, Syracuse, and WGY, Schenectady. Participation and one-minute spot announcements: WJGF, Syracuse, and WGY, Saratoga, participation in three programs. The agency is Tracy-Loew, Dawson Inc., New York.

S. GIMBERT Co., Brooklyn (detergent), sponsoring a series on WOR, Newark, and WCAU, Philadelphia, adds WHON, Chicago, to its list. The New York account was incor-porated in the contract. Beginning on the Sept. 1 issue. BROADCASTING regrets the error.

SITROUX Co., Inc., New York (wie-la-tu, the first participation in Allie Lowe Miles and Reddy Cross program on WOR, Newark. The company is also using one-minute live spot announcements on KTWF, Philadelphia. Six days a week, agency is Franklin Brauc Ad-verising Corp., New York.

FIRESTONE TIRE & RUBBER Co., Akron, sponsored two broadcasts of the judging of the finest dairy cattle ex-hibited at the National Dairy Show on the Ohio State Fair grounds at Columbus. The two 15-minute broadcasts were made from ringside of the main arena as judges picked the best of 815 dairy animals ex-hibited on the afternoons of Oct. 13 and 14, over the NBC-Blue network. Program was repeated through Swaney & James Co., Cleveland.

WESTLEY Co., New York (Westley’s Hair Color Liquid and O’Leene), has appointed Glicksman Adv. Co., Inc., New York, to handle sales in the city. According to Edward R. Black, account executive, a radio program, the company’s first, will be placed on nine regional networks about April 15.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), expanded its Old Bachelor’s show Sept. 27, adding Mutual stations and 7 Columbia stations in addition to a switch made to WOKO, KCH and WRIF, in Detroit. On Mutual, WHB, Kansas City, is now broadcasting the show in addition to WOKO, which originated the program two years ago. On CBS the following stations have signed: WOKO, WCHS, WPIL, WHAS, KRNT, KFAB and WCCO. Nineteen stations are now broadcasting the show which is aired at 10:15-10:30 a.m. (EST) over Mutual and 9:45-10 a.m. on CBS. Rose Co., Chicago, is agency.

GENERAL FOODS Corp., New York, will add the fifth sponsoring of the NBC Maxwell House Play-By-Play, broadcast on WOR, in the program series Oct. 21 and it will be replaced Nov. 4 by a new network show for the same client.

PRODUCERS Distributing Agency Inc, New York (turkeys), will start Nov. 8 Turkey Tales, transcribed talks, on WOR, Newark. Program will be broadcast Mondays through Fridays at 4:50-5:35 p.m. The sponsor expects to add a Chicago station about Nov. 15, Agentus is Edwin M. Phillips Co., New York.

ATLANTIC REFINING Co., Phila-delphia (White Flash), has added two broadcasts to its football schedule. On Oct. 10 the Chicago-Princeton game will be broadcast on WOR, New-ark, and the Colgate-Tulane game on the same day will be heard on WGY, Schenectady; when, Buffalo, and WOR, N. Y., Agency is Advertising Service, N. W. Ayer & Son Inc., Philadelphia.

DELOX RUG Co., Oshkosh, Wis., has appointed Grey Adv. Agency Inc., New York, to direct advertising. Use of radio is being considered.

AMERICAN PRODUCTS Co., Cin-cinnat (household necessities) has placed its account with Prues & Presha Inc., Chicago. A quarter-hour of the Top of the Morning program, Cincinnati, three weekly will start by Nov. 1.

BERNARD PERFUMERS, St. Louis (perfume), on Oct. 15 started quarter-hour programs on WLW, Cincin-nat, and five-minute spots two and three times a week over 26 stations. Johnson Stel Co., Chicago, is agency.

MANTLE LAMP Co., Chicago (lamps), started Homer Griffith, the Philadelphia agency, on two weeks of the WLV Line (WLW and WIND) Oct. 15, Fridays, 7:17-7:30 p.m., will continue, Fellers & Presha Inc., Chicago. Is agency.

REIDSVILLE, the Tobacco Market, for the third season is using WBIG, Newark, to promote its campaign of millions of pounds of bright leaf tobacco. Past broadcasts led to subsequent orders of approximately 32 million pounds is expected this year.

C. OWEN ROSS Mfg. Co., Los Angeles (alcohol from bee), and Beverly Bottling Co. of Los Angeles (soft drink), alternated sponsorship of the International Six Day Bicycle Race for the first time from that city, Oct. 5-11 on KPFK. The former took the afternoon quarter-hour programs on the latter for the first time. The broadcast was scheduled to end the evening race. Seven-Up Bottling Co. also sponsored the evening races on daily KFPC, Beverly Hills, Calif. Allied Adv. Agencies Inc., Los Ange-les, is handling the account with Stanley Wom- dell executive in charge.

Red River Valley farms and buildings are valued at $927.18 per capita — 33% higher than the average of $695.25 for the rest of the West North Central area... That’s partly because richer soil, favorable climate and better farming methods produce better crops.

Moral: Red River Valley citizens are well worth reaching... especially when WDAY brings them to you all in one audience—at low cost!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC.

NATIONAL REPRESENTATIVES

FARGO

$40 Kilocycles

5000 Watts Day

1000 Watts Night

BROADCASTING • Broadcast Advertising
Announcement Wordage

**Is Restricted in Canada**

Because the hourly advertising content of 10% will be strictly enforced by the CBC, CKAC, Montreal, has notified advertising agencies and representatives selling short announcements to limit them to 30 words after Nov. 1. Phil Lalande, director of CKAC, reports that several station managers are arranging to meet the Corporation management in Ottawa so that this matter of advertising content and the placing of spot announcements may be discussed further. "There is a possibility of a loophole through the use of five-minute periods," he said. The CBC regulations allow the stations to put several advertising announcements in at a time, provided the total of such announcements in a day does not come to more than a daily use of six minutes per hour for every hour the station is on the air.

**Rate Card No. 12, readjusting the time rates of WOR, Newark, has been issued to go into effect Nov. 14.** However, current advertisers may renew or extend their contracts at present rates for 52 weeks from the effective date. **BROADCASTING • Broadcast Advertising**

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**CONTACTS WOMEN**

**WBMM Names Mrs. Mountjoy**

**To New Position**

WITH the rising importance of women as buyers for the American family, WBMM, Chicago, has appointed Mrs. Carroll Mountjoy, as "Women's Contact Woman," said to be the first post of its kind created by any major radio station. Mrs. Mountjoy will maintain public relations with women's clubs, parent-teachers associations, public, private and parochial schools, libraries and other organizations in addition to assisting in the merchandising of food products.

Among the programs coming under Mrs. Mountjoy's supervision in the new hour Pastry Party homemakers' school to be conducted by Eleanor Flute each Saturday morning over WBMM, Coming to WBMM from the Stack-Globe Advertising Agency in Chicago, she was a member of the copy staff, Mrs. Mountjoy was at one time a fashion writer for the Detroit News. Before coming to Chicago she conducted the Minute Parade broadcast on WWJ, Detroit.

**Sponsors in 32 Cities Using Mutual Program**

LOCAL cooperative campaign of sponsors in 32 cities started Oct. 10 on the Mutual network program, 30 Minutes in Hollywood featuring George Jessel, Norma Talmadge, Tommy Tucker and his orchestra, Amy Arriell and the stars. Scheduled to run for 26 weeks, the show is one of the Oklahoma net (KFGF, KGFF, KBIX, KADA, KVSO) is Oklahoma Power & Light Co.: on the Don Lee net (KGB, KDFK, KFXM, KFNC, KNO) the sponsor is the Gaffers & Sattler, Los Angeles; and on the KMOX net: on the Michihan net (WWYX, WELL, WBCM, WPWF), Gobels Brewing Co. on WOR, Newark, Crawford Clothes Inc., New York; WEAN, Providence, Rhode Island Supply Co.: KFEL, Denver, New Method Dry Cleaning Co.; WHK, Cleveland, Standard Drug Co.; WWSW, Pittsburgh, Palace Credit Clothes; WKK, St. Louis, Hyde Park Brewery: KOIL, Omaha, Interstate Transit Co. (buses); and sustaining on WGN, Chicago, Program originates at KHJ, Los Angeles, and is broadcast Sundays from 6-6:30 p.m. Agency is Redfield-Johnstone Inc., New York.

**Bakeries Buy Discs**

CAMPELL-TAGGART Associated Bakeries have purchased rights to Air Adventures of Jimmie Allen, formerly sponsored by Richfield Oil Corp. and others for units in 32 cities, following a 12-month test in Indianapolis and Cincinnati. Campbell-Taggart bakeries are operated in the Midwest and South. Negotiations were conducted by Menas B. Cookson, secretary of Russel C. Comer Adv. Co., Kansas City.

**BUICK MOTOR Co., Flint, Mich., plans to sponsor the Joe Louis-Joe Schmelling heavyweight championship match when it is finally staged, according to Arthur Kudner Inc., Buick's agency. The fight will probably take place next June.**

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**In the Twin Cities**

**ASK THE LOCAL ADVERTISERS**

... they know the buying habits of their customers... and what medium to use to get a quick response of small cost!... because long experience has proved to them that WTCN produces more sales per advertising dollar, MORE LOCAL ADVERTISERS BROADCAST OVER WTCN THAN ON THE OTHER TWO MAJOR TWIN CITY STATIONS COMBINED!

---

**MINNEAPOLIS ST. PAUL**

**MINNESOTA**

**BLUE NETWORK STATION**

Owned and operated by the

**MINNEAPOLIS TRIBUNE**

and ST. PAUL DISPATCH-PIioneer PRESS

With Over 300,000 Circulation Both Daily and Sunday.

**FREE & PETERS, INC., National Representatives**

**October 15, 1937 • Page 59**
Lunen Names Baker

Gene BAKER, until recently producer of the half-hour serial show of this company's eastern offices, has also have charge of the radio production offices. Mr. Baker succeeds Ethel McGuire, who has been in charge of the western offices of the company's eastern offices.

\[\text{Этот текст не подходит к ожидаемому формату.} \]
Lord & Thomas Expands Facilities in Hollywood

To Handle New Business

Lord & Thomas plans to increase its broadcast origination schedule to at least six transcontinentals weekly in the near future and has established facilities in Hollywood and New York, where it will work on the general advertising plans under supervision of George Washington Hill Jr., son of the president. He takes over his new duties Oct. 18.

Mr. Latham has been with the agency since 1933 and two years ago assumed charge of spot placements. He has been most active in the use of local studio programs for spot campaigns. While his immediate function at the American Tobacco Co. has not been indicated, Mr. Latham's familiarity with spot broadcasting may be reflected in his new activities.

Jack Latham Takes Post At American Tobacco Co.

JOHN R. (Jack) LATHAM, spot time buyer for American Tobacco Co., New York, has resigned to join the American Tobacco Co., where he will work on the general advertising plans under supervision of George Washington Hill Jr., son of the president. He takes over his new duties Oct. 18.

Joseph Holmes, who has been Mr. Latham's assistant, will succeed him as spot time buyer, working under the general direction of Carl Frango, assistant department executive of the agency.

McDouggall, Weiss Form New Advertising Agency

CHARLES H. McDougALL and Edward H. Weiss have resigned as vice-presidents of Henri, Hurst & McDonald Inc., Chicago, to form a new advertising agency, McDougall & Weiss. The new firm will operate from New York after the first of the year at an address to be announced shortly.

Mr. Weiss has most active in the use of local studio programs for spot campaigns. While his immediate function at the American Tobacco Co. has not been indicated, Mr. Latham's familiarity with spot broadcasting may be reflected in his new activities.

WAVE DOESN'T COVER 121,704,128 PEOPLE!

According to the figures in the 1930 Census, Station WAVE gives you complete and total NON-coverage of 121,704,128 people who live outside our legitimate listening range. This leaves 1,070,918 who DO listen to WAVE because we're the nearest N. B. C. station, giving them almost the complete portfolio of N. B. C. hits on both the Red and Blue Networks...

And that's a good many people, when you consider that they really listen!

National Representatives:
FREE & PETERS, INC.

J. WALTER THOMPSON Co., Chicago, is handling the production of programs and commercials to be heard on WAVE and eight Chicago stations, all donating their time, for the Chicago Community Fund starting Oct. 18.
Furgason & Co. Adopted As Name for Rep Firm
FURGASON & ASTON Inc., station representatives with main office in Chicago, has been renamed as Furgason & Co. with S. M. Aston, former partner in the firm in Chicago becoming the new manager of the firm's Detroit office, succeeding Herb Hawthorne. Under the new set-up, Mr. Furgason is broadcasting, salaries of the firm will be expanded. No other changes have been made. James Wade and Pete Watson of New York are continuing as vice-presidents in charge of eastern territory, with Bill Lintemuth as manager of the Kansas City office.

Leutze Series
WESTERN Growers Protective Assn., Los Angeles, has reappoint- ed J. Walter Thompson Co., that city, to direct its Crisp Batin' Lettuce fall advertising campaign, and on Sept. 30 started for four weeks using daily spot announcements on 16 stations in midwestern stations. A recipe booklet is also offered through produce dealers, Stations are WMAJ, WHJ, WMCA, WHN, WLN, WLS, WCAE, KDRA, KVY, WJ, KF, WAB, WPAB and WFAA. T. R. Paulson is agency account executive.

THE Representatives Round Table, Chicago, which, in addition to radio sales, is attended by agency transcription and advertising men, has resumed Tuesday luncheon at 500 N. Michigan Ave.

**ACTION**

**Gets Listeners and Results for Advertisers in Nebiowa**

**—Get the LOCAL ANGLE**—On these instructions Local News Report Soren Muthoff goes into ACTION. News broadcasts on WO W are known for their accurate coverage of local events. Local news budgeted for advertisers — and gets RESULTS for advertisers.

500 KC John Gillette, Jr., Manager.

Owned and Operated by the Woodmen of the World.

Life Insurance Society

OMAHA, NEBR.

**NEBIAWA—the rich trade for the rich composed of the Thursday of western IOWA. Its broadcast office is Omaha. Its radio capital is WO W.**

Radio Sales Specialists
IN ADDITION to his regular duties as representative for the Chicago and Midwestern stations, John Blair, Jr., of Furgason & Co., has been appointed assistant for Radio Sales Inc, is now a "specialist" on one of the stations represented by this organization. The new appointment gives Alabama an opportunity for visiting it frequently and keeping at all times absolutely up-to-date on the availability of the space, personnel, sustaining shows and any and all information that might be wanted by station men and agency or agency. The plan was devised by J. Kelly Smith, general manager of the Chicago office, which represents nine stations owned and managed by the network.

