THE kangaroo is noted for the great jumps it makes. The sales of those sponsors who use this greater-New York station soon acquire a reputation for doing the same sort of thing. sic: for every $5.00 one current WOR sponsor spends, he receives $281.00 in return! WOR
Avoid the surgeon's knife!

Sales Sluggish? ... Use that dynamic tonic ... Radio Broadcasting. But don't use it like a shot in the arm ... with a hypodermic needle. Use it consistently and well. Select your markets, your radio stations, your programs and your time on the air ... as carefully as a surgeon selects his antiseptics ... If you have been thinking of cutting your appropriation because sales have been sluggish, remember that many a major operation of that sort has been avoided by the use of radio under expert supervision ... We maintain at every Hearst Radio office a staff of Radio Consultants who, in harmony with your advertising agents, will be glad to advise on radio potentialities for your particular purpose. Our time is your time ... And remember, your business does not have to be sick to benefit by judicious broadcasting. Radio also keeps a perfectly healthy business strong.

HEARST RADIO
presents 10 major markets

WBAL Baltimore
WCAE Pittsburgh
KEHE Los Angeles
WACO Waco
WINS New York
KNOW Austin
WISN Milwaukee
KOMA Oklahoma City
KTSA San Antonio
KYA San Francisco

Serving the Public Interest
Many Threads make a Strong Line

It's the combined strength of all the threads that counts when a stout line holds a leaping, fighting sailfish.

And it's the combined strength of a network of stations that counts when one conducts a sales campaign in the New England multi-market region.

The Yankee Network gives complete, effective coverage with fourteen stations, each situated in an urban shopping center and serving that center's entire market area.

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Put Fourteen-Station Strength Behind Your Program
GANGWAY
FOR GEN. WASHINGTON
PORTRAIT OF A HERO

A pencil eased this child's bubbling patriotism. And in pride, he mailed us his drawing. He had just heard history dramatized by Columbia's School of the Air. "Gang-way!"—move over ye football players—make room for another hero, living in a boy's mind!

EVERY afternoon at two-thirty, from Monday through Friday, text-books and school-walls are pushed aside. To more than 6,000,000 American children, broadcasts of Columbia's School of the Air bring a release from blackboards to the wide horizons of the world. And their teachers each year exhaust an edition of 50,000 Manuals, prepared by Columbia to coordinate classroom instruction with the complete curriculum of the School of the Air: history, science, art, geography, literature, and current events. Now in its eighth year, this service stands alone in the development of American education through broadcasting: the only program of its scope on the air. But not only youth is served. Day and night, Columbia microphones pick up the racing pulse of history for the nation. China's first lady pleads . . . the Japanese Vice-Foreign Minister maintains . . . refugees describe! To the very echo of gun-fire, they bring the voice of the world into our homes, with a flexibility which often holds Columbia's schedule to an hour-to-hour, minute-to-minute basis. Millions, today, know the members of the Cabinet, the leading figures of the House and Senate, having heard their voices in exclusive Columbia series this year. Day by day, men of science, authors, educators, editors pass in a steady stream before the microphone. Since History is many things, our programs are as varied as the world they portray. They reach to the far limits of the world. And bring them home—wherever home may be.

THE COLUMBIA BROADCASTING SYSTEM
Have smell time. You should be here to "pep up" your sales in northeastern Pennsylvania. WGBI.

WGBI, CBS outlet for northeastern Pennsylvania, delivers a strong clear signal to more than 175,000 radio homes. It is the only station with intense coverage in this area.

WGBI, Scranton, is in Pennsylvania's third largest city and centrally located in the 17th largest Metropolitan area of the U. S.

To "pep up" your sales in Pennsylvania, you must use WGBI.

WGBI

SCRANTON BROADCASTERS INC • Frank Megargee, President • SCRANTON, PENNA
1000 WATTS L.S. • 500 WATTS NIGHT • 880 KILOCYCLES

National Representative: JOHN BLAIR & COMPANY

Page 6 • November 1, 1937

www.americanradiohistory.com
WBT-originated programs are shows, from beginning to end. That, more than power* or anything else, explains why WBT remains without real competition in the Piedmont Section of North and South Carolina—where WBT serves a population of 2,000,000 people who have nearly 30% more spendable income than last year.

*50,000-watt WBT is the most powerful station between Philadelphia and Atlanta. It operates on 1080 KC.

"The SHOWMANSHIP Station of the Nation"

Charlotte, North Carolina. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES: NEW YORK • CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO
The 1938 YEARBOOK Number is in full production. Published annually since 1935, it profits by years of editing and an exact knowledge of what the broadcasting field needs. It guarantees circulation among all subscribers to BROADCASTING. Year ‘round, it serves agency time buyers, radio advertisers, station and network executives, station and network engineers—in fact, everyone engaged in the business of broadcasting. Regular issue rates, and frequency discounts, apply.

RESERVE SPACE NOW!
You get RESULTS quicker with the right tools

The proper tools—in skilled hands—can make short work of even a tough job like felling big timber.

It's a matter of record that radio advertisers get better results quicker in the Hartford market when their efforts are backed by Station WTIC. For one thing, statistics show that national advertisers using WTIC secure 149% more coverage in the Hartford market than those using the second station. As a further check, we had Ross Federal phone 12,000 families in and around Hartford. They found 60.72% were tuned to WTIC. Only 24.3% were listening to the next most popular station.

And make no mistake about this—WTIC covers a mighty worthwhile market—all of Connecticut, a slice of eastern New York, western Massachusetts, Vermont and New Hampshire. That accounts for about 4,000,000 people. As individuals they have 15% more spendable income than the national average, according to Government figures—and they account for 25% more retail sales and 50% more food sales per capita.

Briefly, here's a market you can use in your business. You can get results most profitably by using southern New England's number one station.

Write today for our new 32 page brochure giving full details on the Ross Federal Survey and facts about the WTIC billion dollar market.

WTIC
THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

50,000 WATTS
HARTFORD, CONN.
Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

National Representatives: Weed & Co.
CHICAGO
DETROIT
NEW YORK
SAN FRANCISCO

Page 10 • November 1, 1937
FCC Drafting Plans for Reorganization

By Sol Taishoff

Decision in Lawyer Case Is Awaited After Two Weeks of Hearings; Chairman Providing Forceful Leadership

After a two-week lase during which it sat in its rare capacity as a judicial tribunal, to the exclusion of practically all other activity, the McNinch-directed FCC has returned to its paramount task of revising rules and regulations, and has paved the way for introduction of its new plan of operation scheduled to become effective by Oct. 15.

For eight solid business days, six members of the Commission heard testimony in the disbarment proceedings against General Counsel attorneys practicing before it, on charges resulting from motions of the 14th payment made by the Seventh member, Mr. Payne. On the very first day of the proceedings—Oct. 19—Mr. Payne was disqualified from participating in a 5 to 0 vote of his colleagues after charges of "personal malice, bias and prejudice" had been lodged in the matter by the respondent attorneys—Paul M. Segal and George S. Smith.

Opinion Awaited

The unprecedented hearing closed at a night session Oct. 27, and the FCC immediately took the cases under advisement. As Broadcasting went to press, there was no word on the action and when the opinion would be rendered. As a matter of sheer speculation, it was felt that possibly two weeks or ten days would elapse, because it appeared evident that the Commission decided to exercise extreme care in rendering an opinion of such magnitude—particularly in the light of the Payne disqualification and the latter's challenge of the right of his colleagues to take such action.

The Segal-Smith hearings served as an effective prelude to the reorganization plans of the new chairman, Frank R. McNinch, and to his equally new member, T. A. Craven, who was appointed to the new career of a participant in the proceedings, and in the opinion of the new Chairman, the new member, and his colleagues, to the special New York counsel retained by the FCC.

Equally significant, however, was the manner in which the Commission's new chairman directed the hearings. The opening gavel had hardly sounded before he was confronted, along with his colleagues, with the Payne disqualification motion. There were no reserved rulings or dodgings of issues; the incident was handled from start to finish before the case itself got under way. And it was another in the series of actions of Mr. McNinch, which he assumed the chairmanship Oct. 1 denoting the new and forceful leadership acquired by the FCC.

The Payne disqualification, in which Commissioners Cranes, Case, Brown and Craven concurred with the chairman, signaled a new division in the FCC. Only Commissioner Walker refrained from voting with the majority. He, in the first instance, had held that the FCC was without jurisdiction to consider the disqualification, and as a consequence he did not vote on the actual issue. Immediately following the vote, Commissioner Payne issued a press statement challenging the action.

Payne Drops Challenge

Thus, it appeared evident that Mr. Payne proposed to go his own way under the revised FCC structure. His threat to challenge the ruling's amenability in other paper or dropped Oct. 28, when the Payne office announced he had abandoned plans to that end.

The affidavits of Messrs. Segal and Smith to disqualify Mr. Payne, the FCC's order on the disqualification, and the Payne press statement are published in this issue.

FCC Order Disqualifying Payne In Lawyers' Trial

FCC order on motion of respondents for disqualification of Commissioner George Henry Payne:

At the hearing on the above entitled matter before Commissioner Frank R. McNinch, Chairman (presiding) and of Commissioner T. A. Craven, Thad H. Brown, E. O. Sykes, Norman S. Case, Paul Walker, and George Henry Payne, in Hearing Room C, ICC Blgd., Washington, D. C., on October 19, 1937, a motion in writing was filed by respondents for an order disqualifying Commissioner George Henry Payne from the consideration of these proceedings and preventing him from participating therein in any manner. Said motion appearing to be in due form, it was entertained by the Commission. Commissioner Payne taking no part in its consideration and decision except as set forth below. Now, upon consideration of the following matters of record:

(1) Said motion of the respondents and of the affidavits of said respondents in support of said motion and of the certificate of respondents' counsel that such motion and affidavit were made in good faith and of counsel's statement and argument in support of such motion; and,

(2) The fact that said Commissioner George Payne had refused to accede to a suggestion of counsel for said respondents made in open hearing that he withdraw from participation in and consideration of these proceedings, which suggestion was made prior to any formal motion in the matter; and,

(3) The fact that said Commissioner Payne Henry Henry Payne did not withdraw from consideration of these proceedings in response to any motion in writing directed to him, made by respondents following his refusal to accede to such suggestion, and moving that he withdraw from consideration of the proceedings and refrain from participating therein in any manner; and,

(4) The fact that said Commissioner George Henry Payne, in response to an inquiry from the Chairman at the open hearing as to whether said Commissioner Payne desired to file any motion, affidavit, answer or other paper or proceed in his own behalf in connection with said motion to disqualify, announced that he did not have any such desire; and,

(5) The fact that, in answer to a further inquiry of the Chairman at the open hearing as to whether said Commissioner George Henry Payne desired to be represented by counsel before the six Commissioners hearing said motion to disqualify, announced that he had no such desire; and,

(6) The fact that, in response to a question of the Chairman in open hearing as to whether he desired to offer any evidence relating to said motion and affidavit by way of rebuttal or otherwise, Commissioner Payne stated that he had no such desire; and,

(7) The fact that the Chairman stated in open hearing that he did not conceive it to be the duty and may not even the privilege of the Commission under the circumstances to suggest to counsel for the respondents or to Commissioner Payne what their respective courses of action should be, after Commissioner Payne stated that, if the members of the Commission desired to obtain from him any information or statement in justification or denial of anything that appeared, he should be very glad to appear in person before the six Commissioners and testify under oath; and,

(8) The Chairman's further statement that, if said statement of Commissioner Payne (mentioned in (7) supra) was to be taken as a denial of all of the

(Continued on page 24)
Page 12 • November 1, 1937

BROADCASTING • Broadcast Advertising

FACSIMILE RECORDING MACHINE

HERE is W. G. H. Finch, with his facsimile recording machine, which functions as an attachment to the ordinary radio station -stations-WHO, Des Moines; KSTP, St. Paul, and WGH, Newport News-have contracted with the New York offices of Finch to use experimental operation of the "radio newspaper" devices and have procured FCC authority to engage in the tests on their regular frequencies from midnight to 5 a.m. Records will be placed in about 50 homes in the service areas of each of the stations for the experiment [Broadcasting, Oct. 1]. In addition, the San Francisco stations KFRC, Sacramento, and KJY, Fresno, of the McClatchy group in California, plan to engage in similar experimentation and now are negotiating with Mr. Finch. Mr. Finch is a former assistant chief engineer of the FCC and a radio inventor of note.

FINCH FACSIMILE

Resistance in the prosecution. With young women in his office as the original stockholders and officers of the corporation, Mr. Segal, at the age of less than 30, ran Rines, Portland hotel owner and owner of WOSH, Portland, WRDO, and WOAM, in Chicago; and Stack, who had been a director ofstackand had been president of the Rines station, went to the New York offices of Finch to use experimental operation of the "radio newspaper" devices and have procured FCC authority to engage in the tests on their regular frequencies from midnight to 5 a.m. Records will be placed in about 50 homes in the service areas of each of the stations for the experiment [Broadcasting, Oct. 1]. In addition, the San Francisco stations KFRC, Sacramento, and KJY, Fresno, of the McClatchy group in California, plan to engage in similar experimentation and now are negotiating with Mr. Finch. Mr. Finch is a former assistant chief engineer of the FCC and a radio inventor of note.

Active Radio Career

Mr. Segal became general manager of KMOX in July and after a year as such, was appointed executive for Stack-Goble Adv. Agency Inc., Chicago. For the preceding five years he had been sales manager of MRG in Chicago. Mr. Segal was formerly assistant manager of KMOX, having served five years prior to 1936 as radio sales appointment a year ago. Before that he was national sales manager of KMB, Kansas City.

Bowey Expands List

BOWEY Co., Chicago (Dari-Rich) in addition to broadcasting Terry & the Pirates over 15 eastern stations, has added starting Monday at 1:51 p.m. will broadcast quarter-hour transmissions of the program. Times were added WMBQ, WPMQ, WMAQ, WIRE, KMBC, KX, and WABC. Stack-Goble Adv. Agency, Chicago handles the account.

AFA Picks Chicago

ADVERTISING FEDERATION OF AMERICA will hold its national convention in Detroit, June 12-15, according to an announcement by its board of directors which met in Chicago Oct. 20. George M. Slocum, president of AFA, in making the announcement said the convention will be "a demonstration of the fullest cooperation of the entire membership of the Federation in building a convention that will establish a new record in constructive accomplishment."

KSD, St. Louis, operated by the Post-Dispatch, on Oct. 27 filed with the FCC an application for authority to retransmit the station's feature program during early morning hours. The application, similar to one recently filed by in a Chicago station, it was recently given several stations on an experimental basis.

JACK LATHAM, formerly spot time buyer of Young & Rubicam Inc., New York, has been added to the staff of the Tobacco Co., New York, has been named assistant to the advertising manager of the tobacco company.
Revised Music Pact Nearing Completion

BY BRUCE ROBERTSON

To Be Ready in Two Weeks; IRNA Advises Affiliates To Sign; Disc Companies Have Own Problem

UNLESS there are unforeseen developments within the next two weeks, stations affiliated with the nationwide networks will have received copies of the written Schedule A, standard trade agreement worked out by the negotiating committee of Independent Disc Network Affiliates and the International Board of the American Federation of Musicians. They will also have signed retaining this agreement with their local unions, and will have sent them to Ernst & Ernst, public accountants in New York.

On Nov. 15 the IRNA committee will meet again with the AFM to which the local unions will have sent their copies; contracts will be exchanged, and the first step in the program for employing more musicians in radio will have gone into effect.

It is to be hoped, however, that these things will happen if everything goes off according to schedule, and right now that's a sizeable "if." For one thing, Schedule A is still awaiting final revision and until it has been officially approved by both the AFM and the IRNA committee it can not be sent out to the stations and local unions.

This is the more critical as the final session of the two groups ended in a verbal agreement that the debates of the session had failed to resolve. The IRNA committee was not able to achieve all the changes asked by the last IRNA convention and while it has recommended that each affiliate station accept the agreement as revised, all stations may not follow this advice. And unless the majority do sign the new contracts that work will be off and the strike will be on.

The Disc Problem

Also within the next two weeks, again with the provision that present plans are carried through on schedule, the Disc companies licensed by the AFM and which have been deprived of the services of union musicians. Attempts of a transcription committee to work out a revised agreement similar to that negotiated by IRNA were cut short by an AFM ultimatum that the transcription companies are not in a position to negotiate with the union and that they can either accept the contract, or do without union musicians.

Whether the transcribers will accept or fight the demands of the union, is not known, as their committee said it is as yet unable to issue any statement, although it is well aware of the desire of any kind until they have had a chance to examine the licenses, which will be in the hands of Ernst & Ernst by the end of the week. The 16 demands presented to them by the AFM last summer [BROADCASTING, Aug. 15] have been rewritten by the AFM.

A similar licensing arrangement was also offered by the musicians' committee of the phonograph record makers when it met with the AFM board on Oct. 28. The committee, however, presented to the board its own set of proposals, which the board promised to consider in writing its license forms. When a tentative draft has been completed the board said it would call the committee to another meeting at which the various conditions could be discussed before being put into final form.

After three days of almost continuous negotiations between the IRNA committee and the AFM board, the meetings on two days running well past midnight, the two groups decided they had reached an agreement. The broadcasters' committee members then left for their respective home cities with the feeling that they had done their utmost to protect the interests of the broadcasters. The tentative agreement as submitted to the IRNA convention on Oct. 11 (published in Broadcasting, Oct. 15) had been revised to comply with most of the demands of the AFM. Clause 25, along with the discharge of musicians, had been changed to require "reasonable notice" instead of the arbitrary four weeks originally required. Clause 21, regarding obligations of musicians because of their membership in AFM, which the broadcasters had feared might embroil them in s y n p a t h i c strikes, was eliminated altogether.

The committee also won a victory on the question of arbitration, with the addition to the agreement of a clause specifying that in matters of dispute between any station and its local union a two-man arbitration board shall be established to settle the difficulty. The board shall consist of a member of AFM, but not of the local involved in the argument, to be chosen by the local, and a member of the broadcasting industry, but not of the involved station, to be chosen by the station. This is said to be the first time the musicians union ever accepted other than its International Board as the final arbiter in disagreements between local unions and their employers.

The Troublesome Clause

Most of the discussion centered on Clause 10, which forbade the station to transmit music to any other station which had not signed with the AFM or to broadcast records and transcripts manufactured by companies not affiliated with the AFM. The broadcasters, at their convention, had expressed the fear that this clause might lead to the violation of existing contracts and possibly to violations of the restraint of trade laws and to rulings of the FCC, and had instructed their committee to insist on a revision of this part of the agreement. The musicians, on the other hand, insisted that this was the very heart of the contract, and that unless it was allowed to stand the AFM would have no means of enforcing its demands for employment of union musicians on all affiliate stations, but would be dependent on the actions of the individual companies to employ additional musicians or not as they see fit, at least until the expiration of all existing contracts. In reply, the AFM contended that it is to be expected that the musicians are not bound to accept any contract unless a sufficient number of stations commit the additional employment the union desires, so the AFM would accept the clause and asked the accepting such revision. Legal precedents were advanced by attorneys on both sides to substantiate the opposing viewpoints.

As the argument continued hour after hour it became more and more heated and at several times it appeared as if the whole series of negotiations would fall on this single issue. Eventually, however, a compromise was effected. Clause 10 was stricken from the agreement and its language made more acceptable to the broadcasters. The union board also gave assurance that it would take no hasty action, but that it would not engage in service to "unfair" stations, but would endeavor to work out each case individually.

The meetings were held at AFM headquarters in New York on Oct. 18, 19 and 20, and were handled by the full AFM International Board, the full IRNA negotiating committee, and representatives of the networks, each group accompanied by one or more attorneys. On Oct. 21 a revision of the agreement, incorporating the changes agreed to during the discussions, was drawn up, but still the matter was not finally settled.

William B. Jaffe, of the firm of Rosenblatt & Jaffe, attorneys representing the IRNA negotiating committee, told BROADCASTING that the musicians had asked for certain changes in the wording of the revised Schedule A, and that these changes had been drawn up and sent out to committee members on Oct. 26 for consideration.

Next Parley After Nov. 1

Another meeting with the union board will probably be held shortly after Nov. 1, he said, after the committee members have had time to study the changes and to express opinions as to whether or not they are acceptable. It is hoped that he could not comment on the nature of the revised schedule until it has been approved by the industrial committee of the AFM board. Mr. Jaffe added that an extremely cordial and cooperative spirit on both sides existed at the last meeting of the two groups on Oct. 20.

Following this meeting and the final presentation of the two groups, copies of the agreement will be mailed to each affiliate station and local union for inclusion in the station agreements. Copies of the new or a continuation of existing contracts, provided, however, that local unions obtain evidence of employment of musicians the amount of its quota on the 5.49% of net income due to the union previously [BROADCASTING, Oct. 15].

Ernst & Ernst, firm of account-

(Continued on page 64)
First Rural Listening Study

Started for Joint Committee

Hooper-Holmes Field Workers Intervening in All Parts of Nation, With 100 Counties Included

FIELD MEN from the Hooper-Holmes Bureau, New York research center, in mid-October began knocking on doors of farmhouses and small town homes in all sections of the country, collecting by personal interviews data that will form the basis for the first intensive study ever made of ownership and listening habits of the rural population.

The survey is being made under the auspices of the Joint Committee on Radio Research, group of 15 members, five each from the ANA, AAAA and NAB, and is being financed by NBC and CBS.

The idea was approved last June by the Joint Committee whose technical subcommittee has just given its approval to the questionnaire and the methods of allocating the sample of 20,000 homes. The survey will include a number of recognized research firms bid for the task of collecting the data. Hooper-Holmes getting the work on the basis of the lowest bid.

The questionnaire includes questions about residence, the telephone and automobile, source of power, times that members of the family are at home and times that the family is away. It is hoped that there is radio the residents will be asked if they listen to broadcasting and if so what are the non-subscribers may point the way for a future study of listening habits of non-owners.

The survey is to be conducted by the bureau by the method of random sampling, one in 100 homes being interviewed. The 20,000 homes will be picked from a list of 250,000 from which a sample of 10,000 families living in towns of 25 or more in population, have been largely neglected in previous surveys.

Selection of Counties

Approximately 100 rural counties will be selected by the survey, ranging from one to four, to be interviewed in each state. These counties were carefully selected to be as typical as possible. For instance, the survey is to determine which counties agreed most nearly with their state’s average in percentage of rural population, average valuation of farm and non-farm property per individual, distribution of rural population between farm and town homes, density of rural population, average valuation of farm and non-farm property, distribution of ownership and percentage of families owning automobiles, and radio ownership, the last being the most important factor.

While these figures were being examined, letters were sent to agricultural experts in each state asking them to select counties that were most typical of that state’s agricultural population. It is important to get a representative sample and, in order to make decisions, would demand more time and a wheat farm, and a corresponding different kind of farming population.

From these two sets of data a tentative list of counties to be studied in each state was drawn up and these lists sent back to the agricultural experts for criticism, after which the lists were corrected. Method of allocating calls within each county was the subject of lengthy debate by the subcommittee, which finally selected a method based primarily on population so as to insure a proper representation of the non-farm set-owners, but with a minimum number of calls on set-owners in each locality as a basis for the listening habits part of the study, a system which the committee believes will be the most satisfactory to obtain.

As soon as a sufficient number of questionnaires have been returned, the data will begin its work of tabulating the returns and of applying the complicated formula by which the results are to be projected to figures of rural set-owner by states. It is hoped that this state totals may not be a casual one, and if so will be separated into farmers and townsmen and possibly into economic classes. The committee hopes that it will intimate both rural and urban set ownership, either by making an average in which the dollar is figured up to the date of the figures obtained by CBS in its survey of last year.

Elliott Roosevelt Signs

For Commentary Series

ELLIOTT ROOSEVELT, vice-president of Hearst Radio Inc., has been signed by Irving Fogle Productions, Hollywood, for a weekly radio program to begin on the continentally starting in November. Network and date of starting were announced, but it is understood the program will be sponsored. It was said that the quarter-hour series will tentatively titled As I See It.

Mr. Roosevelt will comment on current events, national and international. He will also review scientific developments, new oddities and their relative bearing and importance to the average citizen. Negotiations of his signing were handled by Ray Grabborn, owner of KEHE, the Hearst Radio Los Angeles station. Howard Esary, KEHE program manager, expressed the belief that an executive who has a company to purchase KABC, San Antonio, for approximately $50,000. Hearing on the proposed transfer ownership has not yet been held.

Firestone Specials

FIRESTONE TIRE & RUBBER Co., Akron, which recently sponsored broadcasts from the National Dairy Show, Columbus, will also sponsor daily programs from the International Livestock Exposition, Chicago, from Nov. 22 to 25 through Dec. 18. Network. William E. Drips, NBC director of agricultural programs, and Everett Mitchell, NBC Farm & Home Bureau editor, will conduct the broadcasts. Agency is Sweeney & James Co., Cleveland.

ROOSEVELT'S DEAL FOR KFJZ FAVORED

EXAMINER George H. Hill on Oct. 22 recommended to the FCC that the owner, S. Bishop, owner of KFJZ, Fort Worth, to transfer ownership of that station to Mrs. Ruth G. Rogers, mother of the President, Elliott Roosevelt. The 100-watt night and 250-watt daytime station, according to the examiner, is not sufficiently capitalized and financially qualified to aquire control of Fort Worth Broadcasters Inc., licensee of KFJZ, and to continue its operation.

Mr. Hill pointed out in his report, what await formal FCC action, that the testimony showed Mrs. Roosevelt will not have any connection with Hearst Radio Inc., of which her husband is vice-president in charge of its Southwest stations. At the examination, the examiner had testified that his wife’s holdings were in excess of $10,000 in bonds and stocks in the 1,600 acres worth valued at $60,000 with a house worth $13,000, stock worth $7,500 and estimated income of $10,000. His own income, he said, was “in excess of $25,000.”

Mr. Roosevelt also holds a company to purchase KABC, San Antonio, for approximately $50,000. Hearing on the proposed transfer ownership has not yet been held.

Roosevelt Revises KYA-KEHE Setup

California Radio System Now Expected to Be Dissolved

WITH Elliott Roosevelt, vice-president of Hearst Radio Inc. and managing director of its stations in the Southwest, having completed the reorganization of KYA, San Francisco, and KEHE, Los Angeles, taking direct control and making several changes, it was expected that the California Radio System, of which the latter two are links, will be dissolved.

Mr. Roosevelt has been on the West Coast for several weeks personal directing the reorganization of the system. He will reside in California and the Southwest in the future. E. J. Gough, vice-president and general manager of Hearst Radio Inc., New York, arrived Oct. 25. Both have been in a number of conference with Guy Hamilton, general manager of the California Broadcasting Corp., Sacramento, which controls four California stations in the network of six.

