In the 8 years WLS has been under the present management, 8,342,346 letters have been received from listeners—an average of over a million letters a year for eight consecutive years. A lot of letters—from a loyal audience that listens and responds. WLS Gets Results!

Burrage D. Butler, President
Glenn Snyder, Manager
WLS, Chicago
LEADS IN LOCAL COMMERCIALS—LEADS IN POPULARITY

Check-up of sponsored network shows carried by Denver stations during the week of December 5, 1937, showed KLZ far in the lead, carrying 31.5% more hours of network commercials for this typical week than its nearest competitor.

KLZ, too, is getting the biggest share of every radio dollar spent by department, furniture, jewelry, men's and women's stores in Denver.

Together, KLZ's network and local programs add up to the heaviest commercial schedule ever carried by a Denver station.

With its dozens of local features vieing in interest and quality with its plurality of network shows, KLZ offers a concentration of audience-appeal which makes KLZ-listening the most popular pastime in the Denver-Rocky Mountain region.

In KLZ's program-power is its pulling power...and this pulling power is what your program needs to get results most profitably in the Denver-Rocky Mountain region.

<table>
<thead>
<tr>
<th>QUARTER-HOURS OF NETWORK SHOWS ON DENVER STATIONS</th>
<th>Week of December 5, 1937</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KLZ 2nd Sta.</td>
</tr>
<tr>
<td>Sunday</td>
<td>21</td>
</tr>
<tr>
<td>Monday</td>
<td>29</td>
</tr>
<tr>
<td>Tuesday</td>
<td>30</td>
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<tr>
<td>Wednesday</td>
<td>28</td>
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<td>Thursday</td>
<td>29</td>
</tr>
<tr>
<td>Friday</td>
<td>30</td>
</tr>
<tr>
<td>Saturday</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>179</td>
</tr>
</tbody>
</table>

KLZ

CBS AFFILIATE
560 Kc. FULL TIME
NATIONAL REPRESENTATIVE
E. KATZ SPECIAL ADV. AGENCY

AFFILIATED WITH WKY - OKLAHOMA DAILY PUBLISHING COMPANY
Driving Power!

The way to get through a snow drift is to buck it, with powerful driving wheels putting a smash behind the plow.

Methods for opening a market are similar, with the driving power of a network of stations putting smash behind the plow of advertising broadcasts.

Fourteen major trading areas comprise the vast New England market. They can be reached most economically through The Colonial Network of fourteen stations, each located in a leading urban shopping center and all combining to give the driving power which assures New England-wide success for your sales campaign.

Put Network Impact Behind Your Program!

<table>
<thead>
<tr>
<th>W A A B</th>
<th>Boston</th>
<th>W L B Z</th>
<th>Bangor</th>
</tr>
</thead>
<tbody>
<tr>
<td>W E A N</td>
<td>Providence</td>
<td>W F E A</td>
<td>Manchester</td>
</tr>
<tr>
<td>W I C C</td>
<td>Bridgeport</td>
<td>W N B H</td>
<td>New Bedford</td>
</tr>
<tr>
<td></td>
<td>New Haven</td>
<td></td>
<td>Lowell</td>
</tr>
<tr>
<td>W T H T</td>
<td>Hartford</td>
<td>W L L H</td>
<td>Lowell</td>
</tr>
<tr>
<td>W N L C</td>
<td>New London</td>
<td>W B R Y</td>
<td>Waterbury</td>
</tr>
<tr>
<td>W S A R</td>
<td>Fall River</td>
<td>W L N H</td>
<td>Laconia</td>
</tr>
<tr>
<td>W S P R</td>
<td>Springfield</td>
<td>W R D O</td>
<td>Augusta</td>
</tr>
</tbody>
</table>

The Colonial Network

21 Brookline Avenue, Boston, Massachusetts
Edward Petry & Co., Inc., Exclusive National Representatives
A TIMELY, IMPORTANT RELEASE OF
10 Sensational NEW SIDES of Standard's

...many unobtainable from any other source!

Here are five new discs which are so definitely superior, that they outdate any similar effects you may have. In some cases, these effects are totally new...
exclusive with Standard! Like the 45 other discs in Standard's Super-Sound Effects Library, these are taken from life... and what a difference that makes!

46A BATTLE BACKGROUND (Modern)
Continuous ..................2 mins. 40 secs.
Large open battle between two well armed forces. Effect gives a modern battle background that does not drown out dialogue, but still sets the scene of modern fighting ferocity.

46B ANIMAL EFFECTS
Cow Mooing .................. 08 secs.
Rooster Crowing .............. 07 secs.
Wolf Howling (continuous) ..... 1 min. 00 secs.
Recorded from life, all these effects have the outdoor perspective.

47A AERIAL BATTLE
Continuous ..................2 mins. 40 secs.
This effect re-creates a "dog fight" with roaring of plane motors, whining of struts and wires, and ever present the deadly sound of machine guns.

47B NEWSPAPER OFFICE
Continuous ..................2 mins. 40 secs.
Distinguishable sounds are: typewriters, teletype, general busy conversation, telephones, calls for copy boy.

48A BATTLE BACKGROUND (Old Time)
Continuous ..................2 mins. 40 secs.
Composite of rifle fire and cannon, scattered in spots to indicate the looseness, comparatively speaking, with which field encounters took place in the day before modern warfare as we know it came into being. By superimposing cavalry charges, shouts and cries of soldiers, etc., this effect can be made to fit every situation in battle scenes for historical dramas.

48B LOCOMOTIVE EFFECT
Continuous ..................2 mins. 40 secs.
Train has just stopped at small country station. Effect is from the locomotive perspective—steam escaping, blowing and puffing of engine. First section includes the engine bell as it gradually dies down; second section includes signal whistle between engine closest to us and another one down the track; third section is straight as described above. These sections have been slightly separated by small spreaders for easy cutting, although the entire effect is continuous.

49A BATTLE EFFECTS
(1) French Machine Gun (continuous) ...50 secs.
(2) German Machine Gun .................45 secs.
(3) Cannon Bombardment ..........50 secs.
All effects from life

49B BARNYARD EFFECT
Continuous ..................2 mins. 40 secs.
This effect has all the barnyard animals imaginable heard at one time or another during this effect, with roosters, hens, turkeys, and pigs running prominently throughout. This is probably one of the most realistic barnyard sequences ever recorded and will more than adequately fill the bill along these lines.

50A MILITARY BAND
(1) AMERICA ..................1 min. 35 secs.
(2) DIXIE ..................1 min. 00 secs.
Both pieces of music are in Public Domain, recorded by a 35-piece military band for your patriotic dramas, special themes, etc. AMERICA is straightforward, played in typical fashion, DIXIE is heard first with drum and life corps followed by the full band playing in the spirited "down South" manner.

50B MILITARY BAND
& CANNON SALUTE
(1) STAR SPANGLED BANNER. 1 min. 00 secs.
(2) CANNON SALUTE (21 shots) ....1 min. 35 secs.
The national anthem is of course in Public Domain and is here played in a spirited patriotic manner by the 35-piece military band. Exceptionally effective for sign-ons and sign-offs. Since so many of the high government officials from the President himself down through the high commanders of the various military units are honored at times by cannon salutes the second cut on this record should prove useful indeed.

Are Your Sound Effects Up To Standard?

A number of these effects were produced in response to repeated requests: you too, will recognize among them effects which will fill immediate needs. Use the coupon to order any desired quantity at $2.50 per double-faced 10' disc.

If you do not already have the Standard Super-Sound Effects Catalog and Supplements previously released, check the coupon and they will be sent to you.

ORDER Now!

6404 Hollywood Blvd., Hollywood, Calif. • 180 North Michigan Avenue, Chicago

Gentlemen:
You may send us the following new Sound Effect records at $2.50 each, on a money-back guarantee:

☐ No. 46 A & B ☐ No. 47 A & B ☐ No. 48 A & B
☐ No. 49 A & B ☐ No. 50 A & B
☐ Send complete catalog of Standard Super-Sound Effects.

Station .......................................................... City ..........................................................
Name ..........................................................

www.americanradiohistory.com
TO the St. Louis audience whose preference for KMOX has made possible the statement that "KMOX. The Voice of St. Louis... among all six stations in St. Louis... commands 51.7% of the entire audience."

TO the companies and individuals whose whole-hearted acceptance of "The Voice of St. Louis" has made it possible for KMOX to carry 60% of all local and national spot advertising placed in St. Louis.

TO all those listeners who confidently buy the products advertised through KMOX. This support placed KMOX out in the lead in the St. Louis area with 90% of all the food advertising; 64% of the drug advertising; 80% of the tobacco advertising; 50% of the automotive advertising; 54% of the clothing advertising and 65% of the household advertising.

TO Sales Management for telling the world about KMOX's nationwide No. 1 ranking in National Spot Advertising.

TO the advertisers, agencies and their representatives who have acknowledged results achieved to the extent of an 83% renewal ratio.

TO the officials, officers, members and all those connected with the cities, towns, clubs and other organizations who had a part in making the Public Affairs Department of KMOX one of the most unusually successful in the country.

TO the advertisers and merchants who paid KMOX so many fine compliments on its program merchandising and promotional activities.

TO the radio listeners whose loyal support was a major factor in "Pappy" Cheshire and his Hill Billy Group being selected as National Champions.

TO Samuel X. Hurst, St. Louis representative for Variety, David F. Barrett, St. Louis representative for Radio Daily, and Harry E. La Mertha, Radio Editor, St. Louis Globe-Democrat, who, after conscientiously listening to every announcer in the Metropolitan area, finally awarded the Jimm Daugherty Announcers' Trophy to Marvin E. Mueller, assistant chief announcer of KMOX, for the "most versatile radio announcer in St. Louis."

TO the sports fans whose praise and enthusiastic appreciation of his ability caused France Laux to be selected to announce the World Series and the All Star Game for the Columbia Network again in 1937.

TO the newspapers, periodicals and other publications, both local and national, who have considered KMOX's accomplishments and achievements worthy of commendation in their publications.

TO the Broadcast Listeners' Association of America whose members in the middle west voted Venida Jones, KMOX staff organist, the most popular organist in this section of the United States.

KMOX
THE VOICE OF ST. LOUIS -- 50,000 WATTS
OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM, REPRESENTED BY RADIO SALES
THERE AIN'T NO RECESSION
AND THERE WAS NO DEPRESSION
---- IN THE ----
KANAWHA (WCHS) VALLEY!

STRAIGHT through the days of the early 30's Charleston, West
Virginia, was continually, month after month, the "white spot" in the
"Nation's Business." (Magazine)

Through 1931, '32, '33 and down to the present month this rich,
prosperous industrial region was often the only "white spot" (good busi-
ness) on the business map.

The dawn of '38 finds business and industry booming in Charleston and
the Great Kanawha Valley. Postal receipts for December, 1937, were 24%
greater than any previous December; General Business percentages were
up 14%; Car Loadings, Bank Clearings, and in fact every index sta-
tisticians love to talk about shows that business, earnings and spending is
not only holding its own but actually going ahead.

This, in the face of sagging sales lines, we know, is almost too good to
be true. But, while you're checking the facts keep in mind that the doorway
to this entire market is WCHS, the only network affiliated station in southern
West Virginia where business has been good and is getting better!

WCHS
CHARLESTON, WEST VIRGINIA

580 KILOCYCLES
1000-500 WATTS
COLUMBIA
BROADCASTING SYSTEM

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY
We are always happy to welcome new stations to our growing list of subscribers... which our clients say reads like the Blue Book of radio. To WABC — veteran key station of the Columbia Broadcasting System — and famous through the years for the excellence of its programs, we pledge our best efforts in maintaining Associated's high standard of quality. We send a special salute of good wishes to Lou Keplinger and his hard-working associates of KARM, as it makes its radio bow to the United States. Likewise, we extend an especially warm greeting to Stations WSYR and KFYR of the basic NBC Networks and promise them the same cooperation that has consistently permitted Associated to maintain a 98% average of renewals year after year.

Undoubtedly you are familiar with Associated Recorded Program Service and Associated Library "A". Both are identical as regards quality of reproduction and the care exercised in the selection of material. As no selections are duplicated by the same performing units... many stations today use both services.

We shall be happy to demonstrate either—or both—services to your entire satisfaction. A new descriptive booklet of Associated's Services is on the press. May we send a copy?
THE whole story for spot broadcasting is the good old saga of brains versus brawn — the sharpshooter versus the blunderbus ... In spot broadcasting, the reward for skill in picking the right program, the right time and the right station is that you bring home the bacon with the least possible expenditure of both energy and ammunition.

Our job is to help furnish one small part of the skill required for effective spot broadcasting — to help agencies and advertisers in their selection of markets, time and stations. We do this job successfully. We do it successfully because we are properly equipped in men, in experience, and in our attitude of responsibility to our customer.

May we help you? Our service costs you nothing — in either money or obligation.

---

"Now I can't miss!"

---

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

Pioneer Radio Station Representatives

CHICAGO
180 N. Michigan
Franklin 6373

NEW YORK
110 E. 42nd St.
Lexington 2-9660

DETROIT
New Center Bldg.
Trinity 2-9444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
Bona Allen Bldg.
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Richmond 6184

ATLANTA
Bona Allen Bldg.
Jackson 1078
Gross Time Sales $140,000,000 in 1937
Increase of 19% Over Previous Year
Growth in Previous Years, Leading All Media

GROSS TIME sales of the entire broadcasting industry in 1937 were in excess of $140,000,000, an increase of 19% over 1936, according to Dr. Herman S. Hettinger, radio economist and faculty member of the Wharton School of Finance & Commerce, Pennsylvania U.

In a survey prepared for the 1938 Yearbook Number of Broadcasting to be released early in February, Dr. Hettinger emphasizes that radio has been remarkably successful in maintaining its rate of relative growth, the 1937 gain comparing favorably with one of 23.5% in 1936 and a 20% increase in 1935.

National network gross time sales totaled $68,970,000, in 1937 a gain of approximately 16% over the 1936 total of $59,743,860. Local gross time sales showed an increase of 20% for 1937, the total being $38,000,000, while national non-network gross time sales for 1937 totaled $35,000,000, a gain of 35% over 1936. Gross time sales for the regional networks were $1,200,000, a gain of 4% over the 1936 total. The total increase in gross time sales increased 19.3% in 1936 as compared with the 16% increase in 1935. The increase was attributed to the absence of political time sales during the fall months and the slowing of general business during the summer and December, according to Dr. Hettinger.

Lead Media Field

In the absence of NAB monthly reports which were discontinued last summer, Dr. Hettinger based his analysis on monthly totals furnished by the Publishers' Information Bureau and on reports from individual stations and the networks.

A summary of his conclusions indicates that broadcast advertising in 1937 continued to lead the media field in rate of growth. National magazine volume gained between 12% and 15% during the year. The World Advertising Index indicated an increase of 16% in outdoor volume. Newspaper advertising during the first 11 months rose 5% over the 1936 level. Retail newspaper lineage increased 3.8% and total display advertising 1.8%. General newspaper lineage declined 0.6% and automotive lineage 6.6%. Farm paper volume rose approximately 10% during the first 11 months of the year.

National radio advertising, both network and non-network, experienced markedly less seasonal declines during the summer of 1937 than in any previous year. National network volume during July and August of the past year was 88% of the monthly average for the year as compared to 76% in 1936 and 67% in 1934. A generally similar situation pertained to the national non-network field.

The greatest relative increase by type of rendition seems to have occurred in the live talent field. During the first six months of 1937, network programs of this type increased 37% in volume. In 1936 there had been a general sustained increase during the latter half of the year. The 1937 increase is compared to a gain of 26% during the previous year.

Several developments have characterized the live talent non-network field during the year. National volume seems to have grown more rapidly than local business. National live talent programs gross time sales gained 47% during the first half of the year and local business but 27.4%. It will be noted, however, that local live talent volume increased more rapidly than did the local field as a whole.

Principal gains in national live talent business have been with regard to sports programs and news broadcasts. During the closing months of the year there seems to have been a tendency toward increased use of locally produced musical shows upon the better stations. Stations and agencies alike report an increased use of so-called "station-tested" programs.

Local talent volume seems to have shown no particular difference in trend during the latter half of 1937 from that reported by the NAB statistics for the first six months of the year.

Transcription Data

In spite of a generally prosperous year, the transcription business was not able to sustain the extremely rapid rate of increase which it experienced during 1936. Transcription advertising during the first six months of 1937 rose 27.5%, a rate of increase which appears to have been sustained throughout the year. In 1936 transcription experienced an increase of 50%.

Several trends have been of particular interest in transcription field. In common with other non-network advertising, national transcription business experienced less than the usual seasonal decline in the summer of 1937. There has been evidence of a growing use of transcriptions by regional distributors during the year. A marked growth also has occurred in the use of transcribed script shows.

Local transcription business remains a minor factor, in 1937 comprising but 15% of volume in the field. Local volume with regard to this type of rendition rose approximately one-half as fast during the past year as did local radio advertising as a whole.

National announcement business has grown rapidly during the past year, increasing 71% during the first six months of 1937 as compared to the corresponding period of the preceding year. Transcribed announcements seem to have played an important part in this development. Local announcement volume continues to lag behind general

BROADCASTING • Broadcast Advertising

January 15, 1938 • Page 9
The trend of the effect in the use of various types of rendition in the national non-network and local radio advertising field is indicated in the following tables, setting forth the composition of non-network advertising in 1934 and the first half of 1937 respectively. National non-network advertising (Percent of total volume) follows:

<table>
<thead>
<tr>
<th>Transcriptions</th>
<th>18.4%</th>
<th>18.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Talent</td>
<td>42.3%</td>
<td>47.3%</td>
</tr>
<tr>
<td>Announcements</td>
<td>17.3%</td>
<td>17.3%</td>
</tr>
<tr>
<td>Local etc.</td>
<td>13.0%</td>
<td>16.0%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

The declining percentage of national non-network transcription business is explained by the extremely marked and steady growth of five talent vpn exhibitions in the quarter months of 1934, while the increased proportion in the local field has been due to a rapid rise in volume in 1936. A number of interesting developments have occurred with regard to the sponsorship of network advertising. The greatest gain in the national network field in 1937 was with regard to household equipment advertising. The increase is 210% as compared to a 28% decline in 1936. An automotive volume remained comparatively steady, rising 42% over the previous year, as compared to a 33% gain in 1936. Soap and kitchen supply advertising exhibited a similar tendency and rose 46% above the 1936 level. Network set advertising increased 56% over the previous year, as against 28% in 1936. Gasoline and accessory volume dropped 33% as compared to a 32% increase in the previous year. Clothing volume continued the downward trend shown in 1936 and dropped 19% during the year.

Drug and pharmaceutical advertising increased 32% during 1937. This was contrasted to a decline of 18% in 1936 and seems to indicate that the network policy of barring laxative and similar advertising has achieved a result and that a normal growth in acceptable business in the pharmaceutical field has taken place during the year.

Food Sponsorship

Food, the largest single network sponsoring group, increased its advertising 18% in 1937 as compared to a 7% increase in 1936. Beer and soft drinks advertising increased 23%, and confectionery volume gained 28%. The latter increase is contrasted to a decline of 2.7% during the previous year.

Tobacco advertising increased 45% during the year, a somewhat greater gain than was experienced in 1936. The miscellaneous classification experienced a big decline. The task of estimating national non-network and local radio advertising sponsorship during 1937 has been rendered extremely difficult by the lack of any figures for the second half of the year. Information collected from stations and agencies revealed, however, that no marked shifts in sponsorship had taken place during the six months and that, in spite of a general slowing up, the earlier figures may be taken to be at least roughly representative of the situation throughout the entire year.

Food advertising, long the most important national non-network sponsor, has continued to expand and exceeded the previous year's level ascribable to increases in local advertising volume in 1937. Other important gains during the first six months which seem to have been sustained during the latter half of 1937 are as follows: Cereal, 15.2%; instant coffee, 177.8%; soap and kitchen supplies, 144.1%, and tobacco, 191.4%. Slight gains were experienced in the field of gasoline and pharmaceuticals, as well as with regard to household appliances. Clothing advertising rose 85% during the first half of 1937 over the 1936 year. Insurance volume dropped slightly, while radio set volume declined 61.9%.

The contract for the acquisition of the capital stock of WMAL, Washington, D.C., was negotiated under the present lease, for the first time in 1937, with NBC. The contract was negotiated at the time NBC leased KJIR to the Hearst interests.

The most important single account continued but the issue developed after CRCB is said to have requested the programs. It is stated, however, that the contract entered into by NBC with Standard Brands and J. Walter Thompson Co., and exceeded the previous year by 21.5% as compared to a 3.3% gain in 1936. The gain for 1936 was 54.9% as against the first half of the previous year. Clothing volume rose 15.2% during the first half of 1937. Tobacco advertising increased 16.2%. Automotive advertising dropped off during the period, while gasoline and accessories declined 3.6%. Losses also were experienced in local pharmaceutical advertising.

The Mae West show was sponsored by the KJR network, and is considered as a primary step in the direction of network affiliate-advertiser-agency contract studies.

A front page attack on the Canadian Broadcasting Corp., for allegedly turning over radio stations built with public funds over to American advertisers "at bargain prices" and "to the expense of Canadian publishers, entertainers and musicians," was published Jan. 13 in the Toronto Financial Post. Can-adian legal experts pointed out that the attack dealt with recent additions of Canadian stations to both NBC and CBS networks for broadcast-ing of sponsored programs. [See further story on page 70].

Washington Star Contracts to Acquire WMAL Stock; FCC Approval Is Sought

A CONTRACT for the purchase of the capital stock of WMAL, Washington, D.C., has been entered into by the Washington Evening Star Co., owner of the newspaper, and the country's foremost newspapers, whose president is Frank B. Noyes, also president of the Associated Press.

Broadcasting learned Jan. 13 that the Star and other arrangements for acquisition of the station from the heirs of the estate of the late Mrs. M. A. Leese, founder of the station, and from Mr. M. A. Leese, the national network programs were not divulged. The change in ownership, asin WMAL is considered to mean a change in landlord value of the lease, under the present plans.

Fleming Newbold is manager of the newspaper. Samuel H. Kaufmann is assistant business manager, and the purchase would be in direct charge of station executive activities. The contract is owned by the Evening Star Co.

The contract for acquisition of the capital stock of WMAL has been entered into by Leese, Inc., L. Good, Martin Norman Leese, and William Earle Leese.

Canadian Inquiry Causes Net Study

FCC Considers Relationship of NBC and KOMO-KJR

UPON representations of the State Department, initiated through the Canadian Broadcasting Corp., the Federal Communications Commission has entered into contractual arrangements between NBC and Fisher's Blend Station KOMO and KJOY, Seattle, Wash., under which the network guaranteed it would serve no other stations with programming in a 125-mile radius.

Relaying of NBC sustaining programs, via the Canadian General Electric Co. (CGB), Vancouver, just 121 miles from Seattle, precipitated the situation. Upon request of the FCC made last month, both NBC and KOMO-KJR have agreed to waive the terms of the contracts until the FCC completes its study.

In 1932, it was learned at NBC, the network contracted into an arrangement with Fisher's Blend Station for guaranteed protection against rival radio stations. The contract was negotiated at the time NBC leased KJIR to the Fisher interests.

CRCB Sought Service

Last year, NBC completed a reciprocal agreement with Canadian authorities for interchange of sustaining programs. The programs were fed into the network, including CRCB, after which the matter of the KOMO-KJR program passed to the FCC.

Whether the study of the particular contract with KOMO-KJR will lead to scrutiny by the FCC of network contracts with station affiliates was not revealed by Chairman William D. McCall. The inquiry, it was stated, has been given preliminary consideration by the FCC in the light of the provision in the Communications Act authorizing it to regulate networks.

The Mae West case also has occasioned a study by the FCC examining whether the contract entered into by NBC with Standard Brands and J. Walter Thompson Co., and exceeded the previous year by 21.5% as compared to a 3.3% gain in 1936. The gain for 1936 was 54.9% as against the first half of the previous year. Clothing volume rose 15.2% during the first half of 1937. Tobacco advertising increased 16.2%. Automotive advertising dropped off during the period, while gasoline and accessories declined 3.6%. Losses also were experienced in local pharmaceutical advertising.
Dues Will Be Revised; Board to Select President

THE FINAL plan for sweeping reorganization of the NAB, with retention of an outstanding figure to serve as paid president and leader of the new industry, was submitted Jan. 13 to the roster of United States stations by the NAB Reorganization Committee for consideration preparation for the 16th annual convention of the trade association in Washington, Feb. 14, 15 and 16.

Embracing a number of basic departures from the preliminary report drafted last month, the revised document was drafted by the Reorganization Committee at meetings in Washington Jan. 5 and 6. Baring the unanimous endorsement of the Reorganization Committee, the report was revamped after receipt of more than 100 communications written and oral, by the committee from broadcasters. Pursuant to the mandate given the committee by the special NAB Convention in New York last fall, the final report was mailed just a month in advance of the next convention in order to give the NAB membership as well as non-members full opportunity to digest its provisions and to come to the annual meeting prepared to effect the revised plan.

SUMMARY OF CHANGES

Most important of the changes made by the Reorganization Committee, as departures from its initial report [Broadcasting, Dec. 18], were:

1. Revision of the method of payment of dues, basing it on a classification of net income so stations having a maximum income of $15,000 per year will pay $5 monthly, with the scale graduated to $55 per month for stations having an annual income of $2,000,000. This is calculated to raise approximately $25,000,000 annually—double the two-thirds budget current membership of 450 stations.

2. Provision for the districting arrangement whereby 17 districts, rather than 15, are set up in contiguous areas.

3. Election by each district of a director to serve for two years instead of the original provision for a six-year tenure.

4. Nomination by the 17 district directors of 12 candidates for directors at large, of whom 5 would be elected at annual conventions. Two of the directors at large will represent large stations; two medium stations and one third pair, small stations, with the classifications determined on the basis of power output.

The National Board would designate, by two-thirds vote of the convention, six paid president and who would have power as broad or as limited as the Board might direct. The Board also would designate a secretary-treasurer who would have no executive responsibilities but would be the administrative officer.

5. Creation of separate departments within the reorganized NAB, such as legal, engineering, publicity, labor relations, research, and others would be left to the discretion of the new chief executive officer, the Board.

6. An executive committee of the new president and of six directors would be elected from and by the new Board at the annual meeting. Two of its members would represent large stations, two medium, and two small, with no two members to be elected from any single broadcasting organization.

7. Appointment of all committees, both standing and special, is left at the discretion of the president and his board.

The Reorganization Committee began its final meeting Jan. 5 with all members present save its executive member, W. F. Overton, of Etridge, WHAS. The membership comprises John Shepard 3d, Yankee Network; Edwin W. Craig, former NAB chairman; Douglas M. Hoffman, and Edwin A. Allen, WLVA, and Philip G. Loucks, Washington attorney serving as its counsel.

THE CONVENTION

No Names Mentioned

Other basic provisions of the reorganization plan are left intact. For example, the office of managing director is abolished. Considerable sentiment for reorganization, which in recent months has become general throughout the industry, grew out of dissatisfaction over the administration of James W. Baldwin as managing director. Whether Mr. Baldwin will remain with the trade association following the reorganization will depend upon action of the incoming board.

Mention of names for the paid presidency has been significantly lacking. The Reorganization Committee would like the incoming board to make final touches to its membership report. Left to right: Walter J. Damm, WTMJ; John Shepard 3d, Yankee Network; Philip G. Loucks, committee counsel; Edwin W. Craig, WSM, author of the reorganization resolution; Edward A. Allen, WLVA, Lynchburg; Ed Crane, KGIR-KPFA.

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Heard Revamps Organization
And Changes Personnel Setup

By Elliott Roosevelt in Sweeping Action

Sweeping organization changes, including the setting up of new functional divisions and the realignment of personnel, have followed the official election Jan. 3 of Elliott Roosevelt, second son of the President, as president and general manager of Hearst Radio. He now takes complete charge of all its activities.

In addition to the naming of Albert A. Cormier, Murray Grabhorn and Neal Barrett as executives, as exclusively reported in the Jan. 1 BROADCASTING, Mr. Roosevelt has announced the establishment of two new divisions of Hearst Radio—to be known as International Radio Sales and International Radio Productions—and has appointed Edith Margaret (Peggy) Stone as director of station relations.

