

Old Jersey Law Revived In Order Against NBC

THE Public Utility Commission of New Jersey has ordered NBC to appear in Newark Oct. 18 to show cause why the Commission should not issue an order to stop it from proceeding with construction of a transfer for its ultra-high frequency station, W2XDG, at Bound Brook, N. J., also the site of the WJZ transmitter. Commission order is based on a law passed some years ago which gives the P. U. C. power over radio in New Jersey. The law is said to have been enacted to protect local listeners from interference of powerful stations nearby, which in those days of non-selective receivers was a real hazard.

NBC, having for some time been experimenting with W2XDG and W2XDH, broadcasting from the roof of the RCA Bldg. in New York, wants to move one of the stations to New Jersey, and has obtained a construction permit to do so from the FCC. Queried concerning the order of the New Jersey Commission, NBC issued the following statement: "NBC believes the statute of the State of New Jersey, requiring the operator of a broadcasting station, licensed by the FCC, to secure a certificate of convenience and necessity from the New Jersey Board of Public Utility Commissioners, to be an unconstitutional exercise of regulatory power by the State, inasmuch as the Federal Government has already completely regulated the field of broadcasting."

Title Trial is Set

DENYING the request of Beth Brown, novelist, for a temporary injunction in her suit against NBC, Bristol-Myers Co., Crosley Radio Corp., and Pedlar & Ryan, for the use of the title *For Men Only* on the Vitalis program, New York Supreme Court Justice Charles B. McLaughlin has set the trial for Sept. 30. Miss Brown contends that she has exclusive rights to the title of the air show as she had a novel published in 1931 with the same title.

Fels Takes Hobby Lobby

FELS & Co., Philadelphia (Naptha soap chips), has purchased Dave Elman's *Hobby Lobby* for 13 weeks beginning Oct. 5 on NBC-Blue, Wednesdays, 8:30-9 p. m. (NBC-Red on Pacific Coast). This program was heard on NBC-Red network during the summer months sponsored by General Foods Corp., New York, for Jell-O, replacing Jack Benny. Agency in charge is Young & Rubicam, New York.

Loose-Wiles on Yankee

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., will start *The Sunshine Reporters* on 10 Yankee stations, starting Oct. 4 and using the 7:30-7:45 p. m. period Tuesdays and Thursdays, for 13 weeks. Agency for Loose-Wiles is Newell-Emmett Co., New York.

STANDARD CIGARS Corp., Pittsburgh, is using a test announcement campaign for Dry Slitz cigars, four times weekly on WCOL, Columbus, and five times weekly on WGAR, Cleveland. Gardner-Rothschild Adv. Agency, New York, is the agency in charge.

Late News and Personal Notes

RICKERD, MULBERGER & HICKS, Detroit, has appointed R. H. Edsall to head its radio department. Mr. Edsall formerly was with Brace Reemer, Detroit, and previously WXYZ, Detroit. The agency has been appointed to handle a national radio campaign for Practical Diesel Training Co. of Detroit. Mr. Edsall will be the executive contact on the account.

SIMONIZ MFG. Co., Chicago (Simoniz Kleener), has started a quarter-hour live talent Sunday show titled *The Sunshine Hour* on WAAB, Boston, and WMAQ, Chicago. George H. Hartman Co., Chicago, has the account.

CEDRIC SEAMAN, adv. manager of Continental Baking Co., New York, has been named director of sales and advertising, succeeding the late George M. Gottfried.

FREDERICK E. LOWENFELS & Son, New York (Hotel Bar butter), on Oct. 2 will start *Transradio News*, featuring Frank Singiser, on WOR, Newark, Sunday, 10-10:15 a. m. Neff-Rogow, New York, is the agency.

FITZPATRICK Bros., Chicago (Kitchen Kleener), on Sept. 23 started *The Lady's Answer*, three weekly, 15-minute live show on WGN, Chicago, and *Meet the Missus*, six weekly disc show, on WBBM. On Oct. 1 the firm started *Mrs. Goes to Market*, five weekly disc show on WBBM, Chicago. Neisser-Meyerhoff, Chicago, has the account.

WYLER & Co., Chicago (bouillon cubes), on Oct. 10 will start an hour disc show six mornings weekly called *Rise & Shine* on WCPL, that city. Neisser-Meyerhoff, Chicago, has the account.

DR. PRESTON BRADLEY has resumed his foreign news comments on WBBM, Chicago, sponsored by Longines Watch Co., New York, through Arthur Rosenberg Co., New York.

L. N. MARKS, continuity editor of Universal Radio programs, will conduct a course in radio writing at the College of Paterson, Paterson, N. J.

AUSTIN GRANT, newscaster at WWJ, Detroit, is the father of a baby girl, born Sept. 24.

GEORGE MATEYO, of the WOR sales promotion department, has been appointed to the faculty of New York University School of Commerce as marketing instructor. He commenced his new duties Sept. 21.

WILLIAM BURKE MILLER, night news editor of NBC, New York, was married Sept. 26 to Alice Reinhardt, actress.

Firestone From Fairs

FIRESTONE Tire & Rubber Co., Akron (farm tractor tires), will sponsor three broadcasts from the National Dairy Show in Columbus on Oct. 11, 12, 13, over 57 NBC stations, and five broadcasts from the International Live Stock Show in Chicago, Nov. 28 to Dec. 2, on 113 NBC stations. All broadcasts will be from 4 to 4:15 p. m., with rebroadcasts at 5:45-6 p. m. Programs were placed through Sweeney & James Co., Cleveland.