From these conferences are expected to come the announcement of the network’s termination, and return of the two Hearst stations to an unaffiliated status.

Also substantiating this report was the presence of Carl Ray Grabhorn, KEHE manager, before Los Angeles Musicians Union Local 52, to seek the status of the station as an independent, without a network affiliation.

Ronalds Tries Radio

CHENEY BRO., New York, maker of silk neckwear has resumed advertising after a ten-year lull. Placed through Jay Berman, New York, the announcements started on WLW, Cincinnati, Oct. 25. About 10 stations on the Eastern seaboard will be added later.

PRESIDENT ROOSEVELT'S tent was blown down the White House fence since he took office in 1933 will be replaced today, Nov. 30, a fund-raising network. 10 a.m.-11 p.m. (EST).
Group Maps Plan to Revamp the NAB
Revision to Be Given Industry at Convention Likely To Be Held in Washington About Mid-February

PLUNGING into its assigned task of devising a plan to revitalize the NAB, of which the building committee is a part, the NAB Reorganization Committee in the forntight since its组成 has been full of activity has been laying the groundwork for its operations.

Designated by the NAB special convention committee last month to prepare a broad plan to reshape the trade association, the committee, which was present at the meeting of the convention committee in Lynchburg, Va., through Philip G. Loucks, Washington attorney and former NAB managing director, who was named counsel and advisor. By order of the convention, the committee will call the next regular convention once it finishes its work.

The committee likely will recommend that the convention be held in Washington, probably in mid-February. A preliminary report of its recommendations, based upon the data accumulated, as from the committee's own research, probably will be sent to all stations in December for scrutiny by executives. The committee finally expects to go out about the first of the year, to give all members the opportunity to study the committee's work, so that they can attend the reorganization convention entirely free of all work.

Officials Cooperate

Members of the committee, which is functioning without a chairman, are Edwin W. Craig, WSM, Nashville, chairman of the program committee, in which resulted in its formation; John Shepard, 3rd, president of the Yankee Network; Ed Craney, KGIR, Butte, and KPFA, Helena; Walter J. Damm, WMJ, Milwaukee, and Edward A. Allen, WLYA, Lyneburg, Va. Mark Ethridge, general manager of the Louisville Courier Louisville Times, which operates WHAS, is serving as an executive member. He is the moving spirit of the Independent Radio Network Alliance movement, which is aimed at holding the members of the committee together, so that they can attend the reorganization convention entirely free of all work.

Maintaining its headquarters at Mr. Loucks' offices in Washington, the committee is trying to form the wholehearted cooperation of President John Elmer and Managing Director James W. Baldwin of the NAB. The trade association, through its directing heads, is making every effort to get all members of its facilities and is assisting Mr. Loucks in this work. If the NAB, of course, is functioning in the customary manner and has not altered its activities pending action on the reorganization plan.

It is a foregone conclusion the plan will provide complete reorganization of the bureau structure of the association. The committee would be headed by a paid executive of outstanding stature, who, for want of a more descriptive term, might be regarded as the industry's "ambassador.

Presumably, this person would become the paid president of the new NAB. There would be an honorary elective post, however. Just as there is at present, but it probably will be that of chairman of the board. If the membership elects an "ambassador" under the revised by-laws, he would necessarily become the president. If on the other hand, this function is delegated to the board of directors, the paid executive would become chairman of the board, and the presidential post would go to an active broadcaster.

Immediately after his designation as counsel at the Oct. 13 meeting of the Reorganization Committee in New York, Mr. Loucks began the initial work.

Not a Candidate

Current reports that Mr. Loucks might be considered a candidate for the new NAB executive post were emphatically denied by the attorney.

"I made it perfectly clear to the committee that I am not a candidate for any position," Mr. Loucks said. "I am interested in having the NAB function in the most efficient manner possible and in the best interests of the entire industry, and I will contribute the best of which I am capable in the committee's work. When the NAB membership acts on the committee's report early next year, my work for the organization terminates automatically."

The committee, by the terms of the NAB resolution, is functioning with NAB funds. The special convention voted a 50% increase in dues, effective at once, which will mean an increase of from $80,000 to $120,000 per year in the association's income, based on the present 400 member groups.

On Oct. 26, Mr. Loucks addressed a letter to all 700 stations on behalf of the committee. The letter said that "full suggestions" on the reorganization be forwarded. These replies, together with suggestions already in the hands of the committee, will be sent to each committee member, so that the committee at its next meeting will be able to report on the committee's work. The final report is submitted to the membership at least 30 days in advance of the next convention.

Meanwhile, Mr. Loucks has undertaken two basic studies. The first is an analysis of the principal programs and the organization of other trade associations. The second is a study of the legal limitations of trade associations. With such a foundation, the committee hopes to draft the strongest possible organization chart.

The final report of the committee which will outline ideas of membership groups, as well as individual broadcasters, probably will not mention the names of the possible "ambassador." Instead each "ambassador" will be named in his own study of possibilities. Names will be discussed at the committee meeting at the convention, and the committee will be to interview certain individuals from time to time to get their views. Then the committee will have a report of the persons themselves probably will be left to the convention itself, if any.
Kelly Heads N. Y. Net

BRADLEY KELLY, manager of WINS, New York, takes an assumed direction of the New York Broadcasting System, for which WMBS is the parent station, following the resignation of E. C. Brown Oct. 28. The offices of the network have also been moved back to the station, from which they were vacated early in the summer. Mr. Kelly, who became manager of WINS about three and a half years ago when Mr. Brown resigned that post to devote full time to the network, has returned to the position with WINS. He was associated with the network from 1934, since when he has been assistant to Joseph V. Connolly, president of King Feature Syndicate and of Hearst Radio Inc.

Mr. Kelly

10 Get Dr. Lyons

R. L. WATKINS Co., New York (Dr. Lyons’ treatment clinics) on Oct. 25 a series of quarter-hour RCA-Victor transcriptions to run on 10 stations for broadcast Mondays through Fridays, and are titled Wife vs. Secretary. Comedienne Alice White will be heard.

Mark W. Allen Plans

MARK W. ALLEN & Co., Detroit, is planning to bring out a series of five one-hour broadcast shows with Associated Cinema Studios, Hollywood transcription concern. Leroy King, vice-president, is executive in charge of the account.

The independent stations averaged 1½ pages each and from the networks 10 pages each.

Producers of electrical transcription records regularly monthly returns of typed copies of the commercial portions of all recordings manufactured by them for radio broadcast. As the actual broadcast of a commercial recording is not always known to the manufacturer of an article being advertised, the Commission’s knowledge of current transcription programs is augmented by statistical reports from individual stations from time to time, listing the program and station in question, with the essential data as to the names of the advertisers, and the stations using the records.

The combined material received furnishes representative statistics on the character of current radio advertising, a record proven of great value in the efforts to prevent false and misleading advertising.

“During the fiscal year ended June 30, 1937, the Commission received copies of 430,933 commercial broadcasts by individual stations and 30,9913 by networks, or a total of 461,926, chain originating key stations. The broadcasts from the independent stations averaged 1½ pages each and from the networks 10 pages each.

From data now accumulated as a result of the first three years’ systematic review of radio advertising, the Commission is in a position to ascertain the sources of the more objectionable examples of broadcasting advertising and to take action where necessary.

In its examination of advertising, the Commission’s only purpose is to prevent false and misleading representations, and that it does not take to dictate what an advertiser shall say, but rather indicates what he may not say under the law. Jurisdiction lies in instances where there is a public interest as distinguished from a mere private controversy, and which involve practices held to be unfair to competitors inter alia commerce.”

EVERYBODY HAPPY

WSM Yields to Wishes of Its Football Fans

WHAT amounts to a radio miracle has developed in Nashville in connection with football broadcasting, through cooperation of sponsors (Kodak & Son), stations (WSM and WLAC) and Mr. & Mrs. John Q. Football fan.

WSM, owned by the National Life & Accident Insurance Co., had the Commission’s only station licensed to broadcast college football in April, 1935, for the Vanderbilt-Georgia Tech game in All-Bowl. The game was broadcast at 1500 kc., and was carried on WATKINS WFB and WFL.

Graham S. Mason, of the N. W. Ayer radio department, was consulted by the Network about its undertaking. The result: WSM carried out its obligation of broadcasting the Tennessee-Georgia game under Kellogg sponsorship. WLAC carried the Vanderbilt-Georgia Tech game under joint sponsorship of Kellogg’s and National Life & Accident, with WSM announcers and engineers handling the remote. And the public, sponsors, agency and stations were happy.

WRDW Signs With CBS; WDGY Now With Mutual

Two independent stations — WRYD, Augusta, Ga., and WDGY, St. Paul, Minn., affiliated with the Columbia Broadcasting System in October. The Augusta station operates on 1220 kc., 500 watts during 100 days and 1000 watts during two days at 1000 watts during two days at 1220 kc.

Mr. Mason

Hamlin’s Start Shows

HAMLIN’S WIZARD OIL Co., Chicago (Hamlin’s Wizard Oil), announces its start hour for a new daily radio show five times each week on 11 stations the first part of November with other stations to be added. Valuable Resins Inc., Chicago, is agency. Stations already signed are: WJJ, WEN, WGY, WXY, WMJ, WMJ, WIBW, KWTO, WWL, WHAM, KINY.

Scott Products on 5

SCOTT PRODUCTS Co., a new Chicago firm manufacturing Scott Powders, has started announcement schedule on five stations with 3 others to be added later. The stations are: WIVC, WWVA, WMJ, WWBL, WWJ.

Railway Express Reports

RAILWAY EXPRESS AGENCY, New York, announced that five broadcasted announcements on stations in 32 cities, to start Nov. 15. Directed at business men, the announcements will be broadcast five times a week, in the evening hours, and will run for five weeks. Agency is the Caples Co., New York.
WCAU Engineers Join CIO; AFRA Claims New Members

American Advertising

A recent agreement between the National Broadcasting Company and the American Federation of Radio Artists, signed on the 28th, provided that the NBC stations in the metropolitan New York area would be represented by the American Federation of Radio Artists on the Board of Governors. The agreement also stated that the NBC stations in the metropolitan New York area would be represented by the American Federation of Radio Artists on the Board of Governors. The agreement further stated that the NBC stations in the metropolitan New York area would be represented by the American Federation of Radio Artists on the Board of Governors. The agreement finally stated that the NBC stations in the metropolitan New York area would be represented by the American Federation of Radio Artists on the Board of Governors.

AFRA Claims New Members

The American Federation of Radio Artists has been actively seeking new members, and as a result, several stations have joined the organization. The stations that have joined AFRA include WOR, WNBC, and WABC in New York, WQXR in Chicago, and WMAQ in Minneapolis. These stations have signed agreements with AFRA, and their employees are now members of the union.

AFRA Gains Members

AFRA has been working to expand its membership in the metropolitan New York area, and as a result, several new stations have signed agreements with the union. These stations include WOR, WNBC, and WABC in New York, WQXR in Chicago, and WMAQ in Minneapolis. These stations have signed agreements with AFRA, and their employees are now members of the union.

AFRA and NBC Agree

AFRA and NBC have reached an agreement that will benefit both parties. Under the terms of the agreement, NBC will recognize AFRA as the exclusive bargaining representative for its employees, and AFRA will be represented on the Board of Governors of the NBC stations in the metropolitan New York area. This agreement is a significant victory for AFRA, as it has been seeking recognition for years.

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THEN--KDKA As It Looked in 1920

KDKA—The entire plant of the Pittsburgh station in 1920 (above) looked like this, including the entire personnel. The photo was taken Nov. 2, 1920 as the station broadcast returns on the Harding-Cox election. Below is the modern transmitter as viewed through the windows of the control room.

KDKA'S 17TH BIRTHDAY PARTY
Pittsburgh Station Celebrates With Dedication
Of New 718-Foot Vertical Antenna

KDKA, Pittsburgh, observed its 17th anniversary of broadcasting Oct. 30 with a celebration attended by prominent radio officials and at the same time dedicated its new 718-foot Trusco antenna, symbolizing the advances achieved since the Nov. 2, 1920, broadcast announcing Warren G. Harding's election to the presidency. A special program was broadcast on NBC-Blue.

Attending the celebration were Lenox R. Rohr, NBC president; A. W. Robertson, chairman of the board of Westinghouse E. & M. Co.; Dr. Frank Conrad, Westinghouse assistant chief engineer; W. C. Evans, manager of the Westinghouse radio division; A. E. Nelson of NBC, manager of KDKA, and other Westinghouse and NBC officials.

Back in 1920 all of the station's equipment, technicians and engineers, were housed in a single room at the Westinghouse plant in East Pittsburgh. For the success of the original KDKA with its 100 watts and its small studio drapes with burlap, credit goes to Dr. Frank Conrad who had been experimenting with radio since 1919. During its 17 years of operation KDKA has achieved a number of "radio firsts." According to its management, KDKA was the first station to broadcast a divine service, Jan. 2, 1921; the first to carry an address by Herbert Hoover, an appeal for funds for European relief made Jan. 15, 1921; the first sportscast, a boxing match on April 11, 1921; the first theatrical program, May 9, 1921, and the first play-by-play baseball broadcast, Aug. 5, 1921.

In 1922 KDKA began its experiments in shortwave broadcasting and established itself as a pioneer in this new field of radio. A short-wave station with call letters of KDFP was installed in Cleveland in 1921. KFTR, a broadcasting station, was constructed in Hastings, Neb. Among the first stations to become members of NBC in 1920 were KDKA and WJZ of the Westinghouse station group.

It is estimated by KDKA that it now costs less than $25 to give a high-powered broadcasting service over an area 10 times greater than that previously provided. Around the 18-foot vertical antenna a circle of eight 50-foot antennas has been designed to suppress interfering waves.

The ring of shorter towers radiate skywaves, but in opposite directions so that they nullify the feet of the skywaves emitted from the main antenna and extend the fading 80-ton structure composed of 32 three-cornered welded steel sections five feet wide and it rests in the ball and socket joint of a single large porcelain insulator strong enough to support the additional 20-ton load added by the guy wires. At a height of 335 feet the antenna is electrically broken by three insulators and the activity of transmissions has been improved by burying 50 miles of copper wire, radiating out 700 feet, one degree apart.

NOW--KDKA Modern Control Room

Foreign Nations Discuss
License Fee Violations:
Defer Copyright Action
THE problem of dealing with owners of unlicensed receiving sets was taken up at the Sept. 28-Oct. 2 session of the International Congressional Judicial Council held in Paris, which assigned the task of drafting a resolution calling for rigorous action and an international agreement.

Copyright, problems, including action by the Great Powers over broadcasting equipment systems, were considered but no action was taken, the Congress posturing until the next session because the various phases of the problem were so complicated and the increase in wired radio, called "electronic broadcasting," was reported in Switzerland, where the percentage of such receivers was said to have risen from 15 to 30% in a short time. This form of communication was described as a dan-gerous broadcasting in general due to improvement in wired radio technique.

Folger on 18 Stations
J. A. FOLGER & Co., Kansas City (office), on Oct. 11, after being in control of broadcasting the Kansas City stations for nearly 20 years, turned its Judy & Jane transmissions on 18 stations. New stations carrying the broadcasts this fall are KSAD, WAC, WNO, WIBW, WSB, WBO, WAD, KFHT, KVOO, WBY, WKBW, WHBC, and KBCR. Blackett & Sample-Hummert Inc., Chicago, agency placing the discs, has handled the account out of Kansas City, with the Raymond Morgan Co., San Francisco, handling the account of the San Fran-ciscoaffiliated World Broadcasting System, Chicago, cut the transcriptions.
MAYBE it's because we ourselves grew up on farms or in smallish cities—but somehow the people on our staff have succeeded in keeping big WHO the "home-town station" to millions of other plain folks throughout the Middle West.

Else why should 10,018 people write in to ask for a picture of H. R. Gross, our very swell news commentator? And why else should these requests come from 38 states—with 31% of them from outside of Iowa? And why else such an amazing response from a few 40-word, summer-time announcements at 10:15 p. m., scheduled over the Fourth of July holidays?

If you want response in the form of mail returns or sales returns from IOWA PLUS, assign the job to WHO. We're big, and big-hearted—but not big-headed, even though we'll call it quits if we can't quadruple the results-per-dollar of all other Iowa stations combined.

One out of every 72 homes in Iowa wrote for a photograph of Mr. Gross—and 3,104 other requests came in from states as far away as Washington, Maryland and Georgia!

WHO for IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., REPRESENTATIVES

BROADCASTING • Broadcast Advertising

November 1, 1937 • Page 19
DELEGATES TO HAVANA WAVE PARLEY

COMDR. CRAVEN

MR. NORWEB

Canadian stations during the last half-dozen years. The conclusion of the preliminary conference that took place during the last two weeks, designated the American Radio Conference, will be held in Havana in November. This conference, which was called the International Radio Conference, will take place from October 25 to November 3, 1937, and is expected to clear up a number of problems that have been outstanding for some time. It is hoped that the Havana conference will be the start of a new era in world broadcasting, and that it will lead to the establishment of a world-wide broadcasting system, which will be under the control of the United Nations.

The Havana conference will be attended by representatives from the United States, Canada, Mexico, and Cuba. The United States delegation will be headed by the FCC, with representatives from the Department of State, the Department of Commerce, and the Department of the Interior. The Canadian delegation will be headed by the Canadian Broadcasting Corporation, with representatives from the Department of Agriculture and the Department of National Defense. The Mexican delegation will be headed by the Mexican government, with representatives from the Department of Foreign Affairs and the Department of Communications. The Cuban delegation will be headed by the Cuban government, with representatives from the Department of Commerce and the Department of Agriculture.

The Havana conference will be held in the Havana Hotel, with sessions to be held daily from 9:00 a.m. to 5:00 p.m. The agenda of the conference will include discussions on the establishment of a world-wide broadcasting system, the establishment of a world-wide spectrum management system, and the establishment of a world-wide broadcasting organization. It is hoped that the Havana conference will be the start of a new era in world broadcasting, and that it will lead to the establishment of a world-wide broadcasting system, which will be under the control of the United Nations.

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Listeners are Loyal

WLS news reports are not available for sponsorship. Their sole purpose is to keep listeners informed. With a continuous fourteen-year policy of program service, WLS has proved the radio hypothesis that service creates listener loyalty. Listener loyalty predicates sound advertising results.
Programs Promote American Exports

Uncle Sam Finds Broadcasts Boon to Nation's Commerce

BROADCASTS have taken a leading role in the promotion of American drugs, pharmaceuticals, toiletries, and toys, according to a survey by C. C. Conner, chief of the Chemical Division, U. S. Department of Commerce.

Commenting on radio's part in consumerism, Mr. Conner said: "Radio has played no small part in bringing this about. Manufacturers of drugs, toiletries, and other commodities have the way in chain radio advertising. The radio has become a retail product, and is designed for domestic consumption. These sponsored programs have provided a means of promoting the sale of these commodities through the medium of radio advertising."

Cost of Talent

"During the current year American advertisers will spend approximately $70,000,000 for chain radio advertising—and this figure does not include the cost for talent. More than 25 per cent of this cost is accounted for by manufacturers of drugs, toiletries, and toys. And the cost is likely to increase as the years go by, with the result that radio will become an increasingly important factor in the promotion of American products."

RCA Buys Local Shows

WHAT may be the beginning of widespread use of locally built shows to promote RCA products in collaboration with local dealers has been launched in Washington, where the five NBC-operated stations, WRC and WMAL, have signed RCA Mfg. Co. and its local representatives, Southern Wholesalers Inc., as new sponsors. On WRC, RCA is buying the "Shumper Hour" for 3 p.m. to 4 midnight, a 25-week run in the run of a show that has been on the air since 1929. On WMAL, RCA is buying the "Knox on 10 Stations" for 7 a.m. to 8 a.m., Monday to Saturday, a show that has been on the air since 1928.

Knox on 10 Stations

CHAS. B. KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin), started the week of Oct. 25 one-minute spot announcements to run for 15 weeks on the following stations: KDKA, WCAU, WGN, WGY, WTAM, WJR, KKB, WCCO, KPI, KEEN. Announcements are made twice a week, either on Monday and Thursday or Tuesday and Friday. The running time of the announcement is 15 seconds each.

Chicopee Plans Spots

CHICOPEE SALES CORP., New York (Chicopee diapers), has appointed Campbell-Lamphere Inc., New York, to direct advertising. Karl C. Ireland, account executive, told BROADCASTING that local spot radio will be used, starting about Dec. 1. Local announcements and quarter-hour programs are being considered.

Press Tieup Basis of Adverse Report

RECOMMENDATION that the FCC deny the application of W. P. Stuart, publisher of the Prescott (Ariz.) Courier, for a station in Prescott, and that it grant a competitive application in which a newspaper connection was involved. Mr. Stuart, as FCC examiner, P. W. Seward, after finding that both Stuart and the Southwestern Broadcasting Co., of Prescott (Albert Stetson, president), were qualified legally, financially, and otherwise, recommended the latter application be granted, which had already been done by the FCC. The report was on a rehearing of the applications in Prescott, after the FCC had remanded the original report to procure further evidence on the financial responsibility of the Southwestern Broadcasting Co., in whose counsel, Mr. Seward, among other things, stated: "The applicant W. P. Stuart is the owner of the only daily newspaper in the state of Arizona, and also publishes a weekly newspaper; he devotes approximately four months each week to his duties as U. S. Collector of Internal Revenue in his office in Phoenix; if his appointment is granted the station will be operated as an adjunct to his newspaper business, which will give him a virtual monopoly in the dissemination of news in the area, and would virtually eliminate competition in advertising rates between the newspapers and proposed radio broadcast station, which is not considered in the public interest."

Mr. Beal

Mr. Beal, a Leland Stanford graduate, has been identified with radio since 1922. During World War I, he was resident engineer in Washington for Federal Telegraph Co., later serving as chief engineer in charge of the installation of a power transmitting equipment for the Navy. In 1926 he joined RCA as Pacific Division manager. In 1928 he became manager of the Pacific Division of RCA Communications Inc.

WHEF, Koseisko, Sold

HAVING recently purchased a minority interest in WHEF, Koseisko, Miss., 100 watts on 1500 kc, WCCO, Minneapolis, owner of the Heidelberg Hotel in Jackson, Miss., and also owner of three hotels in Baton Rouge, La., has negotiated purchase of the Koseisko, a station in the same stock in that station. Application for authority to transfer control from J. E. Wharton to T. J. B. Heidelberg has been filed with the FCC. The purchase price was understood to be $10,000. Mr. Wharton together with C. E. Wharton of Bloomington, Tex., was at one time the owner of what is now WHWO, M., Grand Marais, Minn., recently sold to P. Ewing, commercial manager of WSDU, New Orleans.

ENGAGING its own line from 7:45 to 8:00 p.m. (CST) each Sunday night, Chicago, Ill., has come to the weekly Capital Comment feature direct from Washington by the Chicago Tribune Wire. Correspondent, Arthur Sears Heming.
WKY'S RADIO-LISTENING CHAMPIONSHIP IN OKLAHOMA IS SAFE BY A MILE

WKY walked away with the World Series radio-listening pennant in Oklahoma!

- To 71 leading independent druggists in 68 Oklahoma towns went this telegram during the third game of the World Series, dispatched by the state's biggest drug wholesaler:
  
  BASED ON YOUR OBSERVATION, OVER WHAT RADIO STATION IS THE MAJORITY OF YOUR TOWN HEARING THE WORLD SERIES BROADCASTS. ANSWER RETURN WIRE COLLECT.
  
  ALEXANDER DRUG COMPANY

Back came 63 replies. When the score was added up, WKY had taken Oklahoma like the Yanks took the Giants... gathered more "hits" than all other stations combined and cracked out a 4 to 1 decision over its nearest competitor.

Time after time, year after year, in every kind of test and survey, WKY has continued to hold the radio-listening championship of Oklahoma.

With both coverage-power and program-power in its line-up, WKY has what it takes to attract the largest audience in Oklahoma... and to keep your product in the upper division of public favor.

Give YOUR selling job to the champion in Oklahoma!
Allegation of Bias Is Accepted By Commission

(Continued from page 11)

allegations in the affidavit, the Chairman should be glad to have a general denial admitted of record unless the affidavit be objected to by counsel; and,

(9) The fact that counsel for respondents stated that, if Commission- er Payne were disqualified, there would be no one to sit for Judge Henry Payne and the affidavit attached thereto and without further offering of affidavit or evidence or rule of opinion by any of the parties concerned.

Now therefore IT APPEARING to the Commission, upon consideration of said motion, Commissioner Whitley dissenting, and Commissioner Payne not participating, that the Commission has jurisdiction to grant or deny the same; and,

IT IS FURTHER APPEARING that said affidavit contains allegations of fact, particularly the allegations contained therein;

(a) In numbered paragraphs 1, 2, 9, 10, 12, 14, which read as follows:

"1. On or about October 15, 1936, the Magazine Broadcast- ing and Broadcast Advertis- ing, a publication of Broadcasting Publications, Inc., a client of the affiants, published an editorial containing language critical of certain conduct of Commissioner Payne.

"2. During the period intervening between Oct. 15, 1936, and Oct. 25, 1936, Commissioner Payne made frequent threats of an imminent suit for libel against the magazine. He caused an investigation to be made as to the stock ownership of Broadcast- ing Publications, Inc., and during the course of such investiga- tion ascertained that the affiant Segal was the owner of one share of stock in Broadcasting Publications, Inc., and a member of the staff of that publication. Thereafter, Commissioner Payne made threats that he would sue Segal. Thereafter and on Dec. 7, 1936, Commissioner Payne as plaintiff instituted a suit against Broadcasting Publications, Inc., and its editor and its publisher, claiming damages to the extent of $25,000. The said suit was dismissed for lack of venue.

"3. Thereafter, on Jan. 21, 1937, the affiant Segal, in a letter addressed to Commissioner Payne, said: "I believe that you have been the victim of a malicious campaign and I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

"4. The letter mentioned in (7) supra.

"5. Thereafter, on Feb. 15, 1937, Commissioner Payne, in a letter addressed to Commissioner Payne, said: "I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

"6. Thereafter, on Apr. 15, 1937, Commissioner Payne, in a letter addressed to Commissioner Payne, said: "I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

"7. Thereafter, on May 15, 1937, Commissioner Payne, in a letter addressed to Commissioner Payne, said: "I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

"8. Thereafter, on June 15, 1937, Commissioner Payne, in a letter addressed to Commissioner Payne, said: "I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

"9. Thereafter, on July 15, 1937, Commissioner Payne, in a letter addressed to Commissioner Payne, said: "I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

"10. Thereafter, on Aug. 15, 1937, Commissioner Payne, in a letter addressed to Commissioner Payne, said: "I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

"11. Thereafter, on Sept. 15, 1937, Commissioner Payne, in a letter addressed to Commissioner Payne, said: "I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

"12. Thereafter, on Oct. 15, 1937, Commissioner Payne, in a letter addressed to Commissioner Payne, said: "I am glad to be associated with you in any effort to drive the scoundrels out of your profession."