At the Hearst-owned stations, the major changes made thus far are the appointment of Harold C. Burke as manager of WBAL, Baltimore, and the promotion of George W. Johnson, commercial manager of KTSAS, San Antonio, to the management of that station. Mr. Burke succeeds Mr. Spence, resigned, and Mr. Johnson succeeds to the post vacated by Mr. Spence.

New appointments or reassignments of personnel in the Hearst radio organization conform largely with the new functional divisions. International Radio Sales has been set up as a sales organization to represent not only the 10 Hearst-owned stations but other stations as well. International Radio Productions has been established as a program and production department, which, Mr. Roosevelt says, hopes to "compete with RCA, World or any other transcription outfit" in manufacturing transcription for one-minute spots or half-hour programs.

International Signs WLS, KOY

First stations outside the Heart fold to be signed by International for exclusive representation are WLS, the 50,000-watt Prairie Farmer station in Chicago, and KOY, Phoenix, Ariz., both owned by Burage & Co. WLS will be represented nationally by International and WLS will be represented in all areas except Chicago and the Midwest.

Mr. Roosevelt intends to maintain his home in New York but will keep his connections in Fort Worth, where he has resided several years, spending most of his time, he said, traveling among the stations. His executive assistant and vice-president at Burage & Co., Mr. Cormier, onetime general manager of WOR, Newark, and WIP, Philadelphia, recently appointed manager of the Hearst organization in New York who will continue to manage that station in addition to his other duties, Mr. Cormier, will be known as general manager of International Radio Sales and in charge of national sales. Mr. Bar-

HEARST MANAGERS—G. W. Johnson, seated, has been elevated from commercial manager to managing director of KTSAS, San Antonio, and is in charge of that station, while Dr. Harry L. Salsbury, Jr., right, who Jan. 10 assumed the management of WBJ, Baltimore, replacing Edwin M. Spence.

Now With Hearst Radio

PEGGY STONE

Kaffee

Angelo to San Francisco with supervision over both offices.

Curt Willsom, whom Mr. Grabhorn replaces in charge of the New York office, has resigned. Leaving Hearst in the shakeup, in addition to Emile Gough, former vice-president and general manager [BROADCASTING, Jan. 1], who has not made known his future plans, are Oscar J. Tunell, Mr. Gough's chief assistant as treasurer and business manager; David F. Crozier, Butl Lambert, Walter Scott and A. Kenstler, New York salesmen; Frank Foster, in charge of promotion, and various members of the secretarial staff.

It is understood the changes were decided upon in December by an executive committee comprising William Randolph Hearst, T. J. White, general manager of all the Hearst enterprises, and Joseph V. Connolly, president of the International News Service and former president of Hearst Radio. Mr. Connolly becomes chairman of the board of Hearst Radio under the new setup. Mr. Gough was asked to remain as vice-president under Mr. Roosevelt but chose to resign.

The changes were finally ratified Jan. 3 by the three chief Hearst executives, in meeting with Mr. Roosevelt.

Burke Now at WBAL

Mr. Burke assumed the management of WBAL on Jan. 10. He has been one of the crack Hearst managers since 1930 when he joined WISN, Milwaukee, as sales manager. Later he was named manager of both of the company's New England stations in May, 1931, he was sent to KTSAS to take charge. He was formerly a reporter and a salesman with the Milwaukee Wisconsin News. Mr. Johnson has worked with Mr. Burke for several years, and KTSAS has been one of the most successful stations of the Hearst group.

Mr. Burke announced that no immediate cuts in the personnel of the Baltimore station are contemplated. Mr. Spence, whom he succeeds, was onetime manager of WPG, Atlantic City, and has long been active in industry affairs. He has not made known his future plans, but he will retain his post as chairman of the convention committee for the NAB convention to be held in Washington Feb. 14-16.

Joseph E. Keller Quits FCC Post to Join Law Firm of Dow & Lohnes

RESIGNATION of Joseph E. Keller, secretary to FCC Commissioner Thad H. Brown, to enter the private practice of law with the firm of Dow & Lohnes, Washington, was announced Jan. 13 by Commissioners effective Jan. 24.

Commissioner Brown announced the appointment of Franklin Cary Salisbury, Jr., to succeed Mr. Keller, effective Jan. 26. Mr. Salisbury, 27, is a native of Cleveland and a 1932 graduate of Yale. He studied law at Western Reserve University in Cleveland, graduated from Harvard Law School in 1935 and was admitted to practice in Ohio in the same month. His present post pays an annual salary of $4,000.

Mr. Keller joined the FCC Aug. 1, 1934, to work with Commissioner Brown. He was graduated from the University of Dayton in 1928, and received his LL.B. degree from the University of Cincinnati. He completed his graduate work at George-town University and received his Doctor ofJurisprudence degree there in 1935. He was formerly a member of the faculty of the law school at the University of Dayton and is now conducting graduate courses in radio law and air law at both the University of Dayton and the University of Chicago. He is the author of several articles on communications law.

In addition to practicing, Mr. Keller's association with the Dow & Lohnes law firm will include legal services with the National Petroleum Association and the American Petroleum Institute, represented by that firm.

Heard Station Managers Plan Meeting in Chicago

A "CONVENTION" of the managers of the non-Hearst radio stations, together with executives of the newly created Hearst International Radio Sales, has been called for Chicago on March 3-4-5 by El- liott Roosevelt, new president of Hearst Radio. In addition to the executives of non-Hearst owned stations which may be represented by International Radio Sales, also will be invited.

Mr. Roosevelt declared Jan. 14 that he hoped to hold such meetings periodically for the purpose of exchanging operating ideas on each station and to procure progress reports on station activities. In the national representation field, he said, the plan is to coordinate sales activities and work out standardized methods of sales presentation. At the initial conference, Hearst managers will submit reports on their operations from January through March and chart progress from then until the next meeting, to be held in early June.

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A STIFF rebuke to NBC for the "Mae West incident" of Dec. 12 was administered by the FCC Jan. 4 in a letter to its president, William S. Lorthioard.

After describing the program as "one of the most curious cases of a breach of broadcast programs," Chairman McNinch stated that "no further action would be taken at this time." He added, however, that the NBC Radio network which carried the program could not be excused on the ground that it was received over the network under contract.

He explained that the Commission would consider other complaints against programs, if any, at the time of license renewal.

A Serious Offense

Mr. McNinch made public the ruling at a press conference and emphasized it. He said the Commission regarded the "Mae West incident" as "a serious offense against the proprieties and that it was decidedly low and substandard."

He further informed the public in the formal letter that if the present system of licensing primary stations is to ultimately win public favor, it must be won chiefly "through the extraordinary programs broadcast and their freedom from commercialization at the expense of propriety and quality."

Declaring the Commission is paying "active attention" to complaints against programs, the Chairman said he hoped the Commission ultimately would outline "standards of programming that might apply to all general standards applicable to engineering which have already been established. He emphasized that the responsibility is upon the station licensee rather than the network and that the station, "all programs broadcast and their freedom from commercialization at the expense of propriety and quality, and "cut off those which are objectionable."

The clear indication that Chairman McNinch intends to address the NAB Convention primarily on the subject of programs, was given during the conference when he said that he proposed to discuss methods of improving programs with a "conference group" of broadcasters. He is scheduled to make one of the principal addresses at the convention in Washington Feb. 14-16.

Pointing out that the Commission under the law cannot censor programs but can take action only after the deed, the Chairman said that he personally did not advocate legislation which would give the Commission the power of censorship. He said that in the Mae West case, it is evident that "no action was taken in time to prevent the incident" and that if nothing else is "chalked up against any licensed stations, there will be no further action.

Asked whether he expected radio to adhere to higher ethical standards than the movies, the Chairman did not answer the question directly but said he regarded radio as the most important means of communication known and that because it must make every program acceptable "by standards it affects all classes, ages and creeds." He said he did not concur in the argument he heard that broadcasting "failed the key and shut off the program," declaring this was an admission that the programs were not being presented "up to the maximum standards.

The responsibility of the station for programs keyed by networks constitutes "one of the inescapable hazards of the licensee," he said. He felt this view would be upheld by the courts on the theory that public interest is the primary yardstick in determination of relationships between station and chain are secondary. The Commission, he said, cannot be concerned "with the machinery," under the law.

Chairman McNinch's letter follows in text:

"...The Commission has carefully considered the transcript of the Adam and Eve feature by Don Amene and Mae West and Charlie McCarthy, sponsored by Chase and Sanborn and transmitted over the NBC Broadcasting Company over 50 stations on Sunday night, Dec. 12. It is our considered opinion that the programs were far below even the minimum standards which should control in the selection and production of broadcast programs."

"Second Station in New Orleans Denied To WSMB; FCC States Monopoly Policy

ESTABLISHMENT of policy against the licensing of second stations in the same community to the licensee of an existing station, "unless otherwise provided for by law", is public interest will be served thereby, was announced Jan. 14 by the FCC. In its letter to the station's address denials of applications the Commission stated that "the programs should be limited to the degree that there would be an "additional burden" on the existing licensees that transferred its broadcast station in the same community.

The action, he added, could be regarded as a step in the direction of development of policy against establishment of monopolies in radio in particular communities, through avoidance of concentration of licenses in the same hands. He could not say that outstanding situations where more than one station is owned by the same licensee will be reviewed in the light of this precedent, he said, explaining there was no present intention of doing so and that it had not been discussed. Significant to Mr. McNinch's statement is the fact that two stations might be owned by the same company, would not be in itself to warrant any FCC action. If there were no other applications, the company might claim that it needed a second station for "public interest" in its area, and bring a suit to force the Commission to refuse its application.

The decision, Mr. McNinch asserted, "looks in the direction of fostering wholesome local competition." He added, however, that second stations conceivably could be granted where a need is shown beyond doubt, and where other qualifications are met, as long as there would be an "additional burden" upon the existing licensees which would not be served thereby. He could not say that outstanding situations where more than one station is owned by the same licensee will be reviewed in the light of this precedent, he said, explaining there was no present intention of doing so and that it had not been discussed.

Mr. McNinch added that where a need is shown beyond doubt, and where other qualifications are met, as long as there would be an "additional burden" upon the existing licensees which would not be served thereby, he could not say that outstanding situations where more than one station is owned by the same licensee will be reviewed in the light of this precedent, he said, explaining there was no present intention of doing so and that it had not been discussed.

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In view of your recognition of the objectionable character of the program in question and of your assurance will be exercised in the future, the Commission has decided to take no further action at this time on the writing of this letter in condemnation of the program. However, upon application for the license of the station not the stations carrying this broadcast, the Commission will take under consideration suit along with all other evidence tending to whether or not a particular licensee has conducted his station in the public interest.

Mowhawk Dissolved

MOHAWK VALLEY regional network, consisting of six New York area stations, has been dissolved, according to Burt Squire, former manager of WNS, New York, who organized the regional group last November.
Networks Get Off to Favorable Start With Many New Programs for the Year

STARTING the new year off with a spurt that is expected to bring all records for network revenue, the nationwide networks report the launching of 33 sponsored program series in January. Advance estimates of billings indicate that this month will be the best in network history, passing even the previous high point achieved in October, 1935, with the aid of the political campaigns and the Ford-sponsored World Series. Not all of the programs represent pure increases, of course. Campbell Soup Co.'s sponsorship of "Andy" merely replaces that of the Pepsi- coent, with no gain to NBC as far as the sale of time is concerned. Other programs, notably several Proctor & Gamble serials starting out CBS, are transfers from other networks, although in most cases the billings of the lot has been increased. It is also true that several advertisers, chiefly in the automobile field, ended their schedules in December instead of continuing through the spring. But even with due allowance for these factors, 32 new network programs add up to a cheerful indication that the widely discussed and feared business recession has so far, at least, caused no serious curtailment of advertising schedules on network radio.

NBC heads the list of the chains, with 19 new program series, 13 on the Red and 6 on the Blue. CBS gains 11 new programs and MBS gets three. The complete list follows:

**NBC**
- American Cigarette & Cigar Co., New York (Fall Mail cigarette).
- Dorothy Thompson, Jan. 4, Tues., 7:30-7:45 p.m.
- Betty Moore, Jan. 3, Mon., 8:30 p.m.

**CBS**
- Baseball Co., Indianapolis, Arthur Godfrey, Jan. 24, Mon. and Thurs., 7:15-7:45 p.m.
- Coca-Cola-Palmolive-Peet Co., Jersey City.
- General Foods Corp., New York (Satin Starters).
- General Foods, Jan. 31, Tues., 10:15-11:15 p.m.

**Proctor & Gamble Co., Cincinnati (Oxeye)**
- Molinari, Jan. 3, Mon. through Fri., 10:45-11:15 a.m.
- Brown & Root, Chicago.

**Summary**

Sutherland Resignation Leads to Discussion of McNinch for High Court

SPECPULATION over the appointment of Chairman Frank R. McNinch of the FCC to the Supreme Court developed immediately following the resignation of Associate Justice George S. Sutherland, effective on Jan. 18.

Reports were published that Mr. McNinch might make a line for the appointment by virtue of his wide experience in power and public utility affairs, particularly in the light of impending momentous rulings by the highest tribunal on such matters. It was also said that when Mr. McNinch assumed the chairmanship of the FCC last October at the behest of the Presi- dent-elect he was mentioned for a circuit judgeship. While there was no formal disclosure regarding it, the report was prevalent that the North Carolinian then informed the President he wanted a "more active" assignment.

Since assuming the FCC chairmanship, Mr. McNinch has been called in by President Roosevelt to advise practically all power matters. He has participated in conferences with public utility leaders at the White House and as late as Jan. 11 attended such a meeting.

Chairman of the Power Commission, which Mr. McNinch relinquished upon his assumption of the FCC helm, has pointed out his availability is being held open for him. At the time of the McNinch appointment it was indicated that the President feared a temporary tenure of only three months, after which he would return to the Power Commission. As a result of the conclusion that Mr. McNinch plans to remain at the FCC for a considerably longer period unless the President requests him to take some other assignment.

CESAR SAERCHINGER, former London representative of CBS, is now in New York arranging for the publication of "The Shock of Truth: The Story of Intellectuals in America" to be published in latter March by McGraw-Hill. It will contain reminiscences of a former radio commentator and arranger all over Europe.

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**Congress Inquiry Proposal Dormant**

Legislators Awaiting Results Of Studies by Mr. McNinch

DESPITE recent criticisms made by certain members of Congress against the broadcasting industry, there is little sentiment on Capitol Hill for a Congressional investigation of radio at this time, and on the other hand there appears a more general conclusion than ever that Chairman Frank R. McNinch, of the FCC, should be left to give a free hand in putting into effect or recommending to Congress whatever changes are desirable after the Commission completes the studies it is now making.

In addition to the speeches delivered in the House by Rep. Wieg- wales (R-Mass.) and Rep. McFarlane (D-Tex.), Senator Her- ring (D-N.Y.), has publicly criti- cized certain broadcasting prac- tices. The Senator's chief complaint lies against some of the programs put on the air for children and the bad grammar of "smart-aleck" an- nouncers.

In Love With Their Voices

"We must protect our homes against half-baked peddlers who are in love with their voices and put on the air such silly patter that children pick it up," Mr. Her- ring said.

Mr. Herring added that during a recent national broadcast of a spelling contest he counted 16 grammatical errors of an announcer, who thought he was being smart.

"The reply that the listener can cut off a program is not enough," he declared. "That has nothing to do with it. The public pays for these programs through their pur- chase of products that are adver- tised and the homes should be pro- tected against some of the pro- grams now being piped into them."

Meanwhile, the filibuster in the Senate against the anti-lynching bill has prevented action on the copyright treaty or the Duffy copyright bill.

Senator Duffy (D-Wis.) said he would make no attempt to take up the copyright treaty or his copy- right bill until the anti-lynching bill is disposed of. The end of the filibuster is not yet in sight.

After charges of "monopolistic control" of radio broadcasting made in the House Jan. 7 by Rep. Mc- Farlane and Wigginsworthy, Chair- man O'Connor (D-N.Y.) of the House Rules Committee said that personally he agreed "two or three companies do control radio". The Rules Committee, he added, "never issues adverse reports. When they do report, they report affirmatively."
Half-Million Will Be Spent for Tests

Shepard Starts 50 kw. Plant for Armstrong Experiments

APPROXIMATELY a half-million dollars is being invested in experiments with the FCC, under an experimental license—the newest panacea to relieve broadcast band congestion—under authorizations given by the FCC for such large operating structures.

The development of Maj. Edwin H. Armstrong, professor of electrical engineering at Columbia University and inventor of the superheterodyne and superregenerative principles used in radio receivers, frequency modulation as opposed to amplitude modulation for radio transmission is declared to afford greater clarity, higher fidelity, and being far less subject to fading phenomena.

To be carried on in the ultra-high frequency, frequency modulated, or "apex" or high-frequency broadcasting experiments, with three such stations already have been authorized by the FCC. A fourth application is pending. In previous experience seemed to indicate that apex broadcasting was radio only for the local area, the claim is made for the Armstrong system, by which the signals, especially in mountainous areas, may be carried to the entire metropolitan area.

Shepard Invests

Dr. Armstrong himself now is completing construction of a 50,000-watt station on the west bank of the Hudson River, atop the Palsades, several miles north of Albany, N. Y. According to applications filed with the FCC, he predicts coverage of the entire metropolitan area of New York as well as extended contiguous rural territory. This result, if accomplished, would prove revolutionary.

Another important point is the fact that John Shepard 3d, president of the Yankee Network, is constructing a 50,000-watt station to use the Armstrong method, at the summit of Mount Wachusett, in Princeton, Mass., 45 miles from Boston and 65 miles from Hartford. With an expected investment of nearly a quarter-million dollars in this plant and attendant research, data submitted to the FCC by Mr. Shepard and his consulting engineer, Paul A. DeMars, show this 50,000-watt station for being projected of the practical entire metropolitan area through utilization of the Armstrong system. The elevation on the summit of Wachusett is 2,100 feet. Construction of the transmitter building at a cost of approximately $75,000 and installation of a 50,000-watt transmitter, for which $50,000 already have been begun, under an FCC authorization given the Yankee Network, headed by Mr. Shepard, is said to be 2,000 feet. It is estimated roughly that some $250,000 will be expended on the equipment.

In addition to these two 50,000-watt undertakings, J.ansky & Bailey, consulting engineers in Washington, on Dec. 22 were authorized by the FCC to undertake frequency modulation experiments with a 1,000-watt transmitter. Dr. Franklin M. Doolittle, president of WBEZ, Hartford, an electrical engineer in his own right, also has applied for an experimental 1,000-watt frequency modulation station to utilize the Armstrong method, which application is still pending. The FCC, in its ultra-high frequency modulated allocations for 1937, set aside the band 41,000 to 43,000 kc. for "apex" broadcasting, both for amplitude and frequency modulation. According to DeMars, frequency modulation bands are 200 kc. wide, whereas those for amplitude modulation are 40 kc. in width.

At a demonstration in Washington nearly two years ago and another in New York last year, Maj. Armstrong compared frequency modulation with the superior results of the conventional method of broadcasting.

Completing Equipment

How soon Maj. Armstrong plans to begin operation of his New York station has not yet been announced. But it is completed, falls his 400-ft. antenna [picture here- with] and his building has been practically completed. If he can cover the entire metropolitan area of New York as well as surrounding rural terrain with a 50,000-watt signal, there unquestionably will be an influx of applications for similar authorizations. Few stations with 50,000 watts in the New England area can now claim the capable job of covering the entire area, it is contended, because of the extremely high noise level and other propagation.

But even more significant, according to his engineers, is the Shepard experiment. Based on paper by Maj. Armstrong, it is predicted that New England will be the first area in the country where any experimental station will be set up.

A special receiver is required to pick up frequency modulation signals, and only several thousand are designed for amplitude modulation. Thus, reception of the experimental signals will be limited to specially designed receivers equipped with devices making possible tuning of these stations. It is claimed, however, that the superior service which these would accrue from the operation would accelerate public demand for receivers capable of picking up the signal.

Frequency modulation is not an entirely new art. Maj. Armstrong, however, devised the method of perfecting its use, it is claimed in his behalf. It was recalled that KDKA, pioneer radio station, a number of years ago conducted tests with frequency modulation but did not find them entirely satisfactory.

For his New England experiments, Mr. Shepard has been given permission to use a radio, as distinguished from a wire relay, between Boston and Portland, Wachusett to transmit programs. Frequency modulation also would be employed for this relay.

Another claim made for frequency modulation is that it probably would enable more stations to be assigned to the same channel without interference. At present, to avoid interference as between two stations, engineering standards specify that the signal of the desired station must be 20 times stronger than that of the undesired station. On frequency modulation, it appears that the ratio of four to one or possibly even two to one will be sufficient to avoid interference.

In the case of these FCC, periodic reports must be made to it on the progress in experimental operations. Thus, the Commission will be kept posted on the development of the Armstrong tests both in New York and in New England, as well as by Jansky & Bailey.

Future Antenna?—Here is the 400-foot tower erected near Alpine, N. J., by Major Edwin H. Armstrong, for frequency modulation transmission experiments in the ultra-high frequencies which, if it proves feasible, may revolutionize future broadcasting. Maj. Armstrong is the inventor of the superheterodyne and superregenerative circuits.

Demands Offered Nets and Agencies By Talent Union

'Get Acquainted' Conferences Held With AFRA Official

FIRST presentation of demands of the American Federation of Radio Artists for standard wage scales and working conditions for actors, singers, announcers, and sound effects men employed on network programs was made to CBS on Jan. 11, at a meeting with NBC, scheduled for the same day was postponed until Jan. 13.

Details of CBS conference were not made public, it is understood, that meeting consisted chiefly of an outline of the talent union's demands which will be presented in full detail at a later date. Mrs. Emily Holt, executive secretary of AFRA, presented a statement on what had been accomplished informally, without the union presenting any demands. First of these “getting acquainted sessions," as Mrs. Holt described them, was held with executives of Young & Rubicam, and second was held with Mrs. Mrs. W. M. Joyce, union leader, and second with BBDG, held with Wood Marks, vice-president of NBC, following which each network appointed a committee to carry on negotiations with AFRA.

In addition to Mrs. Holt, the AFRA committee consists of George L. Anderson, executive secretary, Henry Jaffe, union attorney, and Roy Jones, Chicago member of AFRA's national board. NBC's committee is made up of Mr. Woods, C. W. Fitch, business manager of the network department, and E. C. Prime, network attorney. CBS will be represented by Lawrence Lowman, vice-president, I. M. Becker, business manager of Columbia Artists Inc., and Joseph Burgess, network personnel director.

Mrs. Holt told broadcasting that the friendly reception given to her committee by agency and network executives had been extremely gratifying and said that the belief of the difficulty faced could be encountered in bringing about a satisfactory solution to the mutual problems of radio artists and management. She said the AFRA is not trying to deliver an ultimatum to broadcasting, but is

(Continued on page ??)
Radio Manhandled, In Adams' Opinion

Admires Medium But Deplores The Way It Is Being Used

Radio is being badly manhandled by advertisers, in the opinion of Mr. Elmo Adams, who has just published his new book More Power to Advertising (Harpers), because practically all commercial continuity writers write sermons and practically all announcers are compelled to read them as such.

Mr. Adams, vice-president of MacManus, John & Adams Inc., Detroit advertising agency, believes that advertisers overlook the important point that in spoken conversation more than the written we tempered the observation. There are the face, gestures, smile, but all these are missing in radio. Often, he says, the voice is expected to do too much.

He declares he has "nothing but admiration for radio. It is a tremendous medium, a giant, instantaneously present. But it came just at the right time to give advertising a lift over what ever happened before and do a marvelous job."

But he hasn't, he declares, the same admiration for the manner in which radio is being used.

Frenzies and Conches

Mr. Adams holds out for reasonableness in announcing, not as is so often the case, a "pellet frenzy of anxiety" or "the modulated do-re-mi of a concerto answering the ocean's "roll." He declares he would laugh in the face of a salesman who talked to him in the fast-talking rhythm of a narrative poem, setting the sales point to hexameter.

"Spoken salesmanship over the air is in precisely the same category as salesmanship over the counter or on the salesroom floor — with the only difference that the prospect has no chance to answer back in radio salesmanship," Mr. Adams writes.

"If you wouldn't yell at a prospect in the drugstore, why should you yell at him out of the loudspeaker. If you wouldn't set your requirements over the counter, don't set them over the air."

The writer believes he knows why radio advertisers give such extremes. It is because they think of their audience in terms of ten million people.

"When they vision a radio audience, advertisers see the whole "kit and "kaboodle" of the audience. They try to reach those people in all the quiet of their homes. They imagine they have been invited to talk about their company and its products, and they often write in ways that only in advertisements."

The time is near, the writer declares, when broadcasting companies will be on the minds of the people, when there will be more requests for time on the air than can be granted.

Radio Set Sales Off

DECEMBER sales running 40 to 45% behind the same last month, radio set sales for 1937 will run somewhere between $5,700,000,000 and $7,700,000, according to Radio Today, dealer trade journal. This compares with an all-time high established in 1936 of $7,300,000,000. The total was down 10% from its earlier peak, which was reached in 1936.

AFA's New Chairman

MASON BRITTON, vice chairman of the McGraw-Hill Publishing Co., on Jan. 13 was elected chairman of the board of the Advertising Federation of America, succeeding E. H. McReynolds, of St. Louis, whose death occurred last month. In announcing the election following a board meeting in New York, George M. Slocomb, Detroit, AFA president, also announced the election of Henry Obermeyer, associate secretary of Consolidated Edison Co., of New York, in charge of advertising, as AFA director succeeding Mr. McReynolds.

Exchange of Music Contracts Set by Negotiators for Jan. 17

Contracts and Quota Expenditures Slated to Start On That Date; New York Key Stations Signed

ON JAN. 17 contracts between network affiliated stations and local musicians' unions in all parts of the country go into effect, bringing to a close negotiations commenced more than four months ago. The last barrier to exchange of contracts between Independent Radio Network Affiliates was cleared Jan. 13 when network officials concluded contracts with the International Alliance of Musicians and Affiliated Unions, parties to the network affiliation agreements.

Emile J. Gough, IRNA secretary, and Joseph N. Weber, AFA president, wound up their negotiations Jan. 14, exchanging more than 200 contracts already received. Mr. Weber notified all local unions that the contracts are effective Jan. 17, though a short period of grace is to be allowed.

Message to Affiliates

On Jan. 8, following an all-day session with President Weber, Samuel R. Rosenbaum, chairman, and Mr. Gough sent the following message to all stations affiliated with NBC, CBS and MBS:

"To All Affiliates:

Federation has decided to declare plan of settlement effective as of Monday, Jan. 17, 1938. All contracts and quota expenditures will commence as of that date for the purpose of the plan. There are still some few stations not signed yet but we shall endeavor to obtain for them a short period of grace, but this committee will shortly dissolve and will thereafter be unable to assist any further. We advise prompt efforts to conclude remaining contracts. We are unable at this time to forecast what measurements the Federation may pursue regarding holdouts. The foregoing is based on the assumption that the New York network key stations will have completed contracts with the New York stations on or before Jan. 17, 1938, covering the two-year period of the national plan of settlements, so that the network will be assured to cooperating stations."

The AFA international executive board, which met January 17-22 in Miami, probably will discuss the broadcast situation and may fix initial terms for the 1938 settlement, as well as determine what action will be taken about transcriptions and performance of programs.

Both the committee and the union stated that more than 200 signed contracts have been received and that practically all of the others are in negotiation.

More Dickering in View

While frequent conferences between the union and the networks were held and scheduled during the last week before Jan. 17, and while there was a hope that the contracts would be set in time to avoid delaying the IRNA-National Live Broadcasters' Federation plan, there was no assurance Jan 14 that this could be done. On two points, the stations (played by the networks, instruments), and the wage scale for the last year of the three-year contracts, the union requested more time to get the networks to agree. Now that these points might not be settled without a lot more dickering, the whole effort was being made to collect as many signed contracts as possible in New York for the final exchange that could put the agreed plan of settlement into operation. Mr. Gough, who since his resignation from Hearst

Radio in mid-December has spent his entire time on this matter, was daily wire and long distance phone with stations and unions which were having difficulty with other points.

