

Mrs. Elliott Roosevelt Acquires Stock Control Of KFJZ, Fort Worth

MRS. ELLIOTT ROOSEVELT, daughter-in-law of President Roosevelt, who was Ruth Goggins of Fort Worth before she married the second son of the President, has purchased the majority of the stock of Fort Worth Broadcasters Inc., licensee of KFJZ, Fort Worth local on 1370 kc. The purchase was from R. S. Bishop, who owned 99.3% of the corporation's stock, and the deal is subject to FCC approval.

Elliott Roosevelt, who for nearly two years has been vice-president of Hearst Radio Inc., in charge of its Southwestern stations with headquarters in Fort Worth, stated that the purchase of KFJZ will not affect his association with Hearst Radio.

The purchase price was not disclosed by Jesse Martin, attorney who announced the deal. Mr. Bishop, it was stated, will continue to operate the station for the time being with Harry Hutchinson to be manager after the station is taken over by its new owner. Mr. Hutchinson, formerly with KOMA, Oklahoma City, and KVOO, Tulsa, is already working under Mr. Bishop. The stock will be in the name of Mrs. Ruth G. Roosevelt. Present personnel of KFJZ will be maintained for the most part. Mrs. Roosevelt is the daughter of a wealthy Texas oil operator.

KFJZ was founded in 1918 at Camp Bowie and was used by the government during the war. Later it was taken over by W. E. Branch, now a Fort Worth radio construction engineer with broadcasting interests along the Mexican border, who operated it as a 50-watter with the transmitter in a clothes closet and his living room as a studio. Other former owners of the station were the Southwestern Baptist Theological Seminary, H. C. Allison and the late H. C. Meacham. Mr. Bishop purchased the stock from the Meacham estate in 1930.

Rivals in Louisville

THIRD applicant for a new broadcasting station in Louisville is WAVE, Inc., licensee of WAVE, which has asked the FCC for a construction permit for 250 watts night and 500 watts day on 610 kc. Previously filed, and already heard by an FCC examiner, was the application of the *Louisville Courier-Journal* and *Times*, operators of WHAS, asking for 100 watts full time on 1210 kc. The other pending application, not yet heard, is that of D. E. (Plug) Kendrick, who recently sold his interest in WIRE, Indianapolis, also seeking 1210 kc. but with 250 watts day and 100 watts night.

Press Turns to Radio

PITTSBURGH'S three newspapers made a series of newscasts on WWSW and WCAE June 22 when a strike of the Wrappers and Shippers Union stopped publication of all local papers. John J. Davis and Ray Schneider handled the newscasts at regular half-hour intervals for WWSW, and Norman Twigger and James Murray broadcast on WCAE. When drivers struck in Philadelphia, June 14, the *Evening Bulletin* had a wire run from WIP, that city, and Harry Proctor gave five newscasts throughout the day.



MRS. ELLIOTT ROOSEVELT

C & O DISCONTINUES RADIO ADVERTISING

AFTER five years as a leading spot account, Chesapeake & Ohio Railroad is discontinuing its radio advertising effective June 30 coincident with a curtailment in all other schedules.

The decision to drop its radio spots amounting to approximately \$100,000 a year, follows the death of L. C. Probert, vice-president of the line and a pioneer in the use of radio for railroad promotion. Executives of the Van Sweringen road, even during Mr. Probert's tenure, were opposed to radio advertising as have been the old line heads of other roads. It was during Mr. Probert's incumbency that the controversy over the use of new media was precipitated in railroad advertising circles. In spite of the opposition Mr. Probert persisted in his use of five-minute transcriptions. Even during the depression C & O was one of the two roads in the country which never missed a dividend.

In cancelling present contracts running on nine stations, C & O is taking a short-rate on them, it is understood. Until Mr. Probert's death last February the list of stations totalled some 16 but was curtailed shortly thereafter. Lewis Edwin Ryan Advertising Agency, of Washington, has been handling the radio portion of the C & O account. Herluf Provinsen, vice-president, has been the account executive.

Stations which have received the cancellation orders are WRC, WMAL, WCKY, WIRE, WAVE, KSD, WREN, KPRC and KVOO.

The decision to curtail all advertising expenditures was reached, it is reported, by W. J. Harahan, C & O president and Walter Jackson, the new advertising manager.

Wasey on NBC for Year

FOLLOWING the tested formula of broadcasting hillbilly music to sell proprietary products, Wasey Products Corp., New York, has signed a 52-week contract with NBC to sponsor the music of *Carson Robinson and His Buckaroos* in the interest of Zemo, Musterole and other products on the Blue network each Monday, Wednesday and Friday afternoon from 4 to 4:15, beginning Oct. 4. Programs are handled by Erwin, Wasey & Co. Inc., New York.

BASEBALL SOUNDS

Fool Fans on WMT Wired

Game Descriptions

BASEBALL broadcasts on WMT, Cedar Rapids, Ia., have the fans guessing as to whether telegraphic play-by-play descriptions are aired or the announcer is right behind home plate. Bert Puckett, WMT sportscaster, rigged up a small bat and sponge rubber pad.