CHARLES M. FREEMAN, well known New York advertising executive, who has become associated with the Chicago and Midwestern station, John Blair, Jr., of Furgason & Co., after attending the University of Wisconsin, joined the staff of the firm in Chicago last October. In 1920 he became advertising representative of Good Magazine, and was more recently was western manager of Forbes Magazine.

J. J. DEVINE & ASSOCIATES has been announced as the representative of WJIM, Lansing and WJBL, Detroit.

Regina Schuebel
(Continued from page 42)

**WOMAN Typhewriter**

Reggie also became familiar with the broadcasting situation and the differences in stations, so much so that she was soon called in whenever radio was being discussed, and was usually the first name to be mentioned. And gradually, Reggie took charge of the radio end of the agency. Today she supervises the entire management of the Bulova schedule, which is still expanding, each year including more stations than were used the year before. Reggie, in charge of the production of the network programs for Philip Morris and Kreuger and Egg.

Regarding radio, Reggie says that its users are so varied that it is incomparable. She says that the adman will say down anybody hard and fast rules for its use, but she admits to one Golden Rule: A commercial program will not sell without getting its sponsor. Too, frequently, she thinks, so much concentration goes into the program that the entertainment, or the way the line is handled, is such a good job that it is not good advertising. Good sponsor identification is to her a prime essential of any program. "Call for Preliminary reports," as she calls it, and she says that the key to the whole thing is to see Johnny on that program come close to perfection in the radio sponsor identification.

Another Schuebel tenet is that a program needs a formula that fits the entertainment preferences of the audience to be reached. If the proper formula is found the program can be continued indefinitely. The major variations to keep it timely but without any major changes. Again illustrating from the Philip Morris programs, the company had one formula, chosen to appeal to all cigarette smokers, which means all cigarette smokers, is a mixture of people, talking, drama and music, the dramas not too long, the music appealing to all ages. When altering that formula, she says, the formula has been changed and types of drama, sometimes altering the whole schedule, with minor variations. The new program, she says, the program has changed orchestras and types of dramas, several times, also altering its success in selling its sponsor's cigarettes.

A successful formula may be imitated by competitors, but Regina Schuebel believes that this imitation is more of a help to the originator than to the one who imitates. The recent rush of "watch manufacturers to sponsor time signals is so much free advertising for Bulova, she thinks, because people are so accustomed to hearing an announcement of the correct time followed by a Bulova credit even without the watch. She says, hearing the Bulova credit is not a brand of timepieces.

Too busy spending much time on her former hobbies of tennis and golf bridge, and in travel, says she, the key to the successful unit is a hobby of the traveling by air that her job so frequently requires. Her hobby in life, however, is she says, two: Radio and her son, now 9, and an honor student at the New York Military Academy at Cornwall.

**INCORPORATION papers have been filed in Sacramento (Cal.), for the Famous Ad Corp., by Edington, Vincent, Hollywood, and Feldman-Blum Corp., Beverly Hills, Cal., Inc. Listed as directors are Ralph B. Blum, Charles K. Feldman, Harry E. Latton and F. W. Vincent. Agencies plan to combine and erect a new building on Sunset Blvd.
New Hollywood Studios
For WBS Will Involve $250,000 Expenditure

PAT CAMPBELL. West Coast manager of World Broadcasting System, after a series of conferences with Percy L. Deutsch, president, is expected to return to his desk Oct. 20 with details approved for the transcription firm's new Hollywood studios, planned for a site at Vine St. and Waring Ave.

Mr. Campbell left Hollywood Oct. 1 accompanied by Marshall Wilkinson, architect, with completed plans that call for a $250,000 two-story structure which includes offices and three large studios. The expectation is that all details will have been settled for construction to start immediately upon Campbell's return to permit occupation of the new building by Feb. 15.

C. C. Langeven Co., dealer in the rental and permanent installation of public address systems, is erecting a one-story building at 1000 N. Seward Ave., Hollywood, at a cost of approximately $30,000, to be ready for occupancy Nov. 15. The offices will be in the Richfield Oil Bldg., Los Angeles, will be moved to the new structure, according to F. M. Pease, local manager of the firm which is headquartered in San Francisco.

Chicago Disc Firm

AMES NOEL ZEMER has formed a new Chicago radio firm, Radiate Studios, at 154 E. Erie St., to specialize in the making of one-minute and similar type transcriptions. Complete studios together with full microphone equipment have been installed.

Central Shoe Expands

CENTRAL SHOE Co., St. Louis (women's shoes), started their quarter-hour weekly transmitted program on WFC, E. St., at 154, the 11th station carrying the program. Other stations will be gradually added with the possibility that eventually 50 stations may be used. Transamerican Broadcasting & Television Corp. made the transmissions. Kelly, Stuart and Zarradt, St. Louis, is the agency. The list currently carrying the program follows: KFOX, WENS, WMBD, WTMJ, WHBL, WTAD, WSBT, WIBA, KROC, WTMV.

WCMII, "WHERE COAL MEETS IRON."

Right in the center of the U. S. Metropolitan District designated as Huntington, W. Va., Ashland, Ky., and covering it all with a 5 VM/M signal. WCMII delivers coverage of a Metropolitan population of 250,000 at very low cost.

WCMII Covers the Tri-State Market
Tower at Ashland, Kentucky

BOGDCASTING • Broadcast Advertising

BRODGCASTING • Broadcast Advertising

ROBINSON RECORDING Laboratories. Philadelphia, has opened downtown offices in the studios of WIP and has installed modern equipment valued at $12,000 according to an announcement by William F. Robinson, president of the firm. The company's transcriptions are made by a secret electroplating process which Mr. Robinson developed after 10 years of research and experimentation.

NEW subscribers to WBC's Thesaurus service include CJAT, Trail, B.C.; KAWM, Gallup, N.M.; CBS, Santiago, Chile; TGW, Guatemala.

STANDARD RADIO Inc., has sold its popular music subsidiaries, WMHD, WBAN, and WFP, with WRAP buying the complete library of sound effects. WIND, WJJS, KDKJ, and WPPA have purchased the Sons of the Pioneers, KSEI has bought Since Espana A Time, a children's program, while KDJJ has bought the Kay Kyser and King's lithium series. GRACE, New York, is preparing its five-minute recordings of Speedy-Q, sound effects records for Charles Michelson, New York.

GENE WALKER, manager of Splendor, C. P. MacGregor, Hollywood transcription department, will sing a solo on the Sept. 11, 22 meeting of the International Choral Choir of the San Diego (Cal.) Symphony Orchestra, having been invited to sing to the theme of "The Commercial Use of Electrical Transcriptions."

JERRY DIAMOND has been placed in charge of sales of Speedy-Q sound effects records for Charles Michelson, New York.

GRACE GIBSON, head of the transcription department of 2GR, Sydney, Australia, and manager of the Australian Radio Transcription Agency, that city, is scheduled to arrive in Los Angeles Oct. 30, aboard the Monogram on vacation, but will join the studio boys at approximately $30,000, to be ready for occupancy Nov. 15. The offices will be in the Richfield Oil Bldg., Los Angeles, will be moved to the new structure, according to F. M. Pease, local manager of the firm which is headquartered in San Francisco.

KMOX, St. Louis, furnished copies of its six-five-minute recordings at the horse show in St. Meyer, Va., to KSD, KWK, WIL and WEY, St. Louis, and WTMV, E. St. Louis. The records were played by all stations previous to the National Horse Show in St. Louis in late September.
CREATION of a sports department to coordinate all sports originating in Washington carried by NBC was announced Oct. 5 by Kenneth H. Berke- ley, manager of WRC and WMAL. At the same time Berkeley announced that NBC would expand its present sports coverage in the Nation's Cap- ital. Berkeley said the new department would consist of Bill Coyle, Bud Har- ry, George Gunn, William MAn- andrew and Robert Cottamham.

FIRE destroyed one of the permanent exhibition halls at the Dairy Cat- astrophe Congress Oct. 1, where both and studio of WMT, Waterloo, were housed. Several thousand dollars worth of equipment and instru- ments was destroyed. Engineers Don Kranmer and George Olson drove 200 miles for new equipment to keep the broadcasts on the air and Michael Mc-Andrew telephoned immediate help from the transmitter.

CKY, Winnipeg, at present Canada's most powerful station, using 15,000 watts, has been ordered to change Oct. 15 from 910 to 960 kc., sharing with CRTC. The 910 kc. frequency is believed to be intended for the new 50,000 watt transmitter at Montreal, CCRM, Montreal, now being on that frequency with 5,000 watts.

TWO PROGRAMS in English but di- rected to the Jewish audience are being broadcast on WJSN, New York, Sept. 30 Voice of Jerusalem, sponsor- ed by Chris. Hansen's Laboratory, and Israel. For the 13-week schedule, featuring songs of Palestine. On Oct. 4 Zion National Radio, New York, was sponsored a Zion Variety Show, half-hour program to run for 26 weeks. Both accounts are placed by the Advertisers Broadcasting Corp., New York.

KCTA, San Antonio, began broadcast- ing an enlarged schedule of locally produced programs Oct. 3 from new studios constructed under the direction of the station's engineering staff headed by W. O. Ebert, in collaboration with engineers of CBS and Hearst Radio. The studios, located on the third floor of the Gunther Hotel, consist of an auditorium studio seating 150 guests for locally produced au- dience shows; a smaller studio for reg- ular productions; a small announcers' studio and clients' audion room, a reception room, a music library, news room and announcers' office.

KDB, Dallas on Sept. 1 instituted a new policy whereby it will not ac- cept programs of any nature in which betting is mentioned. KASL, new station at Salina, Kan., has started a 60-minute Saturday night Barn Dance for which 10 admission is charged. The pro- gram is sponsored by a local motor company, attracts from 1,100 to 3,500 paid ad- mission.

WDZ, Tuscola, Ill., calls itself "one station chain." On Sept. 7 studio were opened in the Plaza Hotel, Danville, Ill., Emerson Russell of the WDZ sales staff in charge. On Oct. 11 studios in the First National Bank Bldg. in Mattoon, Ill., went into opera- tion with Walt Schaffner, also of the sales staff in charge. On the same date, in Effingham, Ill., broadcast- ing began from studios in the Register Bldg., with Solomon Kay Livensay in charge. Every day each studio comes on the air on set sched- ules.

KJFM, Grand Forks, N. D., can- celled its entire morning schedule Oct. 4, the president's moves from the time he arrived at 9:30 a. m. un- til he left at noon. The entire pro- gram schedule was pressed into service as mikes were set up at five different points along the route of the parade in the state capital. It was the President dedicated a new grand- stand. The dedication and speech at the ceremonies were led from a telephone to a regional network of 12 stations.

KCKW, smallest of the New Bruns- wick stations in present service, opened new studios in the Knights of Pythias Bldg., Moncton, N. B.

TO GIVE complete and well-rounded news service to the listeners of WINS, New York, Jay Knox, news editor, has started a News Parade se- ries of regular four-quarter-hour daily broken up as follows: Morning news from 6:15 to 6:45 a.m. on Sundays at 12:15 p. m., afternoon news at 5:15 p. m., and an editorial sum- mary at 6:45 p. m.

A SERIES of weekly interviews with people picked at random from the phone book is being prepared for early production at WMCA, New York.

WWVA, Wheeling, W. Va., announces that its offices and studios have been completely remodeled and is working acoustically. An interesting feature of the new studios is coverage map in- stalled.

A AGREEMENT has been effected between MBS and British Broadcast- ing that Mutual will give equal recognition with other American networks in releasing and exchanging the first program to go under the new arrangement was broad- cast via shortwave to the coast-to- coast network Saturday, Oct. 2, featuring the West of England Folk Song Singers.

KWBSE, the Midwest for- um conducted by Monte Randall and comparable to the American Town Hall of the air, returned to WCFL, Chicago, after being off the air all summer. The program origin- izes 30 minutes has been expanded to 45 minutes every Saturday night.

WQCB, Vicksburg, Miss., broadcast series of radio classroom programs for a week, in which nearly 900 students at St. Alogius school re- ceived at the end of the week with written reports. Regular 15-minute periods were assigned to each of the subjects.

STUDENTS in more than 900 north- ern California public schools are list- ening regularly in their classrooms to the Alameda City School of the Air productions of KLX, Oakland, under the auspices of the board of education of the City of Alameda and in co- operation with the California State Department of Education.

KLZ, Denver, recently sent Jack Fitzpatrick, news and sports commu- nicator, on a 10-day football scouting tour of the Rocky Mountain Conference. Fitzpatrick airs a daily sports review for the Denver Oil and Gas and is observer for Warren Williams who handles the play-by-play broadcasts of the Denver U games under Kallas' sponsorship.

WIOC, Bridgeport, Conn., is conducting a content to choose student commentators for its five weekly new- s programs. From Yale University, Trained auditions will be judged by Boake Carter, Edwin C. Hill and William Kennedy and two num- bers will be selected.

FOREIGN motion pictures are de- scribed in International Film Review which started Oct. 9 on WBRY, New York. Program is heard Tuesdays at 5:30. Commentator is Bob Stokes, a member of the National Board of Re- view of Motion Pictures.
Maland Milks

STILL claiming to be the
unbeatable cow-milking
champion of the NAB, J. O. Maland,
operator of the Maland Moline.
Moline, has challenged Miss
Rose Amfahr of Jessup, Pa.,
who recently won the milk-
maid contest of the National
Dairy Congress, to a
milking duel during the Sun-
set International Exposition.
Oct. 15. Miss Amfahr milked 12.6
pounds in three minutes to
win the Dairy contest.

Tea for Two Million

(Continued from page 22)

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Oct. 15. Miss Amfahr milked 12.6
pounds in three minutes to
win the Dairy contest.
Football Tie-in

WELL PLANNED tie-in of football and merchandising is the program Can You Pick the Winners heard weekly on KCKN, Kansas City, Kan. Featuring John Geist, former football star, sponsored by the local Shepherd & Foster Clothing Co., the program consists of Tuesday forecasts by Geist, announced that contestants must visit the sponsor's store for entry blanks and return them to the store by Friday noon. Winners are chosen right after the Saturday games and must go to the store to get their prizes.

* * *

Along the Clock

AT WCHV, Charlottesville, C. D. Taylor, commercial manager, has a copyrighted program in which names of listeners are selected from the telephone book. Those who phone the station and repeat the exact phraseology or manner in which their name was read are given cash prizes. If the name given does not respond within five minutes, another name is selected and the award increased.