(b) Relating to statements made by Commissioner Payne to the public at various occasions and to the public through the radio in the course of a speech concerning matters at issue in this proceeding.

"(c) To the effect that Commissioner Payne sought to give the charges against the respondents wide publicity;

"(d) Charging attempts on the part of Commissioner Payne, through "inaccurate statements to press columnists to bring the affiants into dispute and to fa- cilitate his plan to bring about, if possible, the disbarment of affiants"; which facts, if true, show that Commissioner Payne has personal malice, bias and prejudice against Segal and Smith which affiant Segal is her- self unable to set impartially in this proceeding.

IT APPEARS THEREFORE to the Commission that said motion and affidavit in support thereof are legally sufficient and should be taken as true for the purpose of this motion.

SAID MOTION TO DISQUALIFY IS, therefore, granted and

IT IS HEREBY ORDERED that said Commissioner George Henry Payne be, and he is hereby, disqualified from any future participation in any proceeding in the said Rules of the Commission for any reason stated in the affidavit of the affiants by the respondents.

The Secretary of the Commis- sion is hereby directed to make a finding to that effect, and to issue an order disqualifying the respondents in the said Rules of the Commission for such reason.

Federal Communications Commission
By FRANK R. MCNINCH
FRANK R. MCNINCH, Chairman

FCC Gives Reasons for Disqualifying Payne

Commissioner Payne’s Press Release On His Disqualification From Hearing

Followed is the full text of the press release Oct. 19 by Com- missioner Payne challenging the author- ity of Commissioner Segal and Smith in disqualifying him from sitting in the Segal-Smith proceeding.

At the trial today of Paul M. Segal and George S. Smith before the FCC a motion to disqualify Commissioner George Hen- ry Payne was made by the coun- sel for Segal and Smith.

The first appeal was to Com- missioner Payne to disqualify him- self, which he refused to do. The counsel for the two lawyers then moved that the Commission dis- qualify Commissioner Payne and, this the five members of the Com- mission declined to do. Commissioner Payne then notified the Com- mission that he would accept their deci- sion but would make a statement in court as to his own views of the legality of the action of a major- ity of members of the Commis- sion. This the five members of the Commission declined to do on the grounds that it was improper and "did not belong in the record.

Commissioner George Henry Payne’s statement was as follows:

"This statement is made to the press for the reason that the major- ity of the Commission declined to permit me to make it at the hearing of Paul M. Segal and George S. Smith on the ground that it was improper. I have today been disqualified by a majority of the Commission in a proceeding at these disbarment hearings.

"In the statement that I made this morning I emphasized the fact that neither I nor any commissioner, not in constitutional or statutory pro- visions, and certainly not in the Communications Act of 1934, is there any ground for my disquali- fication myself in case such as the one at bar, in any Commission whose just judg- ment he has reason to fear. It leaves the way open for absolute constitutional or statutory ground or facts which were involved in the case setting up, among other defenses, the truth of the alleged libel; the thorough investiga- tion by and on the part of the respondents and the direction of the affiants—and concerning which knowledge has come to Commissioner Payne—into the qualifications, character, personal bias and prejudicial character of both Commissioners Segal and Smith.

Lawyers’ Affidavit Not Contested By Payne

Following is the Segal-Smith affidavit accompanying their mo- tion to disqualify Commissioner Payne. When Mr. Payne failed to deliver the affidavit, the Com- missioners voted to disqualify him. Thereupon Mr. Payne issued a press release challenging the Com- mission’s authority, the full text of which starts on this page.

Commissioner Gen. and S. E. Segal and George S. Smith, being sworn, say:

They are respondents named in orders of the FCC dated May 15, 1937, and Sept. 16, 1937, bringing disbarment proceedings against them.

Hearing on such orders is to take place Oct. 19, 1937.

Hon. George Henry Payne is a member of the Commission and so far as affiants know he proposes to sit as a member of the Commis- sion at the hearing, and to pass judgment upon the truth of the charges contained in the orders.

Commissioner Payne is disquali- fied because of personal bias and prejudice against the affiants by reason of which he is unable impartially and dis- criminatingly to exercise his function as a member of the Commission in this matter.

His bias is of such a character as seriously to impair his impar- tiality and to sway his judgment. His bias against the affiants has been shown by Commissioner Payne: In the conduct of a planned campaign of public adverse pub- licity against the affiants in the public and trade press and over radio broadcasting stations; in acting as investigator and prosecutor of affiants at his own instance and respon- sibility and without authority from his colleagues of the Commis- sion, and in other ways which will be made apparent below.

The malice of Commissioner Payne against the affiants is evi- dent to: the performance by affiants of their duty as counsel for the defendants in George H. Payne, Plaintiff, v. Broadcasting Pub- lications, Inc., Martin Codel, et al., and Taishoff, Defendants, being case No. 88319 in the District Court of the United States for the District of Columbia being an action for damages on account of an alleged libel published by the defendants, concerning Commissioner Payne; the pleading filed by affiant Segal as counsel for the defendants in that case setting up, among other defenses, the truth of the alleged libel; the thorough investiga- tion by and on the part of the respondents and the direction of the affiants—and concerning which knowledge has come to Commissioner Payne—into the qualifications, character, personal bias and prejudicial character of both Commissioners Segal and Smith.

The information available to the affiants and which they believe, proving the malice and bias of (Turn to page 26)
New power (5,000 watts) ... new transmitter (RCA) ... new vertical radiator (330 foot Truscon). That's the new WJDX story.

This increased power and improved equipment means wider coverage, added listeners and greater advertising results. 70% of Mississippi's total income is spent in the good service area of WJDX.
Commissioner Payne and its sources, is as follows:

1. On or about October 15, 1936, the magazine Broadcasting and Broadcast Advertising, owned by Broadcasting Publications, Inc., published an editorial entitled "Radio Conduct of Commissioner Payne.

2. During the period intervening between October 15, 1936, and Dec. 7, 1936, Commissioner Payne made formal complaint to the FCC in writing for an injunctive suit for libel against the magazine. He caused an investigation to be made as to the stock ownership of Broadcasting Publications Inc., and during the course of this investigation ascertained that the affiant Segal was the owner of one share in Broadcasting Publications Inc., and a member of its Board of Directors. Thereafter, Commissioner Payne made threats that he would "get" the affiant Segal.

3. Thereafter and on Dec. 7, 1936, Commissioner Payne as plaintiff instituted a suit against Broadcasting Publications Inc., its editor and its publisher, claiming damages in the sum of $100 in account of the editorial above described. On Dec. 31, 1936, the affiant Segal in association with other counsel, filed pleas in which, among other things, it was set up that the matters of criticism published in the editorial referred to were true.

4. After the filing of this plea Cornelia Connery gets hearing.

5. On or about Dec. 10, 1937, because of the filing of certain depositions in the matter of Richard M. Casto then pending before the FCC, the Commission issued a letter to Mr. Segal concerning the identity of the affiant Segal and the filing of the said depositions. On the issuance of this letter of reprimand, it was the understanding among the members of the Commission that the matter of the filing of the depositions referred to was a closed incident and that no publicity would be given to the letter of reprimand other than placing the letter in the minutes of the Commission.

6. At the time of issuing the reprimand, Commissioner Payne was away in the State of Florida. On his return to Washington and at the next meeting of the Commission, namely, March 10, 1937, he made the closing his fellow Commissioners that he had additional information "concerning the Smith case" and upon such representations Commissioner Payne was appointed Chairman of a committee with power to investigate such alleged additional information.

7. Forthwith upon the appointment of said Committee and notwithstanding the informal understanding against the issuance of publicity and being actuated by motives unsympathetic against the affiants Commissioner Payne appointed as ex-officio representatives, including representatives of the United Press, and other agencies and published to

them the fact that a reprimand had been issued to the affiant Smith and specifically named Smith and gave details concerning the filing of the depositions, together with quotations from the letter of reprimand.

At the same time Commissioner Payne gave to Robert Heini of Washington, D.C., publisher of Heini Communications Letter (a service subscribed to by broadcasting stations), for publication by the said Heini, a statement containing certain allegations the substance of which was thereupon published by the said Heini as follows:

PAYNE INITIATES "LOBBY" PROTEST TO COMMISSION CONNERY GETS HEARING.

Under the sponsorship of George Heini, with the help of Vai Bierman, Mr. Heini initiated a new inquiry which may delve into some of the charges of "radio lobbying" at the House Rules Committee opened hearings on the Connery resolution calling for a general broadcasting investigation by Congress.

The FCC case is directed at a single Washington attorney, who is alleged to have disregarded FCC rules of procedure by inserting affidavit copies in a Commission docket file. The Commission had already acted on the case, transferring an aid in the docket section and reprimanding the lawyer, George S. Smith, of Washington, when Commissioner Payne returned from a period of illness.

Commissioner Payne, who has frequently asserted that he terms the "Washington radio lobby" insisted that the FCC action was not severe enough and demanded that the inquiry be reopened. The FCC then designated him Chairman of a special investigating Committee. The other members are Commissioners Mills, in Stewart and Chad Brown.

"While the Committee was directed to investigate the Smith case, it is not unlikely that Commissioner Payne will find a way to extend his inquiry into some other problems of radio attorneys before the Commission.

"The last hearing of the Committee.

"Rishworth, KSTP educational director, was the only witness called by Mr. Heini.

"On May 20, 1937, there was published in the "Washington Merry-go-Round" the following article, which was based on statements made by Commissioner Payne to the members of his Committee of investigation, or on prior to May 13, 1937:

Watch for some firework in the FCC in the near future. In a long time the FCC has been one of the most haphazard and politically-minded institutions in Washington, and now that it has improved the structure and practices beneath its surface are coming to the top.

"One of the cases is the certain radio lawyers have of bringing a base of Commission stenographers to entertain their visiting clients on dull Washington evenings. Sometimes the substitution of papers in the Commission's files, accompanied by certain radio lawyers through the cooperation of friendly FCC stenographers.

"It will be seen that several companies on the ground that they are better off in securing or oppose the granting of wavelength licenses.

A group of righteous FCC Commissioners, among whom we are likely to succeed, are now investigating a new way in the quiet, unassuming, and disliking the fact that a Washington law firm set up a corporation composed of three stenographers in order to file petitions with the Commission regarding radio licenses. The firm is located in Wyo., Portland and Aroostook.

The reference in said article to the alleged substitution of papers in the files of the FCC by "certain radio lawyers through the cooperation of friendly FCC stenographers," was an obvious reference to affiant Smith, concerning whom Commissioner Payne had issued the publicity described in paragraph 7 hereof, and said reference was made more obvious when, on May 19, 1937, both affiants were charged in these proceedings with such interposition.

The statement that a group of righteous FCC Commissioners will soon expose the fact that a Washington law firm set up a corporation composed of three stenographers in order to file petitions with the Commission regarding radio licenses at Cheyenne, Wyo., Port and Aroostook, Me. was likewise obtained by reference to the fact that Mr. Heini, who were thereafter, on May 19, 1937, charged with improper conduct with reference to applications for radio licenses at Cheyenne, Wyo., Portland, Me., and Lewiston, Me.

On May 21, 1937, there was published in the "Washington Merry-go-Round" the following article, which was based on statements made by Commissioner Payne to the said Pearson and Allen, or one of them, on or prior to May 17, 1937.

Illustrating the phony trafficking in radio wavelengths sometimes put on by the FCC, the magazine "Rishworth," the name of Richard M. Casto, who applied for a radio license at Johnson City, Texas.

When Casto was examined by the FCC, his application was disapproved not only by the FCC but by the United States Court of Appeals for the Second Circuit, because it was based on a false statement.

"Mr. Casto has not only been denied a radio license, but he has been told that never in his life had he (Turn to page 28)
Planned and Produced in the General Interests of Better Broadcasting

In keeping with its established policy of always considering the interests of listeners first, WWJ is now presenting SIX 30-minute sustaining shows weekly. These programs, all produced by the WWJ staff, are planned and scheduled to provide balance to the radio entertainment offered by this station. To do this it has been necessary for WWJ not only to forego revenue from valuable time, but also to make heavy inroads upon its budget for creative talent. This has been done cheerfully, in the interests of its listeners, and, we believe, in the general interests of radio broadcasting. Ask for details concerning these programs.
made more than $1,000 a year (the maximum allowed without filing an income tax return) and yet he had $25,000 in the bank. He is now 30 years old.

It developed that in 1936 his total income was $210. So a subcommittee of the FCC finally concluded that he was a substantial or dummy applicant for another person in order to hinder and delay other applicants from operating at Johnson City. Applications for licenses made simultaneously with an application by another party is a favorite trick for the purpose of stalling off a competitor.

The reference in said article to alleged "phony trafficking" in radio wave-lengths was a reference to the application of Richard M. Costa, in connection with which affidavits were made, on May 19, 1937, charged with improper practices.

Although the first rule to show cause issued herein was not issued until May 19, 1937, Commissioner Payne, on or prior to May 15, 1937, had made statements to the said Pearson and Allen, or one of them, the substance whereof was published in the "Washington Merry-Go-Round" on May 19, 1937, as follows:

Fireworks within the FCC have come to a head with a recommendation by clean-up minded Commissioners that two radio lawyers, Paul Segal and George S. Smith, be summoned before the Commission to show reason why they should not be barred from practice before the FCC.

Further in pursuance of Commissioner Payne's efforts to bring discredit upon the affiants, and after the publication through the efforts of Commissioner Payne, of the name of the affiant Smith in connection with the filing of the Casto depositions, Commissioner Payne, on April 30, 1936, spoke over the facilities of Blue network of the NBC before the National Lawyers' Guild then meeting in the City of New York, and in the course of his speech said:

"In no field is there a greater need for broad and humane consideration of the problems that confront us than in that section of the law that devotes itself to radio. The enormous future, the prospects of wonderful discoveries and developments, make this new art, industry and science the most attractive of activities. With 27,000,000 receiving sets in existence, practically covering the homes of the country, the responsibility of the men solving its law problems is unique.

How much or how little time there is given among the radio lawyers to weighing this responsibility is a question to which I would not venture to guess, but I do know that the able men of high character, and leaders of what is known as the FCC Bar Association, have come to me to say that certain men are ruining the profession. Then they add, rather pitifully, that they cannot do anything about it because no one has the courage to come forward.

The other day an attorney was found to have changed documents in the docket room concerning a case before the Commission through the weakness of a young employee. It was Choate who said that there are two kinds of lawyers—those who know the law and those who know the judge. Now, they say in Washington that the two kinds are those who know the law and those who know the docket clerk.

The reference in said speech to an attorney alleged to have changed documents in the docket room concerning a case before the Commissioner through the weakness of a young employee was likewise reference to the alleged interpolation of deposition by affiant Smith.

11. Carl Arnold, an Assistant General Counsel of the FCC, was simultaneously tasked with the Special Investigation Committee, of which Commissioner Payne was Chairman, in the investigation "Smith matter." During the course of this investigation Carl Arnold offered the affiant Segal an opportunity to appear before such Special Investigation Committee to respond to any facts which concerned facts into which the Committee was investigating.

12. The affiant Segal entered into negotiations with said Carl Arnold concerning the time and place of his appearance and very respectfully suggested to said Arnold that a reasonable postponement of his appearance before the Committee be arranged pending the determination whether or not Commissioner Payne would continue as Chairman of said Committee in view of the big fight for licenses between Commissioners Payne and the affiant Segal. Notwithstanding that these negotiations were pending, Commissioner Payne, on May 19, 1937, represented to his colleague members of the FCC at a meeting thereof, that the affiant Segal had finally refused to appear before the Investigation Committee. As long as Commissioner Payne was a member thereof, and wide publicity was given to this assertion in the trade press and radio industry.

13. In the pursuance of his efforts to cause adverse publicity against the affiants Commissioner Payne and Franklin G. Winner, an employee of the Commission bearing the title of Chief of the Press Section, without authority from the Commission, caused in excess of 1,400 copies of the disbarment citation against the affiants to be mimeographed as a "Press Release" and circulated among the clients of the affiants, among radio stations throughout the United States, telegraph companies, telephone companies, members of Congress, press associations, individual newspapers, lawyers practicing before the FCC and wherever possible. This was done with intention to injure the affiants and contrary to the general custom of giving no publicity to the issuance of orders pending disbarment proceedings.

14. Thereafter and on June 19, 1937, the affiants filed their answers to the disbarment citation and as part of such answers requested the Commission upon consideration of the facts to dismiss the citation.

15. These answers of the affiants came on for consideration, before the Commission, on July 13, 1937, and upon consideration of the request, the Commission denied the request and also denied the request for a hearing upon the disbarment citation for Sept. 13, 1937. There was no authorization given by the Commission for widespread publicity on this.

16. Nevertheless, upon the en... (Turn to page 30)

Page 28 - November 1, 1937

BROADCASTING • Broadcast Advertising
Business is good in Memphis, according to last available bank debits, published by the board of governors of the Federal Reserve System. Memphis bank debits for the week ending Sept. 29 were $40,505,000. Memphis was thus ahead of big market cities such as Columbus, Denver, Omaha, St. Paul and others.

And Radio Station WMC is reflecting this "big business" touchdown, carrying the largest schedule of commercial broadcasts, network, national spot, and local . . in the history of any Mid-South radio station.

Tell 'em where you can sell 'em.
Canadian Stations to Discuss Reps As Regional Conventions Take Action

By JAMES MONTAGNES

THE ANNUAL convention of the Canadian Association of Broadcasters to be held in Ottawa in January, will deal, among other topics, with station representation. Seasonal and district conventions in both eastern and western Canada have upheld the recommendations of the CAB's Fact Finding Committee under the chairmanship of Al Leary, CKCL, Toronto, that "the establishment of authorized radio agencies operating under a franchise to be adopted by the broadcasters setting down the requirements in which the broadcasters will insist for those authorized agencies to receive the 15% agency commission of station time; appointment of exclusive radio station representatives in the major markets; adoption of a standard form of contract similar to the one presently in use in the United States, but amended so as to suit Canadian conditions."

The recommendations, if passed at the January convention—and it is considered fairly evident that these recommendations will pass, though not without a fight on the part of general station representatives—will go into effect on March 1, 1938.

Eliminating secondary commissions is the main reason for the recommendations by the Fact Finding Committee. With the secondary commissions out of the picture, the CAB Committee recommends that cash discounts of 2% again be considered by the broadcasters. They were turned down at the last annual meeting. Cash discounts would place radio on the same basis as other major advertising media.

The recommendations eliminating secondary commissions, exclusive station representation and a standard advertising contract are to be taken by national advertisers, leaving local business for the station to handle itself. The recommendations were made after a number of meetings with representatives of time-brokers, station representatives, the Association of Advertising Agencies, and the Canadian Association of Advertising Agencies. The latter and the CAB are able to show radio stations a list of the agencies' bona fide clients and keep such lists up to date.

In approving exclusive station representation for broadcasters the CAB Committee points out that a representative agency shall have the right to offer reliable agencies to advertisers and agencies on time available, rates, markets, programs and other data.

Recommendations for a radio agency franchise leave room to allow new agencies to work into the field, and include financial responsibility, adequate gross volume of business, including at least three national advertisers, adequate organization, and an undertaking to make no relations to advertisers.

Meanwhile, Canadian Broadcasting Corp., on the request of the Canadian broadcasting bodies, is putting the finishing touches on a standard rate schedule for its basic national network. It is understood that discounts are being allowed in the schedule for regional sections. The Dominion is divided into five sections—Maritime, Quebec, Ontario, Prairie, and Pacific. Advertisers will obtain the benefit of lower rates if they take complete regions, and discounts if they take more than one region. Under the schedule a set rate will be available for time on the stations of each region. Factors stations not on the CBC basic network will costs the advertiser the station's time in addition to the CBC regional net. Special discounts are also being worked out for line charges on regional and national networks.

The step is hailed by advertising agencies as a blessing and said it has been taken earlier. It would have meant several more national networks on the air this autumn. Discounts are also included for more than one time broadcasts, but no definite figures are as yet available, though one advertiser is working under the new schedule.

Elks Plan Free Discs

NATIONAL organization of the Order of Elks broadcast the first in its series of safety programs on Oct. 27 on the Mutual network, originating in Los Angeles. On Oct. 29, Charles Spencer Hart, grand exalted ruler of the BPOE, will speak on the Postal Telegraph program on WINS, New York. Starting in December, the organization will send to its member lodges a series of 13 transcriptions to be placed on local stations. Discs which will feature Elk bands and safety talks, will be placed on a sustaining basis insofar as possible, and the organization aids in the use of about 200 stations. H. Dorsey Newsom has been retained as publicity counsellor.
To Them (2,300,000)...

WE SPEAK IN ITALIAN

We cover 55% of the Italian Market of America and devote 95% of our time to reach 2,300,000 Italo-Americans living in Connecticut, New York, New Jersey, Delaware and Eastern Pennsylvania. • To them we speak in Italian. • To be sure, they understand and speak English; but we have found it advantageous speaking to them in their native tongue, from morning to night, program after program, for the past five years. • Consistent outstanding results have taught us a very simple lesson: THE WAY TO SELL TO THEM IN THE ITALIAN WAY. • Your own merchandise — from food products to automobiles — can be sold to the Italians tuning in all day long on WOV WBIL WRAX WPEN. We have said ALL DAY LONG, and this is a fact, not a claim. With such a tremendous and almost exclusive audience, we offer you an open field in which your own product can achieve leadership with a comparatively little effort and money. • We know the Italian Market, and we are quite sure that we can render you a service. If you wish further information please call or write to us. A representative from our merchandising department will gladly call on you.

INTERNATIONAL BROADCASTING CO., 132 West 43rd Street, New York-City
Telephone: BRyan 9-6080

Associated stations in Phila. Pa..
WRAX-WPEN

WOV DAY 1000 WATTS

WBIL NIGHT 5000 WATTS
Annual Kaufman Award Goes to Hugh Conover

HUGH CONOVER, of WJSV, Washington, was awarded the Annual Kaufman Award for Washington commercial announcers, Henry J. Kaufman, president of Kaufman Advertising Agency, donors of the award, announced Oct. 22. Bud Barry, of NBC, took second place.

The award goes annually to the Washington commercial announcer who excels in diction, sincerity, and effectiveness. The committee consisted of the four local radio editors plus six disinterested local citizens. Award was based on a month-long survey. Larry Elliott of WJSV and Bill Coyle of WRC, winners in 1937 and 1936 respectively were ineligible for this contest. Conover has been with WJSV for two years. He is 23 years old, six feet tall, blonde and newly married.

Mr. Conover

Mr. Conover

Some Definitions

Z-Bar Net Bares Habits of Radio Accessories

WIDE attention has been aroused by a copper promotion piece sent out by Ed Craney, operating the Z-Bar Net (KGIR, Butte and KPFA, Helena), in which salesmen, broadcasters and time buyers are defined in this fashion:

A salesman is said to be a man who knows a very little about a great deal and keeps knowing less and less about more and more until he knows practically nothing about everything.

A broadcaster, on the other hand, is one who knows a great deal about a very little and who goes along knowing more and more about less and less until finally he knows practically everything about nothing, whereas

A time buyer starts out knowing practically everything about everything, but ends up knowing nothing about anything, due to his association with salesmen and broadcasters.

Challenging

Listeners who disbelieved their fish stories, Bob Calen and Art Acers, instrumentalists on WBAP, Fort Worth, gave a fish-by-fish broadcast from a local lake. Announcer Ken Douglas is at the mike; WBAP Director George Cranston holds the oar; Calen is manning the rod while Acers does the talking.

Goodyear Testing

GOODYEAR TIRE & RUBBER Co. of California started the week of Oct. 23 test campaigns on KNX, Los Angeles, and KFOX, Long Beach. Fifteen-minute newscasts are broadcast six days a week. Agency is Arthur Rudner Inc., New York.

Sydney in Charge Of MGM's Radio

Film Releases Changed to Get Value of Broadcast Tieup

LOUIS K. SYDNEY, now in Hollywood, has been officially designated executive in charge of radio activity for MGM with supervision over the new NBC Maxwell House coffee (General Foods Corp.) series which emanates from that city starting Nov. 4. He will be headquartered in Calver City. Mr. Sydney is also managing director of WHN, New York, of the company's independent organization of MGM.

Marcella Napp, MGM assistant casting director, has been assigned to a dual position for the studio and its radio activities. Bill Bacher continues in complete charge of production and has brought in Ed Gardner and Sam Moore as his assistants. Gardner was formerly on the J. Walter Thompson Co. Hollywood production staff. Moore was formerly producer of the CBS Camel Caravan for William Esty & Co. Inc., that city.

Promotion Plans

Howard Strickling, MGM Hollywood publicity director, has assigned Don Dorn to function in collaboration with Burns Lee, Benton & Bowles Inc., West Coast publicity director, on exploitation for the series which has been titled "Good News of 1938. The agency has augmented its publicity staff with Louis Patterson, formerly publicity director of KEHE, Hollywood, and an extensive exploitation campaign is being conducted. Series, to be heard Thursdays, 6-7 p.m. (PST), on the NBC-Red network, will include 10 motion picture stars and contract players in the premiere broadcast. Heading the list are Jeanette MacDonald and Randolph Scott in scenes from "The Firefly." Robert Z. Leonard, MGM director, will be master-of-ceremonies. He directed filming of "The Firefly" for MGM. Meredith Willson, NBC western division music director, is to conduct the orchestra and 20 voice choir. Ted Pearson will announce the program. Harry Spears has resigned as CBS audio supervisor to join NBC as studio engineer, assigned exclusively to the MGM-Maxwell House show.

MGM will change general releases of all motion pictures previewed on the program to Fridays to give a new value of radio exploitation for its films.

An extensive merchandising campaign in connection with the first broadcast Nov. 4, is planned. Large space newspaper copy will appear in all major cities, followed on subsequent broadcast days by advertisements on radio pages. A page ad appears in the Nov. 1 issue of the Los Angeles Herald, heralding the show, and a radio fan magazine will be used. Also a counter-display piece is being prepared and an 8-page tabloid newspaper in gravy, covering all G-F network programs, will be distributed in grocery stores.