Mr. Weber, who has been confined to his home with a severe cold since New Year's Day, had been concentrating on the task of bringing negotiations to a close by the 17th. In his absence from his office it was impossible to learn whether or not any penalties the union plans to apply to stations not coming in under the deadline. It would be difficult for the future plans of the AFA be discovered, although it is expected that as soon as a workable plan goes into effect the union will resume its negotiations with the makers of transcription, phonograph discs and records and will begin dealing with the stations not affiliated with the major networks.

Union Referendum

In New York, at least, the non-network stations were anxious to have their status with the AFA determined as soon as possible for on March 1, the contracts between the local union and Class A and Class B stations expire and the union plans to begin negotiations with these stations as soon as it has completed its contracts with the major network outlets. To complicate further the New York situation, the union membership in that city has passed a referendum prohibiting any musician who has earned $54 in a week from accepting further employment in the same week. Considering only the effect on broadcasting, this measure means that members of symphony orchestras, radio bands, station staff orchestras, and similarly employed musicians will not be able to play on live broadcasts or make transcriptions during their free time.

The exact effects of this share-work rule cannot be forecast accurately at this time, although it is believed there will be no complete reorganization of many musical aggregations now heard on the air. The rule does not go into effect until the middle of February, however, two weeks after its publication in the monthly union bulletin, and it may be a further postponement as disgruntled union members are planning to protest both the union's executive board and through the courts, requesting a stay until the legality of such a referendum may be determined.

Meat Men on the Air

NATIONAL LIVE STOCK & Meat Board, Chicago, composed of leading meat packers and cattle men, has placed its account with Campbell-Ewald Co., Inc., Chicago. A radio campaign on 14 stations, consisting of four one-half hour live talent programs broadcast two to six times weekly, will start Jan. 17, according to the board. The idea is that meat is plentiful, prices are cheap, and that meat is an aid in reducing the country's fat level. The programs follow: WLS WOR KMOX KNX WBZ-WBWA WBAL KYA WXYZ KGB KOIL WPAA WWL WHB.

WAAB Boostavored

AN INCREASE in power from 500 watts night and 1,000 watts day to 1,000 unlimited time for WAAB, Boston, Yankee Network key, was recommended to the FCC Jan. 14 by Examiner Dahlberg.
New Advertising Bill Passed by House

FTC Measure Is Almost Ready to Be Sent To President

By WALTER BROWN

The House on Jan. 12 passed the Wheeler-Lea bill, giving the Federal Trade Commission in issuing cease and desist orders and designing against sweepings over false and misleading advertising of food, drugs, and cosmetics.

Chairman Lea (D-CAL), of the House Interstate & Foreign Commerce Committee, piloted the measure through the House just as it was reported last August with the exception of one minor amendment. Several attempts were made to amend the section of the measure dealing with food and drug advertising, but were defeated.

The bill, which was offered as a substitute for the Wheeler measure passed by the Senate last March, passed on a standing vote 107 to 10. The bill now goes back to the Senate for consideration, which is required only the President's signature to become law.

The Senate has twice during the last three years considered a food and drug bill placing administration in the Food and Drug Administration of the Department of Agriculture. The desire of the House to give the FTC jurisdiction has led to extended debate on the Wheeler-Lea (D-N.Y.), author of the Senate food and drug bill, has indicated he would not oppose such a measure.

Concerns Radio Advertisers

Chairman Lea promised the House that early in the session he would call a hearing on the Wheeler-Lea bill, the FTC will have a period of six months to cease and desist orders to stop false or misleading claims for products which are not the subject of an unfair advertising section of the Lea measure.

Digest of Wheeler-Lea Bill Amending FTC Act

The Senate bill as passed last March, amended Section 5 of the Federal Trade Commission Act to make it the policy of the FTC to employ the Wheeler-Lea bill as the Federal Trade Commission over unfair methods of competition by extending jurisdiction over advertising, except the practice of a fine of $5,000 or more for the sale or advertisement of foods, drugs, and cosmetics.

The amendment to Section 5 of the FTC act, as carried in the Senate bill, provides that Section 5 would be extended to cover advertising, except the practice of advertising, unless the commission would approve the advertisement, unless the commission would approve the advertisement.

Plenty of Power

Chairman Lea frankly stated that the act gave the FTC an opportunity to perform a function in which the commission uses this power in the final analysis to determine what extent present day advertising in the field of foods, drugs, and cosmetics would be required by the commission in the interest of the public.

The bill undertakes to define false advertising as that which is "misleading in any material respect," both in a case where the claim is made that because of a certain process a particular brand is good to the taste or casts a spell.

To the extent of the large volume of goods, drugs, and cosmetics advertisement carried over the air, the Wheeler-Lea bill and its subsequent administration is of vital concern to the broadcasting industry. A special section on radio stations, too, as newspapers and advertising agencies, from any liability under the act provided they do not withhold from the Commission information on advertisers who engage in such activities.

Chairman Lea told the House that his bill is adequate for the purpose of sending it to conference. Senator Copeland, however, asked that it be "out over the air," assurance that the bill was important and that there should be debate. After further discussion, Senator Wheeler agreed to hold up his motion for a week.

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www.americanradiohistory.com
More Proof Needed to Justify Superpower, Declares Craven

Chairman Woodrum Advises Against Radio Inquiry;
Need of More Control Over Programs Suggested

GRAVE doubts that superpower should be permitted at this time, and the view that additional proof is necessary to justify such power as 500,000 watts, were expressed by FCC Commissioner T. A. M. Craven in testimony before the House Appropriations Subcommit-
ttee, which released its report last week with the introduction of the Independent Offices Appropriation Bill.

Commissioner Craven had appeared before the committee Dec. 17 and again on Dec. 21 and was subjected to sharp examination by committee members, notably Rep. Wigglesworth, (R.-Mass.), leading proponent of an FCC investi-
gation.

The hearings were in executive session and the transcript was not released for publication until the Independent Offices measure, car-
ying an FCC appropriation of $1,745,000 for the 1939 fiscal year, was passed by the House Jan. 6 and passed Jan. 11.

Published stories that the FCC had sent a "secret report" to Con-
gressman Craven, proposing legislation involving licensee fees upon stations and also dealing with program censors-
ship, newspaper ownership and similar issues, were generally thought that the misinformation developed from inaccurate in-
terpretation of Commissi oner Craven's testimony before the Ap-
propriations Subcommittee.

Wigglesworth's Charges

Rep. Wigglesworth used the Congressional record insertions to attack batch of tables prepared by the FCC showing transfers and sales of stations, which he charged contained "false and misleading values on a license by virtue of contempt of Congress", which were far in excess of replacement cost.

Responding to questions of Rep. Wigglesworth in the executive com-
mittee hearing, Commissioner Craven said it was his personal opinion that from an engineering standpoint, better service to rural areas can be rendered with higher power but that "in relating such higher power to the question of height in the sky", the gravity doubts that such higher power should be permitted at this time. "In other words", he con-
tinued, "we personally believe that from an economic and social stand-
point 500 watts may be too much power under our scheme of broadcasting. In my opinion, addi-
tional proof is necessary to justify such power as 500 watts." He added that a lot has been learned from the 500-kilowatt stations and that more will be learned in "respect to having a station with that power."

Under further questioning, Com-

(Continued on page 69)

Master Map of Station Allocations
Under North American Treaty Planned

A "MASTER MAP" of projected allocations on the North American front is being made by the FCC based on the actual draft of revised allocations for broadcast stations in the United States in accordance with the agreement reached at the Inter-American Radio Conference in Havana late last year.

A conference of four nations party to the agreement—already has ratified the treaty, doing so 245 days ago—sailed on May 12. The agreement cannot become effective until three other nations have ratified it and the fourth—Mexico—signifies its intention of so doing. The Mexican Senate does not convene again until next December and as a conse-
quence formal ratification is not possible until then.

It is expected that a delegation of Canadian engineers, probably headed by Comdr. G. P. Edwards, will meet soon in Washington with engineers of the FCC to discuss the Canadian allocations as to specific assigned stations of stations. Similar data is expected from both Mexico and Cuba. These comments are based on the agreements that a conference picture of the North American radio struct-
ure in projected form will be ef-
fected.

Drafting New Rules

Whether information on the allo-
cations in these other nations will be made generally available has not yet been decided. It is safer to assume that one will be made by the FCC. With the publication of such information, stations in this country and new station applicants would be in a position to determine the manner in which they should proceed with applications for use of the modifications or for new facilities so as to accord with the general allocations pic-
ture.

Meanwhile, FCC departmental heads are drafting proposed new rules to conform to the North American Treaty by providing for revision of allocations, perhaps by the end of the month so that the conference may be held on them within the statu-
tory 30-day period.

The proposed new rules are ex-
pected to enable stations to make horizontal increases in power of regional stations from 1,000 watts to 5,000 watts and stations from 100 watts to 250 watts night. Numerous changes in technical regulations also would be provided for, it is understood, to make the provisions conform with the Havana agreements.

The present 50,000-watt maxi-
mum on clear channels probably will be made the minimum power for Class I-A stations to fall under the first category, but that would not by any means augur for super-
power at this time. This issue must be decided on the basis of taking of additional testimony on the merits of superpower, as indicated by members of the FCC.

The 14 applications of clear channel stations now pending for au-
thorization for use of kilowatt power presumably will be the basis for these hearings. All of them have been designated for hearing, but no date has been set. The setting of a definite date unquestionably will fol-
low the promulgation of the proposed new rules.

Craven to Attend Cairo Conference

May Be Named by President

Craven to Attend Cairo Conference

May Be Named by President

After Demand is Made

DESPITE original plans to remain in Washington because of the pres-
sence of the FCC, Commis-
sioner T. A. M. Craven is expected to attend the International Tele-
communications Conference in Cai-
ro as an official representative of the State Department.

It is learned on good authority that Commissioner Craven has been urged by the State De-
partment to attend the conference, and that he has been informed that Chairman McNinch of the FCC because of the pressure of work confronting that agency.

Since the delegation sailed Jan. 4, however, the demand for his presence at the conference was re-
newed and President Roosevelt, upon recommendation of the State Department, is expected to appoint him as a fifth delegate. Other dele-
egates, in addition to Chairman McNinch, are Capt. S. C. Hooper, Navy; Lieut. E. K. Jett, FCC chief engineer, and Francis C. DeWolf, Treaty Division, State Department.

Broadcasting Not Vital

Broadcasting, except for its international aspects, is expected to play only a minor part in the con-
ference. Greatest emphasis is upon revision of regulations on the con-
tinental. Widening of the inter-
ternational broadcast band for shortwave has been evoked as the most important broadcasting issue. The number of channels available in the bands presently allo-
cated will occupy the actual number in use totals 245. Use of these frequencies for spreading of propaganda, notably by such na-
tions as Italy and Great Britain, has given rise to increased demands for such facilities.

Commissioner Craven, it is un-
derstood, will be asked to leave United States at the end of the month for London and fly from London to Cairo. How long he will remain will depend upon the de-
velopments at the conference but the urgency of business before the FCC is expected to shorten his stay possibly to a month. The con-
ference itself is expected to run from two to three months, starting Feb. 1.

With the projected new broad-
cast allocations the most important matter of business before the FCC, Commissioner Craven's absence may result in a delay in promul-
gating regulations, which would open the way for the frequency shifts. It was chairman of the U. S. Delegation to the Inter-Ameri-
can Radio Conference in Havana late last year and is the major author of the allocations plan. It is presumed he will work on these plans prior to his route to Cairo in the hope that they will be ready for promulgation either before or coincident with his return from the conference, expected in early March.
THE extent to which big WHO is helpful to advertisers can all be summed up in one small statement:

Station WHO carried over 4200 hours of commercial time in 1937 — an average of sixty-seven advertisers per day! More than half of this time went for spot broadcasts — many of them written and produced right here in our own studios!

If you are considering a schedule in Iowa Plus, get the facts about WHO. The chart at the right gives the facts about power and cost in Iowa. The rest of the story gives WHO just about that same relative leadership, too!

WHO for IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . . . . . . FREE & PETERS, INC., REPRESENTATIVES
Crosley in Kitchen
CROSLEY DISTRIBUTING Corp., at a dealer’s convention recently held in Chicago, announced it is including many of its Shelvador Electric refrigerators with washers also. Research has revealed that housewives spending 60% of their working time in the kitchen have to have their radios nearby.

Ferrin Belittles Plans ForLimitedCommercial

THE problem of commercial program content cannot be solved for either listener or sponsor by limiting commercials to 10% or less of program time, according to a statement Jan. 8 by Frank Ferrin, new radio director of Henri, Hurst & McDonnell in Chicago.

"Limitation is obviously not the answer, since it will not necessarily perform several different functions," Mr. Ferrin said. "Some advertisements are not suited to the current listener and do not have to appeal even to the ad itself. Where one sort may need only 5% or less, others, which define and describe, it is natural to have more. The agency maintains that it is possible to handle commercials so as to make them an integral part of the entertainment. By changing scripts, script writing, plus common sense and an intelligent understanding of the purpose of the particular commercial, will inject that human touch that makes the listener want to buy.

Mr. Ferrin admits frankly that many radio commercials are open to criticism for being too long, too weak, too distracting, dull, or repetitious. "But it does not necessarily follow that the selling feature of such commercials has to be tiresome or lacking in humor or interest," he said.

Periodical Group Plans ToCombatRadioInroads

PERIODICAL PUBLISHERS Association, trade association representing a group of national magazines, is making plans to combat purported inroads of broadcast advertising.

In an organization, it is understood, is seeking an outstanding figure to become paid executive and to broaden the scope of the group, which heretofore has confined itself largely to credit matters.

The Association is said to be seeking funds to promote use and recognition of magazine copy by self-regulation. A number of outstanding figures in the publication field are said to be interested in connection with the post of paid president of the group.

KGKO Plans for Move Into Dallas-Fort Worth Area During Early Spring

Mr. Hough and Mr. Kahn

THE Dallas-Fort Worth area will have a new regional broadcasting station on or about May 1 under the FCC’s present decision clearing the way for removal of KGKO, Wichita Falls, to a point midway between Fort Worth and authorized an increase in its power. The station will operate with 5,000 watts day and 1,000 watts night on 570 kc., and will be licensed to Ammon Carter, publisher of the Fort Worth Star-Telegram and owner of KGKO, Fort Worth.

The call letters will be retained, and Darrell A. Kahn, present KGKO program and technical manager and business manager of the new station under Harold V. Hough, KGKO general manager, will also move into Fort Worth with the station. Mr. Hough reports that a new 5,000-watt RCA transmitter has been ordered together with Blaw-Knox radiators. Studios are being set up on the top floor of Fort Worth’s Medical Arts Building.

Mr. Kahn on Jan. 10 opened an office in that building and will aid in preparing for the new KGKO.

When KGKO becomes a Fort Worth-Dallas outlet, it will immediately be linked to the NBC-Blue network via WBAP, Fort Worth, which will serve the 800 kc. clear channel with a 5,000-watt output; the new station will become basic NBC-Red. WFAA is owned by the Dallas News, and reports that the station is due to go on the air at 1250 kc.

Hudson’s New Car

HUDSON MOTOR CAR Co. announced on Jan. 4 that it was going into production at once on a new, low-priced car to be known as the “Hudson 112.” The car is built on a 112-inch wheelbase, and sells in a price class about competitive with Ford, Chevrolet and Plymouth.

Advertising on new car, which has been delayed until dealers are satisfied, will go into effect immediately, and will be handled by the Hobby Lobby show of Hudson on CBS. Spot announcements are also being planned, but no definite releases on time have yet been made. The agency is Brodie, Smith & French, Detroit.

To Revive Disc Series

STERLING PRODUCTS Inc. (New York [Haley’s M-O, Dandenberg], expects to resume Way Down East EP record series, with new 78 turns appearing five days a week on about 15 stations. Agency is Blackett-Sample-Humbert, New York.

TWO NEW LOCALS GRANTED BY FCC

A NEW station in Athens, Ga., and another in Hobbs, N. M., both local, have been authorized by the FCC among the first cases decided by the full Commission since the abolition of divisions. The new Athens station will be affiliated with WAGU; C. A. Bowland, local seed merchant, and Tate Wright, attorney.

Licensee of the Hobbs station will be Ben Whitmore, owner and manager of KGFL, Roswell, N. M.

Oak Park, Burlington Stations Denied by FCC

APPLICATIONS of Robert Raymond and Eugene Eisfeld, for authority to erect a new 100-watt daytime station at 1500 kc. on Oak Park, Ill., and of Leon M. Eisfeld, for authority to erect a new 100-watt station on 1310 kc. in Burlington, Ia., were denied by the FCC in the 1300 kc. band action of Dec. 31.

In the former case, the FCC sustained an examiner’s report recommending that the granting of a new station to the applicant not be financially qualified and no sufficient showing of public need for a new station in Oak Park. The Eisfeld application was denied as in default.

A new deal of Geraldine Alberghine for a new 1,000-watt daytime station on 720 kc. in Paw- tucket, R. I., was also denied as in default.

In addition, the Commission denied the application of WRSW, Fall River, Mass., to increase its power from 250 watts full time to 1,000 watts day and 250 watts night, holding that such a power boost would interfere with WSAI, Fall River, Mass., operating with 1,000 watts on the same frequency (1440 kc.).
Wor sells Goodz
Wor sells lots of Goodz
Wor can sell your Goodz
What's Klingtite? Ask Anyone in the Los Angeles Region

Can't Make It Fast Enough to Meet Radio-Created Demand

By WALTER McCREEERY

Sales Manager, Allied Adv. Agencies Inc., Los Angeles

"WHAT is Klingtite?" asked desperate husbands whose wives suggested its use for mending everything from an easy chair to a pair of corduroy pants. No wonder they didn't know what Klingtite was! Perhaps a few months ago except the chemist who developed the formula and decided it was a superior water-resistant r cloth, canvas and fabrics in general.

That was the time Klingtite Products Co., of Hollywood, manufacturers of the product, came to us. The organization had never advertised and was eager to get for its campaign. It wanted to exploit this unusual product to the great advantage of its members didn't suit, so it was decided to pool the budget in a popular participatory campaign. From the Fletcher Wiley's Housewives Protective League, a late afternoon half-hour of philosophy heard five times weekly in Hollywood. Our choice met with the sponsor's approval, but Wiley first had to know whether the product was all we claimed for it— he recommends his sponsors with a religious fervor and he seems mercurial.

And Then the Demand

After thoroughly investigating, Wiley was "sold." He accepted the account on his program. To introduce Klingtite to listeners, a sample bottle was offered in exchange for the name and address of a store where purchase had been attempted but the product was not stocked. Several thousand samples were thus given away and the sponsor is now receiving as many names of stores who had already been contacted by the listeners and were able to make the sale. So great became public interest, aroused by the daily broadcast, that several Southern California stores that had refused to stock Klingtite were forced by consumer demand to add the merchandise to their list. And that was against the competition of 25 competitive adhesives on the market.

In the first 15 weeks of promotional development by use of radio exclusively, Klingtite increased its sales 850% and it is still growing. Klingtite Products Co. was forced to have a subsequent increase in 17 weeks because the demand for the product became greater than the supply. It later was moved to the Fletcher Wiley program, after a two months lay-off. In the meantime, the firm had planning plans for a new building and plans for increased production, as leading motion picture companies in Hollywood find additional Klingtite in building canvas stage sets and applying wall board and in reliance.

The success of this unknown and undeveloped account with a small budget, is probably attributed to radio merchandising demands a voice on the ether to pitch the commercial that is just as familiar as the character of the program.

Program Preview

DEVICE for audience building showing patterned audience picture theater trailer, planned by John Harvey of the Tobacco—later蝈lette—Chicago, was used on WTMJ, Milwaukee, a few days before the nation premiered "Those Happy Gilmons," new script show being tested on WTMJ for General Mills. The agency bought the trailer two minutes of time and a preview of the show was presented. After due build up by an announcer the cast did about four minutes of script from the serial.

Court Refuses to Rule

On Broadcasts of Trials

DECLINING to rule on the propriety of broadcasting court trials, the Oregon Supreme Court on January 4 affirmed a ruling of the lower court dismissing a $5,000 libel suit growing out of remarks made during a murder trial which was broadcast by Klamath Falls, Ore. Mrs. Josephine Irwin had claimed her reputation was damaged when defense counsel Irwin made his closing argument to the jury in the murder trial of Marion Mayerle. The Supreme Court pointed out that the American Bar Association "frowns" upon courtroom broadcasts but said it was a matter for the determination of the trial judge.

KOVC Sold by Bairey:

Plans to Start KFAM

WITH an RCA transmitter and Transco receiver, the Walter Bairey Co., St. Cloud, Minn., authorized last July to operate on 1420 kc, will go on the air sometime in April, according to George R. Bairey, who will be the station's manager. Mr. Bairey, chief owner of KOVC, Valley City, N.D., which he founded in the fall of 1936, has applied for the FCC for authority to build up the controlling stock in KOVC largely to the group of local merchants now holding minority interests.

Mr. Bairey announced that Robert B. Witchen has been named to the engineering staff but other positions needed main men. Studios and offices will be located in the Grand Central Hotel, St. Cloud, while the station's treatment and design by Johns Manville. The station will be licensed to the St. Cloud Times, whose publisher is Fred Schipf, Federal Housing Administrator for Minnesota and North Dakota and candidate for Governor of Minnesota.

New Series for Luckies

AMERICAN TOBACCO Co., New York (Lucky Strike) has started Medley, on an NBC network of 66 stations, after a 10-week test on WOR, Newark, and WNBG, Binghamton. The program airs at 8:30 P.M., Eastern Standard Time on WJZ. Agency is Lord & Thomas, New York.

Tareyton Test

Oklahoma is Number One Sales-spot — FORBES

Prospects for Oklahoma best in country — BROOKMIRE

Southwest offers best opportunities for expansion — BABSON

Southwest ranks as above-average sales territory — POOR'S

Southwest business holding up better than other sections — FITCH

Southwest to do better than average in 1938 — STANDARD STATISTIC

Oklahoma — Brightest Sales-Spot in the Nation!

Six leading authorities say: "Go ahead with sales efforts in Oklahoma"

Oklahoma goes into 1938 with a heavy carryover of farm cash after the best farm year since 1931. The outlook for agricultural income in Oklahoma for 1938 may up last year's record 40 per cent, according to Brookmire.

The Petroleum industry, backbone of Oklahoma prosperity, is acknowledged by all economists to be one of the most favorably situated lines for 1938. This year will see the largest demand for crude oil and refinery products in the history of the petroleum industry and Oklahoma will maintain its position as the nation's third largest supplier of crude oil.

These basic economic factors call for the favorable forecasts above . . . and justify expectations of sales executives for above-average sales in Oklahoma NOW and well into the new year.

By its outstanding production record, WKY has proved its ability to translate into sales Oklahoma's ability to buy.

WKY

Representative — E. Katz Special Advertising Agency

Owned and Operated by the Oklahoma Publishing Company
Selling Radio to Used Car Dealers

Air Promotion Viewed As Ideal Way to Move Autos

By LEW TRENNER
WCHS, Charleston, W. Va.

FROM market standpoints, the used car dealer is a client worth having on the books. Nationally, he can be of great influence in helping to land a show that a station could not get without his aid. Locally, he may easily be induced to spend much since he is used to thinking in much larger terms than the grocery store around the corner or the Ben Franklin Store. (Besides all, however, you go into his establishment with the knowledge that the few facts that follow are on your side, and that if he may be reasoned with at all, he must use radio.)

Few towns are so small that they do not have at least two or three automobile lines, either new or used, and as a result, used car outlets of one sort or another for their trade. Hence there is little competition in any community. The competition is spurred by the ever-increasing output of automobiles all over the country, and when a car is sold, a former old car user is remade into a new car user, but his old car remains an old car, and an old car user must be manufactured to buy it. Someone must be induced to buy a used car — probably not another man who already has a used car, so most logically, someone who has not yet bought a car before. This is done through the power of suggestion, through advertising.

The Vulnerable Point

Admitting this, let's imagine that we have a really "tough one" to go by. How to go about it? It is generally conceded that the used car dealer is a man who may be approached with bare "down-to-the-ground" arithmetic. All day long every day he employs his ability to bargain and barter to make the wheels of his business turn. Not only does he live in the city he will "review the situations" as they arise. If he lives in a rural community he will "figure and callate." But any way you look at it, he is open to some sort of proposition. If it involves a deal to his advantage, so let's attack him from his most vulnerable point.

There are but two possibilities for him to display his wares. He operates a lot in the open, or he has a showroom either independent or attached to his regular garage. It has been proven over the course of time that it costs him about a dollar a day to keep cars in his lot. If he operates an indoor showroom, rent is higher and it must be heated but upkeep on the cars is lower. If he operates a lot in the open, the weather takes it out on the paint job, tires, batteries, and to some extent, arithmetic. All day long, every day he takes up some display room somewhere and enough gas must be kept on hand to try to keep it down the ramp. Insurance is needed on everything he owns.

A one-dollar-a-day lot (it is frequently much more) is absolutely inescapable. It is common knowledge to any used car dealer and takes in the cost of rent, salesmen, motor check at the time of sale, and replacement tires, batteries, windshield wipers or broken glass, and most constant — depreciation (the rate at which the car grows older. In addition there are title charges (if necessary, and the bookkeeping involved, a touch of paint here and there, and perhaps a little value of the car to the finance company that carries his used cars for him).

After thirty days, the boss will offer a bonus to the salesman that tells a car that has been on exhibition from the buyers. After 90 days he will take as much as a 50% loss, especially on an outdoor lot in winter time and after four months he must finance the car himself for the finance company will call on him on this basis that it is a "white elephant" and what was merely invested in a financial garden or goes up the river for scrap at a complete loss.

A local dealer tells me that although his used car stock is small, rather than 6% of the monthly balance. This means an average of $100 every year on his money annually. In either of the above cases he is prevented from making but is required to lose if his money is tied up in used cars.

When Radio Comes In

Most used car dealers use what is commonly called classified display in the newspapers. Here they overlook two important points.

THE LOT of the used car dealer is a hard one, particularly if there happens to be a lot full of lonesome chariots vainly waiting for someone to come along with a checkbook. Lew Trenner, of WCHS, Charleston, W. Va., has been thinking about the used car dealer and his possibilities as a radio prospect. His thoughts have crystallized into the article that surrounds this bit of explanation. Lew is a brother of Harry Trenner, sales manager of WNBF, Binghamton, who contributed an article to the Sept. 1, 1936 BROADCASTING on how to sell radio time to department stores, public utilities and banks. The entire auto industry is placing emphasis on used cars for the time being, and recently Major Bowes has devoted most of his commercials to this phase of auto selling.

Mr. Trenner

and although he has bought wisely, his 100 cars represent an investment of about $30,000 (the average is about $300), and that he spends 6% of this for finance charges. If this money could be put into "new car paper" his gain on that size investment could be very gratifying, but his credit limit at the finance company is low and his capital prevents him from expanding on his own accord. He is annoyed.

"New car paper" is a term applied to the conditional bills of sale or leases on which new cars are sold.

If he uses a finance company on these transactions, he makes from 25 to 30% as a "cush," a "kick" or a "load" as he puts it. If he can put some of his money down, he can buy low priced car, to $20 on a Cadillac, Cord, or other high-priced car as well as share of the profit. He can sell at a profit, and for helping to consummate the transaction.

When the dealer himself he stands to realize a tidy sum on the investment once more. After paying the finance company, insurance and accessories to the car, he gets 6% of the whole sum each month we have noted, a used car dealer must be created from a former non-car owner, and there is some chance that he will be looking in the classifieds for something that should be sold to him aggressively. He must be made used-car conscious and will not look for a car voluntarily in a classified page. Then again, the women, who have much to say in the purchase of a car, hardly ever read the classifieds, but may be depended upon to hear the radio set annually.

Spot announcements, with or without sound effects, may be successful if it is suggested that cars that begin to look as though they were shown, or were used. A daily "flash" will generally stimulate interest in such a car. Radio canopies on used cars lots make the daily feature car stand out and attract attention. An old Jalappie plugged for $5 in fun attracted such a crowd of curiosity seekers that when the crowd dispersed, three good sales had been made. Even the "90-m.p.h. can" went to a high school kid.