Blonds and Red Heads

THE midnight Rhythm Club of WMPS, Memphis, dedicates one program to blonde girls, the next to red heads, an idea to the�性 and on and on. Competition has set in and topped the list in requests.

WCCO's School Series

AN EDUCATIONAL radio series, North Star School, which has attracted nationwide attention, starts its third successive year Oct. 20 on WCCO, Minneapolis, under the sponsorship of the Minnesota Educational Association, the program is under the personal supervision of R. H. Karle, director of WCCO. Outstanding musical organizations from Minneapolis and St. Paul schools will be brought before the microphone once each month.

* * *

What's Your Birthday?

REALIZING how much everyone likes to remember his birth-day, WFBM, Minneapolis, broadcasts Your Birthday Party each Sunday morning for half an hour. Dedicated to Indiana's leading colleges, towns, communities, organizations, factories and business firms, the program dramatizes important events in the lives of the program's circle of clubs and communities. Talent is chosen from schools, factories and clubs in the state. Village mayors, football captains and faculty managers are featured in this series sponsored by the local furniture Co. Participants receive free birthday presents from the sponsor and from other WFBM advertising clients. It's going over big, according to WFBM.

Fun for Scavengers

SCAVENGER hunts have started on WBAL, Baltimore, with Garry Morfit naming the articles that have to be brought to the studio for competition in the grand weekly prize of $10. The winner must complete his list first and the money has to be spent, for the articles are usually old things that any listener is apt to have in his attic or cellar, such as an old green hat, a fedora or a pair of high-topped shoes. The first week's winner is guest on the second week's program and so on throughout the series.

For Songwriters

AMATEUR songwriters get a chance to have their compositions plugged and win a prize on the weekly Can You Write A Song? on WLS, Chicago. The winners are judged by a committee of orchestra leaders and songwriters and a weekly prize of $50 goes to the winning composer. More than 500 requests were received by KFWB the first week following the initial broadcast of Oct. 4.

* * *

Football Quiz

A QUIZ on Iowa Network Wednesday night is based on visits to the homes of Iowa's college football coaches, giving the local men a chance to chat freely of touchdowns and such. Schools of five college conferences are to be represented in the visits.
Good Deeds and Prizes

CKOC, Hamilton, Ont., has a Saturday morning Children's Good Deed feature which started its fifth winter season recently, running till March. Some 250 children are on hand at 9:45 a.m. in the concert studios of CKOC. A good deed is a prerequisite of membership in the Good Deed Club which last year had an enrollment of 7,000, and in the years it has been on the air a total enrollment of 30,000. Annual theater parties for members bring out 3,000 children. A weekly prize is given for the best good deed and the club has its own orchestra of 16 pieces, its own choir of 35 voices, all under 18. The program is used by Canada's largest department store, T. Eaton Co. Ltd., with stores from coast to coast, to foster good-will.

SOCK—Howard R. Chamberlain, production manager of KILZ, Denver, attempted to attack Arthur Wuth (right), program director and judge of the KILZ Rockers Court, after a fine had been levied, but two Denver patrolmen kept the defendant under control.

News and Background

A NEW TYPE of news broadcast is now being presented by WNYC, New York, Wednesday and Friday nights. Titled Deadline, the broadcast is presented by George Clark, city editor of the New York Mirror, and Dave Charney, reporter. Clark and Charney take the parts of city editor and star reporter, respectively. The reporter recounts the big news of the day, discussing the news behind the news with his city editor. The program is under the direction of Charles Martin, producer and director of the Phillip Morris and other network shows.

The Fixing Mr. Fixit

AN ARTICLE in the October Reader's Digest describes the work of Mr. Fixit, complaint handler of WFBL, Syracuse, who has dealt with some 2,000 complaints in three years. The Syracuse Community Chest has persuaded him to do another weekly series for its annual drive for funds. WFBL originally offered $25 a week to municipals in aid of its complaining bureau, and the bureau's manager, Charles Marks, became WFBL's Mr. Fixit.

Public Servants

TBE LIST of policemen and the dangers of their profession are dramatized on WNYC, New York, in a series called Police Honor Men, which begins Oct. 2. Taken from the metropolitan police files, the dramatizations consist of factual and heroic incidents. It makes the public more appreciative of its servants, says WNYC.

About Illinois Oil

WZD, Tuscola, Ill., has started broadcasts from the Illinois Oil sin, with Charles I. O'Neill, oil authority, delivering last minute information.

COLUMBIA STATIONS

ATTENTION!

The Sunday Players stand ready to carry on with your BIBLE DRAMAS. a world famous program already featured on many Columbia outlets. Fifty-two half hour episodes beautifully produced and recorded. Your opening program by air express if you wish to avoid missing another Sunday. Wire today and keep that large and loyal audience of your finest people.

MERTENS & PRICE, INC.

THE SUNDAY PLAYERS BIBLE DRAMA

1540 SOUTH MAIN ST. • • • LOS ANGELES, CALIF.
OPEN FOR SPONSOR

"WALKS OF LIFE"

To Sell Shoes

By PAUL CRUGER

Screen Writer

Footsteps on the Sidewalk
And Each Pair of Feet Tells
A Dramatic Story

Write

--- wood ---

RADIO PRODUCTIONS

Hollywood, Calif.
220 Markham Bldg.

... wood words sell ...

THE results from our offer over WSAI were indeed gratifying.

O'BREIN VARNISH CO., South Bend, Ind.
J. D. Dryley, Advertising Manager.

The response to this offer exceeded all expectations. This indicates that WSAI reaches a live, enthusiastic, ready-to-buy audience.

There's a reason.

ROBERT G. JENNINGS, in charge of Sales and Programs

Informative Programs

WMCA, New York, is offering cooperation to New York City schools by broadcasting programs of interest to students of civics and modern history. Details of the programs are furnished to teachers, who make arrangements for group listening and classroom discussion. Among the presentations are Municipal and State Legislative Highlights, with Phelps Phelps, a member of the New York Legislature, giving a Sunday resume of the past week's activity in the legislature: Operation of the Federal Government, broadcasts from Washington on Tuesdays; and The Editor Speaks, a digest of editorials in New York City newspapers, broadcast Friday evenings.

WDGY and the Schools

WDGY, Minneapolis, has been named official station for the Minneapolis Board of Education and the Central Council of Parent-Teachers of Minneapolis. Some 200 sets have been placed in schools and a microphone has been installed in the office of Thomas Buckson, publicity director, and board of education. School programs are broadcast every school morning, and times are given two afternoons a week.

Good Deeds Court

WBNX, New York, has started Court of Good Deeds, to hear indirect evidence against motorists who have not made proper use of their leisure. In the belief that motorists should spend leisure calling upon underprivileged old folks and inviting them for rides, the court convenes with municipal judges.

Have a Gripe?

IF you've got a grudge against Hitler's tyrant, or have some homemade poetry to recite, you are in luck. WJR, Detroit, is making arrangements to broadcast the Soup Box, an half-hour Saturday night program by WJR, Detroit, Duncan Moore, who is known as "Doc," who calls it an uncensored half-hour of free speech, catch-all, and entertainment. With all this talk about freedom, says WJR, here is the public's opinion to back its spine.

WCPO Uses Trailers

WCPO, Cincinnati, is employing trailers in five local theaters to ballyhoo its news and early morning show. A new case of "Twenty-Five Years Ago" is made up for each morning show, the Six-to-Niners, a three-hour live talent production, from 6 to 9 a.m. with stars of stage and radio. Music ranges from guitars to organ.

Question-Answer Variation

A NOVEL program combining the best features of "Question-and-Answer" and "variety" was inaugurated by KLZ, Denver, Sunday night. The show, titled Answer Man, is handled from the stage of a downtown theater by Matthew McEniry, as the "Answer Man," and Norborne Smith, as host. Smith, officiating from the stage, supplies the correct answers and awards prizes to the audience. The Seven-Up Colorado Co. is sponsor.

Trivial But Interesting

CROWDED OFF THE AIR by important international and domestic news, non-essential news of human interest has been given a special spot, 1-145 a.m., on WMCA, New York. On this broadcast, the major events of the day are condensed into a three-minute summary, and the rest of the period is devoted to what the station calls "testing the testing items."

Good Neighbors

KROW, Oakland, is broadcasting Good Neighbor's Club, conducted by Dr. Sunshine. Recently he made an appeal for volunteers to submit to a blood transfusion in order to save the life of a patient at a San Francisco hospital, who had to undergo a serious operation on his lungs. Within five minutes four radio listeners had contacted the station to offer their blood.

Doghouse Court

WTMJ, Milwaukee, broadcasts Doghouse Court every Monday afternoon, the accused persons facing judging, prosecuting attorney and witnesses. Offenses are mistakes made on WTMJ broadcasts. Persons in charge of the program are awarded $1. If more than one person sends in the charge, the one suggesting the most novel punishment gets the $1.

For Better Movies

THE PUBLIC should know how to judge movies and understand them as a cultural force, according to WCLE, Cleveland, which has started a series called Movie Art and Problems, featuring Miss Bertelle M. Lytle, a member of the Cleveland Cinema Club Bulletin. Weekly 15-minute interviews with film experts include discussion of acting, sound developments, harmony, historical drama, differences between the movies and the stage. Acting historians find the program helpful in guiding the taste of their children, says WCLE.

Rural School Music

WDZ, Tuscola, Ill., is teaching singing in the schools of Douglas County with its Rural School Music Program. Morris Russell conducts the class of students at his radio grand, playing and singing the songs from the radio text book under his direction. The program endeavors to teach singing as done in the classrooms of large city schools. The entire course is part of the pupils' curriculum and after examinations credit will be given.

From the Past

KRFK, San Francisco, is presenting a series of historic dramatizations titled Twenty-Five Years Ago. The first presentation Oct. 3 was a commercial addition in addition to being a regular program. A number of advertising agency executives are listening in their own homes under normal conditions where they were able to check their reactions to those of the audience. The series is being transcribted.

Swift History

KCKX, Kansas City, is offering Crossroads of History, written and produced by Olaf Soward, KCKX news commentator, in which little known facts of history are tied to modern times with dialogue and documents flashed. Although the matter is directed to more cultured classes, the swift tempo has attracted general audience. Roney Monument Co. is sponsor.

From Denver's Harlem

WHERE there are negroes there is talent and KLDZ, Denver, recently had such help with a variety program from the heart of the local Harlem that it's now a regular Thursday night feature. Matthew McEniry and Larry Bobar, KLZ announcers, visit the colored districts. They place microphones in front of curiosities performers and help singing bootblacks do their stuff.

Informing the Public

SO THE public might know the details of fighting, the first fire department of Miami, Fla., recently staged an elaborate demonstration. On hand was Norman McKay, an army veteran, who introduced Fire Chief H. R. Chase.

Junior Reporters

"UNCLE DON," pioneer children's broadcaster, whose daily program "Junior's World," is sponsored by a number of participating firms, is organizing a Junior Reporters and Press Club with the object of bringing all editors, reporters and writers for school and other juvenile newspapers, and the Junior Press Convention.
Sarnoff on Television
(Continued from page 38)

...during the show the public might see less than 100 television receivers in total.

"...during one year's operation of public television service in England, less than 2,000 receivers in all have been sold to the trade and as much as 1,000 are actually in the hands of the public. There is but one television transmitter in London, and I was informed that it is probable in two more years before a second transmitter is erected in any other part of England.

"The foregoing represents the present status of television in England despite the fact that geographically its problem is simple compared with the vast area to be covered by a television service in the United States. Also it is to be noted that in England the costs of erecting a television station, the establishment of a special organization, and the furnishing of television programs have been paid for by the Government out of license fees paid by the public annually or the privilege of listening or seeing by radio.

Program Problems

"The range of the RCA television transmitter atop the Empire State Bldg., now operated by NBC from its television studios in the RCA Bldg. in New York City, is approximately the same as that of all NBC stations combined. The television receivers installed in the homes of our experts, who have been carrying on field tests during the past year, are likewise of the same order of performance as those made in England.

"The major problem of television, in both countries, is to provide a program for the home that will meet public requirements and maintain public interest.

"To place television on a commercial basis in the United States, it is necessary to establish a sufficient number of sending stations, that must be interconnected and able to furnish regular service to at least the population residing within the principal market areas of our country. The erection of such stations, the provision of necessary interconnecting facilities, and the establishment of a regular program service that would meet public requirements and hold public interest, call for vast financial expenditures before any returns can be reasonably expected.

"I firmly believe in the American system of private enterprise, rather than government subsidy; of free radio to the home, rather than license fees paid to the government by owners of receiving sets; and have no doubt, that in due time, we shall find practical answers to the practical problems that now beset the difficult road of the pioneer in television. The road will be long and tedious as well as ingenuity and enterprise, but it is a road that holds great promise for the public, for artists and performers, and for the radio industry."

"Referring to published reports that the late Senator Guglielmo Marconi had left a vast fortune, Mr. Sarnoff said members of the inventor's family told him the estate would not exceed $150,000, from which many taxes and fees must be deducted.
Vaseline on CBS
CHESTERBROOK MFG. Co., New York (Vaseline products), will launch a series of half-hour dramatic programs on approximately 58 CBS stations starting Nov. 7. The program, to be broadcast Sunday, 2:30-3 p.m. (EST), with a West Coast rebroadcast, will feature Jean Hersholt, motion picture actor, in dramatizations of short stories and will be produced from Hollywood, McCann-Erickson Inc., New York, is agency.

CANADIAN Broadcasting Corp. has signed the Canadian branches of Standard Brands Inc., (Chelsee & Sanborn coffee and Magic Baking Powder), Imperial Tobacco Co., Ltd. (cigarettes) and Imperial Oil Co. Ltd. for sponsored network programs to start in October and November.

BLANKETING the 8th Largest TRADE MARKET in the United States at Lowest Cost
Saint Paul Minneapolis
WMIN St. Paul, Minnesota

Hollywood FROM THE INSIDE
General Mills Series Staged by Russel M. Seeds Co.

By TOM WALLACE
Producer, "Hollywood in Person" Russel M. Seeds Co., Chicago

RADIO and motion pictures are shaking hands again by means of the latest radio presentation which links the two in a five-weekly series coming out of the West, called Hollywood in Person.

It was about a year ago that Freeman Keyes, president of Russel M. Seeds Co., Chicago advertising agency, conceived a new idea in radio which he took direct to Donald D. Davis, president of General Mills Inc. One of radio’s most progressive users, General Mills was quick to recognize the potential interest in a daily visit with “a candid mike” inside the gates of the great motion picture studios, the idea met with immediate response on the part of Mr. Davis, and he and his company agreed to pioneer this new and novel radio feature.