In addition, cross-plugs will be included on all of the company's network shows, calling attention to the new program. Agency in charge of the 2-G-M shows is Benton & Bowles Inc., New York.

A second M-G-M show for General Foods is being considered.

Here is / A modern aid to profitable merchandising

"KANSAS RADIO FACTS" sets a new standard of unbiased fact-finding. It is based on 5,000 house-to-house calls... half city and half country... in every nook and corner of Kansas.

Here are USAGE FACTS that tell you at a glance WHAT types of programs are preferred by each group—WHEN they listen—WHY they buy! "KANSAS RADIO FACTS" is not based on a specially-selected area or a temporary condition. It tells an accurate story of radio in Kansas that will be true for years to come.

Write For Your Free Copy Today

WIBW - "The Voice of Kansas"

Don Searle, Gen. Mgr.
Represented by Capper Publications in New York — Detroit — Chicago — Kansas City, Mo. — San Francisco

Page 32 • November 1, 1937

BROADCASTING • Broadcast Advertising
CUSTOMER: "Is this a popular brand?"
GROCER: "Millions of pounds are sold annually. Radio has made it possible."

MICHIGANS GREATEST ADVERTISING MEDIUM

THE Goodwill Station
DETROIT

WJR 50,000 WATTS

G. A. RICHARDS PRESIDENT

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.
WIOD BUYS SPOTS
PUBLICIZING SHIFT

USE OF radio advertising to ad-
vertise radio advertising was re-
sorted to by WIOD, Miami, to pub-
lize its change in frequency from
An affiliate of the Miami Daily
News, WIOD has used that new-
paper extensively to notify the pub-
lie of the change. It also used spot
announcements on several other
Florida stations to supplement the
newspaper campaign, which in-
cluded daily and weekly newspa-
pers in Florida and trade journals.
The Red Cab Fleet in Miami car-
rried tire covers heralding the shift
to 610, and a treasure hunt, entit-
ling the finder of lucky tickets to
prizes ranging from $1 to $15.
Congratulatory letters from radi-
ators were served with the compli-
ments of the station. Free
"610" cocktails were served with the compliments of
WIOD broadcast several gala
programs to mark the frequency
shift. Congratulatory speeches
from state, city and county officials
were broadcast along with felicita-
tions from officials of NBC.
Coverage of WIOD was increased
an estimated 2½ times with the
frequency shift, according to sta-
ton officials, who said this estimate
was based on data compiled by na-
tionally-known radio engineers.

WINN, New York, which during the
summer has stayed on the air until
varying times in the evening, has re-
turned to a 12½-hour schedule, ef-
fective Nov. 1.

FAMILY GATHERING—Arthur Church's prowess as a candid camera-
man was the main interest as this picture was snapped of the KMBC
sales staff. Left to right are: Fran Heyser, KMBC production director;
Arthur B. Church, president; L. Leslie Fox, director of sales; Jimmie Mc-
Connell, head of the KMBC artist bureau; Don Wilkie, West Coast
representative; Carter Ringlep, regional sales director; George E. Halley,
director of national program sales; and Joe Story, local sales.

NBC Signs Fights

NBC has made arrangements with
the Twentieth Century Sporting
Club, New York, for exclusive
broadcast of 16 world championship
fights, consisting of blow-by-blow
descriptions of bouts in which
every big-name fighter in every
class will appear. Coming fights of
Joe Louis, Max Schmeling, Tommy
Farr, Freddy Steele, Fred Apostoli,
Barney Ross, Lou Ambers and
others will be included in the series.
First event, contest for the world's
featherweight title, between Petey
Sarron, the champion, and Henry
Armstrong, took place Oct. 29,
broadcast on the Blue network
from Madison Square Garden. Sec-
ond event will be between Freddy
Steel and Fred Apostoli, for the
middleweight championship, to be
fought Nov. 12.

Nestle's Tests Serial

NESTLE'S MILK PRODUCTS
Inc., New York, is testing the Mad
Hattersfield, dramatic serial, on
two WLW Line stations, WLW,
Cincinnati, and WHN, New York, to
advertise the sponsor's milk choco-
late bars and hot chocolate.
Program, featuring Pauline Clark
and Owen Vinton, originates at WLW.
If the 13-week test proves success-
ful the series, which is broadcast
for 15 minutes five afternoons
weekly, will be extended to include
six or seven additional stations of
the Line. A transcription of the
same feature will be started
Nov. 15 on WSBM, New Orleans,
which may also be extended to
other stations later. Series is placed
through Lord & Thomas, New
York.

WNYC Opens New Studio
Built With Help of WPA

USING WPA labor and financed
chiefly with WPA funds, WNYC,
New York, on Oct. 24 completed its
five new studios and placed them
in operation. The municipal station
now occupies 8,000 square feet on
the 25th floor of the Municipal
Bldg., laid out in the form of a "T.
The master control room is
equipped with a combination of
Western Electric and RCA appa-
ratus, especially designed to the
requirements of the station. An-
other new feature is an extensive
music library of manuscripts and
recordings. The studios were dedi-
cated with a five-hour broadcast
featuring talks by Mayor La-
Guardia and Commissioner F. J.
H. Kracke of the Department of
Plant and Structures, under whose
jurisdiction the station falls, and a
reunion of the veterans who as-
sisted in the station's first broad-
cast 13 years ago, a roster includ-
ing such well known names as
Vaughn De Leth, Billy Jones
and Ernie Hare, Vincent Lopez
and others. A week later, Oct. 31,
the station dedicated its new trans-
mitter at Longpoint, two 300-foot
towers designed by the station's en-
gineering staff under the direc-
tion of Isaac Brintnall and built under
their supervision. The whole mod-
ernization program of WNYC was
carried on under the direction of
Seymour N. Siegel, director of the
station. Other equipment includes a
Collins line amplifier and Presto
turntables. Material for the trans-
mitter was furnished by American
Bridge & Dock Co.

FOR SALE

AT REASONABLE PRICE...The
Tenth Potential Sales Market
in the U. S. For Complete
Details, See KWK in St. Louis

THOMAS PATRICK Incorporated

HOTEL CHASE, ST. LOUIS

REPRESENTATIVE, PAUL H. RAYMER CO. NEW YORK, CHICAGO AND SAN FRANCISCO

Page 34 • November 1, 1937

BROADCASTING • Broadcast Advertising
The New

AMPEREX

WATER COOLED

TRANSMITTING and
RECTIFYING TUBES

Fine craftsmanship . . .
. . . Expert workmanship

Characterize every element which enters into the construction of Amperex Water Cooled tubes. The painstaking thoroughness, precision and skill with which these elements are designed and engineered is best illustrated by the grid.

Welding, the customary method of attaching the fine grid wire to the supporting rods, is entirely eliminated. The intense heat developed in this process results in the formation of oxide films on the wires (a source of grid emission) and in the crystallization of grid wire and rod at the point of junction.

For the Amperex grids, a machine was developed which slots the supporting moly rods at accurate intervals determined by the pitch of the grid. The grid wire is securely swaged into these notches, forming a strong rugged grid free from brittleness due to crystallization and free from surface contamination because of any oxidation.

This minute attention to detail is a contributing factor to the outstanding performance of Amperex tubes.

AMPEREX ELECTRONIC PRODUCTS, INC.
79 WASHINGTON STREET
BROOKLYN, NEW YORK
HOWEVER, one sees very few dead nightingales in the top voices of birddom for some time, and they are pretty much like the nightingales in the broadcasting schedule can benefit by the thrilling song of selling, you should know
Agales lying about. They have been the still hold the title. • These radio stations respect. They have been the top voices to continue in that role. • If your spot of radio stations whose voices sing these stations better.

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<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tr>
<td>WSB</td>
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Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

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

www.americanradiohistory.com
Man of Action

DEMONSTRATING forcibly that the old order has ceased in radio regulation, Chairman Frank R. McNinch with amazing swiftness has not only instituted a sweeping FCC reorganization plan but has introduced a new aura of judicial administration into the FCC. President Roosevelt's "trouble shooter" is a man of action—of that there can be no doubt. More than that, he appears to be a man who will brook no trifling on the part of either the politicians, the broadcasters or his own colleagues.

Only experience will determine the practicability of the elimination of the three-division setup [Broadcasting, Oct. 15], under which the entire seven-man agency will rule on all matters whether broadcast, telephone or telegraph. Certainly there are sound reasons for it. We believe the soundest of them all is the fact that it is a departure from the old order that placed the FCC in such ill repute that the White House had to take a hand.

Illustrating the judicial character of the Commission's proceedings under the new chairman, were the hearings involving two lawyers practicing before it. Chairman McNinch's consistently fair and positive rulings—notably on the disqualification of Commissioner Payne for bias—seemed almost without precedent in FCC proceedings. It would indicate that the law and regulations will henceforth be more determinant in the Commission's decisions than pressure from the outside.

With the abolition of the three divisions and their directors, it is logically to be anticipated that the sections under those divisions will cease to exist as such. This augurs a reorganization down to bedrock, and the broadcast, telephone and telegraph subsections of the divisions in the Law and Engineering departments will be affected. Personnel in those branches, notably legal, undoubtedly will be involved in the process of realignment and of removing the dead wood.

Within the FCC itself there appears to be renewed friction such as existed before Chairman McNinch and Commissioner Craven were appointed. Commissioner Payne, source of much of the controversy before, bobbed up again, now at loggerheads with the majority. His disqualification, by his colleagues in the proceedings involving the two attorneys, and the attendant publicity, seem to have cast the die.

Some weeks ago we observed in these columns that the honeymoon was over in radio regulation. Events of recent weeks, we think, have confirmed that observation. The new policies to be invoked may be more drastic and the new order more unbending toward licensees, but everyone affected should welcome a mode of administration which seeks to insure equitable regulation based on well-grounded principles and non-political decisions.

New Frontiers

ON OCT. 18 radio history was written. The FCC, after more than a year of study and analysis, announced its allocations of ultra-high frequencies to particular services, including television and what we choose to call "apex" broadcasting. It marked the opening of radio's new frontier—a broad expanse of the spectrum hitherto purely in the general experimental classification.

In the future that action probably will be referred to as the Ultra-High Frequency Allocation of 1937. In staking out the range from 30,000 to 300,000 kc. for particular types of operation, the FCC removed these bands from a non-classified category and assigned them to services, both regular and experimental, for which they appear to be best suited on the basis of present technical knowledge.

In so doing, the FCC gives impetus to experimentation in future broadcasting, both aerial and visual. A total of 19 channels—each 6,000 kc. wide—is set aside for television, together with accompanying sound. Another 75 waves are designated for ultra-high or "apex" broadcasting—the most promising of the future broadcasting services destined to make possible the licensing of hundreds of purely local broadcasting stations serving relatively small areas.

Totally aside from broadcasting services, provision has been made for various types of fixed and mobile services and for other experimentation. Rules to govern these operations already are in force. The actual assignments of licenses to these bands will be made later. The new allocations do not become operative for a year and there is the customary 90-day protest period.

It is significant, with respect to television, that the FCC emphasized it still is in the experimental stage. There are technical problems to be surmounted, and rules must be prescribed to insure development along proper lines, once television is found feasible. That can only be construed as an implied warning to the public to beware of stock-selling schemes involving visual radio, and to avoid any investment that television overnight may become a booming industry.

The high-frequency allocations come at a propitious time. On Nov. 1 the Inter-American Radio Conference convenes in Havana. Next February, the International Telecommunications Conference convenes in Cairo. These allocations, based upon intensive research and analysis and study by the best engineering and scientific minds, of the United States should serve as the foundation stone for the working out of international agreements on the use of this vast portion of the spectrum hitherto used only for general experimentation.

The ultra-high allocations constitute another tribute to the United States as the nation in the forefront of radio development and research. Broadcasting in the conventional band was born here, and the other offsets which give promise even of excelling broadcasting as a benefactor of mankind, likewise are taking root in the United States.
IN FICTION and in fact there are many stories of men who came back after suffering great hardships and reverses in their chosen fields. But in all those narrations there are probably few dealing with radio broadcasting, it being the youngest among industries—constantly on the upgrade since its advent in 1920.

The story of Alvin Enus Nelson fits the former pattern. In 1903 he was the principal owner of WIBO, one of Chicago's important stations which he had founded 10 years before. A test radio case which went all the way to the U. S. Supreme Court resulted in the snuffing out of that station because it was in an “overquota” state. His other business interests had been seriously undermined in the depression. He found himself seeking a job after feeling secure in having once stored away sufficient money for his family for life.

Determined to “come back” in radio, the field in which he had pioneered, this husky, blonde Norseman joined NBC in Chicago a few months after WIBO had been wrested from him because of the legal technicality. Since then the law has been amended to eliminate the quota requirement. Today, under a similar set of conditions, WIBO still would be in operation in Chicago—perhaps a million dollar property.

A few weeks after his retention by NBC he was detailed to Denver to take over the management of KOA, 50,000-watt clear channel station that financially had been a losing proposition. For three years he guided its destinies, bringing the station from last to first position in revenue percentage among all managed and operated group of 15 stations. His reward came Sept. 1, when he was transferred to Pittsburgh to become general manager of the Westinghouse-owned KDKA, pioneer station which on Nov. 2, 1920, observed its seventieth anniversary of continuous operation.

Many famous radio names owe their start to “Al” Nelson. Just as many radio “firsts” are credited to him. He is blessed with ideas and imagination and personality. And he has that determined Swedish way of following through until the job is done.

Appearance was never delayed in the case of Alvin Nelson. In his 44th year, he looks at least 10 years younger. He was born in Chicago, June 5, 1889, his father, Olaf Nelson, had been decorated by the King of Sweden with the Order of the Vasa—the highest held by any one outside the county.

Show business attracted Alvin early. He started selling candy and renting opera glasses at the old Vicker’s Theatre in Chicago, a legitimate house. Then he became an usher, remaining in that work until he was 19 while attending high school and also took a course in the business school at Northwestern University.

At 19, he became an agent for the Continental Casualty Insurance Co. and a year later, with his younger brother Earl, formed the Nelson Bros. General Insurance Agency. The firm, which earlier had been known as the Nelson Bros. Auto Finance Co., one of the first in Chicago, which extended credit on the purchase of new and used autos, was incorporated in 1924. Then came the Nelson Bros. Bond & Mortgage Co. one of the largest firms of its kind in Chicago. It was also the licensee of WIBO which had been created in 1923. In 1929, Al Nelson began to devote all of his time to radio.

When WIBO was started, Al Nelson began to crystallize his ideas about what radio should be. His father conducted and supervised the WIBO Congregation of the World, which was on the station every Sunday. He inaugurated the Shut-Ins, one of the first of the regular afternoon programs. Baseball, football, wrestling and other sports events were broadcast from the start.

Such originations as The First Nighter, which had 41 sustaining broadcasts over WIBO before it was sold to Campana, the Radio Sales Club, still on for its original sponsor, and Fibber McGee & Molly, now on NBC for Johnson’s Wax, were among Al Nelson’s discoveries. Among other famous names that got their start on his WIBO were such band leaders as Ted Fiorito, Mark Fisher, Victor BOROUGH, broadcast advertising.

BROADCASTING • Broadcast Advertising

November 1, 1937 • Page 39

PERSONAL NOTES

LESTER GOTTLEIB, Mutual's public relations director, will Nov. 7 for a "good-will" tour of two weeks. He will visit radio editors and station publishers in Great Cleveland, Detroit, Chicago, Des Moines, Omaha, Kansas City, St. Louis, Indianapolis, Cincinnati, and Washington.

GEORGE WHITNEY, formerly musical director of KFRC, San Francisco, has joined KFKECA, Los Angeles, as account executive. Ernest Felix, in charge for more than 10 years, has been placed in charge of the accounting department of the stations, succeeding H. M. Parker.

JOSEPH E. KELLER, administrative assistant to FCC Commissioner Thomas H. Hunt, who recently was transferred to the faculty of the Southeastern University, has joined the station on "The Law of Communications." Mr. Keller is 30 years old and has been with Commissioner Brown since the formation of the PGC in 1934. He is the author of several technical law treatises.

F. H. WEISSINGER, formerly of Campbell-Evans Co. and other advertising firms, has joined the sales staff of WCKY, Cincinnati.

ALBERT A. CORITHE, commercial manager of WOR, Philadelphia, has become commercial manager of WOR, Newark, revised effective Oct. 23. He has not yet announced any new connection.

WHITNEY CLEMENT, formerly on the local sales staff at NBC-Chicago, has joined the WSBM sales staff, and Harry Roeing, who had been added to the staff of WSPH, Hammond, Ind.

PEGGY STONE, assistant to Herbert Ackerman, has resigned Oct. 19, to join Bruce Chapman, the sales staff of WCKY, Meriden, Conn.

BERNARD McCHERY, formerly of KROW, Oakland, has joined the sales staff of KYOS, Merced, Cal.

TRACY MOORE, NBC Hollywood station account executive, has been appointed banquet chairman for the 35th annual convention of National Pacific Advertising Clubs Assn., to be held in Los Angeles next June.

EARL J. GLADE, managing director of CBC, New York City, has resigned Oct. 9, to become chairman of the Speakers Bureau of the National Community Chest.

JOHN H. BACHEN, formerly of WNEW, New York, and Robert W. Hedeker, formerly with William G. Conner, has been named Oct. 5, by CBS, New York, as account representatives.

KEITH KINNSG, manager of the national relations department, NBC, has been elected a vice-commander of the Advertising Men's Post, American Legion, New York.

WALTER V. BENNETT, of the sales staff of Heuston Radio Inc., New York, resigned Oct. 18 to join Pathfinder Magazine.

JACK STEWART, KFKECA, Los Angeles, resigned Oct. 5, to join the father of a baby girl born Oct. 19.

DANIEL C. PARK, formerly of Hunt Bros. & Kinsman, Philadelphia advertising agency, has assumed the Atlantic & Gulf sales of KSW, that city, to replace John N. Hinchee, resigned.

Young, Herbie Kay and Harry Sonnick.

MRS. Nelson is the former Ethel Tiplady of Lake Forest, Ill. They have two children. His brothers are John, Jr. Al Nelson was one of the early candy manufacturers. As a golfer he ranks among radio's best. He is a Mason.

HELEN M. STEWART, since 1933 radio supervisor of the Henry Kauf-

man Advertising Agency, Washington, on Oct. 25, joined the sales staff of WBC in Washington. She was formerly with WCAO and WFMF in Baltimore.

DAVID PARVER, formerly with station management, has joined KDYI, Salt Lake City, has joined the local sales staff of KIDG, Ogden, Utah, according to Merrill J. Bunnell, advertising manager.

ARTHUR L. FORREST, formerly of the NBC survey analysis division, and previously with newspapers in the survey division of Hearst Magazines Inc., has resigned effective Oct. 19. He has joined the division of Mutual network, New York.

AMOS BARON, formerly sales manager of C. F. MacGregor, Hollywood, has resigned October 10th, to that on the sales staff of KJIH, Los Angeles, has been placed in charge of the account of KEHE, Hollywood.

ALAN SHEPARD, new to radio, has joined KFVD, Los Angeles, as account executive.

LLOYD H. ROSENBLUM, manager of sales and merchandising of WOAI, San Antonio, has resigned effective Oct. 15, to go into the general advertising agency business, probably in Cleveland. His successor is Carl A. Gilchrist, former sales manager of NBC's station department in Chicago, who is already on the job.

HAROLD HIGGINS, formerly of WFLA, Tampa, Fla., has joined the Washington, D.C. sales department of WQAM, Miami.

LARRY ALLEN, formerly manager of the NBC network in Los Angeles, was transferred to the network department. His account department took over the activities of his department.

LLOYD E. YODER, general manager of the KMPO and KGO group, (KPO and KGO), was recently elected president of the San Francisco In- dustry Retirement Association. He likewise was recently appointed director in the San Francisco Pendant Club and in the group of KSDO, San Francisco, head of the radio depart- ment-activities of the San Fran- cisco Collegiate Alumni Association. He was also the assistant managing director; Bob Roberts, KJY manager; Ralph B. Brunton, manager; Charles D. Sullivan, Key KCFL manager, and Clyde Coombs, manager.

ARTHUR M. TOLCHIN, formerly of the sales staff of WOR, Newark, has joined the sales department of WOR.

MELVIN DALBERG, of the FCC examiner staff, was married Oct. 5, to Dorothy Fleming, Chicago, according to Miss Fleming, a former student. As his assisting committee: Bob Roberts, KJY manager; Ralph B. Brunton, manager; Charles D. Sullivan, Key KCFL manager, and Clyde Coombs, manager.

JERRY SULLIVAN, veteran Chicago announcer, has been appointed com- mercial manager of Gordon Radio Productions, Chicago.
MATT BARR, formerly in charge of University of Southern California student publications, has been added to the NBC Hollywood publicity staff. Martha Sherwin has been brought in as secretary and writer. She was formerly on the Hollywood staff of Radio Guide.

FRANK McINTYRE, formerly of KYFY, Kansas City, and KFII, Abilene, Kan., has joined the announcing staff of KBST, Ro Springs, Tex.

JOHN C. (Jack) SWEEENEY is no longer connected with KGGM, Albuquerque nor the New Mexico Broadcasters Association, according to Mike Hollander, KGGM general manager and president of the association.

JACK COMBS, assistant program director, WMCA, New York, resigned Oct. 20.

CHARLES FOLL, production manager of KYOS, Merced, Cal., will be married on Thanksgiving Day. He was formerly with KROW, Oakland, and KBJS, San Francisco.

MARY HARVEY, Joyce Williams and Don Callianne have joined the continuity, publicity and mail departments respectively of WOAI, San Antonio.

BAILIE FERRIS, publicity firm with offices in New York, has opened a Chicago office with Roger Doelers in charge. Temporary quarters have been opened at the St. Clair Hotel with a permanent office to be set up when Mr. Ferris will arrive in Chicago. Accounts handled by the firm in Chicago include Household Finance Corp., Jack Fulton, and Spencer Bentley.

ANGLERS—When NBC Hollywood artists went deep sea fishing in the Pacific off Los Angeles Harbor recently, aboard the yacht El Perrito, all they brought back to the mainland was a mess of alibis, but the expedition, arranged by the press and special events departments was broadcast over the Red network via shortwave. Besides artists, on the expedition were (left to right) Joe Alvin, NBC press department; Myron Patton and Joe Parker, NBC producers; Clinton E. (Buddy) Twiss, special events announcer; Ben McGlashen, owner of KGFJ, Los Angeles, and the yacht El Perrito; Bob Brooke, NBC technician; Hal Beck, NBC Hollywood press manager, and Duke Hancock, manager of KGFJ.

TOM MORRIS, formerly of KOMO, Seattle, has joined the staff of KLO, Odessa, Texas, as announcer and producer. Roi O'Connor, formerly of KVEC, San Luis Obispo, Cal., has also joined the KLO announcing staff.

MARY HARVEY has joined the continuity staff of WOAI, San Antonio. Joyce Williams has also joined the KLO announcing staff.

MARY HARVEY has joined the continuity staff of WOAI, San Antonio. Joyce Williams has also joined the KLO announcing staff.

DON MARTIN, formerly of WTEL, Philadelphia, and WTN, Norfolk, Va., has joined the announcing staff of WFIL, Philadelphia.

GEORGE GUTEN, program director of KFRO, Columbus, Mo., married Miss Helen Hobt Oct. 17.

GEORGE VOUTSAS, for the last nine years with NBC in New York, has been transferred to the Chicago production staff succeeding Rex Maun, who is conducting the orchestra on the new Distant Trumpet Corp. Public Hero No. 1 NBC Red program.

Voutsas had served as assistant to the NBC general music director, Eino Rupra and Frank Black, since 1931.

PAT PLANAGAN, of WBBM, Chicago, featured on sports broadcasts before the Northwestern University Commeres Club Oct. 15.

GEORGE M. CLARE, formerly chief of the audience mail department at WBBM, Chicago, has been transferred to the production staff to supervise and check transcription broadcasts.

ALMA LaMARR, who conducts a daily household hour on KYA, San Francisco, has been loaned to NBC for a series of weekly programs titled Beauty Flits From Hollywood Meter sponsored by Lulu Ayers Beauty Products, Oakland.

HARRY LeROY has been named special features announcer at KGGC, San Francisco.

HELEN O'NEILL, formerly with the NBC Services in San Francisco, has been transferred to the program department there.

RALPH CHILDs, formerly with WMT, Waterloo and KXBT, Kansas City, and Ted Arnold, formerly with WZD, Tuscola, III., have joined the announcing staff of WHBF, Rock Island, Ill.

RUPERT PRAY, traffic manager of KJBS, San Francisco, recently signed to take a post on the KFRO production staff. He was succeeded at KJBS by Ralph Morrison.

HERMON STANION has recently been added to the announcing staff at KYOS, Merced.

BOB OAKLEY, who was master of ceremonies at the California State Fair in Sacramento in September, has been named program manager of KROY, that city.

JOHN YOUNG, formerly of KRMD, Shreveport, and WHBQ, Memphis, has been added to the announcing staff of KFRO, Longview, Tex. He takes the place of Lyman Brown, who was unable to return for duty at KFRO, Travis Cabiness, formerly of KFRO, has joined KFRT, Shreveport, La.

WOOD HOLDEN, announcer at WAAF, Chicago, will leave for Hollywood Nov. 15 to do picture work. He is being succeeded by Harry Cleighton, who has been handling sport periods on WAAF but will now do full time announcing.

5,000 WATTS (L.S.)
1,000 WATTS NIGHT

570 KILO CYCLES
YANKTON, SD., DAKOTA.

THE GATEWAY
TO GREATER SALES.
WNA X OPENED THE
GATE TO 41 OF ITS OLD
ADVERTISERS AND 18 NEW
ONES THIS FALL WHICH PROVES YOUR
SALES MESSAGE PLACED IN THE HOMES
OF OVER TWO MILLION LISTENERS IN SOUTH DAKOTA,
NORTH DAKOTA, MINNESOTA, IOWA AND NEBRASKA WILL
INCREASE YOUR SALES AS IT HAS FOR OUR OLD ADVERTISERS.

Representatives: HOWARD H. WILSON CO. - KANSAS CITY - CHICAGO - NEW YORK -

Page 40 • November 1, 1937
Three Stations Will Experiment With Facsimile News Bulletins

Will Explore Possibilities of Home Reception of News and Advertising Using Finch System Through Regular Channels

An advertisement sent by facsimile radio shows an illustration. Perforations at each side help in separating each column. The ad is for facsimile sets. The copy is printed by facsimile equipment. Lettering is continuous and without margins. The appearance is different from ordinary publishing with no white space; lines run without interruption. The ad appears to be a page from a newspaper.