On called strikes and balls, or when the batter misses the pitch, Puckett smacks the rubber pad and it sounds like a ball hitting the catcher's mitt. When the batter connects with one, the suspended bat is hit with a small mallet and crowd noises are used in the background build-up of exciting plays. During the broadcasts the WMT phones are busy with fans wanting to know if the game is telegraphic or play-by-play from the ball park.

WSNJ, Bridgeton, N. J., To Take the Air Aug. 1

AUTHORIZED last Jan. 27 by the FCC, the new WSNJ at Bridgeton, N. J., 100 watts daytime on 1210 kc., will go on regular schedule about Aug. 1, using RCA equipment throughout and a 180-foot Lehigh tower. Licensee of the station is Howard B. Frazier, Philadelphia consulting radio engineer, who will continue his consulting practice and act as advisory chief engineer of WSNJ. Its general manager will be Paul Alger, who started in radio as an announcer with WCAM, Camden, then went to WPEN, Philadelphia, where he conducted the famous *Lucky Dollar Club* and later served with WDAS and WBIG in the same city.

Commercial manager will be Burt P. McKinnie, director of the old McKinnie Operatic Co. and more recently circuit director and member of the board of managers of the Swarthmore Chautauqua. Studios, offices and transmitter will be housed together in a new modernistic unit occupying a four-acre tract on the outskirts of Bridgeton and designed by Silverman & Levy, Philadelphia architects. Mr. Frazier formerly was with WPEN, WRAX, WFAS, WDAS and with the old American, General and Amalgamated systems but has been in consulting work for the last two years.

Avalon on Six Stations

BROWN & WILLIAMSON TOBACCO Co., Louisville, which began sponsoring a three-a-week broadcast of sports and news on WEEI, Boston, early in June, on June 28 extended the broadcasts to include a six-station CBS hookup in New England consisting of WEEI, WLBZ, WPRO, WORC, WMAS and WDRG. Broadcasts, from 7:30 to 7:45 p. m. on Mondays, Wednesdays and Fridays, are conducted by Neal O'Hara, columnist on a Boston newspaper, and consist of a section from O'Hara's column, a sports review and a discussion of every-day events. Series advertising Avalon cigarettes was placed through BBDO, New York.

TRANSFER of control of the Plains Radio Broadcasting Co. Inc., operating KGNC, Amarillo, and KFYO, Lubbock, from the estate of Wilbur C. Hawk and Gene A. Howe to the Globe News Publishing Co. Inc., was authorized June 8 by the FCC Broadcast Division.

Wilson Is Retained As Cuban Advisor

Will Serve as Consultant to Island During Conference

HERBERT L. WILSON, consulting radio engineer of New York, has been retained by the Republic of Cuba as engineering consultant in connection with the impending North American allocation of frequencies.



Dr. Wilson

Dr. Wilson returned to the United States June 14 after three weeks in Havana, at which time arrangements for his services were completed with the Cuban Government. Dr. Juan Remos, Secretary of State for Foreign Affairs, completed the arrangements.

In his consulting capacity Dr. Wilson will handle the preliminary and preparatory work for the Cuban Government in connection with the Nov. 1 Pan American Conference which has as its objective drafting of a treaty for division of broadcasting frequencies among the nations in the Americas. He will also serve as chief technical advisor to the Cuban delegation attending the Pan American Conference.

Dr. Wilson has been acting in a consulting capacity with a number of privately-owned Cuban broadcasting stations. The nature of this work has been cleaning up of equipment and eliminating heterodyning interference and over-modulation which has resulted from the rather haphazard radio operations on the Island. He explained that his effort in this connection is to bring the Cuban broadcast structure up to a par with that existing in this country through introduction of American engineering standards and principles.

Of the 30 stations in Cuba, some eight already have revised their technical systems in accordance with specifications outlined by Dr. Wilson. Ultimately it is planned to put the entire roster of Cuban stations on a sound engineering basis.

McKesson on Net

FOLLOWING a 21-week test in New England on a three-station hookup (WTIC, WTAG, WNAC), McKesson & Robbins Inc., Bridgeport, Conn., is bringing its radio serial *Girl Interne—Joyce Jordan*, sponsored for Calox Tooth Powder, into New York on WEAJ, beginning June 28. Program, a dramatic serial of hospital life, is scheduled for 52 weeks over a four-station NBC network and will be broadcast Monday through Friday from 2:45 to 3 p. m. until Oct. 8, after which the Friday broadcast will be dropped and the program continued on a four-day weekly schedule until June, 1938. Program is placed through Brown & Tarcher Inc., N. Y.

BLAIR WALLISER and Don Pontius of the WGN production department were lost June 20 for 20 hours in Lake Michigan off Kenosha, Wis., because of a heavy fog. Walliser was transporting his racing sloop *Revenge* by tow and sail from Bristol, R. I., where he had purchased it and had been joined at Milwaukee by Pontius.