Try walking around his lot and counting his losses for him. He undoubtedly is conscious of the above conditions but he frequently loses sight of them and should be reminded. The little invested in radio might easily change the balance from loss to profit. If he is using newspaper don't try to break him from it, but show him that you offer another potential and unexploited outlet which it will pay him to use. Point out the fact that used cars are sold most in outlying communities where a radio cannot be profitably delivered. If all that doesn't work, try his next door neighbor and write to Dorothy Dix about it.

Hockey Sponsor

ST. LAWRENCE STARCH Co., Port Perry, Ont., Golden Corn Syrup, started two sets of interviews with hockey players just before big league games in Toronto and Montreal on Saturday nights on Jan. 1. The Toronto net is being handled by Wes McKnight as interviewer over CFRB, Toronto; CKOC, Hamilton; CFRG, Flushing; CKF; CKEO; CKCR, Kitchener; CFCS, Stratford; CKKNX, Wingham; CFFL, London; CFCO, Chatham; and WABC, New York. The Montreal broadcasts are conducted by Cliff Butler over CFCF, Montreal; CFCF, Lachine; CFCF, St. John; CHNS, Halifax; CKCW, Vancouver; CFCF, Fredericton; CFNB, Newmarket, and CFCF, Sydney. Agency is McCann, Baxter & Eastman, Toronto.

Larus Moves to NBC

LARIS & BROS., Co., Richmond, Va., will transfer its Alisa Jimmy Valentine program from wvs to wvn, when this musical serial has been broadcast on about 12 stations via World transcription for the past six months starts on a coast-to-coast NBC-Blue hook-up. Bert Lytell, who played the lead in the recording series, continues in this role on the network. Series advertises Edgeworth tobacco and is placed through Blackett-Sample-Hummert Inc.

Ramsdell Sees Boom

EXECUTION of the proposed national housing plan, entailing a promise of 16 billion dollars in four years, would launch the greatest boom the radio industry has experienced in recent years, declares Sayre M. Ramsdell, vice-president of Philco Radio & Television Corp., Philadelphia. A housing boom would add a new item to the public's present mental state and establish a premium on newness as well as creating a new demand for new radios to match new homes.

Jack Benny on 110

JACK BENNY'S Sunday evening program tells its broadcast on 110 stations affiliated with the NBC-Red network. Beginning Jan. 4, 11 stations were assigned for Jan. 4 and 23 Canadian stations joined the network for Benny's program.

AN AGREEMENT was concluded Dec. 30 whereby the Canadian Broadcasting Corporation will carry the NBC Toscanini concerts. The addition of CBC's 33 outlets brings the total number of stations airing the NBC symphony concerts to 182.
Introducing...

INTERNATIONAL RADIO SALES

(A DIVISION OF HEARST RADIO, INC.)

A firm of national representatives organized to render an improved type of service to a selected group of stations. A discussion of this new departure in the field of station representation will be welcomed...

MURRAY GRABHORN
General Manager, New York City

NAYLOR ROGERS
Manager, Chicago

BOB HOWARD
Manager, Detroit

JOHN LIVINGSTON
Manager, San Francisco

PEGGY STONE
Director, Station Relations
New York City

HOWARD ESARY
Manager International Radio Productions
Hollywood, California

Now Representing:

WCAE . . . Pittsburgh
WBAL . . . Baltimore
WISN . . . Milwaukee

KOMA . Oklahoma City
KTSA . . San Antonio
WINS . . New York

KNOW . . . Austin
WACO . . . Waco
KEHE . . Los Angeles
KYA . . San Francisco
Robert Jennings Named
As Assistant Manager of
WLW, WSAI by Shouse

APPOINTMENT of Robert G. Jennings, executive of Crosley
Radio Corp., as general sales manager of WLW and assistant
general manager of the stations, was announced Jan. 8 by James
D. Shouse, vice-president and general manager of broadcasting
operations of Crosley. Mr. Jennings, who has been a
member of the company for some time, formerly served as assistant manager of\nWFIL and after that in the production and program manager.

Mr. Jennings succeeds Frank M. Smith, who on Dec. 1 became general
advertising manager of Geyen Watch Co., Cincinnati. He joined
Crosley in 1935 as WSAI sales manager, and has had wide experience in sales, merchandising and
programming. He was appointed WSAI manager March 1, 1937, and later that year became program
manager of both WLW and WSAI.

Mr. Shouse said that Mr. Jen-
nings’ appointment, coupled with the recent designation of Trans-
american Broadcasting & Television Corp. as exclusive sales
representative of the stations, presages an aggressive and comprehensive future sales policy of WLW and WSAI, in which the field of mer-
chandising and sales service will be considerably expanded.

The Jennings’ appointment fol-

lowed closely by the appointments by Mr. Shouse of Robert E. Dunville as manager of WSAI, and of Chester Herman, theatrical authority, as program consultant of the two stations.

CROSLEY CAMERA CURRENTS—At left is Robert E. Dunville, who has assumed management of WSAI, Cincinnati, under James D. Shouse, vice-president of Crosley Radio Corp. in charge of that station and its big sister, WLW. In center are Mayor James G. Stewart of Cincin-

nati, congratulating Mr. Shouse upon the dedication Jan. 3 of WLW’s
daytime power increase to 5,000 watts, after the Mayor had partici-
pated in the ceremony. At right is Chester Herman, theatrical authority named by Mr. Shouse as program consultant of the Crosley stations.

Sponsored Home Games
Will Start in Washington

HOME games of the Washington Senators baseball team, neither broadcast, will be carried on
WJSW, Washington, during the current season, according to an agreement reached at the Inter-
American Radio Conference in Hava-

nads in late December by Mr. Shouse of WBEN, Buffalo. In an application made public Jan. 4 the station agreed to build a new transmitter capable of operating at 5,000 watts day and night on its 900 kc. channel. Present FCC rules limit night regional power to 2,500 watts, and if this is understood these will be revised shortly to provide for maximum 5,000 watt power in the day and an increase in top night power of locals from 100 to 250 watts.

Wisconsin Net Adds
Four more Wisconsin stations have signed contracts for affiliation with the Associated Radio
Network, according to an an-
nouncement Jan. 5 by Roy James A. Wagner, of WHBY, Green Bay.

The new stations are WGBI, Milwaukee; WHBL, Sheboygan;
WCLJ, Janesville, and WJRM, Manitowoc. The basic stations of the network are WBAY, Green Bay; KFIZ, Fond du Lac, and WIBU, Poyntette. They have been operating as a network since Sept. 1, 1937.

WHO’s Own Line
RATHER than hook up with NBC for the Rose Bowl game at Pasadena on New Year’s Day, WHO, Des Moines, by a special arrangement with Warner Brothers, had its own line from KFWB, Holly-

wood, so that Ronald (Dutch) Reagan might broadcast the play-by-play and descriptive. Reagan until recently was WHO’s ace sports announcer. He went to Hollywood a few months ago under a Warner contract to play in pictures. The Pasadena–Des Moines line cost WHO more than $1,600.

Beer, Wine and Liquor
Sponsorship is Opposed
REGULATIONS forbidding advertise-
ing of distilled spirits, wine or malt beverages on the air were advocated Jan. 4 by W. S. Alex-

ander, administrator of the Fed-

eral Alcohol Administration, in an address to Congress. Advertising in Sunday magazines or newspapers carrying Sunday display to be prohibited, as well as any ad-
vvertising matter concerning the sale of liquor in newspapers period-

cals or circulars disseminated by mail containing pictures, draw-
ings or caricatures of women or children or religious objects or in-
signia, or barroom scenes. In ad-

dition the recommendation covered advertising referring directly or indirectly to the value of alcoholic beverages, either as a medicine, tonic, or food.

Cosmetic Test
DON-OUTH Cosmetics Sales Dis-

tributors, Los Angeles, (cosmet-
ies), after a four-week spot test on KRKD, that city, on Jan. 10 started a thrice-weekly quarter-
hour live-talent program, Jeanne
Husker & Her Charm School of the Air, on KFAC, Los Angeles. The firm has confined its advertis-
ing exclusively to newspapers and radio stations, but if its tests prove satisfactory, will extend activities to include other Southern California stations, placing direct.

Joint Committee Continues Study
RECEIPT of $20,000 — $10,000 contributed by CBS and a like amount by NBC, as enabled by the Joint Committee on Radio Research to continue its work for another year. Decision to carry on the task of collating the data on rural set ownership and listening habits effected during the fall was made at the committee’s last meeting on Dec. 9 (Broadcasting, Jan. 15), but the problem of raising enough money to meet necessary expenditures had not been settled at that time. The work on checking the figures obtained to give estimated state totals is now proceeding rapidly, with these results to be released probably for release before the end of the month, provided they meet with the committee’s approval. Since some of the findings are understood to be at variance with those of the Gallup and Fortune sur-
veys (Broadcasting, Jan. 1), there is a possibility that further calculation may be made before releasing the results to insure the utmost accuracy by verifying the procedure at every point.

The technical subcommittee which is applying the pre-determined formulas for converting their sample figures into estimated state totals is also studying the feasibility of a further broadening of the areas. These latter figures, however, will not be available until late spring or early summer, and are intended to cover five counties: Marion County, Ind. (containing Indianapolis); Cerro Gordo County, Ill. (containing Chillicothe); Mississippi County, Iowa; (containing Winfield) and two rural counties, Sabine, La., and Linn, Kan.

WWL Going to 50 kw.

WWL, New Orleans, plans to place in operation its new 50,000-watt transmitter about July 1, in pur-
pursuance of an FCC grant allowing it to increase its power from 10,000 watts late last month, according to its new general manager.

The station, operating on the 850 kc. clear channel, is a CBS out-

d. Hugh K. Boice, sales vice-pres-
ident of CBS, announced Jan. 7 the new rate structure for WWL ef-

fective immediately in anticipation of the power increase. He estimated that approximately a half-million additional listeners would be reached with the increased power. The new base night rates are $375 per hour, $225 per half-hour, and $150 per quarter-hour.

WRVA 50 kw. Favored
GRANTING of the application of WRVA, Richmond, Va., for an
increase in power from 5,000 watts to 50,000 watts full time on its 1,500 kc. channel, was recom-

mended to the FCC Jan. 8 by Ex-

aminer Robert L. Irwin. The station is a CBS outlet.

Hill Wills, noted West Coast
television producer for his series \"Major Wells\" Adventure Club, has been named chief television producer at the Veterans Hospital at Sanvite, Cal., and has established the Wills Feature Syndicate at Alhambra, Cal.
A NEW SERIES of broadcasts by Rev. Fr. Charles E. Coughlin be-

58 Stations For Fr. Coughlin

The new network was completed by Aircesters Inc., Detroit agency, only a few days before the first broadcast took place. The hookup includes the complete Colortel net-

Self-Supporting Antenna OfKFYR,Bismarck, N.D.

The net is said to be the largest ever to carry the Fr. Coughlin talks.

Don Lee-MBS Contract

DON LEE Broadcasting System will continue its affiliation with Mutual Broadcast System through March, 1939. Contracts assuring the continuance of the current linkages were signed by Lewis Allen Weiss, Don Lee general manager, and Fred Weber, Mutual general manager. The latter was in Los Angeles in late December to make a Pacific Coast survey. The Lee network, formerly affiliated with CBS, joined Mutual more than a year ago. Since then, it has become a major originating point of transcontinental broadcasts. Head-

Sealst Prize Award

THE $1,000 grand award in the Rising Musical Stars series spon-

Bekin's Radio Fund

CBS has presented to Harvard the first annual fellowship of the New Shakespearean Library in Washington the three "prompt books" used for the broadcasts of the cycle of eight Shakespeare plays last summer.

INJURY EPIDEMIC

CHICAGO radio stationers off 1938 by the determination to make the new year a boom one for hospitals and doctors. Gene Fur-

New FCC Assignments Under Rotation System

NEW ASSIGNMENTS under the rotation plan of handling routine affaires of the FCC were taken over Jan. 1 by members of that agency. Commissioner Cruven in the handling of routine broadcast-

LUDY TO CONTINUE POLICIES OF WIBW

POLICIES and personnel main-

Sterling In Canada

STERLING PRODUCTS, Wheeling, will start Young Widder Jester quarter-hour transcription on CKW on Jan. 17 and CKY Feb. 1st. Latter stations represent-

Heinz Tries Spot Again

H. J. HEINZ Co., Pittsburgh (57 Varieties) after an absence of more than a year from the air, began a quarter-hour test program on KWOS, Jefferson City, Jan. 7. The transmitted program is broadcast Tuesday and Thurs-

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A night of terror was falling on a great city. Yellow waves of a river gone mad reached higher and higher into the houses. No lights except the blink of lanterns to direct the pilots of boats who sought to rescue fear-mad men, women and children from the path of the flood. Two hundred thousand people trapped between the waves and the dark.

But through the night a Voice droned on. A voice that gave light to the darkness. A voice that told the rescuers where to go and who to save. A voice that told a breathless nation of a city's need and a city's rescue.

The city was the city of Louisville, Kentucky. The voice was the voice of radio. The time just one short year ago next week.

Why do we recount this story of the Louisville flood? Not because WSM was privileged to keep heroic WHAS upon the air, to serve as that voice in darkness. Any American radio station would have done the same. We write about it now because more than two hundred radio stations threw commercial gain by the board to form a voluntary network which speeded aid to the stricken city.

We write because radio demonstrated not only its willingness but its peculiar ability to serve the people of a city or a nation in a time of need.

We write in tribute to a public service which can bring laughter and knowledge and song; and yet, in time of need can be a voice in darkness.

That is the American System of Broadcasting.

A message in the interests of the American System of broadcasting by one privileged from time to time to have contributed to its progress, by one seeking new ways to broaden its services to the American listener.

WSM
The Air Castle of the South
50,000 WATTS

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

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INC., NASHVILLE, TENNESSEE
Educational Board Appointed by CBS

Will Aid in Formulation of Radio Program for Adults

IN ANNOUNCING formation of an Adult Education Board for CBS, William Paley, CBS president, said, "Adult education has been one of the most vexed and controversial questions in radio. As a result of experience, we at Columbia decided that a rightly constituted board of men and women, completely free to deal with the problem and willing to devote enough time to it to be effective, could be brought in to help us to a degree to take the whole subject out of the realm of discussion and into the field of practical achievement."

Headed by Dr. Lyman Bryson, professor of education at Teachers College, Columbia U., and an executive committee of the American Association for Adult Education, the board of some 12 prominent educators and professional people, plans to launch a series of educational programs in some 10 broadcast hours after its first meeting in New York, Jan. 17 and 18. In surveying the results of similar boards cooperating with CBS in other fields, Mr. Paley commented: "We are adopting this democratic approach to solving the problem of adult education over the air because such cooperation already has proved successful in other Columbia broadcasting activities. Columbia's American School of the Air, scheduling programs five days a week throughout the school year, in broadcasts designed to help school teachers with their classes. The school, which has been directed by an advisory board of well-known educators since its organization in 1930."

Formal Education

"Similarly, Columbia's Church of the Air presents religious broadcasts in cooperation with advisory representatives of various religious faiths and denominations. Columbia's programs for children are developed and produced in cooperation with a child psychologist and a committee experienced in the work of child education."

The board of directors will select the formal education for grown people should find a place in balanced program schedules are one important question we must try to experience to decide. We need to find out more and more about the presentation of educational programs in such forms that multitudes will listen to them. We are studying-upon the program to give us invaluable guidance in arriving at a realistic concept so that educational programs may have a reasonable degree of coordinated plan and purpose."

Other members of the board are William Allen White, editor of the Emporia (Kan.) Gazette; Henry R. Lucas, president of Time Inc.; Stringfellow Barr, president of Emory's College; John's College; William Benton, vice-president of Columbia U.; Harry Woodburn, president, charges Columbia U.; York U.; Richard L. Gannon, president of Fordham U.; Alvin S. Johnson, director of the New School for Social Research; Ruth Bryan Eohde, former U. S. Minister to Denmark; Thomas V. Smith, professor of philosophy, Chicago U.; George Edgar Vincent, former president of the Rockefeller Foundation; Ray Lyman Wilbur, president of Leland Stanford U., and Joseph H. Willits, dean of the Wharton School of Finance, Pennsylvania U.

Long Remote

WHEN the University of West Virginia played Texas Tech in last year's Day game in the El Paso Sun Bowl, WMMN, Fairmont, W., arranged for a 2,500-mile leased wire from KTSN, El Paso, and covered the game telecine. Jay Kelchner, WMMN manager, contacted Karl Wyler, KTSN manager and the hookup was handled by KTSN without any hits. WMMN not only was highly lauded for the service which included a remote to a Charleston hotel where West Virginia students were housed, but made the feature a revenue producer by securing the Montagbela System, public utility, as sponsor.

GLADSTONE MURRAY, general manager of Canadian Broadcasting Corp., is scheduled to discuss policy with Canadian broadcasters at the annual meeting of Canada Broadcasting at Ottawa, Feb. 7-8.

NAB Renews Its Plea to the Industry For $83,000 Fund Under Federal Plan

A FURTHER plea that broadcast stations contribute $83,000 to the Federal Radio Education Committee fund for improvement of educational broadcasting was made Jan. 7 by James W. Baldwin, NAB managing director.

In the NAB Bulletin of that date, Mr. Baldwin referred members to his previous letter of Nov. 5 soliciting the contributions and also published a letter from Dr. J. W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Radio Education Committee, urging subscriptions by the industry.

An aggregate fund of $250,500 to carry out the project has been established on which two educational foundations are contributing $167,500. The NAB asked all 700 stations to contribute their proportionate part of the $83,000 allotted them. This fund would be divided $50,000 for the first year, and $28,000 for the second. Each station is asked to donate twice its highest quarter-hour rate for the first part and half that amount for the second.

Disappointing Return

Returns from stations thus far, it is understood, have been disappointing, with only about 115 stations thus far signaling their intentions of complying with the request and pledging about $25,000. The projects involved were approved by the committee made up of 40 members representing the FCC, the broadcasting industry and education. The Committee was appointed by the FCC two years ago. A subcommittee of six drafted the project plans. The Rockefeller and Carnegie Foundations, it is understood, have agreed to contribute the bulk of the $167,500 fund.

In his letter to Mr. Baldwin, Dr. Studebaker emphasized the importance of co-operation that the committee can proceed to set up its organization for the completion of the program, it is essential that the broadcasting industry subscribe its $83,000, "You can readily see," he said, "in view of the history of the origin and activities of the Committee, that unless the industry can contribute without delay, there may develop many embarrassments to the Communications Commission, to the committee, to the media and to the broadcasting industry."

"I still feel that in creating the Communications Commission the Nation established a most representative and workable piece of machinery upon the solution of the problems involved in a proper cooperation between educators and broadcasters. It will be just too bad if this piece of machinery is allowed to collapse."

Highlights of Plan

Highlights of the plan, as outlined last June, are:

Project A, proposed in the report, proposes that a survey of successful cooperative efforts be undertaken by U. S. Office of Education to determine how broadcasters and educators can best cooperate with local educational groups in radio programming. Religious, civic, and other non-profit groups within their communities. It was estimated that a period of four years, making a total of $140,000 to be borne by a foundation grant. The committee's recommendation for this project was as follows:

The committee unanimously agrees that this project is the most ambitious of those outlined. It carries an estimated cost of $25,000 to be borne by the broadcasting industry, and since it would involve such basic questions as whether the public wants more or less different educational broadcasting, what times are most appropriate, the distinction made between educational, information and propaganda, and related subjects.

Project I, the essential value of radio to the listener, was substituted the most ambitious of those outlined. It carries an estimated cost of $140,000 for a period of four years, making a total of $410,000 to be borne by a foundation grant. The committee's recommendation for this project was as follows:

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These stations every day and every night to follow success—and these are success-rants to make these stations' multitude of r, we suggest the use of spot broadcasting.

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<td>WFLM</td>
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<td>KGW</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
Applause waits on success; the multitude...follows fortune.

BENJAMIN FRANKLIN • 1706-1790

Millions of pairs of hands will applaud throughout 1938. • For the multitude love ful stations. • For the advertiser who v friends his friends during the coming yea
George Harm Announces...

CBS KARM CBS
"The Voice of Central California"

IN
FRESNO

IS NOW OPERATING FULL TIME
AND IS READY TO SERVE YOU

---

NEW
— RCA Equipment Throughout.
— Studios and Offices.
— Audience in the Rich, Thickly-
  Populated San Joaquin Valley.

FOR COMPLETE RATES AND DATA WIRE COLLECT

LOU KEPLINGER, Manager (Former Manager KVOR)
Colorado Springs

KARM
FRESNO, CALIFORNIA

"The Trading Center of the San Joaquin Valley"
State Radio Group Formed by Illinois

Official Committee to Study Educational Broadcasts

ILLINOIS Department of Public Instructing, Chicago, Jan. 4 set up a permanent radio committee and outlined a program to bring shows to a wider audience in Illi- nius public and high schools. C. H. Engle of the department staff was named head of the committee by J. S. Wieland, state superintendent of public instruction.

For the time being, Mr. Engle said, the committee is considering recommendations of the networks and individual stations and in turn will advise the department head by the school children. Later, when the committee has had an opportunity to study the present educational broadcasts, it will send out additional evaluations of programs.

The committee, will launch a statewide survey to learn (1) how many schools use radio; (2) how long each school audience is; (3) what types of programs are listened to at present; (4) what suggestions teachers and school officials may have for revising the present educational broadcasts to meet their needs more adequately.

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Brooks Plans Public

EBOOKS, Los Angeles, statewide clothing company, which has not used radio in more than four years, on Jan. 3 started for 52 weeks a quarter-hour participa-
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gram is directed to call attention to Brooks' "exclusive." It features Ann Meredith, style au-

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When we signed contracts for the new WMCA studios and offices, the builder gave us his solemn word that he would make us a present of the completed job for Christmas.

But, as we've learned, builders and architects never go to Heaven on their good intentions. Christmas has come and gone. Now, they tell us, it will be ready February 25th. Frankly, we have our doubts.

We hope the builders never read this ad. But confidentially, we think our opening broadcast will be some time during the first week in March,—we hope—we hope—we hope.

Meanwhile, we're going to Miss Primsey's Finishing School to polish up on our p's and q's—the atmosphere of the new studios is so grand!
Discover a new market... the Italian market

Complete, economical coverage through

WPEN * WOV * WBIL

Phila. 1000 Watts  N.Y. 1000 Watts  N.Y. 5000 Watts

**ITALO AMERICANS**
Living one hundred miles around the city of New York:

- New York: 1,200,000
- Westchester: 82,000
- Connecticut: 261,000
- New Jersey: 507,000
- Philadelphia: 350,000
- Delaware: 121,000

**Total**: 2,521,000

We know this market and we think we know how to sell your product to the Italo American consumer. For further detailed information, write or call, with no obligation on your part.

INTERNATIONAL BROADCASTING CORP.
152 West 43rd Street  Tel. BRYant 3-000  New York, N.Y.
The High Standard KFYR has enjoyed since its inception in 1925 is TOPPED only by its recently completed 704 Foot vertical radiator, the second highest self supporting tower in the world.

Thirteen years of consistent service to the Northwest finds KFYR beginning 1938 better than ever equipped to serve this rich market.

Let us tell your story

KFYR

MEYER BROADCASTING COMPANY
BISMARCK, NORTH DAKOTA

GENE FURGASON & CO • National Representatives
From Cellar to Counter With Mason's Without Benefit of Silver Spoon or Capital, This Proprietary Product Rose to Riches by Radio

By JACK PART
Advertising Manager
Mason Remedies, Ltd.

THIS WAS to have been the story of a test campaign over WSYR, a 50,000-watt station for maple syrup medicine recently introduced into the United States. The result of the test would not make interesting reading unless it is accompanied with the background of the product.

In early 1934, the little city of Kitchener, Ont., a young man employed himself manufacturing a cough medicine in the basement of his home. Without capital to advertise, sales were few and far between and repeated calls on doctors were seen in the little household. The ordinary channels of marketing such sales and advertising counselor were out of the question and even the columns of the local daily small did not fit the purse.

Faced with quick oblivion for Mason's 49 until advertising were sold, Perce Mason turned to desperation to radio. CKOR, the 300-watt station, was considered and subsequently contracted; spot announcements were on a try-week-to-week basis. The result was that money went to the treasury—not much money, but sufficient to go on the second week with quarter-hour programs. The writer joined forces with Perce Mason at this stage of the game, and one of the first question-box, human-relations type of shows was presented under the name of Raymaz. This was shown quickly and when listeners were asked to send in box fronts for a few weeks to obtain a box on success and getting ahead in the world, the station was deluged with mail.

Stations are Added

Within a month of its starting date, the Raymaz program was moved to CFRB, CBS outlet in Toronto, and fed to the Kitchener station on special lines. Ten quarter-hour shows a week were presented over this two-station loop up. The step-up in coverage from a market of 30,000 people to a market of nearly a million and a quarter brought the increase in business we had expected, and consequently, two other stations were added and the four stations carried Mason's 49 programs for the balance of the season. Over 115,000 box-fronts were received and each box-front represented a 50-cent sale in the drug store.

During the summer months before, we started to plan our activities for the fall. The manufacturing plant was changed from the basement and was established in a modern factory in Toronto. A sales agency which had been herefore regarded our account with little interest was now very anxious to secure our product, and as the result, we found ourselves with the means for national distribution and in need of national radio. Telephone calls from 3,000 miles of country to cover ten million people were prohibited for many miles of country to cover ten million people were prohibited by our agreement, which was arrived at in the fall of 1934. The advertisement and distribution did not commence until the middle of February, several months after our competitors had reached the market. Despite this, we accomplished something of a record in the Syracuse territory, and our first experience in the United States strengthened our opinion that we could duplicate our Canadian success in that country.

The fall of 1935 found us with more up-to-date recording equipment, 31 radio stations and contracts for national distribution. Raymar program, was deluged with mail. We were now become a household word as Raymar program, the drug for a cough remedy, was brought to the American market. True, we accomplished over 30,000 calls and we also felt that our advertising was not strong enough in the French province of Quebec.

BORN in a Canadian basement was Mason's 49, a cough remedy. Sold exclusively by radio with the first week's profits paying for the second week's air, sales have risen until Mason Remedies Ltd. has added the United States to its Canadian market. One of the first quiz programs in radio, Mason's "Raymaz" is a Canadian by-word for all listeners who like the question-answer type of program. From Rays to Riches, says Mason, and in three short years. Only those who believe in the new miracle of broadcast advertising should read this.

Disks for Colgate

Colgate-Palmolive-PEET Co., Jersey City, on Jan. 3 started transcribed versions of Myrt & Marge, for Concentrated SuperSuds, and Hilltop House for Palmolive soap, on 8 stations: WVL, Lincrones; WOR, Newark; WSB, Atlanta; WH, Detroit; WTM, Cleveland, and WGY, Schenectady. The quarter-hour transcriptions were read by RCA Agency, Mason & Bowles Inc., New York.

Colgate's New Show

Colgate-Palmolive-PEET Co., Jersey City (Colgate shave refreshing cream-Shave), has started a new series of programs featuring Dale Carnegie, author of the past-seller, "How to Win Friends and Influence People". Mr. Carnegie will be heard Tuesday evenings on 31 NBC-Red networks, with dramatic episodes from famous lives. Agency is Benton & Bowles-Chicago Inc.

Tapling Takes Charge Of Warner-Luckies Show

WARNER BROS. First National Studios has revised its activities in connection with the week-long "Your Hollywood Parade" which is sponsored by American Tobacco Co. (Lucky Strike cigs and Bostom's NBC Network). All studio participation is now correlated under Robert Tapling, Warner vice-president in charge of publicity, George Bilson, studio contact with Lord & Thomas, agency handling the Luckies account, has been turned to the Warner Bros. writing staff.

Mr. Tapling's contact will direct with Tom McAvity, Hollywood manager of Lord & Thomas, for the "Your Hollywood Parade." His assistant is Irving Rubine who was associated with him in the past. Both are formerly news art editor of Paramount Productions Inc., Hollywood. Mr. McAvity will be the contact with the Lord & Thomas staff in that city to do biographical writing for the series.

Theie he is a broadcasting, an entertainment, and a 25-page script, written by Nathan, script writer, from its New York office to Hollywood. Al Goodman succeeds Leo F. Forbin as musical director on Jan. 19.