Film Folk Cooperate

The obvious problem of whether the motion picture producers would see the value of such visits was solved through the influence of Hollywood’s Billy Willkerson, publisher of the Hollywood Reporter. Mr. Willkerson has been most constant in recognition of broadcasting as a medium for exploiting pictures. With his cooperation, the following studio executives have opened their gates to the genial Bisquick Broadcaster, Bob Baker.

Joseph Schenck, Darryl Zanuck and William Goetz of Twentieth Century Fox; Samuel Goldwyn and Samuel Goldwyn Studios; Adolph Zukor of Paramount Productions; Walter Wanger Productions; S. J. Biskin of RKO Radio Pictures; Harry Cohn of Columbia Studios; David O. Selznick of Selznick-International Studios; Harry Sherman of Sherman Productions; Hugh Harman and Rudolf Ising of Harman-Ising Cartoon Studios; B. P. Schulberg of Schulberg Productions; Hal Roach of Hal Roach Productions; Al Siegel of Republic Studios; and Charles R. Rosters of Universal Studios. Lines are now permanently installed in 13 of Hollywood’s studios, with more to come.

A 15-week test series was begun last March and released over the NBC-Pacific Red network. During this test General Mills ordered every type of survey available to measure the interest and effectiveness of the new venture. The result of these exhaustive tests found Hollywood in Person, July 19, a part of the popular Gold Medal Hour, coast to coast over CBS.

Shortly before the test series was inaugurated, Mr. Davis made a visit to Hollywood and called on every producer. It was during this visit that he conceived the idea—a trailer studio—to our knowledge, the first in the history of broadcasting for motion picture studio promotion. A 22-foot trailer, 14 feet of which is devoted to a unique sound-proof studio, the remainder to engineering control, with every improvement found in the most up-to-date regular radio studios, we ordered. This innovation proved to be of great value. By Baker finds it quite convenient to park his StudioMobile on the streets of the movie studio and invite passersby to “drop in and be interviewed.”

Doubling one of the most difficult assignments ever given tho producers who produce radio programs, Baker’s job was at the same time one of the most pleasant and interesting. When you get to know them, if movie executives and stars are some of the finest people in the world. However, with almost constant supervision, something never seen “happens” daily. In some 6 weeks, during which time we have broadcast over 120 programs, Hollywood in Person has been both high and dry, so to speak, only once by the failure of schedule personalities to appear. Which in addition to being a very fine record, is conclusive proof that those who make up the industry are intensively cognizant of the value and scope of broadcasting.

Program Variety

Recognizing the importance of maintaining interest among a predominantly group of women listeners, Hollywood in Person has purposely offered at least once weekly programs culeted to beauty at makeup, featuring the famous family of makeup artists, ti Spot. Always, in these shows one of the Westmore is accompanied by some charming femininity star who lends his advice and comment to the occasion.

In addition to the visits to such places as the cutting rooms, sound stages, fan mail, casting, mail, and wardrobe department, special broadcasts have emanated from the Hollywood Brown Derby, Leo Carrillo’s novel home, RKO’s beach home, the Screen Actor’s Guild Division of the Labor Day Parade; presented an intimate tour through Shirley Temple’s bungalow in the Twentieth Century-Fox lot; a visit with Deanna Durbin in the New University School Room; the Paramount Studio Restaurant; the world-famous Cafe de Paris at Fox; man-in-the-street broadcasts direct from Hollywood Blvd., and many other novel features.

At present Hollywood in Person is manned by a staff of eight people in the Russel M. Seeds Co., office Hollywood, headed by Clay O’Hara, general manager. Among the writers and newsgathers are Robert Brilmayer, Forrest Barn and Lee Cooley.

Bob Baker started these broadcasts from Hollywood in Person has helped create a friendship between radio and motion pictures—a friendship that should be permanent.

PHILIP MORRIS & Co., New York, has announced an increase in sales of 20% over last year, through O. H. Chelbe president. Most of the company’s advertising appropriation goes to radio. Aten 8 Chicago Co. Inc. New York.

Page 70 • October 15, 1937
World Series Covered As Sustaining Program

FAILURE of the Ford Motor Co. to continue its custom of sponsoring the World Series baseball games and of the network sales forces to find another advertiser willing to pay the $100,000 asked by the clubs plus time charges did not keep the series off the air. Full networks of CBS, MBS and the combined Red and Blue NBC hookups carried the play-by-play descriptions of the struggle between the New York Yankees and the New York Giants for the title of World's Champions.

Assigning to cover the games for NBC were Tom Manning, Cleveland announcer, and "Red" Barber, WLG sports expert, with Warren Brown, sports editor of the Chicago Herald & Examiner, summarizing the day's play and George Hicks, special events announcer, reporting on highlights and color. CBS microphones were handled by France Lauz, St. Louis, and Bill Dyer, WCAU, Philadelphia, while Paul Douglas of the New York staff did the between-inning play-by-play.

Mental coverage of the series was done by Bob Elson, WGN, Chicago, Johnny O'Hara, KWK, St. Louis, and Dave Driscoll, WOR, Newark. Reason for the selection of out-of-town announcers for this series of work about was the insistence of Judge K. M. Landis, high commissioner of baseball, that the broadcasts be handled by announcers who had been broadcasting baseball through the season.

NEW CBS Lever Series

LEVER BROS. Co., Cambridge, Mass. (Ringo-Lifebuoy), on Oct. 19 will launch its new dramatic series featuring Edward G. Robinson, motion picture actor, on 58 CBS stations. Entitled Big Town, the series will be heard Sundays, 7-8:30 p.m. (EST). It will precede the Al Jolson program also sponsored by Lever Bros. Robinson will be cast as editor of a tabloid newspaper and have Claire Trevor as his feminine lead. Arthur Caesar is writer of the scripts, with Court- ney R. Cooper acting in an advisory capacity. Tiny Ruffner, Hollywood manager of Ruthrauff & Ryan Inc., agency handling the account, will supervise production.

Approved by F. C. C.

BLILLY OVENS

Write for Bulletin G-9

BLILLY ELECTRIC COMPANY
UNION STATION BUILDING
ERIE, PA.

WPA Fall Festival

RADIO DIVISION of the WPA Federal Theater is starting what it hopes will be an annual presentation, the Fall Festival of Radio Dramas. The October schedule consists of rebroadcasts of the four best productions of the past year. New and experimental scripts will be used in November. In addition to the programs running on New York stations such as Pioneers of Science, History in Action, Repertory Theater of the Air, Men of Art, and Oscar Wilde's Plays, a new series began on WHN and the WLW-Line Oct. 10, Juile Verne, to be heard Sundays from 5 to 6:30 p.m. Director of the new program is Ashbel Bucie, actor and short-story writer, who has been directing Pioneers of Science. He is succeeded on the latter show by Edward Latimer, former program director of WNBF, Binghamton, N. Y.

Peter Fox to Place

ETER FOX BREWING Co., Chicago (beer), is currently making quarter-hour transcriptions of its swingit show on WGN, Chicago, be placed three and six times weekly on southern and southwestern stations the first part of next year. The swingit program was WGN following the baseball World Series this summer, and was then renewed to follow football games. Transamerican Broadcast- ing & Television Corp. cut the transcriptions. Schmimmer & Scott, Chicago, is agency.

Roi-Tan in Far West


MR. LESLIE NOEL ZEMER
announces the opening of the

RADICHE STUDIOS
154 EAST ERIE STREET
CHICAGO, ILL.

Representing:

FERN SHAW, Soprano MIRIAM BOOTH, Soprano
DAVID LANE, Tenor FRANK MARWELL, Baritone
AMBOSE J. WYRICK, Tenor

ROADCasting • Broadcast Advertising
P & G Records Show

PROCTER & GAMBLE Co., Cincin
nati (Oxaydol), on Oct. 11 start
ed quarter-hour transcriptions of
its NBC show, The Goldberg's, on
WOH, WLW and WJR. Other sta-
tions are to be added. Blackett-
Sampie-Humnant Inc., Chicago, is
agency.

AT PARTING—When T. R. Put-
man (center) manager of KFRO,
Longview, Tex., for the last two
years, resigned to become head of
the new KHIB, Okmulgee, Okla.,
James R. Curtis (right), president
of the Texas station, presented
him with a fountain pen set. On
the extreme left is H. H. Johnson,
sales manager of KFRO, who was
named by Mr. Curtis to succeed
Mr. Putnam as manager.

SPEAKER ATTACKED
CIO Leader Beatcn Prior to
—Speech on WMPs

FREE speech jumped right into
the copy books to become a live
issue in Memphis when Norman
Smith, CIO representative, was at-
tacked as he was entering the stu-
dios of WMPs to deliver a paid
speech dealing with the advan-
tages of the CIO. Smith was severely
beaten by unidentified hooligans
and taken to the hospital with a
fractured skull and other injuries.
His aids, Harry B. Smith and I. D.
Davis of WMPs, were badly
beaten, according to Smith.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

GODLEY & BROWN
Consulting Radio Engineers
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Mansey Bldg. Field Office
Washington, D. C. Evetson, Ill.
District 846 Davis 2122

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas
and Antenna Phasing Equipment
Field Strength Surveys
Station Location Surveys
P. O. Box 745
Evanston, Ill.

ROBERT S. RAINS and COMPANY
Special Consultants
Accounting, Taxes and Engineering
Musser Building—Washington, D. C.
Telephone: Metropolitan 2400
Robert S. Rains
Farmer Special Consultant
Federal Communications Commission

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great
value for routine observation of transmitter perfor-
mance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADI0 CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted

San Francisco Advertising Agency will
place blank radio background wants ex-
perience to build radio department
wants, probably a staff salesman who
has unlimited appeal. Your answer will
be held in strict confidential. Write Box 786, BROAD-
CASTING.

Wanted Sports and News Commentar
also announce with program engineer
experience for southern radio station
wanted to open new station.

Situations Wanted

Chief announcer, studio director no
employed half kilowatt network sta-
tion position with wide awake crew
station. Box 792, BROADCASTING.

Station Manager now employed, own
ambitious and industrious, now open
a network regional, desires change.
References. Excellent references. Box 789, BROADCAST-
NING.

LICENSED OPERATOR, Radio phone 
married, no experience, salary se-
curity, good location. Box 790, BROADCAST-
NING.

Program Director, with southern net-
affiliated station desires position with
a network. Good background with ex-
perience. Also wants station in mid-
teenth. Box 775, BROADCASTING.

For Sale—Equipment

300 watt low level modulation trans-
mitter at rock bottom price. WROK, Bo-
anford, Ill.

Wanted to Buy

WANTED: Used Western Electric at
speed turn-tables. Box 785, BROADCAST.

For Rent—Equipment

Approved equipment, RCA TMV-7
strength measuring unit in
direct reading. Ebitine Angus Auton.

A REPORT from France states that
the French government has incre
the tax on radio advertisements
in France from 15% to 35%
month. The tax on radio
verifying in languages other than
French was reported hiked from
65%.

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www.americanradiohistory.com
in the Control Room

RUT R. COLE, formerly of Bell Research Laboratories and the Greybar Electric Co., has been appointed technical director of the Louis W. White group of stations in Washington.

JAMES WALLACE, chief engineer of KXN, Seattle, has returned to his duties after a month's study and survey of West Coast stations.

GEORGE FORSTER, formerly chief announcer of WPG, Atlantic City, has joined the technical staff of KFWR, Hollywood.

HAROLD WHITE, of the engineering staff of KGLO, Mason City, Ia., is the father of a baby boy born Sept. 27.

GORDON BROWN, for seven years the "Night Owl" on KJRS where he doubled as operator-announcer on Oct. 1, joined technical staff of KYA, San Francisco.

DON McBEAN, CBS Hollywood engineer, has been awarded a pilot's license, and will shortly buy an airplane.

AL NEWMAN has joined the control staff of KDYL, Salt Lake City.

EDDIE KNIGHT, CBS-Chicago engineer, developed a streptococci infection while covering the Al Pearl broadcast from Louisville. He was taken to the Northern Hospital in Louisville, and later transferred to the St. Luke's hospital in Chicago, where he remained a week before going home Oct. 3. He is expected to return to work about Oct. 15.

JAMES GUEST, KMTR, Hollywood technician, and Lucille Rogers were married in Salt Lake City Oct. 3.

HAROLD J. SAZ has been made manager of the new NBC Hollywood sound effects department, having been transferred from New York where he was one of eight executives supervising at Radio City.

RUBY ISENBERG has been named chief transmitter operator of WOWO, Fort Wayne.

WILLIAM WHITE has joined the operating staff of KDDY, Santa Barbara, Cal., replacing Ken Taylor, resigned.

LEONARD SHREVE, formerly of KWWJ, Portland, Ore., has joined KAST, Astoria, Ore., as an operator-announcer.

MERRILL HOUSE, new to radio, has joined the control staff of KOIL, Omaha.

BILL JONES, transmitter operator of WJJE, Hagerstown, Md., and Mrs. Jones are the parents of a daughter, Ellen Elizabeth, born Sept. 22.

N. T. BASS, formerly of Transradio Press, and recently with the air division of the Department of Commerce, has joined the technical staff of KDYL, R. Lake City. Howard Johnson has been promoted to chief control operator of KDYL. Owen Ford, engineer of KDYL, married recently.

NBC Shows Television

NBC staged a television preview of the 34th Annual Business Show, to be held in New York the week of Oct. 18, on Oct. 7, when President Lohr entertained a number of executives of exhibiting companies with a televised program of some of the new appliances to be displayed at the show.

THE two new 50,000-watt stations of the Canadian Broadcasting Corp. have been definitely located on frequencies now used by CBL stations. The new stations will replace CBL in Toronto, and the new station in Montreal on 900 kc. The stations, by latest information, are not expected to open till Nov. 15.

KSD, St. Louis, has constructed an ultra-high frequency transmitter containing novel features and is giving great signal strength due to stability and high percentage of modulation. It is light in weight and compact. Joe Volk, KSD engineer, designed the transmitter.

KECA, Los Angeles, has installed a new Western Electric compression amplifier and is also adding other equipment, according to Harrison Hollway, manager.

CFAC, Calgary, has increased power to 1,000 watts from 100 watts and installed a new Canadian Marconis 1,000-watt transmitter to take care of the boost in power.