Rumford's Spots

RUMFORD CHEMICAL WORKS, Providence (baking powder), from Sept. 15 to Nov. 21, are running 30-word announcements six times weekly a. m. and p. m. on about 25 stations, a complete list of which will be announced later. Atherton & Currier, New York, is the agency in charge.

ROBERT E. ARDEN, who has spent 20 years as a European foreign correspondent, will be the feature of *News and Views of Foreign Affairs*, a new program to be broadcast on WATL, Atlanta, Tuesdays and Fridays, 8:15 p. m., and Sundays, 7:15 p. m. Mr. Arden will give his own opinion and analysis of world events, inviting the audience to send in questions in any language.

ALFRED ALISTAIR COOKE, British journalist heard as commentator on the NBC-Red network in 1937, arrived back in America from England on the *Normandie* Sept. 26.

WILLIAM N. ROBSON, CBS staff director, is aiding Didier Van Ackere of the Agence Radiophonique Universelle of France, in making a series of 30 French recordings based on Ackere's impressions of America.

BEN FARMER, co-owner and chief engineer of WGTM, Wilson, N. C., was married Sept. 11 at Wilson to Dorothy Dickinson of that city. Mr. and Mrs. Farmer were in Washington for their honeymoon and later plan to motor to the West Coast.

ROGER C. PEACE, owner of WFBC, Greenville, S. C., and publisher of the *Greenville News* and *Daily Piedmont*, sailed for Europe with his family on the *Normandie* on Sept. 28.

ALFRED B. SAMBROOK of World Broadcasting System was married on Sept. 24 to Miss Kay Marshall of Troy, N. Y.

DORIS RUTH, is resigning after four years as secretary to Robert Morris, NBC division engineer, to marry Charles L. Townsend, television engineer at NBC, on Oct. 7.

PHILLIPS H. LORD, New York (radio productions) is enlarging its offices and increasing its personnel because of new business plus additional time and effort on new program ideas. Alonzo Deen Cole, well-known program director, has been appointed script editor. Jay Hanna is production chief. A research department has been established and the publicity department enlarged with Sam J. Slate, formerly of the AP, UP and CBS, as director, and Helen Hutson Weber, formerly of the Mandeville Press Bureau, assisting.

WILLIAM C. MITCHAM Jr., secretary of the chamber of commerce of Blowing Rock, N. C., has been named special events and publicity director of WBT, Charlotte, by Lincoln Dellar, general manager.

NBC Silence

PAUL HODGES, WCPO announcer, broadcasting his nightly *Coryell 70 Train Time* from Cincinnati's Union Terminal recently, found NBC's Sheldon Hickox at his microphone ready to be interviewed. Rising to the occasion, Train Timer Hodges reversed the usual man-on-the-street procedure and flooded Competitor Hickox with an account of the advantages and popularity of WCPO, giving him no chance to sing the praises of NBC.

SOVIET RUSSIA, which has been buying the large part of its original radio equipment in the United States, has placed an order with Scophony Ltd., London, for television transmitting and receiving apparatus for installation at Leningrad.

FCC GETS APPEALS IN GRANT TO WMEX

APPEALS from the twice-decided action of the FCC granting WMEX, Boston, a high-powered regional assignment on 1470 kc. with 5,000 watts full time were filed Sept. 24 by WAAB, Boston, and WLAC, Nashville. On Sept. 26, WCOP, Boston, also appealed.

Originally granted some two years ago, the FCC first authorized the Boston station to change its status from a local to a high-powered regional without hearing. As a result of protests, the case was redecided and a grant again authorized. WAAB appealed on economic grounds, as did WCOP. WLAC, through Attorney Paul D. P. Spearman, appealed on the question of interference, since it operates on the 1470 kc. channel and also alleged that the assignment would curtail its secondary service.

W. P. Stuart, publisher of Prescott, Ariz., on Sept. 16 appealed from the FCC decision granting the application of the Southwest Broadcasting Co. for a construction permit for a new station at Prescott on 1500 kc. with 100 watts night and 250 watts day. It contended that this precluded the granting of its own application requesting the same facilities in the same city. It was also contended that the Commission's decision lacked proper and adequate findings and that there was not sufficient evidence to sustain the findings.

ANA Holds Session

ADHERENCE to the policy of honesty in advertising was emphasized to the Association of National Advertisers, meeting Sept. 28-Oct. 1 at Hot Springs, Va., by James A. Horton, chief examiner, Federal Trade Commission. Mr. Horton called for voluntary cooperation by advertisers to reduce the need for formal FTC action involving advertisers. Other speakers at the convention included Gilbert Kinney, AAAA chairman and vice-president of J. Walter Thompson Co.; Richard Compton, of Compton Adv., New York; Chester J. LaRoche, president of Young & Rubicam; Dr. George Gallup, Young & Rubicam; John Caples, BBDO; Harold Thomas, Centaur Co. and ANA board chairman.

Seek Best Announcer

FOURTH annual Radio Announcers Contest of Washington, D. C., sponsored by the Henry J. Kaufman Adv. Agency, opens Oct. 3 for a two-week battle of words to select the outstanding staff announcer on Washington's four radio stations. Graded on diction, sincerity and effectiveness, the 18 contestants are to be judged by a committee of radio critics, advertising men and civic leaders.

AFA Convention Dates

ADVERTISING Federation of America will hold its 35th annual convention at the Waldorf-Astoria Hotel, New York, June 18-22, inclusive, next year. The Federation board of directors is meeting in New York on Oct. 7 to pass upon preliminary plans, appoint committees and discuss the Federation program of yearly activities.