FCT Studies Music Code

THE Federal Trade Commission has taken under advisement proposed change to the suggested trade practice code for the music publishing industry, following a hearing Jan. 4. Song plugging would be deemed an unfair practice under the proposed code. The Commission has entered into stipulations with the following companies: Rabin Co., Los Angeles; (Ruth Rogers cosmetics); Kellogg Co., Battle Creek (All-Bran); Dorothy Pert Co., St. Louis (cosmetics); Dr. Pepper Co., Dallas (beverage); Skelly Oil Co., Kansas City (Aromax gasoline). The Commission has ordered to be modified by E. May and Earl E. May Seed Co., Shenandoah, Ia., to cease representing that they grow or propagate nursery stock sold by them, unless and until such is a fact.

Aid During Flood

BROADCAST stations in Northern California aid in relief work, the American Red Cross and the stricken families during the three-day floods in the upper portions of the state. The stations were pressed into emergency service, broadcasting rescue bulletins. In the Russian River delta region, where more than 100 square miles were under water. In the Red Cross, stayed in constant telephonic communication with KPO, San Francisco. At frequent intervals rescue instructions were broadcast to the homes of isolated residents, separated by more than a mile of water from rescuers. Many of the homes had power and radio receiving sets, although they were cut off from telephone contact.

Page 38  January 15, 1938  BROADCASTING  broadcast Advertising
THE WEATHER

WOUNDED IN SPAIN—

‘Eddie’ Neil Dies

Veteran Dies

Teruel Fight Still Raging

Denatured Alcohol Kills 2 County Farm Llamas

2 OTHERS ILL

AFTER A LONG

DRINKING BOOZE

SOLD SALLY H. TO BAKING FREEZE.

TEN MILES SOUTH OF DES MOINES.

FEDERAL POPULATION

CENSUS ROLL OUT

DENVER, COLO., May 17—The

federal census roll out

in Denver, Colorado,

said:

‘Eddie’ Neil, aged 18, a

federal census worker

in Denver, Colorado,

died Sunday at the Red Cross

hospital with typhus fever.

Neil, who was a

federal census worker

in Denver, Colorado,

died Sunday at the Red Cross

hospital with typhus fever.

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in Denver, Colorado,
Mr. Cotterill cast the vertical-cut wide range programs produced by World-Wide Broadcasting System, New York, for 14 weeks. The sponsor, Keenan Soap, sponsoring the program, commanded a good feature roll for the year. Ordinarily he tuned to his local station, gave it a good trend appearance, increased loyalty and accepted its bill-of-fare with no thought of adverse criticism.

ABOUT 10 to 12 years ago, when radio gave birth to commercialism, the average listener thought little about the programs or the type of entertainment that was offered. Ordinarily he tuned to his local station, gave it a good trend appearance, increased loyalty and accepted its bill-of-fare with no thought of adverse criticism.

Those good old days are gone forever, much to the sorrow of station owners, managers and programs directors. Now just as quickly as they brought about the present state of skepticism existing among those loyal friends? What are we doing to spin the dial away from the station they once thought was in-fallible? What are we doing to defeat the stations he now enjoys? What malady has overtaken the stations he trusts.

Can it be that greedy station owners have killed the goose that laid the golden egg? Have station owners ever given their listeners adequate reasons for believing that their advertising is worthwhile? If a business must show a reasonable profit to justify its existence—but in the case of a station which profits every radio executive can take a good look at each “two bit” piece and say, “This costs me so much.” If stations keep sacrificing listeners for disproportionate gains, red ink will be in the stations' future.

Some foresighted station executives are doing something about the growing dissatisfaction of the listeners. Some of these in pioneers in the new era of radio have the courage to limit the amount of advertising they will accept.

It is generally agreed that spot announcing is the most obnoxious form of radio advertising as they are seldom clever enough to attract and hold the attention of the listener. Those few years of commercialism in radio saw many stations gather most of their revenue from spot announcements. But that was before face cream was gum free and big leafers prescribed your breakfast food. At that time a man could be true to his wife even if her hands were rough and red.

Yes, those spot announcements were sandwiched in almost any place and forced down the throat of the listener. This, plus the constant carelessness prepared programs was more than he could tolerate. The monopoly became so great he was forced to seek some station which offered him entertainment with showmanship.

Something must be done to get those disgruntled listeners back in to the fold, and also to hold those who are not satisfied with the present commercialism or criticize mediocre programs.

As a salesman here are some suggestions the CBC representatives should consider:

1. Allow spot announcements only on station breaks.
2. Let no commercial exceed 120 words.
3. Build programs that definitely appeal to the public.
4. As the station's earnings increase, let the money allotted the department increase in proportion.
5. Set a definite amount of time to be used for non-commercial.
6. Build the sustaining programs with as much thought and preparation as if they were sponsored.
7. Keep your fingers on the pulse of the audience by making surveys at least once every six months.

Manhattan On Coast

MANHATTAN SOAP SALES Corp., New York (Vitalis hair tonic). Mr. Roosevelt was presented as one of a group of famous men's sons who have succeeded in their own right. Others interviewed were Keenan Wynn, son of Ed Wynn, and Lowell Thomas Jr. Program is heard Mondays on the NBC Red Network. Agency is Pedlar & Ryan Inc., New York.

PANAY PICTURES—Were being rushed East Dec. 29 when Norman Alley, University of Chicago photographer, stopped for a few minutes in Chicago on his dash from Chicago. On hand to welcome him were Jack Stilwill of WLS and Engineer Charles Nehlsen of Hindenburg fame, to scoop Chicago stations by broadcasting the transcribed Alley interview just 27 minutes after the plane landed.

Roi-Tan Cancels

AMERICAN TOBACCO Co., New York (Roi-Tan cigars), has canceled most of its spot broadcast program for the time being in accordance with its usual custom after the holidays. The sports show has been announced for the next three months, and will be resumed in April. Agency is Lawrenze C. Gumbinner Adv. Agency, New York.

Ferguson Heads FTC

GARLAND S. FERGUSON has been elected chairman of the Federal Trade Commission for 1938, under the Commission's plan of rotating the chairmanship annually. Mr. Ferguson, oldest FTC member, succeeds Commissioner William A. Woodson, who will now serve as chairman. Mr. Ferguson, no other commissioner ever having held the office three times. He is in his 11th year as an FTC member.

Texas Group to Meet

TO DISCUSS the proposed NAB reorganization, O. T. Taylor, general manager of KGNC, Amarillo, and president of the Texas Broadcast Association on Jan. 27 held a special meeting of the board of directors of the association. All member stations, however, were invited.
PIioneer of the AIR

Founded in 1919, the Radio Corporation of America has completed 18 years of pioneering effort to develop and improve the uses of radio.

Starting “from scratch,” RCA has created a world-wide communications system with direct circuits between the United States and 42 foreign countries, and with ships at sea. It has created a nation-wide broadcasting system of endless cultural possibilities, now rapidly expanding its services by short-wave to all the world. It has created essential instruments for the radio transmission and reception of sound, of code messages, and of facsimile reproductions, and for the recording and reproduction of sound on records and on motion picture film. It has created countless radio devices indispensable to modern science, industry, medicine, telephony, and public safety. It has created the basis for a system of electronic television, forecasting the day when radio sight, added to sound, will perform a useful public service.

Today the Radio Corporation of America is owned by nearly a quarter of a million stockholders in 48 states. No one person owns as much as ½ of 1% of its stock. Achievements of the past 18 years are a tribute to the American tradition of service in the public interest through private initiative and ownership.

RCA presents the "Magic Key" every Sunday, 2 to 3 P.M., E.S.T., on NBC Blue Network.

RADIO CORPORATION OF AMERICA
RADIO CITY • NEW YORK, U.S.A.
NATIONAL BROADCASTING COMPANY • RCA MANUFACTURING COMPANY, INC.
RCA COMMUNICATIONS, INC. • RCA INSTITUTES, INC. • RADIOMARINE CORP. OF AMERICA
World Broadcasting System that in 1937 sponsored World than 30,000 hours on 485 stati. They have recognized the high casting by the use of Vertical-c deduced by World only. . . To alike, World pledges continuing still more valuable medium of.

WORLD BROADCASTING SYSTEM

Advertiser
AERO MAYFLOWER TRANSIT COMPANY
ALLIS-CHALMERS MANUFACTURING CO.
AMERICAN BANKERS' ASSOCIATION
AMERICAN OIL COMPANY
AMERICAN PRODUCTS COMPANY
AMERICAN STOVE COMPANY
ASSOCIATED DISTRIBUTORS, INC.
AURORA LABORATORIES, INC.
BAYEK COMPANY
BEAUMONT LABORATORIES

Agency
DIRECT
BERT S. GITTINS ADVERTISING AGENCY
THE JOSEPH KATZ COMPANY
MATTESON-FOGARTY-JORDAN, INC.
BATTEN, BARTON, DURSTINE & OSBORN, INC.
H. W. KASTOR & SONS ADVERTISING CO.
AUBREY, MOORE & WALLACE
BLACKETT-SAMPLE-HUMMERT, INC.
H. W. KASTOR & SONS ADVERTISING CO.

BERRY BROTHERS
BOOTH FISHERIES CORPORATION
E. L. BRUCE COMPANY
BUICK MOTOR COMPANY
CAL-ASPIRIN COMPANY
CALIFORNIA FRUIT GROWERS EXCHANGE
CAMPBELL-TAGGART BAKERIES
CENTRAL LABORATORIES
CHAMPION COAL COMPANY
CHESEBROUGH MANUFACTURING CO.
CHEVROLET MOTOR COMPANY
CHICAGO EVENING AMERICAN
CHICAGO MOTOR CLUB
COCA COLA COMPANY
H. B. DAVIS COMPANY
DE SOTO MOTOR CORPORATION

MAXON, INC.
H. W. KASTOR & SONS ADVERTISING CO.
THE BUCHEN COMPANY
ARTHUR KUDNER, INC.
BLACKETT-SAMPLE-HUMMERT, INC.
LORD & THOMAS, INC.
RUSSELL C. COMER
BECKMAN, VOGEL & BEERBOHM, INC.
WALKER & DOWNING
PEDLER & RYAN, INC.
CAMPBELL-EWALD COMPANY
DIRECT
MCKUNKIN ADVERTISING COMPANY
D'ARCY ADVERTISING COMPANY
VAN SANT, DUGDALE & COMPANY
J. STIRLING GETCHELL, INC.

Agency
DIRECT
E. I. DU PONT DE NEMOURS & COMPANY
EATON PAPER CORPORATION
DR. PETER FAHRNEY & SONS COMPANY
H. FENDRICH, INC.
FITZPATRICK BROS., INC.
POLEY & COMPANY
J. A. FOLGER & COMPANY
I. J. FOX COMPANY
FRENCH LICK SPRINGS HOTEL CO.
GALVIN MANUFACTURING COMPANY
GENERAL BAKING COMPANY
GENERAL ELECTRIC COMPANY
GENERAL CIGAR COMPANY
GENERAL FOODS CORPORATION
GENERAL MILLS, INC.
GOLD DUST CORPORATION
H. J. HEINZ COMPANY
H. F. HOOD & SONS
HULMAN & COMPANY
HYDROX CORPORATION
INDEPENDENT GROCERS' ALLIANCE
KELVINATOR CORPORATION
KROGER GROCERY & BAKING COMPANY
B. KUPPENHEIMER & COMPANY
LAMBERT PHARMACAL COMPANY
LARUS & BRO. COMPANY
LARUS & BRO. COMPANY
LEWIS-HOWE MEDICINE COMPANY
LOOK, INC.
MCKESSON & ROBBINS
MENNEN COMPANY

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RAFAL H. JONES COMPANY
BATTEN, BARTON, DURSTINE & OSBORN, INC.
BADGER & BROWNING, INC.
H. W. KASTOR & SONS ADVERTISING CO.
MCKUNKIN ADVERTISING COMPANY
NIESSE-MEYERHOFF
LAUESN & SALOMON
BLACKETT-SAMPLE-HUMMERT, INC.
BENTON & BOWLES, INC.
BLACKETT-SAMPLE-HUMMERT, INC.
BATTEN, BARTON, DURSTINE & OSBORN, INC.
MAXON, INC.
H. W. KASTOR & SONS ADVERTISING CO.
ABBEY AGENCY
H. W. KASTOR & SONS ADVERTISING CO.
CHAS. DANIEL FREY COMPANY
GEYE, CORNELL & NEWELL, INC.
RALPH H. JONES COMPANY
DIRECT
H. W. KASTOR & SONS ADVERTISING CO.
BLACKETT-SAMPLE-HUMMERT, INC.
MARSCHALK & PRATT, INC.
H. W. KASTOR & SONS ADVERTISING CO.
SCHWIMMER & SCOTT
H. W. KASTOR & SONS ADVERTISING CO.
H. W. KASTOR & SONS ADVERTISING CO.
HAPPY 1937

anks the advertisers and agencies corded programs totaling more ms—a notable increase over 1936. value brought to Selective Broad-UT Wide Range transcriptions pro-advertisers, agencies, and stations 3 efforts in 1938 to make radio a advertising and selling.

CASTING SYSTEM

Advertiser

METHODIST CHURCH (CHICAGO)

MID-CENTINENT PETROLEUM CO.

MILES LABORATORIES, INC.

MONTGOMERY WARD & COMPANY

NATIONAL ASSOCIATION OF MANUFACTURERS

NATIONAL LEAD COMPANY

NATIONAL OIL PRODUCTS COMPANY

NATIONAL RETAIL OWNED GROCERS

NATIONAL TUBERCULOSIS ASSOCIATION

NIAGARA HUDSON POWER & LIGHT CO.

OLDS MOTOR WORKS

ONEIDA, LTD.

ONEIDA, LTD.

PAQUIN COMPANY

PARKER BROTHERS

PEASELLE-GAULBERT COMPANY

PENNSYLVANIA STATE PUBLICITY

PHILCO RADIO & TELEVISION CORPORATION

DR. P. PHILLIPS COMPANY

PITTSBURGH COAL COMPANY

PROCTOR & GAMBLE CO. (CAMAY SOAP)

PROCTOR & GAMBLE CO. (CRISCO)

PROCTOR & GAMBLE CO. (DREFT)

PROCTOR & GAMBLE CO. (DREFT)

PROCTOR & GAMBLE CO. (DRENE)

PROCTOR & GAMBLE COMPANY (KIRK'S CASTILE)

PROCTOR & GAMBLE COMPANY (LAVA SOAP)

PROCTOR & GAMBLE COMPANY (OXYDOL)

PROCTOR & GAMBLE COMPANY (WHITE NAPTHA)

RADIO BRIDGE AD SERVICE

E. P. REED & COMPANY

REPUBLIC STEEL CORPORATION

Agency

SAM BARTLETT
R. J. POTTS & COMPANY

WADE ADVERTISING COMPANY

FERRY-HANLY COMPANY

DIRECT

MARSCHALK & PRATT, INC.

CHAS. DALLAS REACH

DUANE WAMAKER

BATTEN, BARTON, DURSTINE & OSBORN, INC.

D. P. BROTHER & COMPANY

GEYER, CORNELL & NEWELL, INC.

BATTEN, BARTON, DURSTINE & OSBORN, INC.

H. W. KASTOR & SONS ADVERTISING CO.

J. STIRLING GETCHELL, INC.

WALKER & DOWNING

GEARE-MARSTON, INC.

WALKER & DOWNING

PEDLER & RYAN, INC.

COMPTON ADVERTISING, INC.

BLACKETT-SAMPLE-HUMMERT, INC.

COMPTON ADVERTISING, INC.

H. W. KASTOR & SONS ADVERTISING CO.

H. W. KASTOR & SONS ADVERTISING CO.

BLACKETT-SAMPLE-HUMMERT, INC.

BLACKETT-SAMPLE-HUMMERT, INC.

COMPTON ADVERTISING, INC.

GEYER, CORNELL & NEWELL, INC.

MELDRUM & FEWSMITH, INC.

Advertiser

REYMER & BROS.

SCHLITZ BREWING COMPANY

SCHWAB COMPANY

SEECK & KADE

SHERWOOD BROS.

SKELLY OIL COMPANY

SKELLY OIL COMPANY

SNOW KING BAKING POWDER COMPANY

STANDARD OIL COMPANY (ESSO)

Agency

BLACKETT-SAMPLE-HUMMERT, INC.

BLACKETT-SAMPLE-HUMMERT, INC.

MAxon, INC.

ROCHE, WILLIAMS & CUNNINGHAM, INC.

ROCHE, WILLIAMS & CUNNINGHAM, INC.

SELVIAIR BROADCASTING SYSTEM

BLACKETT-SAMPLE-HUMMERT, INC.

VAN SANT. DUDDALE & COMPANY

FRANK PLESSREY COMPANY

J. STIRLING GETCHELL, INC.

BLACKETT-SAMPLE-HUMMERT, INC.

FLETCHER & ELLIS, INC.

W. E. LONG COMPANY

H. W. KASTOR & SONS ADVERTISING CO.

JOHN H. DUNHAM COMPANY

U. S. ADVERTISING CORPORATION

FRANK PLESSREY COMPANY
Outgo Unknown

IN THIS issue, for perhaps the last time, we publish a dollar-volume (estimated) analysis of broadcasting in 1937. The figures were computed for the BROADCASTING 1938 Yearbook Number by Dr. Herman S. Hettinger, pioneer radio economist and originator of the business index for the broadcasting industry.

Gross time sales, based on the best available data, indicate that 1937 was a $140,000,000 year—10% ahead of the preceding year. That is a credible showing. From the analysis the industry will be in a position to determine how best to concentrate its sales efforts during the ensuing year.

But there is another side to this statistical picture—the side that doesn't show when computing receipts. That is the disbursement side of the ledger. There are no statistics on expenditures to complete the balance sheet. How much was expended for talent, equipment, maintenance, music and sundry other items? Those figures are needed to tell radio's complete story. Five years ago perhaps half the stations were in red ink. Today the number is substantially less, but there nevertheless is a sizable group still in the unfavorable classification. Moreover, it must be remembered that in radio broadcasting, the hazard of operating under a six-months' tenor makes the industry as a decidedly unstable business.

We mention all this because of the fantastic and ofttimes grotesque deductions made by enemies of radio about profits derived from a "government franchise". They get only the income side of the story—never the outgo. They forget the financial hazards inherent in radio. They forget the sums invested by those who pioneered the industry, when they had little upon which to base any thought of ultimate return except imagination and foresight.

At the outset we said we published the 1937 time sale estimates for perhaps the last time. The last convention of the NAB in New York in October adopted a resolution offered by Harold V. Hough, general manager of WBAP, Fort Worth and NAB treasurer, ordaining publication of radio business statistics in terms of "unit hours" instead of gross dollars. The NAB foresees it will issue its monthly business index. The networks, however, still issue their figures on a monthly basis.

We concur wholeheartedly in the Hough resolution. As a matter of fact, income figures for all of the advertising media are simply estimates, based upon one-time rates, and are misleading and subject to misinterpretation.

That's why newspapers talk in terms of lineages. We trust that when 1938 ends, statistics for the industry will be in terms of "unit hours" sponsored in the various classifications and among the several station groups, and will become recognized as the best possible barometer of broadcast advertising business.

Honor Bound

NEARLY three months ago, the NAB sent to all stations a letter dealing with the cooperative educational project worked out by the Federal Radio Education Committee under the aegis of the FCC after nearly two years of effort. The plan involved a fund of $250,000 to be expended over a four-year period. The Rockefeller and Carnegie foundations have already pledged $167,500; the broadcasting industry is asked to subscribe only $82,500 over a two-year period.

The project, we feel, is meritorious. Its objective is cooperative improvement of educational broadcasting. It is the fruit of some of the best minds in education and radio. Efforts of a cooperative, after years of bickering between broadcasters and educators over use of the ether as a means of broadening the educational horizon.

Thus far, we are told, only 100-odd of the 700 stations have pledged contributions to the $85,000 fund. That is a deplorable showing. Stations were asked to donate twice their highest-quarter-hour rate to raise the first year's quota, and one-half that amount for the second year. Failure of stations to subscribe the fund might be more than embarrassing—it probably would result in public repercussions of a serious nature.

Broadcasting as an industry, is honor bound to contribute its share toward this cooperative educational experiment. Its failure to do so might be accepted as justification for many of the harsh things said about commercial broadcasting.

If We Were the FCC

DESpite the presidential hypodermic given the FCC, bailing of that beleaguered board by a few calamity-howlng Congressmen, using last year's words and music continues. And the boredom from within the FCC itself persists in an obvious way.

The FCC, under its new leadership, should be given a chance, but time is a-wasting, and resolve, prompt and firm action is essential. If we were the FCC we would:

Pursue the policy of cooperation with industry, under which the good offices of the Government would be employed to effect improvements, all along the line.

Realign personnel to plug glaring weaknesses, to have them do a job we consider no small way responsible for criticism heaped upon it.

Promulgate new rules and regulations to govern broadcasting in the light of the North American agreement reached at Havana, and thereby lay the basis for hearings on the impending reallocations—inevitable hearings that should not be delayed.

Give broadcast stations three-year licenses, as the law permits, in lieu of the present six-month tenures, and thereby encourage stability in the industry.

By moral suasion, initiate steps for elevation of program content in order to correct, cooperatively, whatever flaws may exist, and to place emphasis on the "public service" rather than the purely "showmanship" aspects of programming.

Meet fearlessly and expeditiously such matters as policy with respect to transfers of stations, newspaper ownership, network ownership and monopoly allegations.

Continue the crusade against political interference with its judgments, and carry out the letter of the law which Congress has enacted.

We advance this platform because we feel that the Commission has been subjected to much unjustified criticism, largely pernicious propaganda even reaching the level of "gutter gospel". Much of the Commission's work is praiseworthy and the beneficial effects are felt generally. These, however, have been overlooked in the stream of rumors, "planted stories," innuedes and picayunish fault-finding engendered by its enemies. The FCC staff, by and large, forms as good a personnel nucleus as there is in official Washington. Effective and forceful direction, and the courage to meet pending issues, will solve its problems.
LEONARD THOMAS BUSH

"RADIO has changed a lot since we put the first Procter & Gamble program on the air in 1922 or '23," says Leonard T. Bush, media director of Compton Adv. Inc., "but it's just as good an advertising medium now as it was when the sheer novelty of hearing voices over the air gave the advertiser's message an unprecedented attention."

"For as radio and the radio audience have been growing up and becoming more sophisticated we have been learning how to use it. In the early days commercial programs were deadly serious. Advertisers, no less than performers, came to the microphone with the feeling that they were addressing a vast assembly, millions of people hanging on their every word, and in consequence the early commercial messages were usually written in the best rostrum manner and delivered with all stops out."

Radio, as Bush points out, has come a long way, but no farther than Leonard Thomas Bush since he made his first impromptu appearance one of his earthings in Nottingham, England, in 1917. That the broadcast medium is, however, no recent importation from Britain. Brought to America at the age of five, Leonard grew up in normal American fashion in Philadelphia, attending that city's public schools and, when he had been graduated from high school, again followed American tradition by leaving home to seek fame and fortune in New York. He began his advertising career in 1918 with John O. Powers Co., a small advertising agency where, says Bush, "I got a very thorough education in advertising and a very small salary."

When America entered the war, Leonard joined the Navy and spent a year or so with the Bureau of Docks & Yards in Washington, his actual maritime experience being confined to canoeing on the Potomac. After receiving his discharge in the spring of 1919, he returned to New York and went to work for the Blackman-Boss Co. Here he has stayed ever since, and while the agency has changed its name to Blackman Co., Blackman Adv. Inc. and, now Compton Adv. Inc., Bush has become increasingly important in its operations at present being vice-president, secretary, treasurer and director of media.

While his duties involve a wide variety of advertising activities, Bush has been closely associated with the agency's radio work ever since that first P & G series, which, incidentally, was the first daytime commercial program ever to be broadcast over a network. Three other stations were connected by wire to WEAF, then owned by AT&T, and on this four-station hookup a 10-minute recipe program was broadcast once a week for 10 weeks in the interest of Crisco.

A few years later he bought for the same sponsor a full hour of Saturday morning time on NBC's Red network for a sort of radio household column, a conglomeration of household hints and recipes intermingled with singers and organ music."

"Even at that early date we realized that daytime was the time of the day that the household妇女 most economically," says Bush, "although we did not yet know just how to attract their attention most effectively. Nor in those days was much art needed on our part. Up until a couple of years ago the radio audience was increasing tremendously from year to year, so that there were always hosts of new set owners who would listen to anything we gave them, entranced by the novelty of it all.

"All the time, however, all of us who were interested in radio advertising were experimenting with this new medium, building techniques that were increasingly effective. One big step was the development of the radio serial, whereby the same entertainers or program material was broadcast at the same time each day, so that the listener was exposed to the advertiser's sales talk not once but five times a week, with gratifying sales results. Carrying that idea a little farther, Procter & Gamble, one of the most extensive users of these daytime serials, has also pioneered in the idea of multiple broadcasting in major markets on a single station."

"This firm was the first to put a program on both of NBC's networks, broadcasting the day's episode on one network in the morning and repeating it on the other the same afternoon. This not only gives the regular listener a choice of time over which to hear the radio installment of the serial, but also greatly increases the audience of the serial and the commercial message. The principle can be figured out on a cost-per-listener basis exactly as is done when a newspaper is run in a series of papers in a single city. In some cities more than one program is used to advertise a single product, and in the hands of Ivory Snow such an arrangement has been plugged on six daily broadcasts in New York: 'The O'Neill and Mary Morros' are broadcast each morning on WJZ and repeated each afternoon on WEAF; 'The Gospel Singer-

BROADCASTING • Broadcast Advertising

We Pay Our Respects To —

PERSONAL NOTES

M. H. PETERSON, vice-president of Van tramline Associates Inc., Chicago, has joined the sales staff of Mutual Broadcast Advertising System that city, to work with Ade Hilt and George C. W. News; Chicago; Mutual's sales staff is now equal in size to that of the New York staff. Mr. Peterson was formerly with NBC-Chicago, radio director of Blackett-Semple-Hum- mer Advertising Inc., and is a graduate of the New York office of Hearst Radio Inc.

K. G. MARSHALL, executive director of the Advertising Club of Philadelphia, has joined the staff of the Chicago office of the Chicago Board of Trade.

ROY THOMSON, owner of WAXN, Timmins, Ont., and WTCY North Bay, Ont., is now on a month's vacation at St. Petersburgh, Fla., and Havana.

EDWARD BLACKMAN, vice-president of WJZ, Baltimore, has returned to the CBS sales promotion department as assistant to Fred S. Reynolds.

A. P. RAUER of the sales staff of WITF, St. Louis, Ill., has announced his engagement to Miss Louse Conley.

WALTER E. EVANS, formerly of WIL, Kansas City, has joined the sales staff of WCOS, Philadelphia.

ROY THOMSON, owner of WAXN, Timmins, Ont., and WTCY North Bay, Ont., is now on a month's vacation at St. Petersburgh, Fla., and Havana.

THOMAS BLACKMAN, manager of WHAM, Rochester, says that he has resigned, effective Jan. 1, to become vice-president and general manager of WHK, Buffalo.

F. A. WEIR, manager of the Canadian Broadcasting Corp., is now at his Toronto office, after an illness of several months.

HARRY A. ENSHAW, head of Variowave Radio productions, Hollywood, has returned to his desk after a three-week illness.

EDWARD J. SAMUEL, director of sales of WMLS, Springfield, Mass., since 1934, has resigned. He has not made known his future plans.

ROY H. THOMPSON, president of Northern Broadcasting Co., operating CFCH, North Bay; CKBG, Timmins, and CKLJ, Kirkland Lake, all of Northern Ontario, has returned to radio for his first vacation in five years.

WILLIAM FAY, manager of WHMJ, New York, has been transferred and will join this station Jan. 24 will be vocal soloist on "Music Is My Hobby" on the Blue network, originating in New York.

LESLEY C. PAUL, for the past five years general manager of the Westminster Press bureau at East Pittsburgh, has been transferred to Springfield, Mass., and appointment of Mutual and Chicopee Falls plants and the district sales office of the company in their relations with the local press. He is also in charge of press relations and advertising of the company's radio stations. His headquarters will be in the Chicago office of Mutual Broadcasting System, to be moved May 1 to Baltimore [Broadcasting, Jan. 1].

THIENOT C. T. LENDENBURG, general manager of WOR, Newark, and vice-president of WJZ, made his debut as a radio speaker over WBS on Jan. 2, speaking on "1937 in Review" during a program that featured the reading of the recently completed book "King George VI from transcription after special permission had been secured from the BBC.