RCA has issued descriptive booklets covering 1HF Type 12-E415 mobile relay transmitter, MI-7942 and 7803 relay broadcast receivers, 76-A convolutes, a two-studio speech input system, and the 84-a beat frequency oscillator and 50-A distortion and noise meter.

AN RCA 1-DA 1,000-watt transmitter and miscellaneous speech input have been ordered for the new WLAW, Lawrence, Mass., recently authorized by the FCC. Licensee will be Biddle & Rogers Co., publisher of the Lawrence Eagle and Tribube, and stations will go on the air on 1,000 watts daytime on 840 kc. Also on order with RCA, contingent upon securing a CP, is a 1,000-watt transmitter with speech input from the Spartabuttor (S. C.) Herald-Journal, Co., applicant for a new station.

WORK started Oct. 1 on the new 450-foot Blaik-Knox vertical radiator of WHJAI, Rochester, which will replace the present antenna system and will include 470-foot radials from the base of the tower and utilize 70,000 feet of copper wire in its crown system. The new tower is to be in place by mid-November.

KSF, San Francisco, has received a shortwave Western Electric "Blind-shaker" microphones, to be used for permanent hotel dance pickups. Two new WE 2215 remote pickup amplifiers have also been acquired.

KRKD, Los Angeles, has installed two new type 6F preamplifiers manufactured by Collins Radio Co., Cedar Rapids, Iowa. A new transmitter has been installed and the circuits have been adjusted so that the transmission is better than ever before.

UNIVERSAL MICROPHONE CO., Inglewood, Cal., has started to manufacture a new 1000A model of its professional recording machine for delivery in December. A new development will be an adjustable illuminated microscope with 600 inch spaced hair lines. This will be mounted on a slide bar assembly and will move with the cutting head, thus enabling the cutting action to be observed at all times. New machine will also include a playback pickup mount incorporated in the main carriage of the recorder together with wiper bars. The firm produces five different types of recorders for industrial and wax work, and stationary types.

FAIRCHILD AERIAL CAMERA Corp., recording division, has a complete transcribing outfit to University of Maryland to be used in connection with its radio courses.

Faulty Acoustics

Faulty acoustics in the control room may impair the high fidelity of the most carefully prepared studio production ... may cause "feedback" and resultant blurring.

When good studio acoustics are duplicated in the control room, the engineer hears the program exactly as it is being produced ... exactly as it should go to the listening audience. The proper use of J-M Acoustical Materials and Sound Isolation assures perfect monitoring. Result ... permanent protection of highest broadcast quality.

Johns-Manville Acoustical Engineers, in studios all over the country, have demonstrated their ability to eliminate faulty acoustical conditions. They have actually created finer broadcast quality. If you are not entirely satisfied with the quality of your broadcasts, why not let a J-M Acoustical Engineer help you solve your problem? For details, write Johns-Manville, 22 East 40th Street, New York City.
Who Was Dumb?  
A DEAF and dumb wrestler was interviewed the other day by Jake Higgins, sportscaster of WLBC, Muncie, Ind., who had prepared questions that could be answered by movement of the head and hands. The mistake came when Jake asked the wrestler about his favorite hold and found himself on the mat with his legs where his arms ought to be and the mike half way down his throat.

Covers the Islands like the waters cover the sea.

PHIL MCKNIGHT, Wichita branch manager of the Carter-Owens Adv. Agency, on Oct. 1 joined KANS, Wichita, as manager of merchandising. His first assignment was a trip to Chicago and New York, to get the national business picture first hand and determine what is needed in the way of location promotion for such accounts. He will function under Herb Hollister, KANS general manager.

New Lever Net Series  
LEVER BROS. Co., Cambridge, Mass. (Lifebuoy soap), will star Edward G. Robinson in a dramatic series to start Oct. 19 on 58 CBS stations immediately preceding Al Jolson's program for Rinso. The new show is based on newspaper life, with Robinson as a crusading managing editor of a tabloid in a large city. Claire Trevor will play the society editor, Ruthrauff & Ryan Inc., New York, is the agency.

Woman's World Places  
WOMAN'S WORLD, New York (magazine), started a test campaign on 70 stations Oct. 1 using announcements and programs. Albert Kircher Co., Chicago, is agency.

FOR SERVICE—Harry Shatzman (left) receives the annual KWK Trophy for outstanding service to the St. Louis Advertising Club. Bob Convey is the donor. Mr. Convey has been named to the club's board of governors.

Swift Sales Meeting  
SWIFT & Co., Chicago, on Oct. 2 broadcast a sales meeting on NBC-Red network from 7:15-7:30 a.m. (CST) with a repeat broadcast at 11 a.m. (CST). During the radio sales meeting, company executives and sales managers all over the country addressed the nationwide conclave. J. Walter Thompson Co., is agency.

Watch Tower Cancels  
WATCH TOWER Bible & Tract Society, Brooklyn, headed by Judge Rutherford, has cancelled all the contracts for commercial broadcasting, effective Oct. 31. Programs by transplantation will continue to be available to stations wishing to use them on a sustaining basis.

Wamboldt, Holden Form Radio Production Firm  
WAMBOLDT & HOLDEN, radio program service agency, has been established at 20 E. Jackson Blvd., Chicago, by M. P. Wamboldt and Jack Holden, both veterans in the broadcasting field. Mr. Wamboldt, who has been associated with the production of many outstanding network programs, recently re-signed from the NBC production staff to form the new organization. Jack Holden, for several years chief announcer at WLS, Chicago, currently writes and plays the lead role in The Ralston-Purina Tom Mix NBC series; announces the MILES LABORATORIES Station Z-R-A and National Barn Dance NBC programs, and features the Hooker Paint local broadcasts. He has also conducted the WLS devotional programs for many years. Serviced by the new organization are Tom Mix, a five-day-per week dramatic series signed for 52 weeks through Gardner Adv. Co., St. Louis, and Public Hero No. 1, a new weekly 30-minute dramatic program sponsored by Falstaff Brewing Corp. over NBC, scheduled to start Oct. 18. Also placed through Adv. Co., the new program will glorify police organizations, which are placing their files of criminal cases at their disposal.

Anti-ASCAP Measure Is Introduced in Texas  
AN ANTI-ASCAP bill introduced in the Texas legislature, which would have proved a boomerang to broadcasters and other copyright users, was killed Oct. 12 by a group of the Texas Broadcasters Association. The bill was introduced by Assemblyman Metcalf, of San Angelo, and proposed a tax of 25% on gross collections made in Texas for licenses to perform copyrighted music, along with other requirements.

Mr. Metcalf withdrew the measure after it was explained to him that it might cause substantial increases in the prices users pay for ASCAP licenses and might forestall ASCAP opportunity to file tariffs that would potentially require broadcasters to negotiate according to such tariffs. D. L. Taylor, president of KGNC, Amarillo, and of the Texas Association, was in New York to attend the special National Association of Broadcasters convention when the measure was introduced. He promptly called a meeting of Texas broadcasters present at the convention, and swift action followed. The bill, in addition to the tax ASCAP collects, is also provided for filing by the Society of a list of all compositions and price schedules.

KFRU  
COLUMBIA, MISSOURI  
A Kilowatt on 630  
A Sales Message over KFRU  
Covers the Heart of Missouri
Petrillo's New Union; Labor Situation

(Continued from page 14)

since my assumption of the management of NBC in May of this year. These I had deferred making until I might be completely familiar with the operating personnel. NBC have taken place have been in accordance with long considered policy and without knowledge on my part of whether any employee was engaged in activity on behalf of a labor organization. I do not intend to make my viewpoint clear to the station's staff and feel sure that the employees will see that they are completely free to follow their own views with respect to labor union activity.

Philadelphia Contract

Contract has been signed between ARTA and WPEN-WXRA, Philadelphia, resulting in an immediate $10 weekly raise for the chief operator and a 5% weekly increase for all other operators, with a minimum scale of $47.50 for the station's program director. John Iraci, owner of the stations, and Eugene Dupree of ARTA, conducted the negotiations. ARTA also aided Mr. Iraci, helping to bring about the reinstatement of 10 announcers who were charged.

At WWSW, Pittsburgh, the union secured a contract for technicians calling for a 7% increase per week per man, with time-and-a-half for overtime, and a 5% increase in the arbitration of all disputes and dismissals; the setting up of a grievance committee; two weeks' vacation with pay on the part of sick leave; the allowance of 7 cents a mile for automobile traveling, and recognition of seniority rights. Mr. Smith Jr., general manager of WWSW, and William Lievow of ARTA negotiated the new contract.

Roy Langham, president of AGRAP, is on leave from the CBS production staff and is devoting all of his time to organization activities of his union.

The New York local of ARTA, headed by elected vice-president Smith, well-known radio character actor, as president. He had been a member of the Radio chairman's committee previous to the election. Other officers are: Walter Preston, baritone, vice-president; William Adams, character actor, second vice-president; Ben Grauer, NBC announcer, third vice-president; Alexander McKeever, actor, fourth vice-president; John Brown, fifth vice-president; Wilfred Lytel, actor, treasurer, and Lucille Wall, dramatic actress, recording secretary.

Ohio City Signs

The technical employees of all four stations in Ohio are not members of the Radio Telegraphers' Association, CIO union, according to information received ARTA's New York headquarters, which also stated that the technicians of stations in a half-dozen nearby towns had likewise organized as a result of CIO activity. Together with Equity, Chorus Equity, Screen Actors Guild and the International Alliance of Theatrical Stage Employees, the AFRA has agreed that before Dec. 1 any member of any organization, good standing, who is entering the jurisdiction of any other group may join the new organization without any initiation fee, but he must pay a half-year's dues to the new group. Artists earning more than $25,000 a year must pay a full year's dues.

After Dec. 1 a transfer fee must be paid for the initial fee if the group he is joining has a higher initiation than the one he is leaving. Equity and the SAG have also ruled that any of their members who come under AFRA jurisdiction must transfer to that organization immediately or he will be suspended and fined by the parent organization. Reason for this is to help AFRA to build its membership rapidly and to become self-sustaining as soon as possible. AFRA dues range from $12 a year for members earning less than $2,000 annually to $100 for those earning more than $50,000 a year, while initiation fees vary from $10 to $25.

Heinz in Michigan

H. J. HEINZ Co., Pittsburgh, on Oct. 18 starts advertising with WXYZ, Detroit, on a 4-hour daily basis.

CARLETON E. COVENY, Los Angeles manager of John Her- bert line & station representatives, dealt himself 13 diamonds in a hand of bridge. The period was raised and cut by his opponent. Mrs. Covency was his partner.

Operettas Orchestrate COMPLETE orchestrations of the Gilbert and Sullivan operettas have been published by Bass Publishers, 11 W. 42d St. New York. Orchestations available for radio stations include The Mikado, H.M.S. Pinafore and The Pirates of Penzance and plans are under way for which there is printing of The Gondoliers, Jolanthe, Patience and Yeoman of the Guard.

MARTIN BLOCK, program director, WNEW, New York, and conductor of the station's Make Believe Ballroom, Monday Swing Concert and other programs, has been made chairman of the program board. The board, composed of heads of production, sales and other departments, sits on every new program idea submitted to the station.

Sun Gold Fruit Test

CALIFORNIA Fruit Products Ltd., Los Angeles, to introduce its Sun Gold fruit spread to the consumer market, on Oct. 19 will start a 13-week test campaign in the city. A special exhibit of the Sun Gold spread will be included in the exhibits of the California departments, General Adv. Agency, Los Angeles, has account.

BROADCASTING • Broadcast Advertising October 15, 1937 • Page 75
Over 1/2 million people daily turn to WTAQ for news and entertainment. It’s a daily habit among residents in our primary area, not reached by other large stations. And, these people have the buying habit too, for they have an income, exceeded only by Milwaukee, to spend.

Write or wire for details now.

James A. Wagner, Man-Director
Small & Brunet
National Representatives
230 Park Ave., New York City
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**RESULTS!**

The “Yardstick” that never grows old.

- It matters not what you say of this ad. WE WANT RESULTS! So do you and WSOC is one station that sells and sells! Let’s get together...NOW!!!

WSOC
Charlotte, N. C.
An NBC Affiliate
**Out Here In Chicago...**

- Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee

By GENE T. DYER

**TWO BILLION:** We mentioned the vast negro market in Chicago (250,000 population) in a recent column. So much interest resulted from the statement that WSBC alone has served this huge audience for years, we amplify thus: The negro market is a TWO BILLION Dollars annually, is far more gainfully employed than whites per family, the times more gainfully employed women than whites—responsible beyond any other class or nationalities. It's a market that we must get the success story of WSBC with this tremendous negro market.

GLAD: A renewal we're proud of on WCBD, Carnation Milk.

**KEEPING AT IT:** Local Loan Company of Chicago completed its 84th program over WGES the other day, a bit of Chicago record of consistency for hat swell outfit.

* * *

**LEST YOU FORGET:** WSBC is FIRST in local accounts in Chicago—and has been for five years! WSBC is Chicago's most outstanding 100-250 watt—more business than any other! In proportion to time on the air, WSBC is far in front in local and territorial business! WEMP is first in local accounts in Milwaukee! Our offer to correct these statements publicly if we're wrong always holds.

* * *

**COMPARE:** The preceding and this publication of many newspapers in recent holiday days gave us a good idea of how easily we could get along without them. What a terrific howl would go up if radio stations would shut down, on days when the "commercials" are a bit low! (The writer spent 12 years as a newspaper editor, mind you.)

**WANT ONE?** Field intensity measurement showing WCBD's model coverage are on the press. You fellows with 5,000 watters may want one to see what we've done. Yours for asking.

**AGENCY SLANT:** After a listener survey in ten Eastern and Middle West cities, an agency signed our contract first with the comment, "You've got them all licked for our audience and merchandising sense."

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**Glad to Help!**

**EDITOR, BROADCASTING**

Your cartoons (by Sid Hix) entitled Here's Where the President's Wife Began to Sing on the Company's Radio Program and No, the Radio Audience Doesn't Care How She Dresses, But the Sponsor Likes It, did just what I hoped they would do last night.

One of our sponsors was putting too many foreign fingers in the production of his show and when he was shown these two cartoons he saw our point—and with a smile.

**EUGENE S. THOMAS, Assistant Sales Manager, WOR, Newark.**

**Sept. 30, 1937.**
**STUDIO MONITORING AMPLIFIER**

The UTC model 7A8A studio amplifier has been designed for audition and monitoring service, or for home radio service, where the absolute maximum in fidelity is desirable. It is also suitable for driver service for 100W, or 250W, broadcast stations.