THE MUCH TALKED-OF illustrated radio news bulletin delivered in the home by means of facsimile broadcasting took a step nearer reality this week when it was learned that radio stations WHO, Des Moines, 50,000 watts; KSTP, St. Paul, 25,000 watts, and WGH, Norfolk, Virginia, 25,000 watts, have received FCC permission to install facsimile receiving sets in their territories for the purpose of experimenting with this process in attempting to determine the reaction to facsimile broadcasting.

Using the facsimile system proposed by W. G. H. Finch, formed the FCC and new Pres. of the Telecommunications Laboratories, New York, each station will be in a position to transmit from 25 to 75 machines at one time; messages will be broadcast nightly from midnight until 6 a.m., sending a news bulletin service, perhaps interspersed with advertising. Mr. Finch made plain that stations would broadcast news and other matter for home reception only.

J. O. Maland, vice-president of the Central Broadcasting Company and manager of WHO, said no high frequency will be used. The facsimile test will be made on the station's regular power.

Experimental work will be carried on from midnight until six o'clock in the morning.

50 Recording Sets
Facsimile recording sets will be installed in the home throughout the middlewest, some of the sets as far east as Washington, D. C., but no farther west than the plains states at the start.

Orders have been placed for a number of the sets, each equipped with automatic recording equipment which will receive and record facsimile transmissions automatically at midnight, turn them off at six a.m.

Columns "Newspaper"「newspapers」will be displayed wide columns.

The size of a daily newspaper is reached.

In time, when commercial manufacture of recording sets is undertaken, Mr. Maland believes the cost of every one will not exceed $30 or $50 Station WHO is assuming the cost of the experimental sets.

Using the two-column wide roll of paper, WHO can transmit at the rate of one inch per minute or five feet per hour. Wider paper will mean less time necessary to operate the transmitter and to receive a complete "newspaper."

Exhaustive Tests Planned
Mr. Maland believes that within a year it will be possible to have a complete picture of the results possible with facsimile news transmission.

FINCH TELECOMMUNICATIONS LABORATORIES, INC.
37 West 57 Street
New York City
Telephone: Plaza 50570

At least 50 facsimile sets are to be installed shortly in the metropolitan area of Des Moines, Iowa, and station of the Hampton Roads Broadcasting Corporation, Newport News, Va. The experimental authorization granted by the FCC permits operation on 100 watts power from midnight until 6 a.m. WHO now operates on a regular broadcasting wave of 1100 kilocycles, 250 watts day, and 100 watts night time unlimited.

James W. Baldwin, managing director of the National Association of Broadcasters, and principal stockholder of WHO, told Emmet & Partners the transmissions would begin as soon as facsimile receiving sets can be assembled and placed in homes.

Additional sets will be put in operation as the problems are worked out, he indicated.

Reproduced from Editor and Publisher, October 9, 1937
MISS BETTY SHAFFER, of the program department of WIP, Philadelphia, is to be married Nov. 16 to Richard Bechtel.

MICHAEL MAGAETH, formerly of KID, Idaho Falls, Ida., and KEEL, Pocatello, Ida., has joined the announcing staff of KOIL, Omaha, where he is announcing under the name Michael Reed.

BELLE WEST, formerly of the Omaha Bee-News, has joined the staff of KOIL, that city to produce and announce Shopping with Polly, a 15-minute cooperative program.

RALPH L. POWER, Los Angeles radio counselor, will talk on "Prograns and Personalities" Nov. 4 before the radio production classes of Pasadena Junior College in the studios of KFPC.

JERRY Mohr, former CBS Hollywood announcer, has joined KEHE, that city, in a similar capacity.

KEN NILES, announcer and manager of ceremonies of the CBS Hollywood Hotel program (Campbell's Soup Co.), has been signed by Warner Bros. First National Studios for a role in the picture of the same title.

RAY McPherson, formerly of KKE, Berkeley, Cal., has joined the announcing staff of KIEV, Glendale, Cal.

HUGH ERNST Jr., at one time manager of KMPC, Beverly Hills, Cal., has been added to the special events department of KMRT, Hollywood.

JOHN GAMBLING, conductor of the early morning gym classes on WOR, New York, is claiming the hard luck championship of radio. Within a single week (Oct. 14-20) he had his car broken into and his new top coat stolen, lost a piece of his left ear in a barber shop, indelibly scarred his wife's baby grand with a carelessly abandoned cigarette, broke his newest and costliest driver, had his car stolen and ran his cruise into a mud bank.

WILLIAM LEYDEN, formerly announcer at WHK, Cleveland, has joined the announcing staff of WCFL, Chicago. Leyden, formerly a page boy at NBC-Chicago, was a member of the school conducted by Everett Mitchell.

JACK LAWSON, formerly night club editor of the Chicago Daily News, is now radio editor of the past 18 years, next to Telegraph, writing his column from Hollywood where he is with the Chatterie-Tincon publicity office.

WILKIE MAHONEY has joined the Hollywood writing staff of the CBS AL Jolson Show (Lever Bros. Co.). He was formerly writer for the NBC Ben Bernie program.

OPA, the commentator of WBT, Charlotte, N. C., will receive a citation from the National Red Cross in November for service during the Mississippi flood. He is credited with raising nearly $50,000 for victims.

CHARLES H. MAUGHAN, former newspaperman and member of the company staff of the old WRRC, Memphis, has been named publicity director of WREC.

JIMMIE McCONNELL, formerly of WLN, Cincinnati, and WJW, Cleveland, has joined KMBO, Kansas City, to organize and direct an artists bureau.

KEN McCURRY, news editor of WOAI, San Antonio, and president of ARNEW, will publish Nov. 15 a volume containing 50 of his newscasts and talks on interesting personalities.

PAUL KEAST has been made director-producer of a weekly program titled "Curtain Calls" on KFWB, Hollywood.

HOWARD RHINES, KGA, Spokane, announcer, has won a Paramount Productions Inc., screen test.

ALLAN GRANT, NBC staff pianist in Chicago with Willard Arthur, Chicago script writer, has written new song, "The Last Rider," scheduled for early publication.

F. D. (Dell) O'BART, formerly of KPAE, Lincoln, Neb., has been added to the announcing staff of WHIP, Hammond, Ind.

KENNETH OWEN, anncouncer-operator at KJBS, San Francisco, recently resigned to join the CBS staff in Hollywood.

FRED HENRY has resigned as announcer at KBJS, San Francisco, to join a microphone staff of KNX, Hollywood.

LOU WITHERS, NBC announcer, San Francisco, recently met with an accident while horseback riding. He, remounted and went to the studio to announce his regular schedule of programs. When his wife was over he went to a doctor and learned that his shoulder had been broken.

ROBERT LEE, formerly of KTLU, Tulsa, and Chicago stations, has joined the announcing staff at WMH, Joplin, Mo.

LAWRENCE M. (Jack) HURLED is producing the new "Jenny Peabody" show which started over CBS Oct. 18. The show is sponsored by P. & F. Laboratories Inc., Chicago.

RASLOUHRANE, radio producing director of Lord & Thomas, Chicago, will replace Ben Johnson (Lady Esther), in presenting the Lady Esther shows starting Nov. 1.


TED WEBBE, chief announcer of WINW, New York, has resigned. No successor has been appointed.

GORDON CASTLE, announcer of WJR, Detroit, will broadcast his pop programs from the new General Motors of Canada building from the Toronto automobile show Nov. 6-12 on OFKB.

"FRIEND OF THE FAMILY"

IN FACT MORE THAN 571,000 FAMILIES

who live prosperously in the

WOWO MARKET

Farmers, industrial workers, trades people...folks in all vocations speak of WOWO as "our station." That makes WOWO a definite influence in the buying habits of this important market. No other station covers this area so thoroughly.

WESLENGHOUSE RADIO STATIONS, INC.,
Fort Wayne, Indiana

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Page 42 • November 1, 1937

BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
New KOIL Broadcast

KOIL on Air
NEXT TUESDAY
Mills County Master Farmer to Represent Glenwood in National Broadcast from KOIL Next Tuesday Evening

Will Broadcast from Glenwood Streets Sept. 17
KOIL invites Public to see as well as to hear Broadcast from Glenwood streets and from Plane Overhead in Salute Program Here

KOIL Broadasts Here on Friday
KOIL invites Public to see as well as to hear Broadcast from Glenwood streets and from Plane Overhead in Salute Program Here

KOIL SALUTES CITY IN FINE
BROADCAST

Enthusiastic Response Wins Praise; Large Crowd Entertained

Newspaper Folks Guests at KOIL Dinner

New 5000 Watt Transmitters and Tower Fall in Line for KOIL直播

KOIL Broclasts Here for Won D DRAW LARGE COWD

Glenwood People Privileged to Meet KOIL Officials and Entertainers; Heard Description of City Broadcast From Plane

Glenwood's new KOIL broadcast went on the air at 12:30 o'clock right on time. There was a large growth in the city's population, and the town was given a new transmitter house to broadcast from. KOIL will also be a half-hour program on the air.

CHOICE OF THE MAJORITY

A sure-fire barometer of the popularity of any town's radio station is the grudging esteem in which unaffiliated newspapers hold that station. When KOIL recently increased its power to 5000 watts and moved into a new transmitter building, metropolitan and weekly newspapers thought so much of the news value of this KOIL move that they front-paged it to the tune of more than 1200 inches in less than two weeks. Gratified, KOIL was not surprised by this newspaper acknowledgment of its importance in the Omaha area. There have been other emphatic manifestations of confidence in this veteran Omaha radio station. Not the least of these is the overwhelming preference regularly shown by local advertisers. Month in and month out, these local advertisers consistently buy more time on KOIL than on any other Omaha network station—a vote of confidence from friends and neighbors who live in the KOIL area and know first hand what KOIL stands for and what KOIL can do.
KVCV, Redding, Cal., has joined the Cincinnati, announcing department. HAROLD NORMANDIN, formerly of KDYL, has joined the announcing staff of WCCO, Minneapolis, and is now associated with Bruno & Co., Los Angeles public relations counselors.

TO BE entitled Broadcast Speech—NBC's Handbook for Announcers and Speakers, the book's publication at an early date was assured Oct. 25 when NBC announced that Dr. William Allan Nelson, president of Smith College and international authority on the English language, has been named head of a committee to compile data. The purpose of the book, according to NBC, is to furnish a complete reference source for the occasional radio speaker and for the general public as well as to provide a practical text book for announcers.

Subdivided into various classifications, the contents of the handbook have been planned to include the correct pronunciation of American words often mispronounced; correct pronunciation of American and foreign place names; pronunciation of foreign words and terms, especially Latin expressions of current usage and the names of well-known foreign personages; a short history of the pronunciation of German, French, Italian and Spanish words suited to American speech and a list of "Don'ts" dictated by euphony. The handbook will also include technical terms, foreign musical phrases; the names of foreign musical artists and composers and the pronunciation of general technical terms, mechanical and medical. Many idioms and phrases that have been introduced by radio speech and that have found general acceptance in the language will be listed in a special section.

Dr. Nelson was editor of Webster's New International Dictionary and was associate editor of the Harvard Classics. He holds seven degrees from American and foreign universities, has been a professor of English here and abroad and is the author of numerous books on English literature.

WSSV Post Not Filled
After Death of Williams
WSSV, Winston-Salem, N.C., is seeking a successor to former station owner Charles P. Blackley, who died Sept. 29. He was 65.

Gene Carmen
GENE CARMEN, 32, nationally known as the writer and producer of several well-known transcription series, died at Richmond, Va., on March 29. He was 65.

Mark Hawley, ace newscaster, heads new Intercontinental organization.

The Presto Handbook for Announcers and Speakers, a guide to the correct pronunciation of foreign terms, was published by NBC.

Six Presto Recording Turntables are used at Intercontinental's studio in the intricate process of combining these fragments of world affairs to make unique 15 minute transcription programs.

You can use the Presto Jr. to pick up local news for your station. Send for our folder describing this remarkable new instrument.

PRESTO Recording Corporation • 147 W. 19th St., N.Y. C.

Page 44 • November 1, 1937
The CBC's facilities for national and regional network coverage are now available at the most attractive rates ever offered for effective radio advertising.

Inquiries Invited

The Canadian Broadcasting Corporation

1251 St. Catherine West
Montréal, Que.

1 Hayter Street
Toronto, Ont.
The average time to complete Long Distance calls in this country is 1 1/2 minutes. The telephone is a hard-working partner in any business that must work fast. Pick up your telephone . . . talk to any corner of the country. Ask your questions and get your answers at once, when you need them most.

The telephone is easy, economical, and final—as well as fast. Artists, sponsors, directors, network stations are all at your elbow—by telephone. Use this time-saving servant more frequently, and get more things done.

Page 46 • November 1, 1937
NO GADGETS BUT TO GUIDE THEM!

DENVER FURNITURE STORES

spend more money with KLZ than with any other station!

- With no guide but the unerring accuracy of adding machine and cash register, no inducement but results, no motive but profit, Denver merchants add media which are profitable... subtract those which are not.

These, then, are meaningful words: Furniture stores, department stores, ladies' ready-to-wear stores, men's clothing stores and jewelry stores in Denver all spend more money with KLZ than with any other Denver station.

*The Gadget—an Elliott-Fisher bookkeeping machine from an unusual angle.

This means that in Denver KLZ is the station which is best meeting the exacting requirements of the most result-demanding of all advertisers.

KLZ Denver

Under Management Affiliated with WKY, Oklahoma City, and the Oklahoma Publishing Company Representative—E. Katz Special Advertising Agency

BROADCASTING • Broadcast Advertising

November 1, 1937 • Page 47
NEW FIRM ENTERS RADIO NEWS FIELD

A NEWCOMER in the field of supplying news for broadcasting is Chicago's Commercial News, Inc., which has set up headquarters at 570 Fifth Ave., New York, to furnish specialized news service to radio stations, newspapers and advertising agencies and to perform other functions not now being offered by other news services. T. L. Christie, former radio news editor of INSUS and former associate editor of Press Radio Bureau, will direct the Continental operations as executive editor.

Primary function of the new organization, according to Mr. Christie, is to gather, edit and transmit news of strictly local origin in the largest cities of the country for commercial broadcasts on stations in those cities. Whereas most newspapers are made up chiefly of local news, he says, most news broadcasts are made up of news of national and international scope, entirely ignoring the local angle.

Beginning Nov. 1, Continental Radio News plans to turn out 10,000 words a day of local news in the New York area, written and edited for broadcasting, which will be available to stations or advertisers by wire or messenger in whatever quantities they desire. The program will be packaged to suit individual requirements, Mr. Christie said, emphasizing angles of the day's events which the station or sponsor believes most appropriate.

The organization will also supply spot news stories by wire to stations desiring to amplify and diversify their present news coverage with news of purely local interest.

Before entering the radio news field four years ago, Mr. Christie was connected with the Associated Press and New York Herald Tribune, Paris Herald and Shanghai Evening Post.

CORN HUSKING SPECIAL

ALLIS-CHALMERS MFG. Co., Milwaukee, (W.C. tractor), will sponsor the National Corn Husking Championship on Nov. 4 direct from a farm in Marshall, Mo., over a special network of 14 stations.

The program, which will be aired from 11:36 a.m. to approximately 1:20 p.m. (CST) will originate from the studios of WIBW-Topeka. Other stations are WUS, KFEO, KFKE, WEW, WBN, KFRA, KMJ, WDZ, WMT, KMOK and KGW. Bert S. Gittens, Adv., Milwaukee, is agency.

WMC USING AP NEWS

UNDER a reorganized set-up, WMC, Memphis, brings listeners complete coverage of national, sectional and local events, with Associated Press automatic leased wire printers installed in the station's own newsroom, and arrangements with the editorial staff and rural correspondents of the Memphis Commercial Appeal for treatment of all news. Cancellation of the station's INS contract went into effect Aug. 14, and AP printers were installed immediately in the newly-created station news room.
This Is An UP Market!

Local Business Is Above Normal
Nine Percent Gain Over Last Year Is Shown In National Survey

Charleston was one of a group of 55 cities in the nation in which business in September was normal or above, a survey of 147 trading areas by the Brooke, Smith, French and Dorrance Company, advertising firm of New York City, revealed yesterday.

Business here stood at seven percent above normal at the end of September—a gain of nine percent over the corresponding period in 1936.

With about 50 Christmas shopping days remaining, local business men predicted one of the best holiday trading seasons in many years.

Drug Sales Increase
Sales at Charleston drug stores (without soda fountains) amounted to $261,000 in 1935, the Market Data Service of Bridgeport, Conn., announced. The city's per capita sales were $4.32; the state, 75 cents and the U. S. $2.30.

Sales in drug stores with soda fountains here totaled $1,051,000. Per capita was reported as $17.40, as compared with $4.60 for the state, and $7.74 for the nation.

Hardware sales in the state gained 25 percent for the first eight months of 1937 as compared with the same periods in 1934-35-36, the National Retail Hardware Association survey showed.

— and you don’t have to take our word for it—Read The Facts!

Select any classification of business—you'll find it decidedly UP in Charleston, West Virginia. This is the one market that's on the UPgrade—steadily, consistently and unmistakably!

Clothing sales, hardware sales, building materials, drugs and cosmetics, foods and automobiles, clothes and finery—anything and everything that's sold is booming and topping new highs not only for the state but for the United States—per capita sales that actually sound too good to be true, but are just sort of common-place here where business in every line is so good!

If you want the true picture of business in the WCHS-CHARLESTON market, compare the per capita sales of the few items listed in the article at the left, or better still, get the complete story from the United States Department of Commerce figures.

As certainly as you'll find business unprecedentedly good, you'll find corresponding response through WCHS—the only radio station that completely serves this business-making market!
THE Business of BROADCASTING

STATION ACCOUNTS

WBAP, Fort Worth
Cowan Drug Co., Baltimore (Dromo-Seiter), 300 23-word ads t. thru J. Walter Thompson Co., N. Y.
American Tobacco Co., New York (Cotton), 30 t. thru Lawrence G. Cushman, N. Y.
Puritan & Ford, New York (Vermont Maid), 100 t. thru W. F. Thompson Co., N. Y.
KGO, San Francisco
Baker's Blunt, Chicago (Velour Hand lotion), 3 weekly t. thru Blackett-Sample-Hummer Inc., Chicago.
Local Loan Co., San Francisco (personal loans), weekly thru Long Beach & Whiting, Rossmore.
Nash-Kelvinator Corp., Kansas City, Missouri (automobile), 12 weekly thru Tager-Connor & Newsell Inc., N. Y.
Vick Chemical Co., New York (cough drops), 3 weekly thru Moore International Inc., N. Y.

WDAY, Fargo, N. D.
Guiney Shell Products Corp., New Rochelle, N. Y., 52 thru Huband & Thomas, N. Y.
Skelly Oil Co., Kansas City, 30 thru Blackett-Sample-Hummer Inc., Chicago.

CFRB, Toronto
National Breweries Ltd., Toronto (yeast), 2 weekly half-hour spots, starting Nov. 9, thru CFRB, Hamilton.
Royal Tobacco Co., Toronto (cigarettes), 6 weekly t. thru Wm. E.lliott, Toronto.

WMCA, New York
United Drug Co., Boston (Roll Out One-Cent Sale), 6 t. thru Street & Finey Inc., N. Y.

WGN, Chicago
Aurora Laboratories Inc., Chicago (Sing Again), 3 weekly thru Audrey Moore & Wallace Inc., Chicago.
Chocolate Products Co., Chicago (Stillicious), 3 weekly thru George II, Hartman Co., Chicago.

WVCKY, Cincinnati
Standard Oil Co. of Ohio, Cleveland, thru McGowan-Erickson Inc., Cleveland.
Weller Milling Co., Summam, Ind., 20 t. direct.
Wander Co., Chicago (Ovaltine), 5 weekly thru Blackett-Sample-Hummer Inc., Chicago.
Penn State Publicity Co., Harrisburg, 5 thru Walker & Downig, Pittsburgh.

KEHE, Hollywood
Mail Packer Co., Los Angeles (Strawheart dog food), 6 weekly thru Reasman & Homan Inc., Los Angeles.
Imperial Life Ins. Co., Los Angeles (insurance), 6 weekly thru Philip J. Meney Co., Los Angeles.

KKEW, San Francisco
Nestles Milk Products Co., New York (chocolate), 5 weekly thru Lord & Thomas, Chicago.

KMPC, Beverly Hills, Cal.

WGY, Schenectady
Penick & Ford, New York (Brrr Rabbit molasses), 5 weekly thru J. Walter Thompson Co., N. Y.
Utica Knitting Co., New York, 3 weekly thru J. Walter Thompson Co., N. Y.
Dreiden & Palmer Inc., Long Island City, weekly thru Samuel C. Croiz Inc., N. Y.
Bernard Perfumers, St. Louis, 2 weekly thru Johnson Selz Co., St. Louis.

WNEW, New York
United Drug Co., Boston (Rival One-Cent Sale), 6 thru Street & Finey Adv., N. Y.
Shell Union Oil Corp., New York (gasoline), thru J. Walter Thompson Co., N. Y.
Eastern Wines Corp., thru N. J., 2 weekly thru Albert Frank-Grueter Law Inc., N. Y.

CKNW, Winnipeg, Ont.

KECA, Los Angeles
General Motors Corp., Detroit (Chevrolet), thru Campbell-Ewald Co. Inc., Detroit.

KNX, New York
Chevrolet Motor Co., Detroit (motor cars), thru Campbell-Ewald Co., Inc., Detroit.

WIND, Gary
Pennell & Ford, New York (Brrr Rabbit molasses), thru J. Walter Thompson Co., N. Y.

KFFG, Shawnee, Okla.
Chas. Engineering Works, Chattanooga (instruments), thru James R. Kane & Associates, Chattanooga.

WCFL Chicago
Dr. B. Caldwell Inc., Montpellier, Ill. (Syrup Popan), 5 weekly t. thru Street & Finey Adv., N. Y.
Steering Products Inc., Wheeling, Ohio (Chicago Fig Syrup), 5 weekly thru J. Walter Thompson Co., Cincinnati.
Axton-Flaher Tobacco Co., Louisville (13 Grand cigarettes), 6 weekly thru J. Walter Thompson Co., Cincinnati.


WBT, Charlotte, N. C.


KFWB, Hollywood


KFRC, San Francisco


KFI, Los Angeles

Ayer & Son Inc., N. Y.


KYA, San Francisco
Gardner Nursey Co., Seattle, thru B. L. Smith, Seattle.

KJJ, Los Angeles

Page 50 • November 1, 1937

BROADCASTING • Broadcast Advertising

"... And Now Let Me Present the Happiness Boys!"

Drawn for Broadcasting by Sid Mix
American Tobacco Plans
To Test New MCA Show
WALTER JOHNSON, continuity editor and producer of the Don Lee Broadcasting System, Los Angeles, has resigned effective Nov. 1, to join Music Corporation of America. He has worked closely with Art McMurtrie, Pacific Coast radio production manager. He will build and produce shows for MCA, working closely with Don Lee.

His most recent production, "Scotch Taster," which originated from KJJ, Los Angeles, is scheduled to start early in November on WOR, Newark, in a four-week test under sponsorship of American Tobacco Co. (Lucky Strike cigarettes). It will then go transcontinental, probably originate from the West Coast. Don Lee Broadcasting System and MCA are cooperating on new programs for sponsorship, the latter supplying talent. Shows are produced and auditioned at the network's Los Angeles studios.

UNITED BISCUIT Co., Chicago (operative bakeries), currently sponsoring Bob Hope's "Face Tune" on WMAQ, Chicago, on Oct. 18 started piping the show to St. Louis when it was broadcast over KMOX. "Face Tune" programs are being sponsored by 25 stations (broadcast, Oct. 1) by the firm's Radio and Television Co., Inc., Chicago.

LEXY B. DUFFY, distributors of Lesby Beer in the Midwest, has announced plans for a series of weekly shows, beginning Oct. 18, sponsored by "Face Tune" for five-week evening shows, on WCAR, Cleveland, Radio Reporter, and "Face Tune" of Chicago. Fuller & Smith & Ross, Cleveland, is agency.

JAMIES H. MURPHY, president of Murphy Products Co., Burlington, Wis., has offered 10 prizes in a contest for producing the best film of the Winnebago, Lou and Sally trio on WLS, Chicago.

ILLINOIS HYBRID Corn Growers Ass'n, El Paso, Ill., a member of the Illinois Farmers' Cooperative League, which has been using announcements on WLS, plans to resume announcements this fall in its program to using the services of other stations in Illinois and northern Indiana.

MAJTEY CIRELINO Co., Burlington, Vt., will start participation in Marsha Davis program on WOR, Newark, the week in November. Sponsor plans to add one or two New England stations later. Agency is J. M. Mathie, Inc., New York.

AMERICAN AIRLINES Inc., Chicago, has placed its account with Blackett-Sample Hamburger Inc., Chicago, for the one-way flights between Chicago and New York.

IN THE Oct. 1 issue of Broadcasting it was reported that the Keystone Steel & Wire Co., Peoria, had placed its business with the Russell M. Seeds Co., Inc., Chicago. The Seeds agency handled the half-hour "Barb Dancer" program on WLB starting Oct. 1st but Marq Adv. Co., Peoria, is still handling the placements of the Keystone account.

CHESAPEAKE & OHIO Railroad has placed its account with Metropolitan St. Clair Co., New York, and Williams Bros. The road is a million dollar road for some months.

ZENITH RADIO Corp., Chicago, has placed its account with W. J. Butter and Co., Chicago. The Butter organization has a new name as the Zenith firm will continue to be handled by the ad agency.

LOVELY LADY Inc., Chicago, has named L. W. Ramsey Co., that city, as agency.

KFPY-Spokane
KGIR-Butte
KFA- Helena
KRSC-Seattle
KX1-Portland

Five favorite stations available with a single contract.

WHAT... the story of KSFO's new cover drive? This week...the tower (400 feet of it) of new 100% high fidelity, distortion-proof Eastern Electric Transmitter of... "the new" KSFO SAN FRANCISCO

OVER salt water from the shore of San Francisco Bay, your program...local or national...will reach and reaches nearly two million throughout Northern California.

KSFO Russ Bldg., San Francisco
Philip G. Lasky, Gen'l Mgr.
Representatives:
JOHN BLAIR & CO.

COLUMBIA BROADCASTING SYSTEM

November 1, 1937 • Page 51
Out Here In Chicago...

Some Random Thoughts, Most of Which Concern WGES, WCBD, WSBC, Chicago and WEMP, Milwaukee & Milwaukee

By GENE T. DYER

SOLD OUT: Aside from a few spots on participating program the 6-16 Oct. sign in for WGES, WSBC and WCBD for the time being. Sustaining public service time, allotted for each station, cannot be purchased—and we mean it.