EUGENE CONKLIN, 26, a University of Liegean graduate, has joined the sales staff of WJWS, Washington.

WILLIAM S. WRIGHT, formerly of WJZ, St. Louis, and Thompson, Los Angeles advertising agency, has joined KMPJ, Beverly Hills, Calif., as counselor. Bob Reynolds, new to radio, has also been added to the staff as junior sales-

HOWARD LANE, business manager of the Mutual network, also general manager of the California Radio Station system, recently became the father of a daughter in Sacramento.

RALPH EHRMANST, the sales staff of WHJJ, Providence, is taking an extended vacation.

BURLIDGE D. BUTLER, president of WLS, Chicago, and KOY, Phoenix, has returned from a trip to the West Coast.

HOWARD O. PETERSON, promotion manager of WOW, Omaha, has been appointed an assistant to the dean of the University last month on radio news.

JOHN J. HALLER, former administrative assistant to Commissioner Paul A. Walker, has entered law practice in Oklahoma City. He is associated with the firm of Scott Per- ris, Democratic national committee man from Oklahoma.

JOHN ESFJ, for two years manager of WRBZ, Boise City, and KASA, Elk City, Okla., has joined the sales staff as a merchandising-promotion manager.

F. E. MAYHEW, who left KASA, Portland, Ore., in December to join the commercial staff of XEMO, Tin Juanua, Mexico, has returned as assistant manager and commercial manager, replacing John E. Snow, now with KTLU, Tulsa.

er is broadcast each noon on WJZ, and Judy & Jane each afternoon on WOR. While there is some danger of excessive duplication, this is usually offset by the increased effec- tiveness of multiple impression of the sales talk."

The person who has any ten commandments or 100 points that every young radio man should know, Bush believes that the twenty-year-old is constantly studying the possibilities of the still young medium, which he feels has been scratched as yet. Outside of office hours he is an ardent explorer of golf (explorer meaning one who is off the beaten path, which fits Bush exactly) and is a member of the Maplewood and Pine Valley Country Clubs. Bloomfield, N. J., is his home. He and his wife and family are Bush are joined during the summer by daughter Ellen Jean, now a sophomore at Syracuse University where she is studying journal-

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AN OPEN LETTER TO THE CROWELL PUBLISHING CO.

70% OF ALL NEW MAGAZINES ARE FLOPS

—so what!

IN THE preceding issue of TIDE, and in other journals, you—the Crowell Publishing Co.—have taken a swinging, open punch at radio. We admire your candor. But we think very little of a business-philosophy which results in such advertising. And we think even less of your logic. This is why.

Your phrase for radio is “the show-business.” And you say: “It isn’t a business—just a gamble. Because some shows fail, people who go into the show-business are suckers; better known as ‘angels’—who are, of course, uninterested in material awards.” But wait! In the next breath you say: “Magazines are in the show business too! In fact, magazines are the Greatest Show On Earth All The Time!”

We wish you’d make up your mind.

But that’s not the purpose of these pages—to ask you to explain the logic of your position.

Nor is it our purpose to retaliate by having “radio” take a swing back at “magazines.” What point would there be in our writing an advertisement around the terrifically high percentage of new (and old) magazines which flop; or about the 135 general magazines published in 1920, of which only 53 are alive today! To get, and keep, the public interested in a magazine is one of the hardest jobs on earth—infinitely harder, as a matter of fact, than creating a good radio program. So what! The measure of success is not that which dies but that which flourishes.†

* * *

This, however, is not what interests us most about your current “anti-radio” campaign. We are quite frankly puzzled by two points. And the first is as bewildering as the second.

1. What can any important factor in the adver-

† For a flourishing and hardy example of success, glance at the current figures for radio advertising on page 9 of this issue of Broadcasting. It contains an analysis of 1937 radio expenditures. Last year was the biggest year in radio history; topping 1936 which was, in turn, the biggest year; which topped 1935, another “biggest year.”
tising business hope to gain from an attack on any other important factor? Is it a contribution of any kind to advertising? Whom does it hurt? Whom will it benefit?

2. The second point is even more puzzling. You didn’t really take a swing at radio, but at the judgment of your best customers—the people who have made both magazines and radio forceful advertising media. You suggest, without a blink, that the leading advertisers and agencies know what they’re doing only when they do it in magazines! You imply that when these people buy radio their judgment, unaccountably, goes screwy. Suddenly, they have become “angels”!

Let’s look at a few of these people. Does Standard Brands hang on to its Sunday evening spot (now, for over six years) because of a suppressed desire to get into the show-business? Is General Foods turning 80% of its total appropriation into radio merely to amuse its stockholders? Has Wrigley been on the air for nine consecutive years because the company has lost its shrewd touch for mass advertising? Do the cigarette companies persist in increasing their radio expenditures because they like to see their profits go up in smoke? (Or is it because in 1937, and 1936, the consumption of cigarettes in this country reached all-time highs? And maybe radio had something to do with that!)

What of the magazines on the air? Does your own Woman’s Home Companion sponsor the Jean Abbey programs (for how many years, now?) because it wants to get “inside dope” on radio—or because it finds your advertisers just love the radio-time you give them? Why is the Crowell Publishing Co.—in addition to its Jean Abbey programs—starting a series of 5-minute “live” programs, on January 17th, over a number of stations; giving excerpts from your Country Home over the air? Is Life on the air because its editors want to hear what their stuff sounds like? Is that also why Look is on the air? And so on . . . down the long list of magazines which increasingly use radio (and very sensibly) for exactly the same reasons the country’s leading advertisers do.

* * *

But why continue? Why engage in fruitless internecine warfare? Why, especially, when our own radio executive and advertising ranks are largely made up of men from the publication field, finding a new interest and new zeal in the fascinating realm of audible journalism? (Note: On Oct. 18, 1937, Frank Braucher (pronounced Brower), lately vice president and director of Crowell Publishing Co., joined WOR as vice-president in charge of sales.)

* * *

One more paragraph, and we’re through for the day. To call the advertising business a “show-business” is to use a poor term for the very heart and vitality of advertising. What is advertising if not the business, and art, of making an impression on people? What is showmanship if not the same? What is a good head-line, a modern layout, the proper use of color, if not showmanship? What are the human voice, and music, and humor, and drama, if not the oldest and most effective, forms of showmanship? But all are advertising, too—as radio, and even magazines, have made clear. So why not call them advertising, when you’re talking about the craft which supports both magazines and radio.

This much is certain: As new and effective types of “showmanship” become available, advertising men will always be the first to utilize them: not only to enrich the art of advertising, but as part of their obvious duty to their clients.

And that is the whole history of radio advertising.

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**BROADCASTING**

*Broadcast Advertising*

THE MAGAZINE FOR THE RADIO ADVERTISING INDUSTRY
HAROLD MEWHORTER, owner of WFAI, Parsburg, W. Va., has invited the WAVE radio station of WAVE-Zaneville, whose management was recently taken over by Mr. and Mrs. Woodyard, to reorganize the station's program department. He will remain with the station several weeks. Meanwhile, Bob Horn, former program director, has been made a member of the announcing staff.

WALTER T. EVANS, formerly of WHB, Kansas City, has joined the sales staff of WTM, Philadelphia.

LOYD GEORGE YENDAR, director of sales and merchandising of WCKY, Cincinnati, has resigned as chief announcer and promotional manager at the station. W. T. Schuemers, formerly of the Cleveland News advertising department, has joined the announcing staff of WJBY, Cleveland.

BEATRICE T. WRIGHT, formerly of WAPL, Burlington, Wisconsin, and now with the staff of WJHY, Chillicothe, Ohio, has been appointed to the entertainment committee of the American Federation of Radio and Television Directors and the Ohio Valley Directors Assn.

CONNIE STEVENSON, formerly publicity director of WSNH, Seaside Heights, N. J., has joined XMIT, Hollywood, in a similar capacity.

R. A. MATTHEY, formerly of B. F. Goodrich Co. and Knaus-Thomas Radio Productions, New York, and Earl Schumers, formerly of the Cleveland News advertising department, have joined the WJBY announcing staff.

DICK FALKNER, formerly with WKBK, Pittsburgh, and with the staff of Charlotte, has been appointed program director of WAPI, Birmingham, which joins the National Broadcasting Co. to CBS, Clint Blakely, former WKBK announcer, has been named assistant program manager and announcer. Lionel Baxter has been appointed chief announcer for the newly reorganized staff. Others on the newly reorganized staff are Joe Hargis, former WKBK announcer, and Neil McFarland, in charge of traffic; Wilma Walker, handling women's features, and Mrs. E. Merchandising manager.

NEIL NORMAN, sports announcer of WIP, New York, resigned with only bruises and slight shock when his car blew a tire recently.

CHARLES BERRY, formerly chief announcer and program manager of the station's recently announced staff of the New York Associated Press, has joined the WJBY announcing staff as chief announcer and promotional manager.

SHEILA STEWART, formerly of CBS, recently resigned to become the music director of KFOX, Minneapolis, but has now joined the music staff of KLZ, Denver.

S. H. PATTERSON, general manager of KGKQ, San Francisco, was elected chairman of the Northern California Broadcasters Assn. at its annual election held in San Francisco. Bob Roberts, announcer of KGKQ, San Francisco, was named secretary. The association membership consists of executives from eighteen stations in Northern California.

JOHN VAN CROKHITE, who recently resigned as president of Van Crouchite Associates, Inc., has joined International News of the World in an advisory capacity. Mr. E. M. Mosley, sales director of INS, told Broadcasting that no changes in the wire setup of the organization are contemplated, but that INS plans will be employed in studying ways of improving INs service to stations.

Attacked at Mike

WHILE Arthur Garfield Hays, counsel for the Civil-Liberties Union, was broadcasting an attack on the treatment of radio to the CIO organizers by Mayor Frank Hague of Jersey City, over WNEW, New York, on Jan. 4, an unidentified woman in the studio dashed a handful of pepper into his face and shouted at him. Ethel Mott, engineer at the controls, immediately shut off the broadcast, but not before Mr. Hays, who was given a nosebleed, and a few curses had gone out over the air. Mr. Hays, whose glasses protected his eyes, brushed the pepper from his clothes and resumed his broadcast, explaining to his listeners of the ad- duction. It was announced that he would repeat his speech a week later. Two weeks later, after WOR, Newark, broadcast a similar program in Jersey City, where Mayor Hague and other officials defended the city's attacking CIO organizers and sympathizers, and followed this program with an- swers by the CIO, Mr. Hays and Dean Spaulding Frazier of the Law School of the University of New Haven, broadcast from the station's New York studios, without any untoward events.

ROBERT T. COTTINGHAM, formerly of the NBC news and special events staff, is now in New York and recently at WRC-WMAL, Washing- ton, has joined the City bureau department of KWW, Philadelphia. He mar- ried Miss Vivienne McClung, of Oklahoma City.

AL LEE, of Indianapolis, new to radio, has joined the announcing staff of WSH, Washington, D.C., as disc jockey. He has been with the station since November 1937.

LAWRENCE TREXLER, formerly of WNOX, Knoxville, has joined WCPD, Cincinnati, as news com- mercial manager.

LEONARD STRONG, announcer of KSL, Salt Lake City, scored a 204 for the KSL station in bowling competition this month and was the sub- ject of a local sports page in the Salt Lake Tribune. It is his first year of bowling.

KENNETH GRUBER, former "talking doorman" of WHK, and B. J. Morelli, has returned to the station as new continuity director. On Dec. 20 he married Miss Bernice E. Engdahl, of Davenport, la.

ROBERT B. EVANS, sports reviewer at WGR, Cleveland, for three years, has joined the news and promotion staff of Wicators, as manager of the Boston-Springfield. He is the son of Bill Evans, well-known sports figure now tutor of the Boston Red Sox baseball farms.

W. H. LOEB, announcer of WHK, Cleveland, is working on Jan. 17 to join the radio department of Lord & Thomas, New York.

MISH BOK, of WIP, Philadel- phia, is the "Rob Rider" selected in competitive NBC auditions for the Metropolitan Opera and cabaret group.

GUY WALLACE, announcer of WHK, Cleveland, and Bernie Der- nie, have been named announcers of the WABC station, New York, and the new staff an- nounced Dec. 29.

WILLIAM WISEMAN, promotion manager of WLS, Chicago, has been named manager of The WXYR Tower, house organ. He joined WABC two months ago.

TOM TOTH, CBS public events an- nouncer, will address the Springfield, N. J., Chamber of Commerce in that city on Jan. 29.

JAMES WALLINGTON, CBS Holly- wood announcer on "The Party Boys," has been brought into a motion picture to be produced by Republic Productions.

JIMMIE HENDRICKS, announcer of WHK, Cleveland, has been named Paris representative for the WLS station.

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Leadership

Since the very beginning of radio Blaw-Knox has supplied a majority of the leading broadcasting stations with their tower equipment. This leadership has continued year by year because now, as then, the most advanced designs in up-to-date radiator construction are concededly Blaw-Knox.

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING
PITTSBURGH, PA.

If you plan to increase the efficiency of your antenna . . . it will pay you to consult Blaw-Knox.

BLAW-KNOX
VERTICAL RADIATORS
Ludwig Completes Staff for WOMI, Owensboro

COMPLETION of the staff of the new WOMI, Owensboro, Ky., has been announced by Lyell L. Ludwig, general manager, who was formerly assistant director of the old WBKF (now WIRE) in Indianapolis, and WGBF, Evansville, Ind. Commercial manager is G. Colby Blackwell, onetime assistant secretary of the National Broadcasting Commission, and later with WLOE, Boston; WWVA, Wheeling, W. Va., and WFDP, Portland, recently with WIBM, Jackson, Mich. Chief engineer is Earl Jagoe, formerly with WBAP, Fort Worth, and WPA, Evansville, Ind. Assistant engineers are A. W. Atkins, formerly with WWAP, Lexington, Ky., and L. P. Siers, formerly manager of the WLS radio station in Chicago, and formerly with KDAL, St. Paul, Minn.

DIVIDED hour program for the 22d floor of the Mutual Building in New York, as well as numerous other diz- nies.

OROXO WELES’ program on Mutual, The Shadow, on Dec. 26 was expanded to the Pacific coast on a sustaining basis. Continuing on 11 Mutual stations for Delaware, Lehigh, and Western Coal Co., New York (Blue Coal), the program is now heard on 23 Del. Lee stations as well. Agency is Ruthrauff & Ryan Inc., New York.

KALF, Portland, Ore., will begin operation on the 16th with an increased power of 1,000 watts day and night or about Feb. 15, according to an announcement by C. W. Byers, its executive head. Present equipment will be augmented for the power increase, he said. A Blow-Know quartz-wave vertical radiator has been installed within the last year and a half. WGN, Cleveland, gave a 100% bonus for the year, as well as gifts to all members of the staff as a Christmas token. A Christmas party was held in connection with the presentation.

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BROADCASTING • Broadcast Advertising
NEW THOUSANDS ARE SET TO HEAR

If the Angel Gabriel swooped down among us today to deliver that predicted trumpet solo, he'd choose WTMJ microphones. Not just because our studios are heavenly, or because our staff would feel right at home in the angelic presence. But because Mr. Gabriel would know, by checking our recent Jansky & Bailey survey report, against their 1934 study, that new thousands would hear his broadcast over WTMJ.

If he staged a daytime appearance, his clarion call would float over an area of satisfactory reception that boasts 58% more radio sets than heretofore. If he came at night, his booming notes would blanket a primary coverage zone that shows an increase of 104% in reachable radios.

How come?

By a happy combination of influencing factors, the first of which is the increase in size of our primary service area resulting from our new transmitting equipment. The second is the spectacular gain in number of set owning families in WTMJ's territory... a reliable dollars-and-cents index of the purchasing power of this consistently rich, ready-to-buy, receptive market.

All of which should be grand news for the trumpeters of advertising—who are interested in broadcasting a profitable sales solo to the biggest market potential in all Wisconsin. If you would like a close-up of this daytime-nightime coverage picture, a copy of Jansky & Bailey's newest findings is yours for the asking.
LINGO
GIVES YOU THE LATEST
ACHIEVEMENT IN ANTENNA
Efficiency!

Tomorrow's antenna is yours today! New design... new
efficiency... new economy... and a reputation for sta-
tility extending over 40 years, during which time Lingo
vertical structures have NEVER EXPERIENCED A FAILURE.

Our exclusive 5-YEAR GUARANTEE is your assurance of
the strength and durability of Lingo copper-bearing seamless
steel tubes. Send us necessary details on location,
less steel tube, and we can show you how
optimum performance desired. and can show you how
Lingo Tube Radiators can answer your problem with
maximum efficiency at a minimum of cost.

Paul F. Godley, as consultant engineer to this company,
has made extensive tests which actually prove the
superior performance characteristics of Lingo Tube
Radiators. Through us, the services of this outstanding
radio engineer are available to interested
station engineers and executives on pertinent Radiator
problems such as optimum height, ground systems,
performance, expectations, etc.

John E. Lingo & Sons, Inc. Camden, N. J.

ARRL Elects Directors

ANNUAL elections in the Ameri-
can Radio Relay League, national
organization of radio amateurs,
concluded recently, resulted in the
election of two new directors and
four new alternates, and the
re-election of five incumbent directors
and two incumbent alternates. The
new directors are J. L. McCargar,
of Oakland, Cal., chosen director of
the Pacific Division without opposi-
tion, and Fred W. Young, of Man-
kat o, Minn., newly elected in the
Dakota Division. Elbert Amaran-
tes, of San Jose, Cal., was elected
alternate of the Pacific Division
without opposition, and E. H.
Treadaway, of New Orleans; Alex
Lariviere, of Quebec, and Ray-
mond Macomber, of Washington,
were elected alternates of the Delta,
Canada and Atlantic divisions,
respectively.

Godley-Brown Part

DISSOLUTION of the consulting
engineering firm of Godley &
Brown, formed in July, 1937, has
been announced by Paul F. Godley.
Mr. Godley will continue the prac-
tice under his own name, with
headquarters at Montclair, N. J.
Mr. George H. Brown returns to
RCA Mfg. Co. in the research di-
vision, which he left last year to
join Mr. Godley.

JAMES J. LAMB, editor of QST,
official journal of the American Radio
Relay League, amateur organization,
had been issued Letters Patent No.
2,101,349 covering silence circuits
for radio receivers, part rights to
which he has assigned to Alan N.
Main, of Scarsdale, N. Y.

FRED CHARLES EHRLER, former
radio technical editor of the New
York Sun, has joined the Finch Tele-
communications Laboratories Inc., 37
W. 57th St., New York City, and will
be in charge of sales promotion and
press relations of its facsimile sys-

ERNEST O. GIBBONS, formerly of
WITN, Jamestown, N. Y., has joined the
technical staff of WBNY, Buffalo,
N. Y.

G. R. RUMBLE has been named chief
engineer of KABC, San Antonio, suc-
eding Edward L. Starnes.

JAMES HATFIELD, chief engineer of
KIRO, Seattle, is the father of a baby
to be born in December.

FRANK E. SOSEBEE, formerly chief
telephone instructor at the Army
Signal Corps school, Fort Monmouth,
N. J., has joined the CBS engineer-
ing department in New York.

MARK J. MELLOW, formerly with KSCL, Sioux City, and KOIL, Omaha, on Dec. 15 joined the engi-
neering staff of WOW, Omaha.

JIM BILL, engineer of WHK,
Cleveland, is the father of a baby
to be born recently.

TONY CHURCH joined the engi-
neering staff of KOIL, Omaha, Jan.
3, He was assigned the transmitter.
Church had been employed in the
radio department of the Sidles Co.,
Omaha.

EARL MERRYKAN, formerly with
CBS and NBC in Washington, has
joined the technical staff of United
States Recording Co., Washington.

Est. 1897

LINGO
VERTICAL STEEL
TUBULAR STEEL
RADITORS

BROADCASTING • Broadcast Advertising
There's a world between two green covers of the 1938 YEARBOOK Number—the world of broadcasting. Nearly 400 pages of directory information answer practically every broadcast reference question that you will have occasion to ask during 1938. You'll find the answers in concise, accurate, easy-to-read form in the YEARBOOK Number. A one year subscription to BROADCASTING brings you the YEARBOOK Number without additional cost. Subscribe now.

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A COMPLETE INDEX OF COMMERCIAL BROADCASTING

BROADCASTING • Broadcast Advertising
HERE'S YOUR NEW 50KW!

Employs famous Doherty high efficiency amplifier circuit

Greatly reduces operating costs.
Requires less primary power.
Has fewer tubes.
Is entirely AC operated.
Reduces almost one-half the overall space heretofore required for installation.
Low installation cost.
Meets all FCC requirements.
Utilizes improved stabilized feed-back circuits.
Assures high fidelity performance.
Low noise and distortion.
Has automatic over-load protection.
Two automatic voltage regulators.

Engineered for continuous operation.
Gives instant visual indication of trouble in all important circuits.
Improved grid bias modulation.
All tuning controls key operated.
Cathode ray oscillograph connections provided in important circuits.
Engineered for future expansion.
Furnished with air blast or spray pond cooling equipment.
Antenna coupling unit provided for use with either series (insulated) or shunt (grounded) vertical radiator.
Attractive appearance—styled to harmonize with any architectural treatment.

Ask your engineer!
Western Electric

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

RADIO TELEPHONE BROADCASTING EQUIPMENT
Westinghouse Improves Its Shortwave Facilities

TWO NEW directional rhombic antennas have been constructed by WXKK, Westinghouse short wave station at St. Paul, Minn., and recently the station returned to its complete international schedule using all four of its frequencies. Each antenna includes four 80-foot wooden poles arranged in the form of a diamond 480 feet on each side. One is beamed on Buenos Aires while the second is beamed on England. Each of the antennas will operate on either 6140, 11870 or 15210 kc and both can be operated simultaneously on any one of these frequencies.

The 21540 kc. outlet will continue with a horizontal doublet antenna located on South America. Since Nov. 1 the power input and output of all transmitters except 21540 kc. have been nearly doubled. The power gain of the new antennas is 6140 kc. 25 times; 11870 kc. 36 times, 15210 kc. 50 times. New programs of special international interest are being planned for WXKK, according to Lesley C. Paul, special representative of Westinghouse Electric & Mfg. Co.

RCA Institute's Record

STUDENT body at RCA Institutes Inc., RCA's school for operators and radio engineers, reached a record enrollment of 3,837, about two-thirds of these being in the New York school and the remainder in Chicago. To these were added several RCA employees receiving free instruction in the schools. Most of the students are in the general course, which requires 15 months for completion, in the day classes, and three years in night instruction is taken. In March of 1938 this day term will be extended to one year and a half, in order to bring more fitting instruction to the course for the recent and rapidly expanding activities of radio and electronics, to 120 hours a year, this will be added. This will be available only to those who have completed the general course.

WCHV Rebroadcasts

WCHV, Charlottesville, Va., has obtained permission from MBS and WLDE, Cleveland, to rebroadcast sustaining programs. The station has a receiving antenna atop a nearby mountain and keeps it tuned on WOR, New York and WCLB to pick up the programs.

Federal Education Fund

(Continued from Page 8)

cast "effective" before educational broadcasting can become consistently "effective."

This project will establish methods and techniques for conducting radio studies, and will also attempt to answer such questions as the following:

1. What is the value of radio to listeners of different age, cultural, social-economic levels (viz., what role does it play in the life of the listener)? Of different geographical areas?

2. Are the listening habits of these different groups?

3. What information have people acquired from radio?

4. Improvements, changes, suggested programs, etc. et cetera, might be offered by listeners of various types?

5. What is the relative value for learning by the radio, motion picture, and reading? Differences in subject matter, age, and cultural level.

It is recommended that this project be carried on under the supervision of the committee of broadcasters and educators and that it be financed by the Foundation.

KNX Buys RCA Plant

KNX, Los Angeles outlet of CBS, has purchased a new 50-D 50,000-watt transmitter from RCA Manufacturing Co. It was announced Jan. 10. The station, now operating with 50,000 watts, is completely modernizing its plant. It is also one of 14 applicants for authority to use 500,000 watts power.

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WFIL HOUSE—This new structure will accommodate the new transmitter of WFIL, Philadelphia, and besides regular equipment, and experimental S. F. laboratory research will include living quarters for engineers.

Equipment

THE new mobile unit and trailer studio of WHR-WCLB, Cleveland (Broadcasting, Oct. 1) has been augmented with a 100-watt transmitter. A 1,000 watt generator powered by gasoline feeds the transmitter, all being within reach of the driver. Receiving sets are installed so engineers can listen to both standard broadcast and high-frequency signals, enabling a double check on time and signal strength and quality. A small map has been installed in the trailer studio.

RCA MFG Co., Camden, has published brochures covering its OP-5 remote pickup equipment: its 85-A monitor amplifier and 95-A limiting amplifier.

KDAL, Duluth, Minn., has installed a device to call announcers' attention to special news flashes. Installed by Chief Engineer R. A. Dettman, the device consists of a red signal light which flashes on the announcers' booth panel.

A NEW 5,000-watt Type 5-D RCA transmitter has been ordered by the University of Minnesota for its station WLB, which will shortly shift from 1250 kc. to 780 kc., sharing time with WCLB, of St. Olaf College, Northfield, Minn., which also shifts. This will enable WTCN, Minneapolis, to operate full time on 1250 kc.

GEO. KILGREN & SON Inc., St. Louis, has announced a new model "Petit Ensemble" which will be available in February. The instrument is a self-contained unit, with pipe work and action and blower housed within the organ case. Thus, it can be installed without alterations to the building. It is 7 ft. 10 in. wide, 8 ft. 2 in. high and 2 ft. 8½ in. deep on the small styles, and 3 ft. 2½ in. deep on the larger styles.

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Radio Burglar Alarm
Now Undergoing Tests
AN AUTOMATIC radio burglar alarm, which may revolutionize commercial wire burglar alarm systems in general use is being tested in Washington under authority granted recently by the FCC.

On application of the Hovton Radio Alarm Co., represented by former Senator C. C. Dill of Washington, the FCC granted a six-month experimental license permitting use of the systems in ten cities in Washington now equipped with police radio systems. The alarm isn't an alarm at all—it automatically transmits on a given police frequency as soon as a circuit is broken and is picked up by police cruisers. In some 240 tests made in Seattle during last summer, it proved far more effective than conventional wire alarm systems and police cars picked up culprits within 30 seconds of the alarm. The burglar hears no noise when he breaks the circuit which sets off the voice radio transmission. Consequently, he is given no notice that an alarm has been set off.

In the last session, Congress amended the Communications Act to permit automatic alarm systems to be operated without the requirement for a licensed radio operator, paving the way for experimental grants. The stations use 9 watts power and, once the alarm is set off through opening of a door or breaking of a window, it runs automatically for four minutes. The inventor is James O. Howton, of Free-water, Ore.

Negroes Popular

DESPITE the theory that white southern listeners resent the inclusion of negro sponsored and negro talent programs, WSGN, Birmingham, reports the renewal of the William Blevins' Negro Choir program, sponsored by the Booker T. Washington Burial Insurance Co., an exclusively negro organization, for 26 weeks. In addition, the program has been increased from 30 to 45 minutes. Henry P. Johnston, director of WSGN, states that not a single letter of complaint has been received from a white listener. The program originates from the chapel of the funeral home.

January 17th to 23rd is

KGLO WEEK
in celebration of
FIRST ANNIVERSARY

Get details of market covered by fastest growing station in America from
Weed & Company

KGLO, Mason City, la.
CBS Outlet

Industry Studies New NAB Plan

(Continued from Page 11)

would include a wide range of organizations relating to radio such as equipment manufacturers, radio service men, and others identified with broadcasting and its corollary activities.