Three push pull stages are used, all transformer coupled. The first two stages employ 605 or 604 triode tubes. The output stage can be arranged for either 2A3 or 506A tubes. The power output is 15W. The noise level is 50 DB weighted below maximum output. The frequency response is uniform from 30 to 15,000 cycles. The power supply transformer has three primary impedances of 50, 125, 200, 250, and 500 ohms. The output transformer can be altered to suit the particular requirements of the user. Standard transformers are available for driver service, for impedances up to 600 ohms, simultaneously with the voice coil windings.

A meter and switch is provided on the chassis panel to check the plate current of the first stage, second stage and the individual tubes in the output stage. A control is provided in the output stage to balance the plate current of the output tubes. This is extremely important in high power output stages to obtain a minimum of hum and distortion. The power supply panel incorporates a readily replaceable pilot light and fuse. These units are finished in the UTC attractive black metal panels with dimensions 11½" x 19". The model 7A8A unit is supplied complete, wired and calibrated.

**STUDIO PRE-AMPLIFIER**

The UTC 5A4A pre-amplifier is designed to supply all the necessary amplification for studio service. The input tubes are HMV-5Q5. The output tubes are 6BQ5. The frequency response is uniform from 50 to 15,000 cycles. The input and output connections will accommodate 50, 125, 200, 250 and 500 ohm lines. The output transformer is arranged to suit either 1, 2, or 4 stages can be used with respective gains of 25, 50, 75, or 150 DB. Stopped panels are used, having dimensions 1½" x 14½". This unit is supplied, wired and calibrated. Net list price to broadcast stations and recording studios...

**UNITED TRANSFORMER CORP.**

72 SPRING STREET NEW YORK, N.Y.

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**Quick Action**

THE Brady Gang were killed in Bangor, Me., in a gun fight with police at 6:30 a.m., Oct. 12. That evening at 8, WABI carried a half-hour program dramatizing the activities of the gang. Script was written by R. M. Wallace and Maurice Dohner within four hours time, rehearsed by the cast once and produced without a flaw.

**Lutheran Hour Resumes On 46-Station Network**

THE Lutheran Hour, Sunday afternoon religious broadcast featuring Dr. Walter A. Maier, theologian, will start Oct. 25 on 46 stations, largest network to carry the program since it began in 1936. The series is keyed to MBS from KFJU, Concordia Seminary, St. Louis, and includes the Don Lee and Columbia networks. Handling the show again is Dr. C. L. Stuhlmans and Associates, Inc., the sponsor being the Lutheran Laymen's League. Stations are:

\[\text{KXKJ WEAN WINS WFLW WHVWA WCAQ WKBW WHKG WMCQ WYLP WBCD WBBF WQCN KDKB KEER KERB KBMN KADC KFOS KFAN} \]

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**MPPA Deal Pending**

NEW CONTRACT designed to effect an agreement between the Music Publishers Protective Association, New York, and the Songwriters Protective Association, many stations due for renewal, is said to be pending in the hands of Harry Fox, general manager of the MPPA. Negotiations for licensing stations to record programs off the air have been postponed until after the settlement of the musicians' demands. According to the MPPA, the deal is said to show that many stations make a practice of transcribing programs off the air without license.

**Katro-Lek on MBS**

KATRO-LEK LABS., Boston (Katro-Balsam) on Oct. 17 starts Polish Melodies on MBS stations, Sundays, 12-11, 3-11, 6 p.m. for six weeks, placed through Chambers & Wawcick, Boston.

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**Examiner Against Cleveland Quest**

**YORK, N.Y.**

Examiner, Oct. 15, 1937

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**Charles Vanda, CBS, NBC**

The New York office of CBS and NBC, production manager of WFAA, said the station's new owner, Charles Vanda, is expected to announce his plans for the station's new offices in the near future. The station is expected to be moved to the new offices in the near future.

**United Transformer Corp.**

72 Spring Street NEW YORK, N.Y.
BIG BASS—Dick Shafto (left) W1S, Columbia, S. C., pulled in this 34-pound channel bass Oct. 4 at Davenport Island, N. C. The rest of the party also found the angling full of excitement, the first morning yielding six bass weighing 144 pounds, C. F. Hundley, sales manager of Gene-see Brewing Co., Boston, getting the largest, a 36-pounder. In the party were (left to right): Paul Remlinger, sales manager Seagrams Distillers, Hartford; Harry A. Peters, Chicago, father of H. Preston Peters of the Free & Peters firm; Shafto; Hundley; H. Preston Peters.

ASCAP PUBLISHES
NEW HOUSE ORGAN

ASCAP this month published Number One, Volume One of the ASCAP Journal, designed to pro-
gramize the ideals, aims and prob-
lems of the organization. Released on a free basis to radio licensees, ASCAP members, trade publica-
tions and affiliated societies, the new publication contains a large amount of statistical data designed to show that ASCAP is ill-treated by users of music, primarily radio broadcasters. In an editorial message, Gene Buck, ASCAP president said: "It is truly a sad commentary and somewhat fantastic that some of the users of music, who without our works could not possibly oper-
ate or enjoy tremendous revenue, are loaded with larceny and have de-
liberately violated our rights and throughout the years have attempted,
through lies and propaganda, to
egitalize piracy in their attempt to
change the Federal Copyright laws
in Washington, D. C., and in num-
berous states throughout the country
for their selfish interests."

Walter Winchell, featured in the
same issue, says: "... radio was doing $412,000,000 worth of busi-
ess annually [sic] and approx-
imately 75% of radio time was de-
oted to the performance of music."
The publication carries a pie-
chart showing that 62% of
ASCAP's dollars are derived from
direct broadcasting.

John G. Paine, General Manager
of ASCAP, told Broadcasting that
the new house organ would be is-
deated probably four to six times a
year. He said it was one of a
series of services intended to build
closer relationship between
ASCAP and others with whom it
has affiliation or dealings.

Townsend in Indiana
TOWNSEND National Weekly, Chicago, plans to start quarter-
hour transcriptions on five Indiana stations Oct. 24 or Oct. 31. Trans-
ranscriptions will include talks of Mr. Townsend, which will be broadcast Sundays, will probably be expanded to other
stations gradually.

We've Just Got to Shout!
"BROADCASTING" reported in its September 15 issue that Foley & Co., out of Lauesen & Salomon, Chicago, would carry 15-
minute spot shows on three stations and here they are—

W L W
CINCINNAT I

W L S
CHICAGO

W W A
WHEELING

In our last "BROAD-
CASTING" ad, we presented an imposing list of "Fast Company", and by fast company we referred to some of our 1937-38 ac-
counts. This time we're still on the game of "Fast Company", but referring to brother broadcasters. We just can't help but sense a
lot of merit on our side when Foley & Company and their Chicago agency chose WWVA along with WLS and WLS to fea-
ture 15-minute spot shows for this season, and we're not by any means trying to ride in on our worthy brethren's reputation, but just the same we enjoy their company! May we say—

There MUST Be a
Reason!

National Representatives
JOHN BLAIR & CO.
NEW YORK ... CHICAGO
DETROIT ... SAN FRANCISCO

Columbia Station

BROADCASTING • Broadcast Advertising
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McNinch Abolishes Divisions of FCC

Three Directors Are Eliminated in New Order
(Continued from page 18)

Majority leader, Mr. Killeen is a former New York newspaperman and prior to his appointment as director, had been mentioned for appointment on the FCC.

Mr. McNinch emphasized that the Commission would not abolish the divisions simply to reduce the personnel and get at the directors. Asked whether there would be other reductions in personnel, the chairman stated he contemplated none and that he has the general "impression" that the Commission may be understaffed rather than overstaffed.

He said there would be no vice-chaiman under the one-division set-up but that he would designate a commissioner as acting chairman when absent. Whether the elimination of divisions will mean the elimination of the titles of assistant chief engineers and assistants general counsel for the three divisions, he was not prepared to say. It was evident, however, that there is no thought of dispensing with the personnel in these assignments, as was done in the case of the directors.

Reporters repeatedly questioned the chairman as to his views on reports of unsavory and political actions within the FCC, which were asked at the first press conference. He said he had not made any inquiries as yet, though he has worked 12 to 15 hours a day. No members of Congress are attempting to "influence" the Commission in its new policies, he retorted in reply to another inquiry. He would not say he had not heard that members of Congress and officials of all political parties had written, phoned and otherwise communicated with the three new commissioners on matters, but said he knew of no instances of attempting to influence decisions. When asked if the divisions of a routine nature, pertaining to the status of cases or applications or similar data, are asked, he added, they are not improper.

"No one inside or outside of Congress has attempted to influence me in the least," he declared and hope they don't do so except on some particular grounds or cases.

Six of the seven members of the FCC were present at the conference. Commissioner Thad Brown was absent. It is the evident purpose of the reorganized FCC to release all publicity through the chairman, and probably at regular press conferences, and in that manner end to "rumor" stories and to "leaks.

A Public Utility

The new chairman's classification of broadcasting as a public utility during his initial press conference of Oct. 2, was made with the reservation that his views are subject to revision. He declared he had an "open mind," all matters relating to the FCC, but that he had formulated certain ideas based upon an initial study of the Communications Act.

Mr. McNinch talked to some 40 assembled newsmen for nearly an hour at his first press conference. Practically every controversial question involving broadcasting was raised — newspaper ownership of stations, trafficking in licenses, rate regulation, alleged monopoly, franchise taxes and the general order of the FCC. On only two or three of the issues did he make direct comments, and in that manner simply he had not had sufficient time to inquire into them.

The press conference took place Oct. 2, the day following his induction into office. Previously, the President had accepted Mr. McNinch's resignation from the Power Commission, but with the understanding that he would return to it after fulfilling his mission at the FCC. The Power Commission chairmanship, it was indicated, would be kept vacant for Mr. McNinch. How long he plans to remain at the FCC appears uncertain, but it is confidently expected he will be there at least six months and possibly a year. He was appointed to fill the unexpired term of the late Chairman S. Prall, which is for five years from July 1, 1937.

Mr. McNinch described broadcasting as a public utility, but not a common carrier like the telephone and telegraph companies and the railroads. So far as he knew, the Communications Act does not permit rate regulation, he said. He questioned the wisdom of a policy that would make the FCC the "public utility control any public utility." Therefore, he asserted, it might be advisable for the FCC to recommend to Congress that the law be amended to make possible such rate fixing authority by the Commission.

Declaring at the outset that he regarded broadcasting as a public utility subject to regulation, the new chairman said that regulation to him does not mean "strangulation" but that it does mean regulation by the Commission "and not being regulated by the industry or anybody else." Continuing his discussion on rate regulation, he said: "The statute forbids that I not be under that subsequent regulation should not provide for some measure of control of charges by radio just as the statute does provide for control of interstate charges made by telephone and telegraph.

Saying that he is advertising to the definition that these charges charges made by telephone and telegraph are common carriers and that radio is not a common carrier, but it is not necessary in law that an industry be a common carrier to be subject to regulation.

"I have read in the press now and then some statements above amounts of money supposed to have been made by this, that or another broadcasting organization. I know nothing about them. However, I have no hesitancy in saying that while it does not now evade or avoid regulation of broadcasting charges, I question the wisdom of a policy which would leave free from regulatory control these charges made by any public utility.

No Vested Right

The Act, Mr. McNinch continued, makes perfectly clear that there can be no vested right in the use of radio frequencies. "I sha do what I can within the statute to prevent or break up anything, I have been anything of what is commonly known as the father of radio," he said. Elucidating he said he understood that the use of the frequencies is not to be unlimited, except through the public interest, which belongs to him. "This seems clear from the provisions of the law against vesting any right in the use of frequencies and the ex pressed waiver of license of such claim and the further provisions for controlling transfers, either voluntary or involuntary, except with the consent of the Commi
Series Audience

AN AVERAGE OF one out of every four radio homes listened each day to the World Series broadcasts from Wednesday, Oct. 6, through Saturday, Oct. 9, according to a study made by the Co-operative Analysis of Broadcasting. The high figure was 21% for Wednesday and Saturday, with a drop to 20% on Friday. In the 1935 Detroit-Chicago Series, the average size of the audience for four-week-days was about 32%.

Mr. McNinch said he would make some investigations of his own about the Commission but that these would not be anything "spectacular or formal." As to a Congressional investigation, he said that it is agreed by the House to determine rather than the Commission. He declared he did not see in mind any immediate changes in personnel, and when asked regarding his statement that nothing would be "covered up," asserted that he did not know that there has been anything at the FCC "that would not stand the white light of publicity if the facts were known." But he added:

"However, I think all of us are familiar with the saying that where there is a lot of smoke at least there may be a little fire. And I am a Bible reader, incidentally, the greatest piece of literature on earth. And one of the things I recall that the Great Preacher in Proverbs said, is: Where there is no wood the fire goeth out; where there is no talebearer the strife ceaseth. I shall not put any wood on the fire. I shall try to dissipate any other who might be so inclined, for if there has been any fire, let's put it out." Regarding procedure on transfers of licenses, Mr. McNinch said he did not know what the present procedure is but that he would not suggest any delay which would "visit injustice upon anyone."

At the outset of the initial press conference, Mr. McNinch made public a letter from President Roosevelt dated Sept. 17—three days before the Power Commission chairman first announced he would join the FCC. Addressed to "My dear Franklin," the President expressed the hope and belief that Mr. McNinch's new associates would give him the necessary support and cooperation.

Letter From Mr. Roosevelt

The President's letter read as follows:

"As you go to your new assignment as Chairman of the Federal (Continued on page 85)

IN MONTANA WE BRAND CATTLE, SO WHY NOT NET-WORKS?

Mr. McNinch said he would make some investigations of his own about the Commission but that these would not be anything "spectacular or formal." As to a Congressional investigation, he said that it is agreed by the House to determine rather than the Commission. He declared he did not see in mind any immediate changes in personnel, and when asked regarding his statement that nothing would be "covered up," asserted that he did not know that there has been anything at the FCC "that would not stand the white light of publicity if the facts were known." But he added:

"However, I think all of us are familiar with the saying that where there is a lot of smoke at least there may be a little fire. And I am a Bible reader, incidentally, the greatest piece of literature on earth. And one of the things I recall that the Great Preacher in Proverbs said, is: Where there is no wood the fire goeth out; where there is no talebearer the strife ceaseth. I shall not put any wood on the fire. I shall try to dissipate any other who might be so inclined, for if there has been any fire, let's put it out." Regarding procedure on transfers of licenses, Mr. McNinch said he did not know what the present procedure is but that he would not suggest any delay which would "visit injustice upon anyone."