MAIL: Most appreciated letter in the mailbox in recent weeks—a note of thanks from a shut-in for welsh chair obtained through WGES.

HERE'S WHY: Some several words on the "midget" radio receiver. Need we say, it doesn't give radio a fair break, not when there are properly separate stations, etc., etc.

BUSY: Dick Kross, our public relations manager, is bringing radio right into the heart of many Chicago luncheon clubs—latest organization to invite Dick to its Standard Club. Dick was honored recently as publicity chairman of "Historic Chicago." 

FEUDS: There's the hurt feelings of some radio stations whose call letters are left off the automatic tuning dials of new receiving sets. They threaten revenge by "plugging" the sets that DO list the particular stations.

WELCOME: It's unusual that bags of mail greet a performer BEFORE the appearance. Yet nearly three thousand letters arrived in the WCBD mike when Karl Berg (ex-WCJL) joined the WCBD announcing staff recently.

MUCH HELP: A certain agency radio exec gets the "enviable" credit for the recent statement by him (enjoyed much by the press) that radio is the biggest gamble in the show business. It hasn't worked out that way for our advertisers—because they've been smart enough to LSD staff before they spent a bankroll on a mere guess. Maybe this fellow needs some of that sort of merchandising genius.

AMERICANIZATION: With the consent and approval of the U.S. Department of Labor, the Chicago district director of naturalization, Fred Schlackfield, is conducting a series of talks over WCBD on "How To Become An American Citizen."

AUDIENCE: The program mentioned above is the exclusive one of its kind for 250,000 homes in Chicago. Read that over again please!

Agency Promotes Ring

KENNETH C. RING, radio director of the George H. Hartman Co., Chicago, signed on as head of the agency, announced Oct. 16 following a perfecting of the board of directors. Mr. Ring is the Chocolate Frosted Fritter, Chicago (Still-eous), which is broadcast over a weekly quarter-hour transmission, Buddy & Ginger, on WGN, Chicago, Oct. 16. Two other stations, WCBD, Minneapolis, and KDAI, Duluth, started the program the next week. Mr. Ring was formerly with the agency as account executive. Mr. Kivlan is radio director.

Pumpkin Promoted

NATHANIEL H. PUMPAN, director of media of Henri, Hurst & McDonald Inc., Chicago, since 1923, has been appointed radio director of that agency, according to an announcement Oct. 26 by H. M. Danzer, president of the company. He succeeds Edward H. Weiss who resigned as vice-president and radio director [Broadc. Oct. 15] to form a new agency, McDougall & Weiss. Mr. Pumpian is the research department of Henri, Hurst & McDonald Inc., in 1923 upon graduation from the College of Business Administration of the University of Chicago. After five years he was promoted to media director and took part in the agency's first major radio promotion—back of a coast-to-coast network for five weeks for Allied Quilts. Mr. Pumpian will continue his duties as director of media.

HOWARD H. WILSON, CO., Radio Station Representatives

CHICAGO

75 EAST WACKER DR. CENTRAL 8744

NEW YORK

551 FIFTH AVENUE MURRAY HILL 6-1220

KANSAS CITY

2002 WALNUT ST. GRAND 0910

NATIONAL SERVICE TO STATION AND ADVERTISER

Page 52 • November 1, 1937

BROADCASTING • Broadcast Advertising

Agency in Hollywood Planning Association to Combat Talent Combines

A MOVEMENT is under way among Hollywood radio producers and agencies to set up a central organization to encompass the adaptable element of the Will Hay office and Academy of Motion Picture Arts and Sciences. It is

planned to establish a code of ethics and trade policies in dealing with talent factors involved in the production of radio programs.

Leaders of the movement are among those who refuse to be quoted, point out that with actors, writers, directors and technicians, Hollywood advertising agencies, which are unorganized are completely at the mercy of these regi-

dents forces. Agency executives express the feeling that with an organized and established view-

point of the industry, it would be in a position to eliminate numerous difficulties which now

occur in the production of radio entertainment.

Radio agency personnel and production have mushroomed to amazement. Some producers during the past year and will continue to increase. Studios of the or-

ganization have met with success in Ham- 

tonty of radio production is 

Hollywood and its institution on the basis of permanency, requires the 

agency's cooperative spirit and promotional organization is commen-

table to the efficacy of its re-

How To Become An American Citizen

AGENCIES

Mr. Ring

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

www.americanradiohistory.com
Standardized Plan For Rate Cards in Canada Proposed

N. P. Colwell Says It Would Simplify Dominion Buying

By JAMES MONTAGNES

PROPOSED standardized rates have been sent to all broadcasting stations in the Dominion by the Canadian Association of Broadcasters. It is intended to simplify cost estimates by advertisers desiring to sponsor a group of Canadian stations, which now vary so widely that it takes many hours of work to give an advertiser a rough estimate of his station costs on a Canadian network. The schedule and analysis are the work of N. P. Colwell, Canadian manager of Joseph Hershey McGillivray.

The schedule was recommended to the Canadian broadcasters by the Fact Finding Committee of the CAB, and will be discussed at the annual CAB meeting in Ottawa in January. It is pointed out that in the United States similar conditions prevail, and still do advertisers among cost analysis.

With Canada having a smaller number of stations, all of which are vitalized in their own right, it will be possible for the Canadian broadcasters to put this rate standardization in force among all stations. By enabling an advertiser in the United States to obtain a quotation for the entire Dominion as easily as he can now for the major chains in the United States.

Rates Vary Widely

The analysis made by Mr. Colwell from the rate cards of 67 Canadian stations, show that for half-hour evening rates 17 different proportions of the hourly rate were quoted, varying from 50% to 87.5%. For quarter-hour evening rates there were 21 different proportions, from 25% to 40% of the hourly rate. Five-minute evening rates were not quoted on 17 rate cards, and the remaining 51 cards showed 18 different proportions, varying from 12.5% to 25% of the hourly rate. One-minute evening rates were not quoted on 11 rate cards, and varied to 25 different proportions on the remaining 57 cards, with a rate from 6.7% to 18% of the hourly rate.

Mr. Colwell after making a survey for the Canadian broadcasters of rate proportions on American stations recommends that Canadian broadcasters adopt a schedule as follows: One hour 100%; three quarters 80%; half hour 60%; quarter hour 40%; ten minutes 25%; five minutes 15%.

The high rate for one-minute announcements is given "due to the scarcity of such periods in most cities, due to the new (CBC) conditions, and this increase would tend to keep these announcements to quality standards."

Mr. Colwell suggested a table of discounts to start at 26 times, and to range from 5% to 31 times, to 20% for 200 times or over. He suggested making discounts only for 26 times or over.

The CBC Board to Discuss Commercials on Sabbath

STATUS of Sunday commercials will be considered by the board of governors of the Canadian Broadcasting Corporation, at its meeting in Ottawa Nov. 16. According to Gladstone Murray, general manager of CBC, religious organizations have asked that Sunday commercial programs and sports broadcasts be deleted. The board has removed sportscasts from the CBC Sunday schedules and has ruled against too much light music on Sunday CBC programs.

Privately-owned stations are withholding any strict rule that would ban commercials on Sunday, arguing that it would force them off the air for all or part of that day. A ban is considered unlikely, for CBC has important Sunday commercials from the United States, and is anxious to acquire more more commercial programs to maintain its new 50,000 kc. stations. When the five new stations are complete, $900,000 a year more than now commercial programming will be added to it, and advertising and sportscasts on Sundays may be set aside, but a ban is not expected.

ed by all the stations in the Association.

2. That a standard set of discounts be adopted by all the stations in the Association.

3. That, to obtain maximum publicity from both Canadian and American trade publications, and to avoid delay in getting the simplification of time buying under way, a date be set at which time all station rate cards will conform to the standards set by the Association.

All forward step as this will do more for spot radio in Canada than almost any other. Once and for all, it will demonstrate that Canadian stations are fully as progressive as their American associates, if not a little more so. It will do much to establish Canadian spot broadcasting as an advertising medium which its American counterpart would do well to imitate. It will give to itself the prestige it rightfully deserves among advertising media."

CBF BOARD TO DISCUSS COMMERCIALS ON SABBATH

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APPOINTMENT of Free & Peters as its national representatives was announced Oct. 25 by WOKY, Cincin-

nati. The arrangement was made by L. J. Wilson, president of the station, with James L. Free, head of the representation firm. WOKY is one of the last of the national market net-

work affiliated stations to name a national representative.

JAMES STUART EGGLESTON, for the past year with the Chicago staff of Howard H. Wilson Co., has been trans-

ferred to the New York office of the same firm.

CARLETON E. COVENT, Los An-

ges manager of John Blair & Co., station representatives, is the father of a baby boy born Oct. 15.

KMIP, Beverly Hills, Cal., has ap-

pointed Howard H. Wilson Co. as na-

tional representative.

STUART EGGLESTON, formerly western manager of CBS in Chicago, has returned to that city to head the sales office of WFL, Philadelphia, in temporary quarters at his home.

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The McClatchy west coast sales of-

fice has just been appointed sales representative for the WCR, Santa Bar-

ton, and WKBW Rock Island, Ill., after Nov. 10 will be represented by Gene Ferg-

uson & Co.

PROMOTE & GAMBLE Co., Cinca-
nati, for four years, will start Nov. 8 a program of Trandia News pre-

entered by Dave Driscoll on WOR-

Newark, three afternoons weekly, placed by Compton Ad. Inc., New York.

For Coverage of Northwestern

Ohio and Southern Michigan

USE

WSPD

Toledo

AN NBC BASIC BLUE OUTLET

HIO, HAWAII

HiLo, Hawaii

KGMB

Kona, Hawaii

KHB

Hilo, Hawaii

John Blair & Co., National Representatives

BROADCASTING • Broadcast Advertising

November 1, 1937 • Page 53
KRLD Crime Reporter
ADVERTISING the Servel Sales Inc. Electrolux refrigerator, the Crime Reporter series of dramatic radio presentations has been re- newed for 13 more weeks, following the recent completion of a 26-week contract over KRLD, Dallas, Monday evenings. The program is produced and directed by D. Switzer McCarrey, formerly on the faculty at Southern Methodist University and now head of the faculty at the Southwestern School of Radio Broadcasting, Dallas. The series is under combined sponsorship of the Lone Star Gas Co., and the West and East Texas distributors of the refrigerators in Fort Worth and Dallas, respectively. Agency is Brennan Brown & Co., Inc., Dallas.

NAB Disc Sales Drive
Is Started in the East
A CONCERTED effort to sell the NAB public domain transcription library to broadcasting stations to make it pay its own way has been launched under the direction of Station Manager James W. Baldwin. Edward J. Fitzgerald, head of NAB copyright activities, has handled clearance of the public domain titles and the recording of the 20 hours already on discs, left Washington Oct. 25 for a six-weeks trip in areas contiguous to Washington. He plans to visit Virginia, North Carolina, West Virginia, Maryland and possibly Pennsylvania on the first swing.

Mr. Baldwin also plans to send a sample of the transcription public domain works to every station in the country in the near future. Some 80 stations have ordered the service since the NAB held its last regular convention in Chicago in June. The new effort is in accord with action taken at the NAB special convention held in New York Oct. 12-13, at which time it was decided that the NAB Bureau of Copyrights should function as a separate entity.

Axtom-Fisher Adds
AXTON-FISHER TOBACCO Co., Louisville, Ky. (Twenty Grand, Zephyr cigarettes), has contracted for participation in Make-Believe, the full-cast, full-length, radio production of the 24th, new, New WNEW, New York, heard Mondays through Saturdays. For Twenty Grands the production starts Nov. 15, to run 52 weeks, and Zephyrs will start March 28, 1938, to run 39 weeks. This is in addition to the company's sponsorship of the American Legion boxing bouts on KFWB, Hollywood. On Nov. 8 Green Watch Co., Cincinnati, will also become one of the participating sponsors of the program. Agency for both accounts is Me- lann-Brock Inc., New York.

Chef Boardi to Add
CHEF BOARDI FOOD PROD- UCTS Co., Cleveland (Spaghetti dinnertime, participating in the First National Stores program on the Yankee network five days weekly for the last four months, will start adding other stations after the first of the year. Leroy A. Kling, vice- president and general manager of the Frank Pressey Co., Chicago, agency handling the account, would not reveal the stations or type of program.

IN MINNEAPOLIS & ST. PAUL

WTCN

WTCN, Licenced to Selling

NBC BLUE NETWORK STATION

Owned and Operated by
MINNEAPOLIS TRIBUNE
ST. PAUL DISPATCH—PIONEER PRESS
Wasey Temple Bldg., Minneapolis
FREE&PEITERS, Inc. National Representative

KMP-C
"The Station of the Stars"
Beverly Hills, Calif.

Announces the appointment of HOWARD H. WILSON CO.
as Station Representative

G. A. RICHARDS • LEO B. TSONY
BEST "SPOT" ON PACIFIC COAST

Page 54  November 1, 1937

BROADCASTING • Broadcast Advertising

Four Firms Using
WOR Disc Plant
Pressings of Studio Programs
Sent to Other Stations

FOUR sponsors whose programs are broadcast on WOR, Newark, are using that station's recording laboratories to record the broadcasts for rebroadcasting on other stations.

Fels & Co., Philadelphia, whose three-week Tom, Dick & Harry programs come to WOR from WGN, Chicago, via MBS lines, also used WOR recordings for KMOX, Seattle; KGW, Portland, Ore.; KHQ, Spokane, and WCHS, Portland, Ore.; Young & Rubicam, Inc., New York, also used the agency.

Hecker Products Corp., New York (Gold Dust, Silver Dust), has used WOR sponsorships of its Beatles, the "Rialto" and "Fairfax" programs, fed from WOR to Mutual Network, to WFAA, Dallas, KFRC, San Francisco, WCN, Providence, WOR, New York, and WRKL, New York, for rebroadcasting. WOR, and WCHS, Spokane, Wash., have also used WOR programs.

An announcement series for Bee cham's Pills Inc., New York, placed in WCHS, Chicago, for the Beeswax, Inc., New York, is also recorded at WOR for rebroadcast by WOKO, Albany WHP, Atlantic City, and WCHS, Providence, WOR, long distance record to date.

The recording laboratory, which operates under the direction of Ray Lyon, research engineer, is being used for record programs for agency filling purposes and to provide a library of audioned programs for sale for sponsorship.

The laboratory has also been effec- tively used by WOR as an aid in recording important spot new material at times when a large part of the listening audience could not tune in. President WOR, Harry F. Fordham, and WPRO, Providence, consented use these programs for the benefit of the worker who could not hear these daytime events at the time of their broadcast.
USE THE NEW POSTAL TELEGRAPH

NIGHT LETTER SERVICE

Make it part of your regular correspondence routine...use it for overnight speed...for dependability...for ECONOMY!

Amazing savings range all the way from 20% to 75% and beyond...depending upon length of message.

NO WONDER that business houses everywhere are switching to fast, dependable overnight communication that is available at amazingly low costs through the new Postal Telegraph Night Letter Service. Never before in all telegraph history have such staggering economies been possible.

Under the new service, rates are as low as one-fifth of a cent a word (beyond the initial 25-word base rate*) to thousands of "short haul" points.

Under the new service, messages of more than 200 words can be sent for seven-tenths of a cent a word (beyond the initial 25-word base rate*) even from coast to coast. The maximum rate for a 25-word message between the most distant U. S. points on the map is only fifty cents...two cents a word!

Take full advantage of the economies offered by the new Postal Telegraph Night Letter Service. Use it for business and social messages. Call Postal Telegraph for further information.

*NOTE: The initial rate is based on a new minimum of 25 words. Extra words are charged for in 5-word groups.

BROADCASTING • Broadcast Advertising

November 1, 1937 • Page 55
FCC Charting Reorganization Plans

(Continued from page 19)

Mr. Smith had added the depositions to the file with the permission of the docket clerk of the FCC, who had made the suggestion. Moreover, a question from the bench by Commissioner Case elicited the information that three other attorneys were in the docket clerk's office at the time the instrument was issued, were cognizant of it, and apparently did not regard it as an act that even warranted notice.

Throughout the days of hearing, the six commissioners sitting were on the quiet. The procedure, while more formal than that customary in the courts, nevertheless was far more judicial than any other proceeding before the FCC or its predecessor Radio Commission. Rulings on all objections were prompt and clear. Chairman McNinch frequently consulted with his colleagues on such rulings, and not a single objection was left for a "reserved ruling" as is customary in regular hearings before examiners.

Disqualification Move

All of the hearings were held in a hearing room in the ICC Bldg., in which the FCC offices are located. Immediately following Chairman McNinch's exposition of the facts, and a detailed statement of the procedure to be followed, the Payne disqualification was made. Mr. Koenigberger asked whether it was the intention of Commissioner Payne, who was present, to sit, and the Commissioner replied that it was. He then "suggested" that the Commissioner withdraw without a motion and disqualification.

Obviously prepared for the move, the member under fire read from a written statement, after Chairman McNinch had observed that the suggestion "is addressed first to the conscience of the member of the Commission who is charged with bias, or who is challenged." Mr. Payne stood his ground by citing a "well-established principle of common law," etc.

It was then that counsel for the respondents presented their formal printed affidavit published elsewhere in this issue, which was the basis of the disqualification by the 5 to 0 vote. After reading of the affidavit, the chairman observed that the motion was still addressed to the individual commissioner and that opportunity would be given for its amendment as a formal motion addressed to the Commission. Special Counsel Kaufman objected to the whole move on the ground that there was no statutory basis for such a motion, and no advance notice to the FCC but the chairman ruled that the FCC was not proceeding under statute requiring such notice.

A recess was taken, and when the afternoon session began, counsel for the attorneys presented the formal motion, which was accepted by Mr. McNinch with the statement it would be "entertained." Further argument was presented in its support. Asked by Chairman McNinch whether he desired to file any motion or answer in his own behalf or if he wished to be represented, Mr. Payne replied he had "no such desire".

The Chairman then asked General Counsel Gary whether he had any advice or counsel to give the Commission on the motion and he replied in the negative. Later, when the Commissioner under attack said he would be glad to offer any testimony or denial of the allegation under oath to the six commissioners, Mr. Koenigberger declared he felt that counsel for Messrs. Smith and Smith should have the right of cross-examination. Chairman McNinch said he would have to recog- nize that right.

Chairman's Ruling

With those preliminaries concluded, the Commission recessed and went into executive session. Nearly two hours later they filed back into the room. Commissions present before his colleagues on the motion to disqualification, Mr. Payne then delivered his ruling. The Commission first considered

(Continued on page 63)
High School Staff

LAKEWOOD High School Radio Workshop, first of several to be established by WHK-WCLE, has been organized into a regular station staff. Larry Rolfer, director of the workshop has installed the WHK-WCLE and in charge of the workshops, has named a program director, production director, and a technical director and continuity chief. The class meets weekly and uses as its text "The Microphone," written by H. K. Carpenter, general manager of WHK-WCLE.

WHK-WCLE

with the Chicago Cardinals professional football games over WINN, Gary, a second group of Chicago automobile dealers, the Oldsmobile Dealers of Chicago, began a program to engage the interest of the WHK-WCLE, the only two Chicago metropolitan stations carrying the games. Last year the Standard Oil Co. of Indiana sponsored the Bears football games over WINN, Candrew-Walco, Chicago, placed the Chevrolet automobile while the Oldsmobile mobile account was handled direct. Ross Hutson and Jimmy Dudley are broadcasting the games.

THEODORE BREITZER, through his manager, William C. Lowne, has appointed WDK two local sponsors, to handle adaptation of his works for radio. William Watters of the latter office is now engaged in the preparation of a Gallery of Women, which will be offered as a part of the half-hour shows. Kass-Tokorn reports that several sponsors have expressed interest in the series.

WFND, Frederick, Md., has moved to a new location, which occupies the third floor of the local Seminar Building, and includes a theatre studio.

WIBI, Chicago, has started a brand new series, sponsored by Miss VVito, editor of What's New in Home Economies, at 11:30 a.m., Monday through Friday.

WYWN's, with the Chicago Herald American, has added 25 cents per announcement.

WHIO, Dayton, O., has developed a bonus scheme designed to stimulate interest in commercial announcements among the station's advertising personnel. Advertisers pay a service charge of 25 cents per announcement. 50 cents per five minutes, and $1 for other time units in addition to regular rates. The money divided between the program and production departments each Friday.

WLS, Chicago, is broadcasting a Saturday morning series called "High School Parade" featuring students from local high schools who dramatize their extra-curricular activities. Listeners are asked to vote on the best programs and at the end of the series six prizes will be awarded.

REMOTE studios were opened in Union City, Miss, last month by WJS, Jackson, Miss., following the reopening of the Hassell Furniture Co. of that community. Its manager, J. A. Hassell, had been an enthusiastic radio listener and decided to come out of retirement insistent that WJJS establish in his city.

KCCN, Kansas City, Kan., has supplemented its two studios in the building of the Kansas City Kansas by converting the old Grand Opera House into an auditorium studio for large cost presentations.

WJS, Washington, celebrated its 5th anniversary Oct. 20 by reviewing its progress in service to the community and the development of many radio stars.

**SELL!**

WSOC gives you a market of 618,470 people—owning 130,300 radios!

**THEY'LL BUY**

if you'll make your offer over WSOC

Charlotte, North Carolina

An Inexpensive "Sure-Fire" Radio Premium for Homemakers

"Little Knacks of Cookery"

1938 Edition

Every woman wants one. Contains 166 valuable hints on cookery, comprising the experiences of one of the world's foremost food experts. Priced as low as 3c, to include your advertisement. Easy to mail; a gift that will be treasured.

Send for Samples and Prices to

ANTON PETERSON
173 W. Madison St.
CHICAGO, ILL.
Imperial Using Spots

Imperial Tobacco, Montreal, has started a Friday evening series titled "Canada 1937, 10-10-45 p.m., on 35 stations of Canadian Broadcasting Corp. Each program of the series will include interviews with news commentators in Europe, a five-minute review of New York shows and a travelling reporter who will broadcast from a different Canadian city each week, discussing the district's contribution to the economic life of Canada and interviewing those who make the contribution possible. Whitehall Broadcasting Ltd., Montreal, is agency. Stations broadcasting the series are CKOR CKMB CKCQ CKW CKW CHC CHG CKMC CHCN CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC CHCQ CKBO CHG CHCQ CKW CKW CHC
James Roosevelt Named To Coordinate Federal Units With White House

WITH the abolition several weeks ago of the National Emergency Council, James Roosevelt, eldest son and a member of President Roosevelt's secretariat, has been designated as the coordinator for independent and emergency agencies of the Federal Government, including the FCC.

This was made known Oct. 21 when the President's son held his first conference with heads of various independent commissions. Chairman McNichol of the FCC was not represented because of FCC activity but it was indicated he would be present at subsequent meetings.

The plan is for the agency heads to have individual half-hour conferences with Secretary Roosevelt each week. Mondays and Tuesdays have been selected tentatively.

The time for the White House it was stated Oct. 22 that the President will not be officially the coordinator but would serve merely as a "clearinghouse" for the agencies which have requested to aid in clearing matters through the White House.

General Mills Sponsors WMCAThree-Hour Show

NEW daily three-hour program to be announced by WMCA, New York. Star of show includes a complete variety show, ministering to hearts inavail, bridge fans and sports fol-

ner. Ted Kien, director of American football star, for football links; Waite Hoyt, former Yankee pitcher, baseball talks, popular sports personal-

ity, movie star, answering lovey questions; Frankie Basch, "Romping Reporter," interviews personal girls in headline news; David Bern-

stein, bridge expert, bridge talks; Lowell Clark, with Hollywood names; Garrett Marks with general news and market reports; Bob

arter, racing news; guest stars; and music by Lee Grant's orchestra; singers, Larry Winn, Jay & Buddy Arnold; Jerry Baker and

Lorraine Barnett, and Dea-

ter, master-of-ceremonies. Pro-

gram, which was sponsored throughout the baseball season by General Mills Inc., is continuing under the same sponsorship.

We Buy One Out of Five, By Crackey!

WDAY's primary audience alone brings you nearly one-fifth of the business done in the three states we touch—North Dakota, South Dakota and Minnesota (exclusive of Hennepin and Ramsey counties). And when you consider that WDAY gives you this audience virtually without competition, we believe you'll agree we've got something! Want a slice of it?
**Upper Bands Set Aside for Television**

Channels Are Assigned In Ultra Range for Apex Stations

SETTING aside seven channels in the ultra-high frequency range regarded as present usable for television stations, along with another 17 channels in the lower reaches of the spectrum for visual experimentation, the FCC on Oct. 18 made public its long anticipated allocations to services in the ultra-high bands.

In addition, 75 channels definitely assigned for use or "apex" stations in the ultra-high range, to fall in the band from 41,000, to 43,960 kc. The revised allocations were adopted at meeting Oct. 13, to become fully effective Oct. 14, 1938. All parties interested, however, have 90 days from the date of issuance of the orders to register objections. Otherwise, the allocations may become final.

The revised frequency allocations cover the entire range from 10 to 300,000 kc. The ultra-high frequency regulations have covered only the spectrum from 10 to 25,000 kc. as being subject to regulation for special purposes by everyone, beyond that regarded as entirely experimental.

New Guide Posts

The new allocations were based upon suggestions before the FCC June 15-29, 1936, at which leading engineers and others in the industry presented various guides for work in these bands and set forth their views on bands best adapted for particular types of service. Thus, the new allocations definitely take off and assign portions of the ultra-high frequencies for particular types of service, but definitely label the broadcast phases (including television, aural broadcasting, etc.) as an experimental field.

It was pointed out that the FCC order makes only minor changes in the present allocations of the FCC June 15-29, 1936. "However," it adds, "the most significant action is with reference to the ultra-high frequencies up to and including 300,000 kc. In this and the Commission has not only allocated space for various radio services utilized for the preservation of life and property but has also allocated considerable space for broadcasting, including television.

The significance of this action is the profound influence it will have upon the development of the radio industry, because in a manner it sets up "a floor" for every phase of the industry, including research, design, manufacture and production.

In setting aside 19 channels, each 6,000 kc. in width, for television, the FCC regarded the so-called "sound" the FCC made it clear that its investigations "justify the statement that there does not appear to be any reasonable likelihood for the recognition of television service on a commercial basis." Adding that the FCC believes the public interest would be best served by the allocation (presumably to discourage purchases of stock in television companies), it added that it would inform the public from time to time with respect to further developments in television.