Whereas the preliminary report provided for 16 districts, each to designate one director who would serve for a one-year term, the final report suggests 17 districts with the directors to be elected for two-year terms. Moreover, the delegation of authority to members and to the Board was broadened to permit the membership, almost at its will, to force board action in any district or national emergency. The new districting arrangement follows:

DISTRICT 1 - CONNECTICUT, RHODE ISLAND, AND VERMONT
DISTRICT 2 - NEW YORK
DISTRICT 3 - DELAWARE, NEW JERSEY, AND PENNSYLVANIA
DISTRICT 4 - DISTRICT OF COLUMBIA
DISTRICT 5 - ALABAMA, FLORIDA, GEORGIA, AND PORTO RICO
DISTRICT 6 - ARKANSAS, LOUISIANA, MISSISSIPPI, AND TENNESSEE
DISTRICT 7 - KENTUCKY AND OHIO
DISTRICT 8 - INDIANA AND MICHIGAN
DISTRICT 9 - IOWA, ILLINOIS, AND MICHIGAN
DISTRICT 10 - IOWA, MISSOURI, AND NEBRASKA
DISTRICT 11 - MINNESOTA, NORTH DAKOTA, AND SOUTH DAKOTA
DISTRICT 12 - KANSAS AND OKLAHOMA
DISTRICT 13 - TEXAS
DISTRICT 14 - COLORADO, NEW MEXICO, AND UTAH
DISTRICT 15 - CALIFORNIA, INCLUDING THE COUNTIES OF SAN LUIS OBISPO, KERN, SAN BERNARDINO, SANTA BARBARA, Ventura, Los Angeles, Orange, Riverside, San Angelo, Imperial, Kern, and Harris
DISTRICT 16 - ARIZONA, CALIFORNIA, INCLUDING THE COUNTIES OF SAN LUIS OBISPO, KERN, SAN BERNARDINO, SANTA BARBARA, Ventura, Los Angeles, Orange, Riverside, San Diego, Imperial, Kern, and Harris
DISTRICT 17 - ALABAMA, FLORIDA, GEORGIA, AND PORTO RICO

Maryland, North Carolina, South Carolina, Virginia and West Virginia

The procedure for the election of directors by districts is prescribed in the By-Laws. However, at the February meeting, this procedure must be ignored in order to effectuate the new plan at once. Member stations from the 17 districts will hold individual caucuses immediately after action is proposed by the By-Laws is taken, it being assumed that the action will be favorable. At these caucuses each district will first elect its own director. Then these 17 district directors will hold a meeting to nominate the 17 candidates for the six posts of directors at large. The membership thereafter immediately will be called upon to elect that slate of six.

WROK, Rockford, Ill., has concluded the 1,000,000th man-on-the-street program for the same sponsor, the local A. Leath & Co. The program is handled by Bill Traum and Kaye Kreamer with Bill questioning the women and Kaye the men.

DOUBLED POWER
for $239.00

No need asking you, we know you are looking for increased coverage. Do you have sections in your primary area down in the mud or a signal in your secondary area that in spots just exists and that's all? The Gates 17-B Audio Compressor, gentlemen, will do a grand job of pulling this signal up to a level that will completely erase many of these bad spots. One 100 watt reports for the first time hearing his signal in a town 140 miles distant after installing the 17-B. Another reports increased average modulation level of 15%. We'll bet a good cigar the 17-B will give you far more dollar for dollar signal improvement than any other investment you ever made. Yes a 3 to 4 Db. audio signal increase is equal in many cases to doubling power and that's what the 17-B will do for you at $239.00 and with quick delivery assured.

The time Proven Line

Gates Radio & Supply Co.
Quincy, Illinois, U.S.A.

January 15, 1938 • Page 57
Arkansas Stars in Entertainment
- Bob Burns
- Dick Powell
- Lum & Abner
- Ross Graham

and KTHS
10,000 Watts
Hot Springs
* Started in R & D on KTHS

Power Means Coverage!
"KEX as the most powerful station in Oregon... 5000 watts, is the best buy for our product in the Oregon Market. Where we can reach more, we can sell more!"

Mr. Time Buyer says:

Represented by
Edward Petry & Co., Inc.
New York • Detroit
Chicago • San Francisco

Lima Memorial Park, Lima, O., is contributing half of its Sunday Players announcement time on WBLY to the Lima Better Business Bureau for advancement of the latter's campaign against memorial park racket. Better Business Bureau is warring on racketeers who "guarantee" buyers of cemetery property resale at a profit. C. R. Baechler, manager of Lima Memorial Park; L. W. Mannion, manager, Lima Better Business Bureau and Mertens & Price Inc., Los Angeles, producers of the transcribed Sunday Players Bible dramas, are cooperating in the preparation of announcement copy.

Items for Ruralites
WLS, Chicago, claims the first sponsorship of a farm news commentator on the air, Lloyd (Doc) Burlingham. The broadcast called This Farming Business, include news and comments covering various phases of corn-belt agriculture of interest to all farm listeners. J. L. Case Mfg. Co., Racine, Wis. (threshing machines) sponsors the program which is broadcast Mondays, Wednesdays and Fridays at 12:45 p.m. (CT). Western Adv. Agency, Racine, handles the account.

- Three Wise Guys
  KNOWN AS THE Three Wise Owls a new program on WTMV, E. St. Louis, Ill., opens with its three writers asking and answering "Who? Me?", three time. They ask each other questions and if the one asking can't answer his own question after the others fail, he comes in for a lot of ribbing. John Snelbroeker, Charles Barnhart and Warren Champlin are featured.

- Kansas City Variety
  BANG-UP barn dance show has started on KMBC, Kansas City, under the direction of Woody Klose and Fran Heyser. Called Brush Creek Follies the broadcast is staged at the local Ivanhoe Temple and features a host of amateurs. Admission a quarter.

- Yankee Swappers
  OFFERS made during The Swappers Corner, a weekly program on WPRO, Providence, R. I., are given serial numbers and printed on lists kept for public inspection in the offices of the sponsor, a personal finance corporation. The sponsor brings swapper and swapper together, has nothing to do with the actual trade. Going strong, says WPRO, despite two network shows opposite. Frank E. Dodge Co., Providence, is agency.

News Testers
QUESTIONS with a number of alternate answers are asked five contestants on News Testers, a weekly series on WHN, Chicago, and Mutual. Leonard M. Leonard, educational editor of the New York Post, conducts the contest and $5 goes to the winner.

Come On and Play
DESIGNED to bring the parlor into the studio, Let's Play Games has started on WGN, Chicago, and Mutual. Directed by Jane Martin the parlor games will include True and False, Categories, Guggenheim, Coffee Pot, and if someone can figure out how to adapt it, Post Office.

- Dudes of Blackfoot Valley
  COWBOYS galore contribute to Dudes Ranch, a weekly show on KGVO, Missoula, Mont., written and directed by James A. Barber, KGVO production manager. Western poetry and ranch songs contribute to the theme of love on the range.

- Denver's Bees
  SO MUCH enjoyment has resulted from The Bees on KLZ, Denver, that the show is now aired from a local hotel auditorium. Denver, that the show is now aired from a local hotel auditorium so that more people can attend. Program consists of a spelling bee, pronunciation bee and word marathon bee, all directed by Wes Rattan.

Selling Toys
IN CONJUNCTION with a series of dramatized fairy tales sponsored by David Spencer, Ltd., department store in Vancouver, B. C., on CKWX, a comic strip was run in local papers in which the story was left unfinished and kids were told to "hear the rest of the story on CKWX." Drawings to be colored were given out by the story and all announcements were made on the air with 8,000 drawings asked for.

Yankee Swappers
OFFERS made during The Swappers Corner, a weekly program on WPRO, Providence, R. I., are given serial numbers and printed on lists kept for public inspection in the offices of the sponsor, a personal finance corporation. The sponsor brings swapper and swapper together, has nothing to do with the actual trade. Going strong, says WPRO, despite two network shows opposite. Frank E. Dodge Co., Providence, is agency.

News Testers
QUESTIONS with a number of alternate answers are asked five contestants on News Testers, a weekly series on WHN, Chicago, and Mutual. Leonard M. Leonard, educational editor of the New York Post, conducts the contest and $5 goes to the winner.

Come On and Play
DESIGNED to bring the parlor into the studio, Let's Play Games has started on WGN, Chicago, and Mutual. Directed by Jane Martin the parlor games will include True and False, Categories, Guggenheim, Coffee Pot, and if someone can figure out how to adapt it, Post Office.

- Dudes of Blackfoot Valley
  COWBOYS galore contribute to Dudes Ranch, a weekly show on KGVO, Missoula, Mont., written and directed by James A. Barber, KGVO production manager. Western poetry and ranch songs contribute to the theme of love on the range.

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  SO MUCH enjoyment has resulted from The Bees on KLZ, Denver, that the show is now aired from a local hotel auditorium so that more people can attend. Program consists of a spelling bee, pronunciation bee and word marathon bee, all directed by Wes Rattan.

Attic Memories
TITLED Attic Treasures, a weekly program on KKSD, Peoria, Ill., invites listeners to send in old victrola records and conducts imaginary trips to the attic of old memories. In addition to records, listeners are invited to send in old books, souvenirs and musical instruments. They get a third place in each show department, says WMBD.

Come and Vote
AMATEUR show on the tournament plan is featured on KMZQ, St. Louis, under sponsorship of local Gason Drug Stores. One winner each week is chosen by listener vote as at one of the 20 Gason stores. At the end of 12 half-hour weekly programs the winners compete for a $500 prize with the winner determined by three judges.

Funds for Hospitals
WLS, Chicago, through its Christmas Neighbors fund collected $6,200 from over 4,000 listeners. With the money 140 new wheel chairs were purchased for children's wards in 80 Midwestern hospitals.

DIVERTING — And intelligent say Omaha listeners Junior Band-able, a weekly program on WOW during which Jettabee Ann Hopkins quizzes five children. Interesting thing, reports WOW, is the amazing intelligence shown by the youngsters who wins in listener votes and all of the kids are served milk in the studio during the broadcast.

Children's Hour
FIVE CHILDREN tell their own stories in their own way on KGVO, Missoula, Mont., during the weekly Story Party, a weekly juvenile show sponsored by the Gordon City Dairy Co. Books are awarded to the youngster who wins in listener votes and all of the kids are served milk in the studio during the broadcast.

Service Note
WHEN a couple recently phoned WJBY, Gadsden, Ala., and said that unless WJBY furnished music for their marriage there would be no music, the station obliged and timed its program accordingly.

Omaha Stork
HIGHLIGHT of New Year's Eve show on WOW, Omaha, was a broadcast by Foster May from the delivery room of a local maternity hospital. The childbirth episode was a part of a 30-minute program which included remote from all over town.

Ironing Survey
SURVEY of another sort is the one conducted by WDZ, Tuscola, Ill., to determine women's listening habits while ironing. New ironing boards are given weekly for best letters and special programs are designed for members of the Ironing Club.
WHB Milestones

TRANSCRIBED and talent, "mike-shots" from the 1957 program schedule of WHB, Kansas City, were the highlight of that station's contribution review of the old year. Special events programs such as broadcasts from Kansas City's Jubilee, the American Royal and the harvest of the year's bumper wheat crop were presented as originally broadcast.

** Scissors for Dreamers

TWO pair of scissors, embroidery and cuticle, are offered listeners of WHO, Des Moines, by F & F Laboratories, Chicago, sponsor of the tri-weekly Musical Day Dreams program. To obtain the scissors, listeners send a box top from an F & F cough syrup carton and 25 cents. The program is heard thrice weekly.

** Local Laws

DESIGNED to inform its listeners about the practical effects of state legislation and local laws, a new program called What do you Know About Law? has started on WBT, Charlotte, N. C., featuring David Henderson, local lawyer who interprets recent legislation in lay language.

** Around the Table

ROUND TABLE discussion of books, drama and music is featured on NBC Pacific network weekly in a series called A Bus Man's Holiday. Art and dramatic critics talk with laymen and the essence of the program is informality.

Snake at Ease

GRAND piano of KFPI, Twin Falls, Ida., was taken apart the other day during a frantic search for a snake on the loose. At the beginning of a lecture on snakes one of them glided into the open piano. In order not to interrupt the program the search wasn't begun for 15 minutes. After spending 10 hours tearing the piano down, key by pedal, the scared staff found the snake coiled up asleep in the springs of the studio sofa.

For Your Information

LISTENERS-in to the Information Bureau on WCKY, Cincinnati, are invited to write or phone any question on any subject and Bill Dye, WCKY announcer, will answer them. Virginia Golden and John Reynolds, WCKY staff members, help Dye find the answers.

Match Numbers

TELEPHONE game with another slant is played weekly on WISN, New York, under sponsorship of Arenco Beverage Co. Known as Arencio the program features the matching of listener telephone numbers with numbers announced on the show.

CHOOSEN by secret ballot, a clubwoman of Portsmouth, O., is saluted during the weekly program called The Week on T.V. Each club in the vicinity participates and WPAY sends flowers to the women chosen.

Louder and Funnier

FOR DISSENTERS whose best motto are greeted with "Hire a hall!" WMCA, New York, fills a long-felt need by providing said hall on its new program, Pet Peeves. This latest audience-participating show will be heard on Saturday nights. A studio jury will determine whether or not grievances are justified.

Welcome

WRVV, Sherman, Tex., introduced the first 1958 baby from St. Vincent hospital, L. L. Hendrick, manager, and Roy Pickett, program director, interviewing father, new arrival, and nurse.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

BROADCASTING • Broadcast Advertising

January 15, 1938 • Page 59
Proof Needed to Justify Superpower

(Continued from page 18)

Commissioner Craven said the whole subject of superpower is likely to come before the Commission in a hearing. Some 14 applications of clear channel stations for authority to increase their power from 50,000 to 500,000 watts are pending.

Program Censorship

The whole gamut of broadcast station operations was invaded with Commissioner Craven in the witness chair. Censorship of programs became an issue largely in connection with the Mae West incident over NBC. Commissioner Craven testified that broadcast advertising and program content are fundamental policy which Congress must decide. Truthfulness of advertising matters is a function of the Federal Trade Commission, he pointed out. Rep. Dirksen (R-Ill.), in the discussion of the Mae West incident, said he heard every word of the program. While he felt it was in bad taste, he said: "I don’t know anything that you can do about it.”

Patent Medicine Ads

From Mae West, the questioning went to advertising of patent medi-
cines and steps that might be taken to curb extravagant claims. Commissioner Craven said the Commission proposes to make a study of broadcast advertising but that there is a “very grave question” of constitutional rights with respect to censorship.

The six-month license cropped into the discussion when Chairman Woodrum inquired about the renewal situation. Commissioner Craven pointed out that when conditions in the industry became more stable, he felt the term of license should be extended. It was Mr. Wigglesworth who raised the question of charging license fees for broadcasting stations—a proposal made on a wattage basis last year by Commissioner George H. Payne. Commissioner Craven said he had no opinion one way or the other on license fees but he felt it was necessary for the Commission to study the economics of broadcast-
ing in its entirety. In Canada, he said, there have been very bit-
ter complaints against a tax of five per cent. He added that he did not think this country would want such a tax.

After considerable discussion, he added, he thought it a “straight question whether there should be a license fee system” or some other method instituted. He said he felt Congress is perfectly competent in determining the best method.

When Rep. Wigglesworth raised the question of sales of stations, George B. Porter, assistant general counsel of the FCC, asserted the Commission has given consideration to “going concern value” in some cases. He added, however, that under the present statute “it is debatable as to whether or not the Commission has any jurisdiction directly over the purchase price.”

Experimental Licenses

The Commission will consider an entirely new policy on experimental licenses, going into all phases of several classifications of experi-
ments. Commander Craven renewed his request that Mr. Wigglesworth. This issue was raised in connection with the experimental grants of full-time operation and higher power to a number of stations for broadcast opera-
tion.

On newspaper ownership, Com-
missioner Craven said in re-
sponse to Rep. Wigglesworth that it is a basic question and involves a constitutional issue that Congress ultimately should determine. He added that the Commission is considering the matter and later may have some recommendation to make to Congress.

The Commission is in the process of revising its application forms so it can procure more positive information at the very outset on station applicants, Commissioner Craven testified last summer before the Senate Interstate Commerce Committee after Commander Craven’s appointment to the Commission by President Roosevelt.

"I believe there should be, first, a complete study on the part of the Commission, so that the Congress will be without the necessity of going through a long-drawn-out investigation to secure a complete study of all of the factors elements in the matter, including all of the economic relationships," he said. "This study has not yet been made by the Commission but I think it necessary for it to do so."

Responding to Chairman Woodrum, Comdr. Craven said he could say "with a good deal of authority" that the Commission is fully aware it must make an advance study of all of the phases of broadcast-
ing which have not yet been covered. He added: "I think there has been a gre-
deal of criticism of the Commis-
ion which has not been just and fair, and other criticism which has been just and fair, but I think that we should be given an opportu-
unity under the new breath of life to go ahead now and see what we can do in the way of new information of a new character leading to a more important understanding of the subject.

More Power Needed

In appearing before the commit-
tee on Dec. 21, Commissioner Craven said he wanted to clear up the subject of investigation. He said he had no objection personally to an investigation and that one may clarify a good deal of the at-
mosphere and rumor, “but I do believe that we can do a good job on the Commission.” He added that personally he felt there is need for improving programs.

“I think the Commission should do something; I think they have already started on a program of doing something. But there may be some necessity of modifying your law at the present time, particular-
ly with reference to the punishment we can give a station for a viola-
tion of the regulations with refer-
ence to programs. We have not got all of the powers that may be neces-
sary to deal with the situation.”

Mr. Wigglesworth interrogated Commander Craven sharply on the so-called Segal with cases, involv-
ing allegations of improprieties against the two attorneys and deified particularly into the dis-
qualification of Mr. Payne from participation in the inves-
tigation after charges of per-
sonal bias had been made.

Then Mr. Wigglesworth launched a sharp inquiry into the consulting engineering practice of Commissioner Craven before he became chief engineer of the FCC in 1935 and involving his former stock ownership in WPEN and WRAX, Philadelphia. He covered much of the ground raised at the confirma-
tion hearings last summer before the Senate Interstate Commerce Committee after Commander Craven’s appointment to the Commission by President Roosevelt.

ANNOUNCING basketball is an avoc-
cation for C. G. Phillips, co-owner and manager of KIDO, Boise, Idaho, who was himself a star of the court game during his years in college.

BRINCKERHOFF

TRANSCRIPTIONS
29 West 57th St.
NEW YORK, N. Y.
Plaza 3-3015

Page 60 • January 15, 1938

BROADCASTING • Broadcast Advertising
WHY ARMCO USES BROADCASTS

Dealers Respond Favorably to Network Series — Sponsored by a Heavy Industry

By W. W. SEBALD
Vice President
American Rolling Mill Co.

WHAT possible good can a radio broadcast do Armco? More than one we of The American Rolling Mill Co. have asked the same question. To many people it seems strange indeed that a company manufacturing iron and steel should sponsor a network broadcast reaching millions of individuals.

Nevertheless, the Armco Band started its ninth annual series of broadcasts Jan. 2. As might be inferred we feel that the programs have been a success. This year’s series of concerts, 3:30 to 4:00 Sunday afternoon is originating on WLW, and is fed to 22 other NBC stations.

We are accustomed to the occasional show of bewilderment on the part of those who wonder what it all is about. It reminds us of the time back in 1914 when Armco launched the first advertising campaign devoted to semi-finished material. That first publication advertising appeared in the August 8 issue of The Saturday Evening Post and was headlined, “Twenty-eight Centuries of Unnecessary Rust and Armco Rust-Resisting Iron.”

It seemed strange to many people at the time the large steel producer of iron and steel selling to manufacturers should advertise in a magazine whose circulation was directed to the general public. What was this purpose, they asked, of telling the public a message that heretofore had been addressed only to manufacturers using this iron and steel in their products.

Contrary to what is generally believed, we soon learned that the public was interested in finding out what the metal beneath the finish meant to the beauty, usefulness and durability of the products they were buying. Armco iron and steel goes into scores of different products which eventually find their way into millions of homes. Stoves, refrigerators, washing machines, cas- kets and air-conditioning equipment are just a few of the products made from metal bearing the familiar Armco triangle trademark. These reach the ultimate user under the trademark of numerous different manufacturers, but we know from experience that buyers look beyond the trademark and carefully study any component parts comprising the product, as well as the materials used in its manufacture.

Informing the Buyer

As in our publication advertising, our radio broadcasts are designed to tell the ultimate consumer just what is meant by the Armco triangle trademark that the purchaser sees stamped into stainless steel products or printed on a label that is attached to refrigerators, kitchen ranges, or whatever else he may be thinking of buying. We feel that in doing so we are helping to sell the products in which our metal is utilized. In other words, our Armco Band broadcasts are dedicated to the task of helping the manufacturers using Armco sheet metal to sell their finished products.

MR. SEBALD

Our sales message, we feel, is effectively presented in a very short commercial announcement. Then there are the talks by the Armco Ironmaster. A definite character to the listening public, the Ironmaster is far more than a mere radio announcer describing the merits of the product. He is a member of our organization who discusses the iron and steel industry in general, and their effect on the everyday life of the people listening to the broadcast. At times, the Ironmaster’s talks deal with the industry generally, but, for the most part, he discusses definite phases of the industry—their development, for instance, of air-conditioning, and what this means to the people and the country. In these talks he is merely continuing on a more personal note, the work we began 24 years ago when we ran that first advertisement.

We know quite definitely that these broadcasts have been of great help to us. Naturally, we maintain close contacts with the manufacturers using our products and they have indicated that the broadcasts have shown results. To supplement this, we have received a tremendous response from listeners in the form of letters. It is interesting to note that among these letters are a great many from dealers handling products made from Armco ingot iron and steel. Their letters at least point to the fact that the broadcasts have made them aware of the materials used in the products they are selling.

Free With Every Set

NEWSPAPER advertising of the new RCA receiving sets currently contains a large box headed “FREE! With every radio set—the privilege of picking what you choose from radio programs that cost $150,000,000 a year to provide.” The copy continues: “No individual on earth has the wealth to buy or the power to command what radio gives free to the humblest set owner. At his finger tips he has the priceless treasures of music, education, drama, comedy, sports and news. These are made available through the world’s most famous conductors, musicians, artists, actors and public speakers. The purchase of a modern radio set has a front row season ticket to the greatest show ever produced.”

Kruschen Discs On Six

E. GRIFFITH HUGHES Inc., Rochester, N. Y. (Kruschen reducing was headlined) on Jan. 17 starts a prescribed version of Dr. Friendly on six stations, WLW, Cincinnati; WRB, Kansas City; WHB, St. Louis; WHN, New York, and two others not yet selected. The quarter-hour program will be heard five days a week. WLW and WHN have carried it live on a test basis for 13 weeks. Production is by Transamerican; agency is Stack-Goble Adv. Agency, New York.

Extend R-K-O Option

THE OPTION held by the Atlas Corp. to purchase present holdings of RCA in Radio-Keith-Orpheum Corp. for a total of $6,000,000 has been extended to June 30, 1938, in view of the fact that R-K-O plan of reorganization is still pending before the court. In consideration of the extension of the option, Atlas Corp. and associates will purchase during January, 1938, one-twelfth of RCA’s present holdings in Radio-Keith-Orpheum Corp. for $500,000 in cash. The agreement also provides that upon the further exercise of the option to the extent of an additional $500,000, the option on the remainder will be extended to Dec. 31, 1938.

OUT OF A CLEAR SKY

67 PROSPECTS FOR 1c

Through The Northwest’s Only Radio Network

The North Central Broadcasting System, on the air this month, offers complete coverage of the Northwest. Included are Minnesota, Wisconsin, Iowa and North and South Dakota.

SURPRISE!

Among the features of this organization is YOUR radio show on the road, playing one week in each of your dealer’s cities and producing the show over the entire network.

For specific information on this feature and general data on the network please write to

NORTH CENTRAL BROADCASTING SYSTEM
Empire Bank Building
Saint Paul
The Other Fellow's Viewpoint...

...But The Good!
EDITOR, BROADCASTING:
I read with a great deal of interest BROADCASTING's editorial under the heading "Sex Rears...," and also other stories and articles in this issue commenting on the Mae West broadcast "extravaganza.

We quite agree with the very logical thoughts expressed in your editorial columns, but we cannot refrain from making a few comments of our own on the subject while this "lurid" matter is still hot in the minds of a lot of folks. Despite the fact that we have two young daughters who idolize Charlie McCarthy and who had their ears glued to our radio loudspeaker on the night that "Aunt Mae" exhibited her enticing curves via the powerful medium of radio, I still cannot refrain from stepping out in behalf of broadcasters. And this again despite the fact that as I listened to the Adam and Eve miscarriage I could not understand how it was possible for everyone at NBC to be so soundly asleep.

A great deal is being said by important people in regard to the radio industry in connection with this questionable broadcast and there are some who who would go so far as to cast those participating into eternal darkness—but when, oh when, will some of these denouncers of broadcasting come to recognize the really good things that it does for human kind in general? Why can't they point out the thousands and thousands of dollars that have been raised by broadcasters throughout the country in the past few weeks to make the Christmas season a bit happier for so many?

Why can't they recognize the thousands and thousands of dolls and toys which have been solicited from radio listeners from one end of our country to the other to bring joy to a lot of youngsters' hearts during the Christmas season? It might even be in order to recognize the thousands of gallons of milk represented by money poured into milk funds solicited all over the country during this holiday season, to say nothing of tons and tons of food solicited for hungry mouths. I don't believe there is a charitable institution in the United States, and different in programs, it is nowhere to be found.

(Probably spirited away by John Harvard, the engineer, to his sanctum sanctorum.) And whenever I want to read the magazine, there comes the warning that I am "too young to understand."

BILLY SPENCER, Publicity Director, WAGF, Dothan, Ala.

Technicians' Wages
EDITOR, BROADCASTING:
I would like to correct a false impression given in your Jan. 1 issue of BROADCASTING, relative to ABTA activities in New York City (page 62).

Quoting from the article, concerning pamphlets distributed by CIO organizers:
"...the pamphlets stated that in 1932 CBS engineers in New York worked on the average of 60-70 hours each week, were paid an average wage of $32. As members of ABTA, they stated further, CBS engineers in New York worked a maximum of 40 hours per week, receive a weekly wage of $65."

Although these figures are not accurate figures, an average wage being somewhat higher—I wish to call your attention to the fact that since the Associated Broadcasting Technicians was organized in 1934, any and all increases in shorter working hours, and improved working conditions have been negotiated for and obtained by ABT and not ABTA. This applies to the other CBS stations as well.

Since some of the CBS engineers in New York joined ABTA last spring, that organization has obtained for them no additional advances whatever. Since then all CBS engineers have been granted a substantial increase in wages and improved working conditions, gained through the efforts of ABT alone.

T. O. LANGE
President, Associated. Broadcast Technicians.

KTAR . . . Arizona's pioneer radio station . . . through programs released by NBC Red and Blue networks, is consistently playing its part in creating dealer and customer demand for products distributed by Arizona wholesalers!

1,000 WATTS FULL TIME ★ 620 KILOCYCLES
"Blanketing the Gold Nugget of Western Markets"

Radio Station KSD
EDITOR, BROADCASTING:
Broadcasting for Dec. 15 carried in its column entitled "The Other Fellow's Viewpoint," a letter from WIOD, Miami, Fla., in which claim is made for the apex distance record, based on success in making the reception of their station, W4XP, in Phoenix, Ariz., a distance of approximately 3,000 miles.

With all respect to Mr. Wailes and his claim regarding the apex distance record, allow us to point out that our apex station, W6XP, which has been in operation since Nov. 1, 1935, has been frequently reported from Germany, England, Ireland, Australia, the Canal Zone, and many other points far beyond the W6XP area.

Nowadays, the reception of a 3,000 mile report here is almost an everyday occurrence and I know you will bear us no ill-will if we raise our voice in protest against reference to a 3,000 mile apex report constituting a record.

ROBERT L. COE
Radio Station KSD, St. Louis.
A RECITAL of developments in radio regulation during the fiscal year 1936-37, was contained in the third annual report of the FCC submitted to Congress Jan. 4. Significantly absent were recommendations for new legislation, but these are expected in a supplemental report likely to be submitted to the new Congress within the next few weeks.

The Commission again stated that visual broadcasting, including both television and facsimile, has not yet reached the stage of development "that will permit standardization and uniformized operation". Nevertheless, it said considerable development has taken place in both fields, and in the case of facsimile particularly there is evidence that it is destined to render an important contribution to the art of broadcast service.

The principal questions involved in facsimile, the report stated, are "what will be the public reaction and will the cost of maintaining this new service be prohibitive". It pointed out that facsimile signals can be transmitted at a low rate compared with television and can be broadcast over the narrow limits of the low frequency bands.