At the outset of the initial press conference, Mr. McNinch made public a letter from President Roosevelt dated Sept. 17—three days before the Power Commission chairman first announced he would join the FCC. Addressed to "My dear Franklin," the President expressed the hope and belief that Mr. McNinch's new associates would give him the necessary support and cooperation.

Letter From Mr. Roosevelt

The President's letter read as follows:

"As you go to your new assignment as Chairman of the Federal (Continued on page 85)
NAB Votes Sweeping Reorganization

Paid President to Be Selected by Committee

(Continued From Page 12)
of collecting all legal data pertaining to broadcasting and copyright, trans- actions of testimony on state and federal bills, briefs, etc., and become a depository for all legal information.

4. Reorganization. This division would consist of all existing legal and technical information for the Association. The NAB would also have charge of preparing documents for all committee meetings and providing information to the United States Library of Congress.

5. Information and Library. This division would consist of all existing publications on the subject of broadcasting. The NAB would be responsible for the complete library of the Association.

6. Personnel. This division would consist of all existing personnel and would be responsible for the complete library of the Association.

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Back Again—Because the NAB convention this time was open to all, Dr. Leon Levy (left) and his brother Isaac D. Levy (second from left) attended despite the withdrawal of their WCAU from the NAB at the last meeting. The resolutions of the Chicago convention, the Board should have charge of preparing documents for all committee meetings and providing information to the United States Library of Congress.

In order that the benefit of the pioneering work heretofore done may not be lost, it is hoped that the Board will devote more effort to a vigorous promotion and sales program for the service which the Bureau has to offer. Members of the Association are urged to support it by purchase of the library as insurance against future withdrawals, in lieu of by membership in the organization. To meet the case where a real need develops at any time in the future for support of the Bureau by the Association. It is suggested that the Board of Directors be given authority to appropriate funds for this purpose, but only upon a clear showing by the Board as to the nature and extent of this need.

Reorganization Plans

Regarding the functions of the Reorganization Committee, Mr. Craig pointed out that at the special meeting it was impossible to develop a complete picture of the situation. He said that many valuable plans for reorganization of the NAB had been discussed, and some of these had been considered by the board and other groups. He added:

"The purpose of the proposed Committee of Five is to give thought and study to these suggestions, weigh them in the light of the needs of the industry, set up the objectives to be achieved, and recommend the necessary changes in the constitution and by-laws of the organization to permit achievement of these objectives."

The Board of Directors would give thought and study to such suggestions as the employment of a president who might be compensated for his services and recommend such changes in the basic law of the Association which would define the scope of his authority and his duties. It is hoped and expected that it would adopt rules to cover the situation in which each and every unit of this industry, from the smallest part time station to the largest network, would be proud of its membership in the organization, and that provision would be made to such policies effective by binding each member to adhere strictly to them. If it is the will of the industry to appoint and compensate such a leader, then each member should bind himself to follow his leadership.

These are merely illustrations. Many more must be considered. But it would be the duty of this committee to draft a report, complete in detail, place a copy of it in the hands of each member at least 60 days in advance of the date for the next meeting and invite criticism of the recommendations. The recommendations of the committee would then be expected to be complete in detail, the recommendations definite, and there would be revisions and changes in the constitution and by-laws required to be made. Through the work of this Committee, the regular meeting of the membership would be devoted to discussion and action upon the program for the future development of the Association and complete the task. In the event of it, the Committee of Five will necessarily need the assistance of the Board, including a subcommittee, and will have other expenses. The Board of Directors should, therefore, have authority to meet these expenses.

Another resolution adopted, offered by Harold V. Hough, general manager of WBAI, Fort Worth, advocates a new policy on publication of industry business by the networks. To follow the example of some newspapers and other printed media, the policy is that the industry should publish this type of subject under five hours, instead of gross dollars. The networks, under the resolutions, will be asked to circulate through a committee to be designated by President Elmer to call on them. [The text of the resolution is published on the opposite page.]

Congressional Investigation

Two resolutions dealing with proposed Congressional investigations of the broadcasting industry and of the FCC, presented to the membership, were referred to the Board of Directors for action. Mr. Craig, proposed that the NAB not on record as favoring such an investigation. The other resolution was urged by Lloyd C. Thomas, WROX, Rockford, Ill., proposed cooperation with the FCC. The resolutions Committee, headed by Joseph O. Maland, WHO, made no recommendations on the resolution.

The Fall session C. 12 was devoted to pyrotechnics. It was opened by President Elmer with an expression of regret as several members were unable to attend because the industry is confronted with the greatest problems in its history—problems that internal strife be avoided and
that the best practical steps be taken toward solution of the problems. The history of the AFM situation, from the point of view of production, was recounted by Mr. Elmer.

Speaking for IRNA, Mr. Ethridge, who said that the organization had been formed with the intention of preserving unity, he advocated a NAB strong enough to meet the demands of the broadcasting industry. The need for protection of the public was recognized, and he referred to the recent resolution of the NAB on the subject. The IRNA, he said, would not stand aside in the face of the NAB, would not submit to the broadcasting titanic, and would be ready to fight for its principles.

Mr. Ethridge declared that he had been a member of the NAB for a number of years, and he believed that the NAB had not done enough to protect the public interest. He believed that the NAB had not been strong enough to protect the public interest, and that the NAB had not been strong enough to protect the public interest.

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Libel Suit Dismissed
SUIT for damages brought by Paul Locke, a script writer, against Floyd Gibbons, was dismissed by Justice Pecora in New York Supreme Court on grounds of defective complaint and insufficient allegations. Locke charged that on Jan. 28 Gibbons, using Locke's script for a network broadcast from WLW, Cincinnati, altered and colored the material so that Locke's reputation was damaged. Subject matter was the flood in the Ohio Valley. The broadcast was one of Gibbons' series for Colgate-Palmolive-Peet Co., Jersey City, N. J., in the interests of Colgate Powder and Rapid Shave Cream. Agency in charge was Benton & Bowles Inc., New York.

PROJECTED TELEVISION — It looked like this from back-stage Oct. 14 as RCA television was shown on a screen 3 x 4 feet in NBC television studios before members of the Society of Motion Picture Engineers. An hour's revue involving eight scene shifts was shown. RCA's new Kinescope projection tube was demonstrated for the first time. At right is the tube in profile with the cover laid back.

REGGIE SCHUEREL, radio time buyer, the Bose Co., New York, is out of town on one of her frequent Buena trips, conferring with station managers. She will be gone a month.

Thrift Drive Planned
THRIFT & SECURITY Foundation, New York, held a meeting at the Hotel Commodore, New York, Oct. 13, to raise an advertising fund of $1,000,000. Eugene F. Thomas, president, National Foreign Trade Council, spoke. If present plans materialize, much of the appropriation will be spent for radio advertising, promoting thrift in time as well as money in an effort to avert a possible recurrence of the stock market crash. Officers are Herbert N. Pell, executive secretary, and John W. Ticknor, vice-president.

The Foundation believes Detroit should be the focal point for its thrift campaign, because of the large numbers of middle-class people in the area and working in the automotive industries. The account is being solicited by at least one unnamed Detroit advertising agency.

Television Shown On Large Screen To Film Engineers
RCA Stages Hour Revue to Demonstrate Its Progress
TELEVISION projected in black and white on a screen 8 x 4 feet was demonstrated on a practical basis for the first time Oct. 14 when RCA staged an hour revue before the Society of Motion Picture Engineers. A new Kinescope projection tube of intense brilliance was given its first demonstration outside the laboratory.

David Sarnoff, RCA president in presenting the revue, described progress attained since television was first brought out of the RCA laboratory June 29, 1936. "Wee by week and month by month television progress has seemed slow and difficult," he said.

"Where a year ago each separate image was scanned with 342 lines today we are scanning with 44 lines. During the past year the color of television pictures has been changed from green to black-and-white, and their brilliance greatly increased."

"The size of the picture has been increased from approximately 6 x 10—almost double the area. In addition, important progress has been made in projecting television pictures of approximately 8 x 4 feet onto a screen."

New Studio Technique
"New techniques for the writer, the director, and the actors are being explored. Practical experiments with outside television picture equipment will get under way in the next few weeks."

"If television programs are to be provided through the support of commercial sponsors, advertiser must first be furnished with sufficient circulation to satisfy their expenditures. Here we have the dual problem of simultaneously creating a cause and an effect; we must create large audiences in order to support costly programs, and must build costly programs in order to attract large audiences."

"To meet the requirements of nationwide television service, new facilities must be invested in new areas. The present range of useful television signals is less than 50 miles. The creation of even limited networks, with connection by coaxial cable or radio relay, is highly expensive undertaking."

"Can I believe, look forward to the ultimate establishment of an American television system, which like our present system of sound broadcasting, will employ man thousands of workers, will offer unique entertainment service to American business, and will render free educational and entertainment service?"

The projection Kinescope, developed by Dr. Vladimir K. Zworykin, W. H. Painter and Dr. R. Lee, is designed to produce a clear image 18 x 24 inches. The demonstration consisted of both motion picture film and live entertainments. It included two dramatic sketches, one for television, harp solos, an interval in which a comedy skit by Herman and Banta and a new real. The show was picked up Kinescope cameras in the NBC studios at Radio City, relayed 1 coaxial cable to the transmitter in Empire State Tower, and 1 air to the RCA Bldg.

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

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

Page 84 - October 15, 1937  
BROADCASTING • Broadcast Advertising
McNinch Retains Two of FPC Staff

J. Dempsey Named to Be Legal Adviser to Chairman

With his assumption of the chairmanship of the FPC on Oct. 1, Frank R. McNinch transferred the agency's two most senior counsel to the Federal Power Commission over which he has presided since 1938. They are John J. Murray, general counsel of the FPC, and Miss Julia Josephs, McNinch's personal secretary.

On Oct. 15, Chairman McNinch announced that John J. Murray, of Boston, had been retained as special legal counsel to the board for a few months. Formerly chairman of the Massachusetts Public Utilities Commission, of the Massachusetts Board of Tax Appeals, and engaged in other state utilities activities, Mr. Murray has worked with the FPC telephone matters. He was also president of the Public Utilities and Economics in the University of Boston.

Mr. Dempsey, who is 31, has been named special assistant to the FPC, a position created in the FPC's telephone matters. In May, 1937, he was assistant general counsel after having been identified with the FPC since 1931. He is engaged in the Washington area utilities

Chairman McNinch holds Mr. Dempsey in high esteem and regards him as an expert on public utilities law. He is a member of the bar in the chairman's suite, rather than in the Law Department.

A legal resident of Santa Fe, N. M., Mr. Dempsey was born in New York, where he attended grammar school. He resided in Oklahoma, where he attended high school, and in Atlanta, Georgia, where he was graduated at Georgia State University, in 1927. He then attended the University of Oklahoma School of Law at night, and taught mathematics and physics at the university during the day. He received his law degree in 1931. Mr. Dempsey, however, was admitted to the District of Columbia bar the preceding year. He was admitted to the New York bar in 1931, and joined the legal staff of the BMT Corp., proving the utilities litigation and trial work.

In 1933, Mr. Dempsey joined the New York based conglomerate of the New York based conglomerate of

No FCC Divisions

(Continued from page 81)

Communications Commission, I want you to know that I am confident you will render an important public service in a field which so vitally affects the public welfare. I am sure your colleagues and the public will expect and welcome from you aggressive and fearless leadership in all interests concerned. I hope and believe you will have the necessary support of your associates and the staff, and you are assured of any help I can properly give you.

I regard it as of prime importance that you assist the Commission in formulating policies and procedures. After any Commission may have had sufficient experience to enable it to do so, the public and all who may have business with such agency should be advised of the principles and procedures by which the Commission will be guided. In this way all who are concerned may be able to anticipate a reasonably consistent course of action.

"I earnestly hope you may be able to complete your assignment within a few months so that you may return to your post as Chairman of the Federal Power Commission."

In opening his press conference, Mr. McNinch stated the reception given by members of the FCC could not have been more sincere if they, instead of the President, had selected him as chairman.

He said he would "need and shall count heavily" upon the support of his colleagues for "without its help our efforts would be futile." "With the support of the Commission and as one of the seven members thereof, acting in harmony, I am confident we shall be able to do some constructive things in the public interest."

On Oct. 1, Mr. McNinch took his oath of office at noon in his office in Room 6111, New Post Office Bldg. Present were members of the FCC and of the Power Commission. Afternoon, he was host to the staffs of both Commissions for a luncheon. That morning the staff of the Power Commission bade him farewell at an assembly at which they paid tribute to the man who served seven years on that agency and who has been its chairman during the last four.

WLS Seeks Transmitter

WLS, Chicago, on Oct. 15 filed with the FCC an application for authority to install its own 50,000-watt transmitter near Tinley Park, about 25 miles from the Chicago Loop. The application specifies an RCA transmitter with a 666-foot vertical tower. The installation, including land and equipment, would involve an expenditure of $200,000.

Kennison Buys WRDO

Kennison Buys WRDO

R. Murray, owner of WRDO, local outlet in Augusta, Me., to Conrad E. Kennison, its manager, is sought in an application for the FCC.

The station is now wholly owned by Henry E. Rines, who also holds the FCC's charter and the station's license.

APPOINTMENT of George Lasker as manager of WRDO, Philadelphia, was announced on Oct. 1 by John I. R., new owner of the stations, which recently were combined to form a full-time outlet. He succeeds Charles Stahl, manager under the former ownership.

Lasker has been identified with WRDO for five years, and with WPEN and WFAA, New York.

6F. PRE-AMPLIFIERS
7S. MAIN AMPLIFIERS
are built for stations who use the best equipment obtainable. Their design includes every desirable feature, complete metering, tube access doors, modern styling, easily removable inspection plates.

THE MARK OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE

United Press

WORLD'S LARGEST
ASSOCIATION

Broadcasting • Broadcast Advertising

www.americanradiohistory.com
Board Warnings of Danger in Contract
(Continued from Page 14)

Another addition to the contract requested by the network affiliates is a clause excluding stations from existing union agreements but never accepted by the AFM, which has always insisted that the dispute between locals and employers of musicians be referred to the AFM international board for final settlement. The third amendment desired is a clause prohibiting sympathy strikes, to protect stations against financial losses from programs sponsored by companies having labor troubles or to participate in strikes of other employees of the station or its parent company. The broadcasters also ask for the four weeks' notice in place of the week's notice, a change to the prevailing notice period in each particular locality, usually two weeks.