Seven channels between 44,000 and 108,000 were made available for television stations. These were requested for the most part by the educational groups. The FCC held the hearings last June, as being best adapted for use, since equipment had not yet reached a stage of development in which it could be operated in an altogether satisfactory fashion in the higher frequencies. In addition, however, the allocations assign 15 channels between 25,000 and 300,000 kc. for television, apparently earmarking them for the time when workable tubes are devised for these very short waves.

Television stations will be assigned these channels on an experimental basis with the same requirements as for the "apex" band and the order. "This experimental basis will be continued until the several remaining technical problems have been solved and standards of transmission and reception are adopted."

Reaction within the industry to the assignment was mixed. Mr. A. L. Murray, chairman of the Radio Manufacturers Association's television committee, said that the FCC had the right to go ahead. He added that the assignment was a major step forward.

Mr. Murray pointed out, are sand- wiched in between channels assigned for other purposes, whereas the set manufacturers wanted a continuous band. For "apex" or ultra-high frequency broadcast stations, some 50 of which already are licensed, the order sets aside 75 channels in the band 41,020 to 43,960. During the initial experimentation with these stations has indicated intensified local coverage in limited areas, the Commission expects that ultimately local broadcasting will find its haven in these bands.

The Commission, in an early date, the order continues, "will consider carefully the needs and requirements for high frequency broadcast stations using both conventional modulation and frequency modulation, as well as the needs of the educational groups for work in the educational fields. The record of the June 15, 1936 hearing concerning the purpose and needs for the educational systems will be given most careful consideration in the details of assignment."

**Institute of Radio Engineers Praises Appointment of Comdr. Craven to FCC**

EXpressing its approval of and pride in the appointment of Comdr. T. A. M. Craven to the FCC, the Institute of Radio Engineers desires to express its approval of the appointment of this choice and its own feeling of satisfaction at this recognition of the basic need for technical leadership in engineering training, experience and judgment.

For, Mr. Craven, retired naval officer, was selected along with Chairman Frank R. McNinch last August, and his selection was widely lauded not only by his colleagues in the radio engineering profession but also by the Senate. He has long been a member of the IRE. Mr. Westman's letter to the President follows:

> On Aug. 17 you appointed and on Aug. 21, 1937, the U.S. Senate confirmed Leonard C. Craven, a member of the IRE. The Institute of Radio Engineers desires to express its approval of this appointment of your choice and its own feeling of satisfaction at this recognition of the basic need for technical leadership in engineering training, experience and judgment.

The Institute of Radio Engineers is the professional society of the youngest and most rapidly developing branch of the radio engineering profession. It is an association of engineers, some 5,000 members who volunteer to andFrozen blank, however, being available on a shared basis with other relay stations.

In its discussion of television, the FCC pointed out that its action is in the light of a step by step basis which are required before the visual art can become a reliable service to the public. It pointed out that for these steps must be taken by the industry in the development of proper standard practices, and when the Commission must approve before television could be technically be of great use to the public on any scale. Discussing this subject the FCC said:

> "Also the Commission, at the proper time in the future, must determine the policies which will make or support the operation of television services in this country, particularly with reference to those standards which relate to the avoidance of monopolies. And the Commission must develop in the future a series of rules and policies as will ensure the utilization of television stations in a manner conforming to the public interest, convenience, or necessity, particularly that phase which will provide television transmission as a means for the expression of public self-expression by all creeds, classes and social-economic schools of thought."

Describing allocations for experimental service, the FCC said a number of frequencies throughout the entire range from 132,000 to 140,000 kc. have been assigned for shared use by all persons, but he approved licensed to carry on fundamental research for development of the technique of the radio art. The Commission where by encouraging experimentation in all cases where fundamental research is required for the development of the technique of the radio art is the prime purpose of such experimentation", it added.

New Allocations

Pointing out that at present many requests are received for the use of radio facilities by services not recognized in the existing rules and regulations, the FCC said that it is proposed to assign frequencies whenever the FCC finds such use in the public interest on a temporary basis for a period of five years. For mobile services, the FCC will provide channel size for the transmission of press material from points where wire facilities are not available or are inadequate. The revised allocations, the FCC made public two orders to amend Rule 229 of the existing Rules and Regulations, Order No. 19, provides for a frequency assignment for the use of radio facilities by various services or classes in the frequency range from 30,000 to 300,000 kc.

The Commission will at a future date propose the restrictions governing the use of specific frequencies to specific services where competitive service already exists with or not included in existing regulations," it was stated.

That portion of the FCC announcement describing general
phases of the new allocations, follows:

Order No. 18 carries with it Part I of Rule 229 covering the allocation of frequencies between 10 kilocycles and 30,000 kilocycles. It is pointed out that no coverage is made for frequencies between 10 kilocycles and 30,000 kilocycles. Since Rule 229 was printed in 1932, the Commission has from time to time adopted new rules and regulations that change and should be considered merely as a renumbering of existing rules in accordance with past actions of the Commission with the exception of the band 25,000 to 26,000 kilocycles, which has been specifically renumbered to new frequencies broadcasting between 25,000 and 26,000 kilocycles, effective 3:00 a.m., EST, October 19, 1932.

Order No. 19 carries with it Part II of Rule 229 covering the allocation of frequencies for frequencies above 30,000 kilocycles, which are currently assigned to specific services for the first time. All outstanding licenses in this frequency range, except amateur and point-to-point connections in Hawaii, have been cancelled.

As usual, only a relatively few frequencies above 25,000 kilocycles are now in use, it may be possible for the Commission to promulgate regulations that would permit the establishment of new services within this band prior to the effective date of the order; however, it is not expected that the existing licensed frequencies will be changed over to the new allocation at this time.

Revisions or amendments of assignments of a permanent nature will be made on the present experimental connections at the effective date of the order.

Although the transmission characteristics of frequencies above 30,000 kilocycles for which commercial apparatus has been provided are not sufficiently well known at this time to leave no doubt as to their usefulness in many established services, there has not yet been enough developments to permit license for these frequencies to be used with closer separations than those shown in the table. The actual assignments to be made, moreover, technical considerations will be given to such items as radio wave propagation characteristics, limitations with respect to available equipment, portability of apparatus, regulation of frequency, emission, stability of carrier frequency, reliability of receivers, power, and station location.

It is to be understood that the action of the Commission in promulgating Rule 229, listing frequencies above 30,000 kilocycles to specific services, is to serve only as a guide to the public in respect to the specific frequencies which may be used by a given service and that a later date the Commission will modify its rules and regulations governing individual services so as to make provision for the unrestricted use of these frequencies by individual station assignments.

NETWORK ACCOUNTS
(All times EST unless otherwise specified)

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WANDER Co., Chicago (Oraline), on Jan. 3, releases for 52 weeks Little Orphan Annie on 34 NBC-Red stations, Mon. thru Fri., 5:30-6:30 p.m. (rebroadcast 6:45-7 p.m.), Agency: Blackett-Sample-Hummer Inc., Chicago.


BROWN & WILLIAMSON Tobacco Co., Louisville, (Raleigh, Kool cigarettes), Nov. 12, releases for 25 weeks Tommy Dorsey & His Orchestra on 55 NBC-Blue network stations, Fri., 9:00-10:00 p.m., Agency: D. S. Stebbins Co., Los Angeles.

GOLDEN BEAR COFFEE, Co., Los Angeles (Breakfast Club coffee), on Nov. 2, releases for 25 weeks Superb Street, dramatic serial, on 3 Don Lee stations (KGB, KHJ, KYO), Mon.-Wed., Fri., 9:00-11:15 a.m. (PST), Agency, Philip J. Meany Co., Los Angeles.

BROWN & WILLIAMSON TOBACCO Corp., Louisville (cigarettes), on Oct. 29, releases for 13 weeks Saturday Night, a serial musical show, on 3 Don Lee stations, Tues., Thurs., 11:30-11:45 a.m. (repeat 12:45-1:15 p.m.), Agency: Donohue & Co., New York.

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STORE-DOOR DELIVERY OF CUSTOMERS! WAVE is the one station that most Louisville merchants turn to when their precious radio dollars are needed. In fact, many have already booked for 1938. A recent full-page program check showed that these merchants use nearly six minutes on WAVE for each one minute on any other Louisville radio station! These home-town boys know the facts about Louisville stations and Louisville listeners. Wouldn't you like to know them too?

---

As N. B. C. Outlet

National Representatives:
FREE & PETERS, INC.

Network Changes
NATIONAL ICE Adv. Inc., Chicago (ice refrigerators), on Nov. 30, will add 25 stations to Homemaker's Exchange every day schedule of 35 NNC stations.

BROWNTOWN, Louisville (Solitaire cigarettes), on Oct. 7, will make 13 week serial Cowpokes, on 4 NBC-Red and 4 NBC-Blue stations, Tues., Thurs., 11:15-11:30 a.m. (PST), Agency: D. I. Co., Los Angeles.

BROWN & WILLIAMSON TOBACCO Co., New York (L.M. Kittel), 5:00-6:00 p.m., New York.

---

PERFECT WOKO Reception, too!

For your sales message...

Up to the split-second (as always), WOKO today announces installation of a perfected Collins Transmitter and complete new highest-fidelity Amplification. WOKO, centering the rich Capital District, has had the perfect market; now it gives you too, the perfect assurance of power and clarity in telling your story...tomorrow's best in equipment for TODAY'S SELLING JOB.

In the Heart of "The State That Has Everything"

HAROLD E. SMITH, General Manager

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STATION WOKO ALBANY, N.Y.

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BROADCASTING • Broadcast Advertising
November 1, 1937 • Page 61

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www.americanradiohistory.com
Hazeltime Honored
THE first Armstrong medal was presented Oct. 29 to Prof. Louis Alan Hazeltime, of the Stevens Institute, Hoboken, N.J., and Hazeltime Service Corp., New York, by the Radio Club of America, "in recognition of his contributions to radio art and science." The Armstrong medal, named for Maj. E. H. Armstrong, is to be given annually, held at the Engineers' Club, New York. Membership numbers several hundred radio engineers.

PROFESSIONAL DIRECTORY

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

There is no substitute for experience

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Consulting Radio Engineer
902 National Press Bldg., Washington, D. C.

EDGAR H. FELIX
52 ROCKLAND PLACE
Phone: New Rochelle 6476
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earl Building, Washington, D. C.
Telephone National 7757

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

A. EARL CULLUM, JR.
Consulting Radio Engineer
5053 North Henderson Avenue
Telephone 1-0039 and 5-5945
DALLAS, TEXAS

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
Monsey Bldg., Field Office
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District 8456
Davis 2122

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development
P. O. Box 742
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HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas
and Antenna Design Equipment
Field Strength Surveys. Station Location Surveys
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NEW YORK CITY

ROBERT S. RAINS and COMPANY
Accounting, Taxes and Engineering
Monsey Building—Washington, D. C.
Telephone: Metropolitan 2830
Robert S. Rains
Former Special Consultant
Federal Communications Commission

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitting performance and for accurately calibrating their own monitors. MEASUREMENTS WHEN YOU NEED THEM MOST at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.

FLAT RATE RATES

Write or Telephone for
A SQUARE DEAL IN MEASUREMENTS

- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within 1/4 cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONNELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donnelley & Sheridan Rds.
Lake Bluff, Ill.

BROADCASTING • Broadcast Advertising

CLASSIFIED ADVERTISEMENTS

Help Wanted

Help Wanted: Announcer — must be experienced and capable of handling West Texas station, 100 watts. Box 793, Broadcasting.

Situations Wanted

Operator, age 29, first class telephone-telegraph line. Two years' experience including 50,000-watt NBC key station. Desires position anywhere. Box 795, Broadcasting.

ENGINEER — RCA Graduate, has experience. Several years' experience all phases of broadcasting, highest recommendations. Married. Now available. Box 795, Broadcasting.

Sports and News Announcer. Two years of specialization in baseball, racing, boxing and football. Now employed but desiring change. Write or Telephone Box 794, Broadcasting.


Engineer 22 have experience in construction, maintenance and operation of transmitters and receivers. High frequency equipment desired to make a change. Can furnish satisfaction as well as references. Midwest only. Box 795, Broadcasting.

For Sale—Equipment

1 RCA Type 1A Modified Broadcast Transmitter, output rating 5000 watts, with exciter, antenna coupler, monitor and all accessories. Exceeds all Federal Communications Commission requirements. Wire or write Radio Station WDXJ, Jackson, Mississippi.

For Rent—Equipment

Approved equipment, RCA TMV-76-D field strength measuring unit, new, direct reading; Technical Audio Monitor. Successful Recorder for feeding on distant stations; G. B. radio frequency bridges; radio equipment, etc. Reasonable rental. Allied Radio Laboratories, 250 East 101st Street, New York City.

Late News Notes

APPOINTMENT of L. C. Paul, formerly head of the press bureau of the Westinghouse advertising department in Pittsburgh, as public relations manager of the radio division of Westinghouse, has been announced. Mr. Evans, head of the Chi-}

cope Falls, was announced Oct. 26. Mr. Paul's new duties include responsibility for public relations and publicity for the Westinghouse broadcasting stations as well as for the company's plants at Chicago and East Springfield and the Westinghouse New England district office. He will report directly to W. C. Evans, manager of radio broadcasting for Westinghouse and head of the Chi-}

cope Falls plant.

GEORGE P. HOLLINGBURY, president of the Craig & Hollingsby Inc., announces the opening of a new office at 526 Market St., San Francisco. J. Leslie, active in the newspaper and radio field on the West Coast, has been placed in charge. Other offices of Craig & Hollingsby are in Chicago, New York and Jack-}

sonville.

J. D. WOODWARD, radio engineer with United Airlines, Oakland, Calif., on Oct. 26 joined the consulting engi-}

neer firm of McNary and Chambers, Washington. He is the fifth radio engineer on the staff of the organi-

zation.

RED J. HART, president and general manager of KGOP, Honolulu and KHIC, Hilo, returned from specialization in Hawaii and his daughter. They visited 25 countries in Europe and in South America during the

month preceding their return.

WENDELL BARCROFT, formerly of KGOP, Coffeyville, Kan., has joined WDRX, Lawrence, Kan., as news editor and special events announcer to the United States Oct. 19 after a three-

month stay in Kansas City and Hawaii and their daughter. They visited 25 countries in Europe and in South America during the

month preceding their return.

H. C. Rains as president of the John Layton Club of Chicago.

BRIANA GOODMAN, receptionist at WHN, New York, will be married Nov. 2 to Irving Kern, New York attorney.

JAMES WALDO, new to radio, has been added to the program department of WBBM, Chicago. He comes from Chicago Republican. He has also joined the American Field Service, Station WTMV, E. St. Louis. Wendell E. Evans, formerly of WJAZ, Tampa, has also joined the American Field Service, Station WTMV, E. St. Louis. Wendell E. Evans, formerly of WJAZ, Tampa, has also joined the American Field Service, Station WTMV, E. St. Louis. Wendell E. Evans, formerly

of WJAZ, Tampa, has also joined the American Field Service, Station WTMV, E. St. Louis.

BERNIE MILLIGAN, formerly radio editor of the Los Angeles Examiner, has joined the staff of Radio Feature Service Inc., Hollywood.

J. J. DEVINE & ASSOCIATES has been appointed national representative of WIEF, Buckskin, Miss.

E. KATZ, Special Advertising Agency has been appointed national representative of KYOA, Tucson, Arizona.

Write or Telephone for

A SQUARE DEAL IN MEASUREMENTS

- 24 Hour Service
- Broadcast Frequency Measurements guaranteed accurate within 1/4 cycle
- All latest type General Radio equipment mounted on floating concrete base
- Primary and Secondary Standards
- Accurate 365 days each year
- You don't have to sign contracts to do business with us

DONNELLEY MONITORING SERVICE
Phone Lake Bluff 546
Donnelley & Sheridan Rds.
Lake Bluff, Ill.
Fulton Lewis Abandons Newspaper Activity for WOL Commentator Post

ANOTHER noted newspaperman has quit the journalism field for that of auditive journalism, with the resignation of Fulton Lewis Jr., of the Washington staff of the New York Herald Tribune, to join WOL, Washington, as a news commentator. Mr. Lewis, a native Washingtonian, conducted the original investigation for the Hearst newspaper of the air-mail scandals, providing material subsequently used by the Black investigating committee. He also gained fame for uncovering the Farnsworth activities for Japan in the summer of 1936 which led to Farnsworth's conviction. During his colorful newspaper career he has covered the State, War and Navy Departments and the White House, and he has made frequent trips with President Roosevelt. He covered the early stages of the 1934 Cuban revolution, bringing back first-hand accounts of the fighting. He expects to maintain his fishing column in the Washington Herald and may later do a fishing broadcast on WOL since he is one of the recognized authorities on that sport in the Middle Atlantic states. WOL uses transradio news, which is broadcast eight times daily by Walter Compton, who will continue to do straight news announcing.

Bar Group Appoints

THE American Bar Association has appointed its standing committee on communications for 1938 with John W. Guider of Washington, D.C., chairman, and members Professor Edwin M. Borchard of Yale University Law School, Bethuel K. Newell, New York, former general counsel of the old Radio Commission, Milford Springer of California who is associate attorney of the FCC Telephone Rate and Research Department, and Glynn L. Hester of Jackson, Miss. The committee is planning an extensive research program, cooperating with the law schools of Georgia, Howard, Brooklyn, Wisconsin and Yale University in which Mr. Guider and Professor Borchard are faculty members, into pending important legal problems in radio.

"A Blind Spot" for All Outside Stations— If you want to Cover Rich Central Pennsylvania You Must Use

WFBG
Altoona • Pa.

BROADCASTING • Broadcast Advertising

Speaking for Canada

TWO American commentators are being imported for the Canadian National Automobile Exhibition opening Nov. 6 at Toronto. CKCL is bringing Roger Baker of the Raleigh Broadcasting Corp., sports staff for the opening night commentary on the show for Goodyear Tire & Rubber Co. of Canada Ltd., while CFRB on behalf of General Motors of Canada, is bringing George Castles of WJR, Detroit, for a 15-minute Vox-Pop from the show every evening during the week.

AGENCIES ACTIVE IN NEW YORK RACE

MAYORALTY campaign in New York was responsible for between 10 and 20 broadcasts a day on local stations for the Oct. 15-29 period. While time was bought at all hours of the day, the early evening was reserved most of the time, cutting into the usual broadcasts of dance music from remote pickup points.

Pursing Using 12

MEKESON & ROBBINS Inc., Bridgeport (Pursing), on Nov. 1 started one-minute WBS discs on the following stations, varying from 26 to 54 times: WHAM, WGBR, WWL, WJJD, WJIM, WDF, CKLW, KKW, WLAA. Stations carrying the discs 10 times weekly are: WTAG and WBDZ.

Carnation Spots

CARNATION Co., Milwaukee (Contended Milk), in addition to their NBC Red Contended Hour on 88 stations Monday nights, is using Polish programs on three stations. Called the Carnation Quarter-hour of Contentment, the Polish programs are broadcast on WCBD, Chicago, daily except Saturday; WSBC, Chicago, Sunday only and WJIM, Detroit, daily except Saturday. Erwin, Wasey Co., Chicago handles the account.

Doyle Supplements

DOYLE PACKING Co., Los Angeles, manufacturers and distributors of Strongheart dog food, is using a quarter-hour program called Strongheart Lost & Found Dog Column of the Air, on KIEV, Glendale, Calif., six days a week and a similar broadcast on KALE, Portland, Ore., three times weekly. This is being supplemented by daily spot announcements on KEHE, Hollywood; KLX, Oakland, and KJBS, San Francisco. Agency is Beaumont & Hohman Inc., Los Angeles.

Vick Supplements

VICK CHEMICAL Co., Greensboro, N. C. (cough drops), is placing 25 and 100-word announcements on about 80 stations throughout the country. Frequency and duration of contracts vary with the stations, most of which carry the announcements three or four times a week. The agency is Morse International Inc., New York.

Ingersoll Angling


Touchdowns Count 12 Points

—In the Carolinas

In the Carolinas, you can double your sales points with WIS-WPTF—the two-station team—for one low rate. . . . With favorable low frequencies, these twin stations intensely cover the two richest market areas of the Carolinas to change your sales score from 6 points to 12.

The CAROLINA COMBINATION

WIS WPTF
COLUMBIA, S. C. RALEIGH, N. C.
5000 WATTS, NBC 5000 WATTS, NBC
Represented by Free & Peters, Inc.

Sold at one low rate.

November 1, 1937 • Page 63
Music Pact Nearing Completion

(Continued from page 12)

...some of the additional contracts which figured out the allocation plan on the basis of questionnaires filled out by the affiliates, is now checking the amount for each station with station management so that as copies of the agreement are sent to the stations each can include the amount that is reasonably to be paid for transcription. The few stations which have still not filled out the questionnaires are being urged to do so immediately so their quotas may be fairly determined. It is hoped that all contracts may be completed and returned to New York by Nov. 16, but if this is impossible the AFM board has expressed its willingness to extend the deadline another time for as long as is reasonably needed to assemble the complete set of contracts.

Negotiations will be commenced with the networks for their key stations sometime this week. An amount of $60,000 for each key station of NBC and CBS and a somewhat lesser sum for MBS, which does not sell sustaining programs, has already been agreed on, but the other terms of agreement which will probably follow the same general line as those worked out with the affiliates, must be the subject of future negotiations. Those contracts are signed the AFM will be ready to deal with the network stations, but when these negotiations start it will be still too early to say.

Representatives of the transcription and phonograph record companies met with the AFM board on Oct. 21, postponed from Oct. 18 until the conclusion of the IRNA negotiations for a short session in which the union again presented its 16 demands. When the recorders arrived for the 11th time, the unions for one of their own, they were told that their case was entirely different and would be settled on its own merits. That afternoon the recorders met alone and chose a committee to continue meetings with the union board but without power to negotiate an agreement for the group. The members are: C. Lloyd Eggen, NBC transcription division, chairman; M. E. Tompkins, Associated Music Publishers Inc.; A. J. Kendrick, World Broadcasting System; Jack Cap, Decca Records Inc.; Stuart Sprague, attorney for E. V. Brinckerhoff & Co.; F. J. Quillian, attorney for WBS; and David Mackay, attorney for RCA-Victor.

It was subsequently decided that the interests of the transcription companies and the makers of phonographs, for a short session in that to be handled separately and a second committee was appointed to represent the latter group.

Members are Milton Diamond, attorney for Decca Records Inc., chairman; David Mackay, attorney for RCA-Victor; R. W. Morse, American Record Corp., and Theodore Black, attorney for American Record Co.

Union Ultimatum

The transcription committee met with the AFM board on Oct. 26 in a stormy session which was terminated abruptly by the union's ultimatum that if they were not granted the demands they would have to accept the license offered them. Previous transcribers had objected to the union demands that they refuse to supply transcription to stations deemed "unfair" by the union on the same grounds as those on which IRNA had based its objections, violation of existing contracts and restraint of trade.

The musicians point of view, as expressed to the transcriptionists by Joseph N. Weber, president of AFM, is that the question to be settled with the transcription makers is purely one of union policy. The AFM, he said, is not asking the transcribers to employ more men or to increase wages, but is demanding that its members work for their firms until those firms which are licensed by the union, the union having the right to devise its own rules and regulations as to the conditions under which its members will work.

He stated that the exact stipulations of the license have not been worked out as yet but that they will follow closely the 16 demands presented last summer. In addition to forbidding the sale of transcription to "unfair" stations, the chief demand made for the protection of dubbing and of making records by lines from broadcasting studios or from the registration of all records with the AFM, to be cleared by both the AFM and the local before use; and the discontinuance of assignment of rights for use of master records to recording companies by musicians.

Although they are being dealt with separately, the record makers are considered in largely the same category as the transcription firms only for those firms which will offer them licenses instead of contracts. By presenting their own proposals, the record makers feel they may be able to work out a more satisfactory arrangement than that offered previously. Their acceptance or rejection of the AFM license, like that of the transcribers, will depend on the terms of that document.

CFGP to Debut

CFGP, Grande Prairie, Alberta, takes the air Nov. 2. It is owned by Northern Broadcasting Corp. of Grande Prairie, with Cecil Berry, president, and George Alford, secretary-treasurer. The station will operate on 15 kw. with 100 watts power. A number of sponsored programs are booked. CFPG is represented by United Broadcast Sales Ltd., Toronto.

Drene to Return

PROCTOR & GAMBLE Co., Cincinnati, (Drene shampoo), using quarter-hour discs featuring Jack Randolph on 25 stations, will go off the air during November. The show will return in December to return in January with the same talent and practically the same list. E. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.


The Mark

of Accuracy, Speed
and Independence in
World Wide News
Coverage

United Press

Broadcasting • Broadcast Advertising

GREATER SIGNAL STRENGTH
AT NO EXTRA COST

WDBJ has just installed a new Western Electric program amplifier which approximately doubles its signal strength... giving increased and more intense coverage to the large group of progressive merchants and manufacturers who are already reaching the rich Roanoke and Southwest Virginia markets through WDBJ—only Network station in the Western portion of Virginia. Rates have not been increased!

Representatives

CHICAGO
Sears & Roebuck

NEW YORK
Craig & Hollinsbery

WDBJ
in the heart of a great TRADING AREA
ROANOKE, VIRGINIA
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

Page 64 • November 1, 1937
Advertisers Hold Autumn Gathering

RADIO played a smaller part than usual in proceedings of the Association of National Advertisers, which met Oct. 27-30 at the Homestead, Hot Springs, Ark. Instead of the usual closed session, the ANA scheduled a meeting at which all media were discussed, this occurring on the afternoon of Oct. 1.

Among speakers at the session held on the opening day were John Benson, president, American Association of Advertising Agencies; Donald S. Shaw, McCann-Erickson Inc.; Gordon E. Cole, Cannon Mills Inc.; M. H. Leiser, Sun Oil Co.; B. C. Duffy, Birdo.

Speaking on the general topic "How to Win Stations and Influence Networks," Mr. Shaw, who is radio director, McCann-Erickson Inc., criticized the apathy of advertisers on questions of importance to the broadcasting industry the solution to which will be reflected in radio advertising rates. The advertisers union demands, the chain-break announcement question and similar matters have been largely ignored by advertisers, Mr. Shaw told them, yet they are the ones who will be called on to make up any increased expenditures that may occur by broadcasters. Other matters touched on by this speaker were the value of the CAB and other surveys and the question of how many stations make a network.

The session Oct. 29 was opened to invited guests, with speakers including Dr. Alexander Dye, chief of the Bureau of Foreign and Domestic Commerce; Dean Donham, of Harvard Graduate School of Business Administration; Arthur Kudner, head of Arthur Kudner Inc.; Lewis Brown, president, John-Manville Corp.; Mrs. W. D. Sporborg, chairman of the legislative committee, General Federation of Women's Clubs.

ASCAP Bucks Laws

THAT ASCAP intends to combat vigorously state laws seeking to restrict its foreign affiliations, is known. Oct. 28 by Gene Buck, president of the Society, in addressing its semi-annual meeting in New York. He stated that groups affiliated with the NAB were responsible for the passage of laws restricting co-operating groups such as ASCAP in Montana, Nebraska, Tennessee, Washington and Florida. ASCAP already has taken steps to appeal the actions in the Federal Courts in Montana, Washington and Nebraska, he said.

Local Flavor Means Local Favor!

In Baltimore it's WBIR

"He Just Can't Resist Those Clothing Store Programs on WHB"

WBIR is Baltimore's Dominant Daytime Station...

NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

BROADCASTING - Broadcast Advertising

November 1, 1937 • Page 65

Armco to Return

AMERICAN ROLLING MILL Co., Middletown, O., on Jan. 2 will return to the air with a program originating at WLUW, Cincinnati, and broadcast on the NBC Blue network. Heard Sundays from 3 to 3:30 p.m., program will feature Frank Simon's Armco band, presenting symphonic numbers. Agency is N. W. Ayer & Son Inc., New York.

Booth Using Spots

BOOTH FISHERIES Corp., Chicago, on Oct. 26 and 27 started WBLS discs varying from four to 10 announcements weekly on the following stations: KSL, WFMW, WSPD, WOOD-WASH, WOWO, WJR, KMBC, H. W. Kastor & Sons Adv. Co. Inc., Chicago, is agency.

P. & G. Prize Contest

PROCTOR & GAMBLE Co., Cincinnati, will conduct a prize contest for best completions of sentence "In 25 additional words or less, starting Nov. 8, the contest will be broadcast on Chipso's "Read of Life" program, heard five days a week on both NBC networks. For the 30 best sentences submitted, each accompanied by a Chipso box-top or the usual reasonable facsimile thereof, 30 gold Benrus men's watches, worth $45.50 each, will be given daily. Contest, which will run for 25 days, through Dec. 19, will be handled by Elsie M. Rushmore. Agency for Chipso is Compton Adv. Inc., for Rushmore Watch Co., Brown & Tarcher Inc.
POORLY PROGRAMS

Hairpins One Dollar

DOLLAR for a safety pin is the price paid by WBSW, Pittsburgh, during its Radio Swaps, five weekly programs sponsored by the local Joseph De Roy & Sons, jewelers. Walt Framer and Terry McGough pop up in different sections of Pittsburgh and offer dollars to their street audience in exchange for trivial items. If the person asked doesn’t produce the article, back goes the dollar to the “swap pot” and at the end of the week the “swap pot” goes to the listener who names the most unique item for the coming week’s swap. Five items are called for and five dollars offered on each broadcast.

The Country Press

COUNTRY editors of small town newspapers are interviewed in a Friday night series titled Editors Roundtable on KSTP, St. Paul.

KIDS ON THE STREET

KIDS-ON-THE-STREET is a new slant given to an old program idea by KMBC, Kansas City, during its weekly broadcast called Young America Speaks. Jack Starr and Neale Keshen, KMBC special events men, interview children on their way home from school and pass out samples of Baby Ruth candy (Curtiss Candy Co., Chicago) to those who participate. Besides telling what happens in school the kids tell about what goes on at home which makes for fun all around, says KMBC.

Fathers of the Funnies

COMIC-STRIP artists are featured on WINS, New York, in a Thursday day series called Fathers of the Funnies. Problems encountered by the cartoonists in the development of their brain children will be discussed.

OLD RAZOR BLADES

THE IRRITATING problem of what to do with old razor blades was turned into a neat bit of social service by KFRO, Longview, Tex., the other day when it began a series of announcements and set up boxes on local street corners. The old blades are melted down and the steel fashioned into braces for donation to local crippled children. Awards into plough shares, says KFRO.

DON’T LISTEN

MAKING use of the old truth that everyone wants to hear what he’s not supposed to, a Friday evening program called Don’t Listen has started on the WLW Line. The series presents unusual men and women in unusual jobs and four announcers premiere each interview by shouting “Don’t listen!” Pullman porters, chorus girls, jockeys—all sorts of people are featured and WLW says the listener response is terrific.

AS THOUSANDS JAMMED

BANG-UP department store dedication broadcast it began a sear on WCKY, Cincinnati, Oct. 27 when thousands of local folk packed Shillito’s new store to hear Alfred Segal and Paul Kennedy, staff member of the Cincinnati Post, interview the visitors. There were search hits a p.a. setup and a speech by the mayor with WCKY right in the middle of things.

A SONG A DAY

CHILDREN will be taught new songs during Charlie’s Singing School, a daily 10-minute program on the WLW Line. The idea of this constructive program is to get kids away from the bang-up thriller programs during the children’s hour.

For persons of all ages, the WLW Line has started a Sunday series called Rural Roundup which, as the title implies, is a round-up of various entertainers with the slant on small town settings-on.

The Break Is Given

TO GIVE professional entertainers a break and help them avoid the red tape of agency and network auditions, WCFL, Chicago, has started a Wednesday series called The Talent Scout. The show gives sponsors a chance to listen to potential talent without being involved and has already resulted in some good talent contracts, says WCFL.

SCAVENGER HUNT—Garry Mor-1t, “Head Huntsman” for the Scavenger Hunt of WBAI, Baltimore, registers some of the participants. A list of ten articles is requested at 7:41 p.m. Saturdays. Winners are interviewed over the air at 8:48. Nearly 500 personsstormed studios with the complete list of articles in a recent broadcast. Among requests last week were a potted plant, a pickle, and an animal, cats, canaries, dogs, squirrels, chickens, love-birds, snakes and one raccoon was presented to Mortit within the hour.

STARS IMPORTED

IMPORTING guest stars from Chicago for personal appearances in the sponsor’s store has put the SRO sign in front of the Nelson Bros. Furniture Co. in Milwaukee, according to WTMJ. Once each week George Comte, WTMJ announcer, and Eddie Thompson, radio editor of the Milwaukee Journal, interview orchestra, radio, and movie stars for the delight of listeners and fans who crowd the store.

FLOWERS for the sick are delivered every morning by KDB, Santa Barbara, Call, during its program called Pep Unlimited. The local Alpha Florists foots the bill as a part of its sponsorship and has the neatly engraved cards reading “Best Wishes For A Speedy Recovery,” KDB don’t cost the station anything, for the printing company has its name on them. Listener interest is very favorable, according to KDB.

DOGS ARE HEROES

EXPLOITS of heroic dogs are dramatized in a Sunday afternoon series on NBC Blue network for Modern Process Co., makers of Thrivo dog food. An award is given for the bravest dog of the week in the series titled Dog Heroes.

You’re a Liar!

LIE DETECTOR PROVIDES THE interest and furnishes the amusement for a new program series on WJSV, Washington. Theatre goers are invited to the WJSV studios where they try to outwit the gadget.

LIVE TODAY

IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1500 ROOMS 1700 BATHS

CHICAGO

The Milwaukee Journal Station

BROADCASTING • Broadcast Advertising

Page 66 • November 1, 1937

GREETINGS

1937

BETTER HEALTH FOR OUR BOYS

AND GIRLS... PROTECT THEM AGAINST TUBERCULOSIS, THE DISEASE THAT STILL LEADS AS A CAUSE OF DEATH BETWEEN 15 AND 25

BUY and USE

CHRISTMAS SEALS

The National, State, and Local Tuberculosis Associations in the United States

www.americanradiohistory.com
**Information**

Program information service has been started by WCCO, Minneapolis, to handle the telephone calls of listeners who want to know about program times, contest rules and the personal histories of its guest stars. Its incoming wires are swamped most of the time, says WCCO in tolling of its new service.

**Listeners’ Digest**

Highlighting the week’s outstanding radio performances in comedy, song, drama and special events, CBS has started a program on its Pacific network called *Listeners’ Digest*. The show was created by Charles Vanda, CBS West Coast program director and it will feature mimics of the radio artists whose programs are reviewed.

Forgotten Heroes

Listeners send in toasts to unsung heroes like cab drivers, janitors or telephone girls for a new Friday evening program titled *A Toast to the Town* on KSFO, San Francisco. Designed as a contest program, the Roma Mine Co. of California, its sponsor, gives radio set each week for the best toast. The show is going great guns, says KSFO.

Hymnology

HYMNOMOLOGY is the name that WBNX, New York, has given to its new form of hymn presentation in a Friday afternoon series under the supervision of Miss Eloise R. Griffith. The idea is to give biographical essays of the composers, the circumstances under which the hymns were written and the different methods of singing hymns up through the years.

Artists Wanted

For those who aspire to a career in radio, WHK- WCLE, Cleveland, has started a weekly show called *New Names* under the supervision of Mendel Jones, WHK-WCLE program director. Artists must have appeared previously on the stage or radio and if liked by listeners, will get repeat engagements.

Smaller Grows the World

Foreign countries are saturated in their own languages and music during around the world, a Sunday night program on WHN, New York, featuring Joseph Ries and the orchestra of Virgilio Marucci. The series is also carried by the Crosley International short-wave station, WXXL.

For Little Tots

Children from 6 to six years old tell their own stories during a program called *Children’s Story Hour* on KGVO, Missoula, Mont., sponsored by the local Dairy Farm. In between stories the kiddies sit around and drink milk provided by the sponsor.

Notes to You

Notes instead of votes are given contestants who guess orchestra theme songs on WGN, Chicago, during its Monday midnight broadcasts of Kay Kyser from a local night club. A correct guess wins 100 notes and the most notes win the grand prize.

**Tropical Hurricanes Prove “Stormproof Stability” of Lingo Structures**

In the Florida hurricanes of 1926 and 1928 the many Lingo tubular structures safely withstood gales up to 125 miles per hour (practically highest ever recorded in U. S.) without a single failure. Lingo tubular radio structures erected for the Navy Department over 10 years ago are still giving uninterrupted service in tropical areas. Lingo vertical radiator installations at U. S. Coast Guard Stations in hurricane belt further attest to the stability of Lingo structures.

In our 40 years of constructing and erecting vertical structures throughout the world, THERE HAS NEVER BEEN A LINGO FAILURE.

This record is important to you. Perhaps your station is not in the hurricane zone, but you are interested in a vertical radiator that is constructed to withstand the onslaught of the elements. Lingo Vertical Tubular Steel Radiators made of seamless copper-bearing steel, withstand storms and resist rust.

**Nearly 100% Efficiency**

Lingo Tube Radiators give within 3% of 100% efficiency at heights as low as 0.15 wave length. Every detail affecting operating efficiency is tested and approved by the Godley and Dr. George H. Brown, consulting engineers.

Write for Folder and Full Particulars Regarding Our Lowered Costs and the 5-Year Insurance Plan that Protects Every Lingo Vertical Tubular Steel Radiator.

**John E. Lingo & Son, Inc.**

Established 1897

Camden, New Jersey

**John E. Lingo & Son, Inc., Manufacturers and Erectors of Vertical Steel Radiators**

Broadcasting • Broadcast Advertising

November 1, 1937 • Page 67
ACtIoNS OF THe FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

OCTOBER 16 TO OCTOBER 30, INCLUSIVE

Examiners' Reports...

NEW, Richard Field, Oakland, Cal.—Examiner Seward recommended (1-59) that application be denied. Examiner—Eugene Berry recommended (1-60) that application be denied. Examiner—Gerald Bartlett, Pawtucket, R.I.—Examiner Berry recommended (1-60) that application be denied. Examiner—Weinberg recommended (1-60) that application be denied. Examiner—Dalberg recommended (1-61) that application be denied. Examiner—Powers recommended (1-61) that application be denied. Examiner—Jones recommended (1-61) that application be denied and that of L.E. Davis and Wall, Plainsboro, N.J.—application be denied.

WQBW, New Orleans—License from SH-WNO, with condition of operation.

KXLL, Portland, Ore.—Application for new station will be made, pending change in ownership. Licenses asked for modified operation.

WNYC, New York—New license for new station.

WTWO, Toledo—License from SH-WNO for new station.

WPEN's New Operation

The CALL letters WPEN will disappear from the Philadelphia radio lines Nov. 2 when WPEN, which formerly shared the 920 kc channel with it, goes into full-time operation with its new 1,000-watt transmitter. George Lasker, newly appointed manager for John Iraci, who recently purchased both stations, announces that WPEN will hereafter balance its programs between English and foreign language schedules. WPEN formerly specialized exclusively in foreign language programs. Angelo Palange, who handled the Adams Hat sports broadcasts, has been appointed head of the sports department.

Applications...

WNBX, Springfield, Vt.—License to Twin State Broadcasting, Corp. WONI, Owego, N.Y.—Mod. as condition of operation.

WSEP, Kenosha, Wis.—License to be issued for new station.

KZMH, Youngstown, Ohio—License recommended (1-61) that application be denied.

NEW, Leon M. Eifert, Burlington, Ia.—Examiner Berry recommended (1-56) that application be denied and that of the Iowa Iowa Co., South, Jackson, Minn.—Examiner Seward recommended (1-56) that application be denied and that of L.E. Davis and Wall, Plainsboro, N.J.—application be denied. Examiner—Robert W. Campbell, Oshkosh, Wis.—License recommended (1-61) that application be denied for new station.

WPEN, Philadelphia, Pa.—New license for new station.

Three Groups Ask Use of Shortwaves

A THREE-CORNERED contest between World Wide Broadcasting Corp., NBC, and General Electric Co., for the use of the four shortwave frequencies recently released for private use by the Navy Department, was staged in a hearing before the Federal Communications Division Oct. 29. Out of the plans of the three broadcasting concerns for the expansion of their international shortwave programs, considerable information of value to the American delegation at the International Broadcasting Conference in Havana is expected to be produced because the four frequencies had been intended for use by the government or by the Pan American Union to send programs to South America.

Walter Lemmon, president of World Wide, occupied the stand most of the Oct. 29 session, defense of the additional time slots for his station, which his station, WIXAL at Boston, transmits over shortwaves for four hours each day. While his argument would have little effect on the existing wielding interests representing NBC was slated to describe that network's new plans for international broadcasting, NBC had previously announced its plans for the fall.

Workshop Subsidary

First subsidiary of the Columbia Workshop has been formed in Baltimore, is known as Unit 1, and broadcast its first program Oct. 20. Under the general supervision of R.G. Linn, director, the unit is working on a 13-week experimental basis, with broadcasts each Wednesday on WCAO, CBS Baltimore affiliate.

FOOTBALL—At his fingertips is what Bill Stern, NBC Sportscaster, wanted when he devised these signals given to him by "spotter" while the ball is in play. On top, left to right: Backfield in motion; too many time out; unnecessary roughness; interference on pass. Bottom, left to right: Crawling; piling on; holding; roughing kicker.

FOOTBALL—At his fingertips is what Bill Stern, NBC Sportscaster, wanted when he devised these signals given to him by "spotter" while the ball is in play. On top, left to right: Backfield in motion; too many time out; unnecessary roughness; interference on pass. Bottom, left to right: Crawling; piling on; holding; roughing kicker.
Equipment

UNIVERSAL MICROPHONE CO., Inglewood, Calif., in November, will start to distribute its new transmitter-type microphone. The new instrument will be an airplane deck type for small transmitter stations, and in design is similar to a telephone. It has been produced with the switch at the center of the microphone, in the base as a press button, or in a separate unit. From the base upward the center of the microphone will be 10 inches over the standard telephone height. The instrument will be furnished with a regular type or portable microphone, high-sensitivity carbon microphone, or with Brush crystal unit, or as a dramatic.

A NEW medium-frequency mobile transmitter has been completed by KFI-KECA, Los Angeles, and was used Oct. 27 on a special Navy Day program over the NBC-Bay Area network. Seymour Johnson, the station engineering staff, designed the unit which can be carried in a sedan and operates from a gas-driven generator. It is of 100 watts power and is adaptable for four frequencies between 1,000 and 2,000 kilocycles.

ASSOCIATED BROADCASTING Co., Ltd., Toronto, has moved into a new studio on the top floor of the Hermitage Bldg., using Presto equipment. The studio is similar to those in the near future in its Montreal office. It is now engaged in the production of local and national news and order transmission shows for local Toronto newspapers.

TOM JOHNSON DONNELLEY, former owner of WDAP which he founded in Chicago in 1921, later selling the station to the Chicago Tribune which later changed the name to WGN, has started a new service for stations.

WEATHER conditions have retarded building on the Campmess Westinghouse Corp. new 50 kw. stations at Montreal and Toronto. Latest information gives chance for a Montreal, late in November, and CBL, Toronto, Dec. 1.

CHAB, Moose Jaw, is rebuilding its entire station from the ground up. The station, which was included in a new transmitter.

In addition to new RCA microphones, Collins speech-improving and other control equipment, the station purchased a Canadian Marconi 100-200 watt transmitter to take care of a raise in power from the present 100 watts.

KOMO, 100-watt station in Vancouver, has modernized its transmitter, remote control equipment and made other technical improvements. The studios have been acoustically treated and enlarged.

UNITED TRANSFORMER Corp., New York, has released a 45-page catalog of broadcast components completely describing its range of high-fidelity equipment. Printed in three colors, the catalog is thoroughly charted and illustrated.

Universal Microphones

Model XX - Stretched dia- phragm type, no switch. Low voice, or for spot announcements. $31 1/2 per telephone. 150 ft. stand included in 3 mutually independent coils. $1 15 per telephone. $5 50. Also a model XXA, which has a new switch. Also a model XXH, which is equipped with a switch in the base.

List $15

In the CONTROL ROOM

ROBERT MOSS, Bert Capstaff and Carl Lorens, NBC studio engineers in New York, have been transferred to Hollywood. At NBC, Chicago, four engineers have been added to the staff: Robert R. Jensen, from KIIZ, Denver; L. W. Conin, formerly with RCA NBC, and KMA, Shesandishu; In. M. J. Wilson from WCBS, Springfield, Ill.; and H. F. Ailtair, from WWJ, Detroit.

GRANVILLE KLING, engineer of WBY, Washington, and Miss Marion Black, children's hour director of W27, Philadelphia, were married Oct. 22.

JOHN SCHNEIDER, control board supervisor of KOK, Portland, Ore., on Oct. 11 married Miss Ella Kowolenk, of Tulelake, Cal., an actress at K2SO, San Francisco.

JACK TIERNEY, for the past six years a member of the technical staff of WXYZ, Detroit, has been appointed night studio supervisor. Karl Schel, formerly of WMBC, Detroit, with WJW, Los Angeles, and J. D. Flewelling, formerly of WOOD, Grand Rapids, have joined the engineering staff of WXYZ.

ERNIE VOGEL, engineer of KWK, St. Louis, recently married Miss Ann Moore.

FORREST A. HOBBS has joined the technical staff of KDYL, Salt Lake City.

GEORGE LEWIS, assistant technical supervisor of WCAU, Philadelphia, is the father of a baby girl born in October.

DAVID CONLON, chief remote engineer of WLW-WSAI, Cincinnati, is the father of a baby girl born recently.

LEE BERRYHILL has joined the technical staff of the new K3BCO, Santa Rosa, Cal.

JESSE MILLER, chief engineer of KODA, Siloan Springs, Ark., is teaching a radio class at John Brown University.

FRED LIGGETT, chief engineer of WTMJ, E. St. Louis, who suffered a collapse during his recovery from pneumonia, has returned to Florida in a short time to regain his health. Thomas R. McLean is filling the vacancy.

STANLEY THOMPSON, formerly night engineer supervisor at WBBM, Chicago, has been promoted as assistant to Bobby Brown, program directo. L. I. Thompson, no relation, formerly night engineering supervisor, succeeds Stan Thompson as day operation engineer.

JOHN LARSON, of the NBC-Chicago engineering staff, has been transferred to the network's New York office, where he is currently helping conduct experimental submarine tests for the U. S. Navy. Wilbur Cummings has succeeded Larson in Chicago.

WCCO Awards Contract

WCCO, Minneapolis, has awarded the contract for construction of new studios to James Leck Co., that city. Work on the $100,000 project is to start as soon as possible. CBS construction manager, has placed Frank Moore of his department in charge. The project marks the fourth time in 10 years that WCCO has enlarged its facilities, according to Earl H. Gammons, manager, Plans were prepared by CBS in cooperation with Hugh S. McCarty, WCCO chief engineer.

LETTERS Patent No. 2,067,392 covering an electronic distributor were issued to the United States Patent Office Oct. 26 to William G. H. Finch, New York radio engineer and former assistant chief engineer of the FCC.

EXACT FREQUENCIES

Are easier to get with Scientific Radio Crystals

- Accuracy BETTER than .01%
- Frequency Drift Guaranteed less than 3 cycles per million

"The Crystal Specialists Since 1922"
**Merchandising & Promotion**

**Almanac Again—Songs in Canada—Barn Folk—Hunt for Heirs—Show Is Born—Cooking Knacks**

HORLICK'S Malted Milk Corp., Racine, Wis., on Oct. 29 on that company's 1938 radio program, started offering listeners the new 1938 Lum & Abner Family Almanac. This was the third year the almanac has been offered. The almanac is sent in exchange for the outside wrapper of a piece of Horlick's Malted Milk. In addition to the traditional almanac contents, the 1938 edition also contains 30 pages of advertising for the company's products. The almanac is sent to listeners who enter the program's sponsor contests and show their preference for the almanac over other goods. The almanac is also available for purchase at a small additional cost.

**MARSHALL FIELD & Co., Chicago (retail store), on Oct. 20 started a new type of toy merchandising by radio with the features of the merchandise dramatized as entertainment. The program, called "Tonight's Guest," featured the toy store's display windows and stock of merchandise. The show was broadcast daily over WGN, a network affiliate of the program's sponsor. The program included music, comedy, and information about the store's products. The show was also recorded as a radio program for use in stores and for future broadcasts.

**SKELLY Oil Co., Kansas City, is distributing 500,000 four-page bulletins weekly at its service stations, featuring descriptive eight actual cases of unclaimed estates. Two cases are dramatized on the program, "The Secret Court of Unclaimed Estates." The series started on Oct. 11 and will air on seven other stations. The series is hosted by George W. Wilkins, assistant manager of the company's advertising department. The program is produced by the firm's Hummer Inc., Chicago, agency.

**STRIKING among recent promotion pieces is the sit-up-and-stay-put brochure, spiral-bound, prepared by E. Katz Special Advertising Agency for Iowa Network. With pages printed sideways, the brochure includes a self-supporting display of photos and text. An actual floral gift is present to the deserving woman who has the most, according to the company. Women are nominated for the award and radio audience writing to Brown's general office.

**HONOLULU Broadcasting Co. Ltd. (KGMB-KHBC), is mailing a 32-page brochure the text of which begins, "Setting aside the glamorous (and very much over-sold) hula dancers and getting right down to business..." and proceeds to give a concise summary of business and radio in the Hawaiian Islands. Filled with scenic views, the brochure makes its facts graphic by comparing the islands' business conditions with areas in the United States of comparable size. In important feature of the booklet is the constant attempt to replace with facts the illusory legends that people living on the mainland may have about the islands.

**MERTENS & PRICE Inc., Los Angeles production concern, is producing 28-quarter-hour episodes of "Diving With Dan," new transcribed musical serial featuring Wadie Lane and Leon de Loux, former musical comedy trouper. Series, being cut by Recordings Inc., a transcription firm, has already been reserved for Canada by the All-City Indespig. An extensive merchandising program is being worked out for the feature.

**KGR, Butte, is sending Little Knacks of Cookery, a booklet containing hundreds of hints on cooking, to his listeners. As an area covered in the 24-page booklet are such hints as "How to get more juice out of a lemon" and "How to peel an onion without weeping." The booklet is published by Anton Peterson, Chicago radio premium manufacturer.

**WSM, Nashville, has published a 16-page rotoscope booklet called "WSM Radio News" which pictorially describes programming and staff functions in addition to relating the part played by WSM during the January floods. The booklet is being distributed by salesmen of the National Life & Accident Insur ance Co., owner and operator of WSM.

**SELLING used cars by radio is not a new sales method, but a different slant is produced when the dealer's broadcasts concern the car on a trial run so that customers can hear the motor and listen to the sounds. WALT, Atlanta, figured out this novel sales scheme and reports that it's working well.
A few years ago no one dreamed that he could listen to radio while driving. A fantastic, unbelievable thought! If he wanted to listen to the radio he must stay at home.

TODAY, radio programs are so interesting, so compelling that the listener must take them with him as he drives in the country, goes to the office, or takes a run around the block. Automobile and radio go hand in hand. Both have grown and are growing mightily.

Countless motorists enjoy and appreciate WLW programs. Travelers on trains, airplanes are included in the WLW audience. WLW's influence has helped to promote radio listening when circumstances might have prevented fans from hearing their favorite program.

www.americanradiohistory.com
Keystone of Your Speech Input Equipment  

...THE STUDIO AMPLIFIER

RCA 40-D is a high fidelity, AC operated, de luxe amplifier providing many features... yet available at moderate cost!

Broadcasting quality depends upon the studio amplifier. Since all programs, whether remote, transcription or studio, usually pass through this unit, it is of fundamental importance to have an amplifier which will assure high fidelity performance at all times.

The RCA 40-D does even more than this. It is a combined high fidelity, AC operated amplifier having uniform frequency response, low distortion and low hum level plus a volume indicator capable of reading either average or peaks. When set for the latter position, its characteristics are similar to those of the modulation monitors required in every station. Thus the operator in the studio control room can adjust gain settings to obtain more nearly the actual desired modulation percentage than was ever before possible. This "slow return" setting is made possible by the use of a tube type V.I. which also introduces less distortion than the conventional copper oxide type rectifier.

The 40-D offers the maximum in convenience, too. Having a hinged chassis, it is possible to reach every part for inspection without removing the amplifier from the rack. Tubes are accessible from the front. The Volume Indicator uses the latest illuminated type meter. Components are heavily chromium plated for pleasing appearance and permanence. With all of this, the 40-D is not expensive and will assure you of trouble-free, high fidelity operation.

The nearest district office will be glad to furnish you with full details. Ask for data on the RCA 41-C triple preamplifier, too. It's a matching unit.

Replace weak transmitting and receiving tubes with the tubes preferred by network stations - RCA

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SPECIFICATIONS OF THE 40-D AMPLIFIER

<table>
<thead>
<tr>
<th>Specification</th>
<th>Value</th>
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<tr>
<td>Input and output imps.</td>
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<td>Overall gain</td>
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<td>Normal output level</td>
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<td>Max. usable output</td>
<td>+18 db*</td>
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<td>V. I. range</td>
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<td>Output noise level at normal output</td>
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*12-1/2 MW. Zero level