A catchphrase, providing for clarification of certain vague phrases and the assurance that the agreement be worded to make its intended meaning legally sound, was also voted. This will undoubtedly fall to Streit and Rosenblatt, IRNA deputy administrator and counsel for Transamericans and for CBS in certain circles, who was retained by the IRNA negotiating committee for aid of this kind.

Meets AFM on Oct. 18

The committee will meet again with the AFM board to settle these differences, following which contracts will be sent out to stations and locals. As it is now impossible to send contracts to be negotiated and returned within 12 days, it is probable that the deadline which is now set for Nov. 1 will be extended to Nov. 15.

While the IRNA committee was working out its trade agreement with the union, NBC and CBS were likewise negotiating agreements for their key stations, which does not sell sustaining programs and an increased expenditure of $60,000 annually for each network as reported in New York, Chicago and Los Angeles. Details of the agreements are not yet available, as the terms are to be made by Mr. Weber, who left for Denver to attend the AFL convention immediately after the agreement was reached. Mutual was not included in these negotiations as its set up as a non-profit network which does not sell sustaining programs to stations but puts it on a different basis from the others.

All factors considered, the AFM demands that the contracts be made for ten years, which works rather highly. A little informal figuring, for instance, shows that under the agreement the usual musical expense of $950,000 a year or $1,000 daily, based on $100 for each union member, $50 for each non-union member, and $250 for the 6,000 contributions to the stations, and $180,000 for the three key stations. With more owned and managed, after pay, NBC will be faced with an even higher total increase.

Changes in Agreement

With Musicians Urged

By Northwest Station

FIFTEEN broadcasters of Oregon, Washington, Montana, Idaho and those of Montana and Idaho. The elected T. W. Symons Jr., FPPY station, and, temporary chairman of meeting to be held in Spokane some time in October to complete organization. All broadcasters in the four states have been invited.

The 22nd session was called by Charles W. Myers, KOIM, an KALE, Portland, and Mr. Symons, Mr. Myers was elected chairman of the meeting with Harvey Benson, attorney for KOIN and KALE, serving as secretary. The meeting ended with a luncheon after the broadcasters had drawn up a set of resolutions to be placed before the NAB and the negotiating committee of the Independent Radio Network Affiliates. Among other things the resolutions asked

1. That the IRNA committee expedite an agreement from AFM eliminating all stations which have a potential market value indicated by a maximum rate of 15 per cent-bouver buying of implied obligation to the employment of musicians.

2. Agreement with AFM to be modified to allow the expression of the individual station to debar the possibility of the sale of this network, and that the four weeks' notice now required in the possibility of the sale be changed to the generally accepted two weeks' notice.

3. The present committee as a point of consisting of AFM membe to make recommendations to the individual radio stations to make a thorough investigation of the unemployment present in the industry because of the reemployment by industrial employers for abnormal employment.

4. Endorsed the formation of a group of industrial, commercial, and others groups within the NAB as such groups to the necessity of working for the solution of questions of general interest to the radio industry.

ANA Plans Convention

The Association of National Ad vertisers will hold its 28th annual meeting Oct. 27-29 at Hot Springs Va. The program includes informal discussions of various media the first two days, when session will be closed. On Oct. 29 and 30 the convention will be open to in vited guests and subjects of general interest will be discussed, including resale price maintenance and fair trade laws. Among those speakers at closed session will be John Benson, AAAA presi dent; Donald S. Shaw, McGann Erickson Inc., and M. Leistens Sun Oil Co.

Laws' Crime Forum

OPEN Forum on Crime will be held on both a broadcast of the Bel just program, by Warren G. Laws of Sing Song. Who will an answer questions put to him by mem bers of the studio audience. Laws will select one question received in the mail for dramatization each event. The show is sponsored by Wn. R. Warner Co., New York for Sloan's Liniment, and will start Oct. 18 on the NBC-Blue network. Agency is Cecil, Warwick & Legle.
97% Efficiency at HALF the COST—Constructed in HALF the TIME!*

JOHN E. LINGO & SON, Inc.

VERTICAL TUBULAR STEEL RADIATORS

LOWERED COSTS
Installations already made have been effected at savings up to ONE-HALF over other types of Vertical Radiators. We will be pleased to quote our complete prices in advance—including construction, erection, lighting, painting, foundation, etc.

RELIABILITY
For 40 years the firm of JOHN E. LINGO & SON, INC., has been constructing and erecting vertical structures. Because we ERECT our own Radiators, you enjoy SINGLE RESPONSIBILITY on the entire job. LINGO TUBULAR STEEL towers have been used by the U. S. Navy Dept. since 1925 at various points between Maine and Panama. Their uninterrupted use in tropical storm centers is worthy testimony of efficiency in construction and performance.

OPTIMUM PERFORMANCE
Actual working and field tests have proven that LINGO TUBE Radiators give within 3% of 100% efficiency. The copper-bearing seamless steel tube gives necessary and adequate ground wave to assure optimum coverage of primary area.

5-YEAR INSURANCE
We fully guarantee the efficiency of every Radiator and completely insure it against breakage, loss or damage for a period of 5 years at no extra cost. The LINGO TUBE Radiator will withstand a wind velocity of 100 m.p.h. and LINGO designs are available in light weights for erection on building roofs.

Every Detail Affecting Radio Efficiency Thoroughly Investigated Through Field Tests and Approved by

Paul F. GODLEY
Dr. George H. BROWN
—outstanding Radio engineer-consultants.
These two men had to be convinced that we could construct and erect this high type of Radiator at so low a price. We proved it to them—now we'd like to prove it to you.

Write Today for Descriptive Folder and complete Cost Chart

John E. LINGO
AND SON, INC.
Manufacturers and Erectors of Tubular Steel Vertical Radiators Established 1897
CAMDEN, N. J.

WRTD
Richmond, Va.

After using three other LINGO TUBE Radiators for Norfolk's WTAR — this 328 foot LINGO TUBE Radiator has recently been put in use—constructed of copper-bearing seamless steel. Price included Construction — Erection — Painting — Department of Commerce Regulation Lighting — Foundations — Climbing Steps — and 5-Year Insurance—

COST COMPLETE—$5700

ROADCASTING • Broadcast Advertising

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Applications... 

NEW. Spokane-Billings, Mont. - CB station (WFGM) granted.

NEW. Mackay, Idaho-Station WABS granted.

NEW. New Britain, Conn.-Station WPRM granted.

NEW. New Britain, Conn.-Station WPTM granted.

NEW. New Britain, Conn.-Grant of license for new station WPNK approved.

NEW. New Britain, Conn.-Grant of license for new station WPSM approved.

NEW. New Britain, Conn.-Grant of license for new station WWAD approved.

NEW. New Britain, Conn.-Grant of license for new station WWAR approved.

NEW. New Britain, Conn.-Grant of license for new station WWAS approved.

NEW. New Britain, Conn.-Grant of license for new station WWAU approved.

NEW. New Britain, Conn.-Grant of license for new station WWBB approved.

NEW. New Britain, Conn.-Grant of license for new station WWCW approved.

NEW. New Britain, Conn.-Grant of license for new station WWJZ approved.

NEW. New Britain, Conn.-Grant of license for new station WANN approved.

NEW. New Britain, Conn.-Grant of license for new station WWBC approved.

NEW. New Britain, Conn.-Grant of license for new station WAWC approved.

NEW. New Britain, Conn.-Grant of license for new station WWAC approved.

NEW. New Britain, Conn.-Grant of license for new station WWAE approved.

NEW. New Britain, Conn.-Grant of license for new station WWAB approved.

NEW. New Britain, Conn.-Grant of license for new station WWAF approved.

NEW. New Britain, Conn.-Grant of license for new station WWAG approved.

NEW. New Britain, Conn.-Grant of license for new station WWAH approved.

NEW. New Britain, Conn.-Grant of license for new station WWAI approved.

NEW. New Britain, Conn.-Grant of license for new station WWAJ approved.

NEW. New Britain, Conn.-Grant of license for new station WWAK approved.

NEW. New Britain, Conn.-Grant of license for new station WWAL approved.

NEW. New Britain, Conn.-Grant of license for new station WWAM approved.

NEW. New Britain, Conn.-Grant of license for new station WWAN approved.

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NEW. New Britain, Conn.-Grant of license for new station WANN approved.

NEW. New Britain, Conn.-Grant of license for new station WWBC approved.

NEW. New Britain, Conn.-Grant of license for new station WAWC approved.
WHEN WHK—Cleveland, switched from CBS to the NBC-Blue, last month, there were festivities aplenty—just as there were at WQAR, which simultaneously became the CBS outlet. In this picture, left to right, are Edward Leonard, chief engineer of WTAM, Cleveland; H. H. Holcombe, general manager of WHK and WCLE, and John F. Royal, NBC vice-president for programs and former general manager of WTAM.


GENERAL FOODS Corp., New York, (Log Cabin syrup), on Oct. 5 started Jack Benny's Log Cabin series on 55 NBC Red stations, Sat., 8:30-8:45 p.m. (EST), with Pacific Coast rebroadcast 9:30-10:00 p.m. (PST). Agency: Benton & Bowles Inc., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn. (1847 Rogers Bros. silversware), on Oct. 5 started Silver Showcase on 11 CBS stations, Sun., 5:30-6:30 p.m. (PST). Agency: Young & Rubicam Inc., N. Y.


STANDARD OIL Co. of Calif., San Francisco, on Sept. 30 started Standards and Events on 6 NBC-Pacific Red stations, Thurs., 11:15-11:45 a.m. (PST). Agency: McCann-Erickson Inc., San Francisco.

COOLIDGE-PALMOLIVE-POLK Co., Jersey City, N. J. (Palmolive soap), on Nov. 1 started Hillside House starring Ben Johnson on 8 CBS stations, Mon. thru Fri., 5:45-6:00 p.m. Agency: McCann-Erickson Inc., N. Y.


AMERICAN HOME PRODUCE Inc., New York (Bi-So-Del), on Oct. 12 started Mr. Keen, Tracer of Lost Persons on 5 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

Renewal Accounts


STANDARD OIL Co. of Calif., San Francisco, on Jan. 6, 1938, renews for their programs on 5 NBC-Pacific Red stations, Thurs., 8:15-8:30 p.m. (PST). Agency: McCann-Erickson Inc., San Francisco.

AMERICAN TOBACCO Co., New York (Re-Tang сигары), Nov. 6 renews Your Hit Parade on 91 CBS stations, Sat., 10-10:45 p.m. Agency: Leder & Thomas Inc., N. Y.


Network Changes


HROWN & WILLIAMSON Tobacco Corp., Louisville (Kool and Raleigh cigarettes), for 24 weeks, Oct. 15 shifted Tommee Dorsey Orchestra on 40 NBC-Blue stations, Fri. from 9:10-10:30 p.m. to 9:30-10:10 p.m.

LAMBERT PHARMACAL Co., St. Louis, (Lambert & Butler and Central Station Oct. 8 8:40-8:50 instead of Sept. 28 8:30-9:00 p.m. on 23 NBC-Blue network stations, Fri. to 9:00-9:30 p.m.

TIME INC., New York (Time and Life magazines), on Oct. 14 shifted March of Time on 35 NBC-Blue network stations from 9:30-9:30 p.m. Thurs. Agency: BRDO, N. Y.

ARE YOU INCREASING POWER OR MODERNIZING YOUR EQUIPMENT?

Don't order until you see what we have to offer in modern TRANSMITTER CABINETS FRACTAL CABINETS CONTROL CABINETS CONTROL DESKS CUSTOM BUILT EQUIPMENT

Sold direct to you AT LOW FACTORY PRICES Write or wire today for details LEBUFE CORP. MANUFACTURERS

Cedar Rapids Iowa, U. S. A.
INDIANOLA INSTITUTE--Indianola, Iowa, has examined the University of Cincinnati, Columbus, and the University of Chicago, and the station will be on the air during the fall quarter of the semester.

NEWSPAPER--The University of Nebraska newspaper, the Lincoln Telegram, will be published daily from Monday through Friday, and will be distributed free to all students and faculty members on the campus.

AMERICAN RAILROAD--The American Railroad Association has announced that it will sponsor a national contest for high school students in the United States. The contest will take place in the spring of 1937 and will be judged by a panel of experts.

SOUTHERN PACIFIC--The Southern Pacific Railroad has announced that it will operate a special train service between San Francisco and Los Angeles for the duration of the Winter Olympics, which will be held in the United States.

WASHINGTON POST--The Washington Post, a leading daily newspaper in Washington, D.C., has announced that it will increase its circulation to 500,000 by the end of the year.

BOSTON TRIBUNE--The Boston Tribune, a weekly newspaper in Massachusetts, has announced that it will begin publication on December 24, 1936.

DURKEE FAMOUS FOODS INC., Chicago, for its new margarine, has already launched a series of´new advertisements promoting the product. The advertisements will appear in leading newspapers and magazines throughout the United States.

DRENKANDER & SONS--The Drenkander & Sons Company, a leading producer of margarine, has announced that it will begin production of a new margarine product in the spring of 1937.
The fact that you advertise over WLW makes dealers eager to support your sales campaign. From experience, dealers know that a sales message over WLW is heard and heeded. They know WLW-advertised merchandise moves faster.

WLW * THE NATION’S STATION
MANY ailments caused by poor studio acoustics can be cured with this remedy—the new RCA Uni-Directional Microphone!

Type 77-A picks up sound coming only from one direction—practically kills all unwanted sounds. It is particularly adaptable to small studio work, and in large auditoriums, for it picks up a much lower percentage of reflected sound. Its wide pick-up covers the entire stage or studio where broadcasters are located. This makes use of two or three microphones unnecessary.

This microphone uses but a single ribbon. It operates on two proved principles—upper half, Pressure—lower half, Velocity. It has an ingenious labyrinth for proper terminating impedance. Offers uniform frequency response, clear and natural reproduction. Can be used interchangeably, or can be mixed with standard Velocity or Inductor type microphones. Complete information on request.

THIS NEW MICROPHONE FEATURES

1 Uniform wide-angle response from the front.
2 Negligible response at ALL frequencies from the back.
3 Attenuates audience noises in theatres or large studios.
4 Can be placed closer to the wall in small studios without pick-up of reflected sound.
5 Can be tilted and rotated conveniently.
6 Can be used with all RCA Microphone Stands, or suspended.

RCA MANUFACTURING COMPANY, INC., CAMDEN, N. J. • A Service of the Radio Corporation of America