Growth of the Industry

"The latest news flashes, market reports, weather maps, etc., can be broadcast hundreds of miles and automatically recorded in the home ready for the rural observer or the residents of small communities to read at their leisure. The most popular suggestion is that regular broadcast stations be used for facsimile service between midnight and 6 a.m. to supply the citizen with a complete record of the latest news for perusal during his breakfast."

Covering the period which began July 1, 1936, and ended June 30 of last year, the report reviews activities of the three-division FCC which existed prior to the advent of the new structure and the chairmanship of Frank R. McNinch, who did not take office until last October. The second half of the report is given over to public utility-common carrier activities, involving regulation of telephone, telegraph and other carriers in the non-broadcasting category.

During the fiscal year, the continued growth of the broadcasting industry was evidenced by the fact that the Commission received 295 applications for new broadcast stations and granted authority for the construction of 61 new stations, the report said. The applications received were approximately double the number during the preceding fiscal year. Sixty existing stations were deleted, however, and on June 30, 1937, there were 704 regular broadcast stations licensed, representing a net increase of 44 over the number at the close of the previous fiscal year.

Of the 51 new regular stations, 18 were unlimited time locals, 21 daytime, sharing or specified hour locals; 3 unlimited time regionals; 4 daytime regionals, and 5 daytime stations on clear channels.

In analyzing the allocation structure as of the fiscal year ended, the Commission pointed out that of the total of 700 assignments, 52 were on clear channels, of which 38 operated unlimited time and 20 shared time and specified hours. In the regional category, there were 343 assignments, of which 292 were unlimited time, 25 limited time, 63 shared time and specified hours, and 53 daytime. In the local class, there were 952 stations with 196 operating unlimited time, 84 shared time and specified hours, and 45 daytime.

Little Apex Progress

"Of significance is the fact that 270 stations share time or operate only in daytime or during limited or specified hours," the report continued.

High-frequency or "apex" broadcast stations showed disappointing development during the fiscal year, with 40 such stations authorized at the end of the 12 months, the report stated. Only 10 applications were on file awaiting consideration. Lack of receivers in the hands of the public that can be tuned to the frequencies 26,000 to 42,000 kc. probably has been responsible for a letdown in development of high-frequency broadcast operation, the report stated. These bands are looked upon as the future haven for local broadcast stations giving purely city service. While some information has been submitted on the propagation characteristics of these high frequencies and indications are favorable for a good broadcast service on them, the report said that more engineering data are desired before a definite allocation can be attempted.

The majority of investigations conducted into complaints received by the FCC concerning programs have resulted in informal adjustments, the report stated. Complaints included broadcasting of lotteries, medical programs,fortune-telling programs, illegal assignments of licenses and transfers of control, and violation of other rules, all of which were investigated with appropriate action either by adjustment or by designation of renewal applications for hearing. At the beginning of the fiscal year investigations were pending against 39 stations and during the year investigations against 52 stations were instituted. Cases were closed against 61 stations, leaving a total of 30 under investigation as of the year ended. Of the number closed, 22 were adjusted, 6 were dismissed and 4 were considered by the Commission.

OPENING — Maurice Wray, manager of the Denison studies of KRRV, and Mrs. Wray, broadcast from the new Kraft Cheese Corp. building in the Texas city during building dedication ceremonies.

Jersey to Advertise

NEW JERSEY COUNCIL, Trenton, committee for state promotion, has appointed Lockwood Barr, publicity consultant, as executive director for a period of three months. Mr. Barr will begin immediately the organization of a campaign to advertise the state.

after holding a formed hearing. Of its appropriation of $1,515,000 for the fiscal year, $1,490,388 had been expended and obligated by the end of the fiscal year and $19,611 remained unobligated. The printing and bindery appropriation of $24,000 had an unobligated balance of $1,260 as the fiscal year closed.

Forgive Us, Please!

We have done so much crowing about our famous Saturday Midnight Jamboree that the subject may be becoming a bit boring to those not so vitally interested in this WWVA child as we are. If you are among the bored, forgive us please, because we can't hold back our enthusiasm for the feature's 1937 record.

Saturday, December 25, wound up the 244th Jamboree stage presentation and, of course, the year 1937. The total paid admissions for 1937 numbered 106,123, or a 30% increase over 1936. When it is considered that this total is mighty close to double the population of Wheeling, in which city WWVA is located and that the Jamboree has been presented for five consecutive years, we believe our enthusiasm is justified. It is our firm belief that the listener interest evidenced in the WWVA Jamboree record is one of the big reasons why WWVA campaigns produce in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

Look Us Up!

P.S.—1939 put away to a flying start with a total "pail" of 5,280 for the January-Jamboree.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO DETROIT . . . SAN FRANCISCO

Columbia Station

5,000 WATTS WWA 1160 Kilocycles

WHERE BROADCASTERS MEET IN THE NATIONAL CAPITAL

RATES NO HIGHER THAN AT LESS FINELY APPOINTED HOTELS

SINGLE ROOMS FROM $4
double rooms from $6
All with bath, of course
**THE BUSINESS OF BROADCASTING**

**STATION ACCOUNTS**

- **Manhattan Soap Co., New York (Sweetheart soap), 3 weekly sp., thru Feidt Adv. Corp., N. Y.
- **United Drug Co., Boston (Realdol), 3 weekly t., thru Street & Finley, N. Y.
- **Pep & Ford Ltd., New York (My- T- Fine Pudding), 6 weekly as., thru BBDO, N. Y.
- **Chicago, Palomino - Peet Co., Jersey City (Sundresses), 5 weekly t., thru Ruten & Bowen, N. Y.
- **Palomino - Peet Co., Jersey City (Palomino soap) 3 weekly as., thru Rutenberg & Bowles, N. Y.
- **Wilson Bag Co., Chicago, 3 weekly t., thru Prebas, Fellers & Pressa, Chicago.

**KFI, Los Angeles**

- **M. J. Breitenbach & Co., New York (Pepto-bismol), 2 weekly fa., thru Morse International, N. Y.
- **Institute of Applied Science, Chicago (correspondence school) weekly sp., thru Matteson-Pogary-Jordan Co., Chicago.
- **Kellogg Co., Battle Creek, Mich. (cer- veza), 5 weekly t., thru W. P. Ayer & Son, N. Y.
- **E. Fougera & Co., New York (Vul- pes), 4 weekly fa., thru Small & Seiffer Inc. N. Y.
- **WBT, Charlotte, N. C.**
- **Mantle Lamp Co., Chicago (ballast lamps), weekly t., thru Prebas, Fellers & Pressa, Chicago.
- **International Agricultural Corp., At- tleboro (fertilizers), weekly sa., thru Groves-Keen, Atlanta.
- **Horse & Mule Assn. of America, Dal- las, 3 weekly sa., thru Rogers & Smith, Dallas.
- **Blackstone Products Co., New York (Asperitone), 3 weekly sp., thru Radio Sales, N. Y.

**KECA, Los Angeles**

- **Safety Stores Inc., Oakland, Cal. (china grocery), 6 weekly t., thru J. Walter Thompson Co., San Francisco.
- **Radio Corp. of America, New York (radio), weekly as., thru Lord & Thomas, N. Y.
- **WDAY, Fargo, N. D.**
- **Minneapolis Journal, Minneapolis, weekly t., thru Campbell Mitchell Co., Minneapolis.
- **Sears Roebuck & Co., Chicago, 5 weekly t., thru Blackett-Sample-Hummert, Chicago.

**KFWB, Hollywood**

- **Albers Bros. Milling Co., Seattle (Friskies), 2 weekly t., thru Erwin, Wasey & Co., Seattle.**

**WMCA, New York**

- **General Foods Corp., New York (Maxwell House coffee), 19 as., thru Advertisers Broadcasting Co., N. Y.

**KNX, Hollywood**

- **Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 3 weekly t., thru Rutherfurd & Ryan, Chicago.
- **Procter & Gamble Co., Cincinnati (Lav-Lav), 5 weekly t., thru Blackett- Sample-Hummert, Chicago.
- **Seel-Tite Products Co., Los Angeles (varnish), 5 weekly sp., thru Ivar F. Winlin Jr. & Smit, Los Angeles.
- **Hecker Products Corp., New York (H-Orish) 6 weekly sp., thru Er- win, Wasey & Co., N. Y.
- **KFRU, Columbus, Mo.**


**WINW, New York**

- **Nostate Products, New York, (Minte- rite vitamins tablets), 6 weekly sp., thru Schillin Adv. Corp., N. Y.
- **Alpine Laboratories, New York (proprietary), 6 weekly as., thru Schillin Adv. Corp., N. Y.
- **Consolidated Drug Products, Chicago, 6 weekly as., thru Mc- Carty, Minneapolis.
- **Bordereau Adv. Agency, Los Angeles, Consolidated Drug Products, Chicago (Pervinouaa), 6 weekly as., direct.

**CFRB, Toronto**

- **O'Keefe's Beverages Ltd., Toronto (ginger ale), weekly sp., thru J. Walter Thompson Ltd., Toronto.

**KGB, San Diego, Cal.**

- **Breakfast Club Coffee Inc., Los Ange- les, 6 weekly sp., thru Philip J. Meany Co., Los Angeles.**

**KFRC, San Francisco**

- **Cereal Products Co., San Francisco (Dynamite) 3 weekly sp., thru Emil Briesacher & Staff, San Francisco.
- **Wander Co., Chicago (Ovaltine) 5 weekly t., thru Blackett-Sample- Hummert, Chicago.
- **Campbell Cereal Co., Chicago (Malt- O-Meal) 3 weekly t., thru Rutherford & Ryan, Chicago.
- **American Chicle Co., Boston (Sev- elet) weekly t., thru Badger & Browning, Boston.
- **Pacific Greyhound Bus Line, San Francisco (Greyhound) weekly t., thru Beamont & Homan, San Francisco.

**KJH, Los Angeles**

- **American Chicle Co., Long Island City, N. Y. (chewing gum) 2 weekly fa., thru Badger & Browning, Boston.
- **Libby, McNeill & Libby, Chicago (food products) 5 weekly sa., thru J. Walter Thompson Co., Chicago.

**KERG, Long Beach, Cal.**


**WHN, New York**

- **Procter & Gamble Co., Cincinnati (Oxydol) 5 weekly sp., thru Blackett- Sample-Hummert, Chicago.
- **Lydia E. Pinkham Medicine Co., Lynn, Mass., 3 weekly t., thru Er- win, Wasey & Co., N. Y.

**CKKN, Winnipeg, Ont.**

- **Ovipile Flour Mills, Montreal, 2 week- ly t., thru Associated Broadcasting Co., Toronto.

**WICC, Bridgeport, Conn.**

- **Pete Paul, Nanaguffix, Conn. (soups), 52 as., thru Platt & Forbes, N. Y.

**KHBC, Hilo, T. H.**

- **Wander Co., Chicago (Ovaltine) 5 weekly as., thru Blackett-Sample- Hummert, N. Y.
- **Vick Chemical Co., Greensboro, N. C. (Vapourol) 2 weekly t., thru Morse International, N. Y.
- **Weedo Products Co., Chicago (tooth brushes), weekly t., thru J. Walter Thompson Co., N. Y.
- **Colgate - Palmolive - Peet Co., Jersey City (dental cream), 6 weekly fa., thru Benton & Bowles, N. Y.

**“I want my indigestion tablet announcement to follow your Cooking School Hour”**

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**Drawn for Broadcasting by Sid Hix**

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Page 64 • January 15, 1938 **BROADCASTING • Broadcast Advertising**
DR. JACKSON'S FOOD PRODUCTS Ltd., Toronto, (Roman Meal, Roman Meal bread), starting live half-hour show Jan. 14 on CFRB, Toronto, as a test for network use if successful after the six month Contract on CFRB runs 13 weeks. Agency is Trans Advertising Agency Ltd., Toronto.

R. I. MULVEY LTD., Ltd. (Mulvey Remedies) is using radio for the first time in the history of the 70-year-old firm, with a test 15-minute transcription on WRIF for 15 Sundays on CHML, Hamilton. Agency is Tandy Advertising Agency Ltd., Toronto.

EDWIN CIGAR Co. and its affiliate, House of Westminster Ltd., New York (cigars, pipes, snuff, and razor blades), has appointed Husband & Thomps Co., New York, to direct advertising. Radio is among the media to be used.

TEA GARDEN PRODUCTS Co., San Francisco (prepared tea products) is appointed a Boston, Constantini & Gardner, that city to direct Pacific Coast advertising for the Tea Garden Co., San Francisco, continuing to handle the national account.

STONELEY BROS. & Co., Indianapolis (food products), Jan. 17 will add WVL, Knoxville, to the list of stations broadcasting the Adventures of Charlie Chan. They will be heard five times weekly. The food company now sponsors the transcribed quarter-hour serials on stations nationally. Agency is Raymond R. Morgan Co., Los Angeles.

PACIFIC Mutual Life Insurance Co., Los Angeles, has appointed Louis & Thomas, that city, to direct its national advertising.

THE Book-of-the-Month Club, New York, will sponsor a program of free music over WQR, New York, starting Jan. 15, using an hour every night of the week. The advertising agency producing the account is Schwab & Beatty, New York.

GEORGE A. HORMEL Co., Austin, Minn. (Spam) has signed with WCCO, Minneapolis, for a new series of three weekly afternoon shows to feature Chelian Card and Charles Sargent, The sponsor carries a show on WCCO mornings for the Dirty Moore comic sandwich line. BFD, Minneapolis, is handling both shows.


AMERICAN MACABRONI Co., New York, on Jan. 9 started Cycle of Time & Men, dramatizations of current news topics in Italy, on WJNO, New York. The program is written and directed by Giuseppe Loffredo, and placed direct.

ALKALITHA Co., Baltimore (alkalizer) has appointed the J. Walter Thompson Co., New York, to direct advertising. Media have not been selected.

OLDSMOBILE Division of General Motors Corp., is advertising through J. F. Broder & Co., Detroit. AGENCY affiliated in the Incorporated was started in the Jan. 1 issue. Broadcasting regrets the error.

V. E. CARR has joined Ward Baking Co., New York, in a sales promotion capacity, not advertising manager as previously announced.

Selling Pianos

EXCERPT in letter sent by WDCY, Fargo, N. D.: "On Sunday night, Dec. 19th, a local piano company used one 30-word mail-in by five pianos. Sold five pianos at direct result. That's a lot of pianos!"

CHICAGO ENGINEERING WORKS, Chicago (laminating courses), has started a five-minute weekly program on CHIC, and has renewed on CHY, and CARC, Chicagoland's. Agency is Chicago's.

COMMERCE Finance & Investment Co., Los Angeles, a local company, which in the past devoted its entire radioing appropriation to newspaper and direct mail, after using a man-on-the-street program on KRKL, that city, in a 30-day test campaign during December, Jan. 6 renewed the series for 13 weeks. Radio Broadcast Sales Agency, Los Angeles, has the account.

COLONIAL DAMES Corp., Hollywood (costumes), off the air three years, has started a one-hour weekly musical program on KEHE, Los Angeles, titled Colonial Dames. Program features Olivia deHaviland's orchestra, for 13 weeks. Glaser Allied Agency, Los Angeles, has the account.

STUXTET OIL Co., Los Angeles (petroleum products), sponsoring Certain Call Cell, weekly variety show on KFAC, Hollywood, for the past 18 months, on Jan. 10 renewed a 15-minute Sunday night show for another 52 weeks, Pacific Market Builders, Los Angeles, has the account.

STIRZOL Co., Orasing, N. Y. (proprietary), has appointed Kimbrell, Hubbard & Powell Inc., New York, to direct advertising. No plans have been made.


OVERHAUL Co., Kansas City, has moved its office to Los Angeles. The firm makes a patent motor reconditioner, and is marketed by Chirar E. Whalen Adv. Co., Kansas City, continues as agency.

WBZ-WBZA Post to Bowes

FRANK R. BOWES, of the NBC New England sales staff, has been named by General John A. Holman, as sales manager of WBZ-WBZA, Boston - Springfield, the youngest man ever appointed to the post. He was formerly with Colonial National and before that with New England Petroleum Corp. He is working at Harvard College and Harvard Graduate School of Business Administration.

HUNTINGT FINANCE Plan, Los Angeles (loan), a consistent user of radio time, on Jan. 10 started a five-week series of five-week quarter-hour news period with Mel Angle as the narrator, Edward J. Robinson Jr., Adv. Agency, Los Angeles, has the account.


CENTRAL Board of Trade, Los Angeles, promoting business relations among the 65,000 negroes in Los Angeles country, for the first time is using radio, having started on Jan. 2 for 20 weeks, a 30-minute variety show. The Negro Hour, on KEHE, that city. Program is institutional and scholarship in music and other fields of endeavor will be awarded to participants whose efforts are considered meritorious at the end of the 20 weeks. Agency is Jefferson E. Wool, Los Angeles.

At Half Time

BETWEEN the halves during local basketball games sponsored by Merchants National Bank of WBLB, Munce, Ind., members of the bank's personnel talk over the bank's banking staff and business friends. The bank's officials are pleased with the good will the series is creating, according to WLB.

SPORTS BY 'WAG'

Newest member of the WOW news staff is Ralph Wapner, an Omaha sports editor for 2 years. "Wag" helps intensify local interest in WOW-interest that means results for advertisers.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT

Atlanta listens to
WALT Newcastles, Broadcast every hour on the hour for sponsorship.

OMAHA, NEBRASKA
590 KILOCYCLLES
5000 WATTS
OWNED AND OPERATED BY THE WOODSONS OF THE WORLD

On the N. B. C. Network

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www.americanradiohistory.com
Shanghai Gesture
ENGINEERS of KSFO, San Francisco, claim the record for producing the longest "feed-back." Just before a recent broadcast from Shanghai, China, which was picked up for CBS, KSFO engineers were testing the shortwave facilities to the Orient. They fed a test program which was received by the Shanghai shortwave station and sent back. In the KSFO studios the return signal was plugged into a loudspeaker. The loudspeaker fed back into the live microphone and the circuit was completed. The signal made an 18,000 mile loop the loop to Shanghai and back.

Rosen
APPOINTMENT of William H. Wel- don and Richard D. Buchholz to the New York office of John Blair & Co. was announced Jan. 10 by George W. Bolling, vice-president and Eastern manager. Mr. Weldon was formerly with the Blair Co. and for the past two years has been on the sales staff of WOR. Mr. Buchholz was in the New York office of William G. Rambo Co. for the last two years.

NEW Seattle branch of John Blair & Co. has been opened in the 1414 Fourth Ave. Bldg., with Richard Mc- Broom, formerly in the Chicago office in charge. New office was organized by the representation of the four Don Leonard-station and all other stations of the Don Lee Network, except KALX, Portland, by the Blair organization.

FREE & PETERS, Inc., station representatives, Jan. 1 became national sales representative of KSFO, San Francisco, CBS affiliate. The contract with KSFO was handled by Leo Bae- man, Pacific Coast manager of Free & Peters, who took charge of the San Francisco office last May.

NORTHERN BROADCASTING Co., operating and representing CKFO, Timmins, CJIK, Kirkland Lake, and CFCH, North Bay, in Northern Ontario and the surrounding region, has moved its Toronto office to 385 Front St. W. G. Mc- Ternan and W. J. Divine are sales representatives.

GEORGE DIPPEL, formerly with Radio Sales Inc., has joined the Chicago staff of Paul H. Ray- ner Co., station representatives.
J. J. DIVINE & Associates Inc., New York, has been appointed exclusive national advertising representative of WAXY, Waycross, Ga.

Earle Wilson Bachman
EARLE WILSON BACHMAN, radio representative, died Feb. 15 in St. Francis Hos- pital, New York, N. Y., after a short illness. Mr. Bach- man, 51, had been engaged in advertising in New York since 1941 and at the time of his death was in charge of the New York office of WIND, Gary, Mr. Bachman Ind. Previously he had been associated with the New York offices of Gene Furgason & Co. Born in Auburn, N. Y., Mr. Bachman was graduated from Yale in 1920 and shortly afterward he joined the Hearst advertising staff in New York, serving as advertising manager for several Hearst publications and for the Quality Group magazines. For several years be- fore entering radio Mr. Bachman was advertising manager of The American Mercury. He is survived by his widow and a son, Earl Bachman Jr.

BRANHAM Co., Chicago, has taken over representation of the West. York, and Chicago, which includes WCHS, Charleston; W.P.A.R. Parkersburg; Wabler, Des Moines, Iowa; and all stations in the Chicago area. The company is represented by the four Don Leonard-station and all other stations of the Don Lee Network, except KALX, Portland, by the Blair organization.

J. W. BRIGHT, formerly with CKGO, Timmins, and with All-Can- ada Radio Facilities Ltd., has joined the Canadian sales staff of Joseph Hawery McElivain, Toronto. It was announced by Canadian Manager Nate Colwell, who has been re- placed Sidney Soleky in the Toronto market, which includes WCHS, Chicago, and all stations in the Chicago area. The company is represented by the four Don Leonard-station and all other stations of the Don Lee Network, except KALX, Portland, by the Blair organization.

ALL-CANADA Radio Facilities Ltd., announces from its Toronto office. It has signed the following western Canadian stations for exclusive representation: CIAB, Moose Jaw; CKHL, Prince Albert; CPAG, Grande Prairie; CFAR, Flin Flon; CKPS, Fort William. In addition, the following stations are represented exclusively by this firm: CIAT, Trail; CCLA, Del- monton; CFAC, Calgary; CJOC, Leth- bridge; CKMK, Regina; CKX, Brandon; CKW, Winnipeg.

Press-Radio Features Inc.
NATIONAL PROGRAMS Inc., Chicago, specializing in radio programs for advertisers, has been purchased by Press-Radio Fea- tures Inc., with Frank Hemen- way remaining as president of the new firm. Other stations were to be moved from 540 N. Michigan Ave. to 360 N. Michigan Ave., on Jan. 18. Associated with Mr. Hemenway will be Lloyd Lefin, of Lefin & Co., Chicago public relations firm, and Paul Weichert, formerly with Na- tional Radio Programs Inc., who will be secretary of the new firm.

Tea Garden Regional
TEA GARDEN PRODUCTS Co., San Francisco, has started a new series, Tea Garden Woman's Page of the Air, featuring Floretta Mc- Donald and script by Kay Hill- yard. Quarter-hour programs are heard Thursdays on five CBS-Pac- ific stations. The agency is Bots- tle, Constantin & Gardner, San Francisco.

New Emerson Show
EMERSON DRUG Co.0, Baltimore (Bromo-Seltzer), on Jan. 12, re- placed Sidney Soleky with a new program starring Eddie Garr and titled, Entertainment. The series continues on the NBC network Wednesdays. Agency is J. Walter Thompson Co., New York.

New Book Series
MODERN AGE BOOKS, New York, on Jan. 15 started By Popu- lar Demand, with guest stars, first of whom will be the H. V. Kalton- born, commentator. Program will be heard Saturdays at 9:30-9:45 p.m. on WABC, New York. Agency is Bachmeimer, Dunders & Frank Inc., New York.

A. E. Joscelin, of the Chicago office of Radio Sales Inc. and former- ly western sales manager of Free & Peters Inc., has been appointed eastern sales manager of Radio Sales. He succeeds Arthur Hayes, who will devote his time to the development of WABC local business.

NARRATOR—R. Clifton Daniels, program director of WCAE, Pitts- burgh, interprets parts of the mass in broadcasts from Sacred Heart Roman Catholic Church. Mr. Daniels is shown with Walter Thompson, WCAE engineer. Both wear church livery as they must pass in full view of those present in the edifice in order to begin the broadcast. First broadcast drew 500 letters.

Some New Hat Company
"There's Some New Hat Company Being Advertising On WHB"

RADIO PROGRAMS DIV. WALTER BIDDICK CO.
571 CHAMBER OF COMMERCE BLDG., LOS ANGELES, CALIF.

THE KID'S NO DUMMY
WHAT'S OUR LEADING FOREIGN LANGUAGE STATION
WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Breaks Your Language

SCOOP! SENSATION of '38
"Daredevils of Hollywood"

A NEW RADIO SERIES STARRING MOVIE STUNT MEN
A thrilling new radio thriller, dramatizing experiences of Hollywood stunt men. This copyrighted transcription show is ideal for once-a-week major broadcast. 26 quarter-hour episodes available at a cost even local advertisers can afford. Write now for full details.

RADIO PROGRAMS DIV. WALTER BIDDICK CO.
McClinton, Cottingham
Given Ayer Radio Posts

EXPANDING its radio activity, N. W. Ayer & Son Inc., on Jan. 10 appointed H. L. McClinton as director of radio program creation and production in the New York office and C. Halsted Cottingham as director of radio plans, merchandising and station contacts. For the past few years Mr. McClinton has been an executive in the radio department. Since 1931 Mr. Cottingham has been active in radio sales promotion and planning.

Fred P. Fielding, acting manager of radio, returns to general advertising in an executive capacity and will be associated with Edward R. Dunning, manager of the New York office. Prentice Winchell, program director, will move to Philadelphia to be associated with Gerald M. Lauck, executive vice-president, in radio promotion.

Institute Testing
INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school), on Jan. 8 started a weekly quarter-hour test program on WPI, Los Angeles. According to T. W. Davis, space buyer for Matteson-Fogarty-Jordan Inc., Chicago agency handling the account, it is a 15-week test to prove successful other stations will be added.

What Else Can We Buy, Susie?

Red River Valley people buy 32.9% of all automotive goods, 30.3% of all food, 31.9% of all drug sales in the combined states of North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

If you've got a good product, at a good price, our people will snap at it! And remember: WDAY is the one chain station that can be heard at all times in all parts of the Red River Valley!... Want further facts?

FREE and PETERS, INC.
NATIONAL REPRESENTATIVES

WEED & COMPANY

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Air Conditioning Course
VOCATIONAL SERVICE Inc., Los Angeles (air conditioning courses), during the last two weeks in January will place transcribed versions of the weekly quarter-hour show Doctor Dollar, now being broadcast over WMAQ, Chicago, and piping to WEAF, New York on three additional stations. Discs will be played on the Saturday night Barn Dance on WSM, Nashville, on a spot as yet unchosen on WBEZ-WBZA, Boston, and on a Detroit station as yet unselected. These five markets are the only ones to be used for the present, according to Charles C. Greene, account executive of Critchfield & Co., Chicago, agency handling the account.

Allsweet Changes List
SWIFT & Co., Chicago (Allsweet margarine), on Feb. 7 will start participation on Fletcher Wiley’s Housewives Protective League program over KNX, Hollywood, and on Feb. 9 will start participation on Feminine Fancies over the complete Oregon and California groups of the Don Lee Network. On Dec. 10 Allsweet cancelled announcements on 26 Southern stations but will return on Feb. 10 using 20 of the stations.

According to J. Walter Thompson Co., Chicago, agency handling the account, it is possible that the money being saved on the six stations will be expended in heavier appropriations on each of the other 20 stations that will carry the announcements.

Omar Tests New Show
OMAR MILLS Inc., Omaha (Omar Wonder four), on Jan. 8 cancelled its Your Home Town Memories transcription on 11 stations. A new show as yet untitled has been started on KOA, Denver, which, if test proves successful, will be taped and placed on the same list of stations which carried the Your Home Town Memories program. J. Walter Thompson Co., Chicago, handles the account.

WM. R. WARNER Co., New York (Sloan’s liniment), has added another audience angle to Behind Prison Bars, featuring Warden Lewis E. Laves, on NBC-Blue. The warren allows any member of the audience to put a question to him during the crime forum. Now Ben Grauer, announcer, says just before sign-off: “Members of the studio audience, what would you say?” and will be sure any “Thanks for Sloan’s Liniment!”

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

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BROADCASTING • Broadcast Advertising
President Sees FCC

MATTERS of radio policy were discussed at a conference at the White House Jan. 14, participated in by President Roosevelt with Chairman Frank R. McNich and Commissioner T. A. M. Craven of the FCC. No details were divulged, but immediately following his visit, Chairman McNich announced the FCC's approval in the Mae West case and also the new pronouncement of policy in connection with licensing of second stations to licensees in communities in which they already operate stations. It was Commission's first conference with the President since he was elevated from chief engineer to commissioner last summer.

AMP Custom Discs

GRIFFITH B. THOMPSON, former NBC New England sales manager and for the past year radio director of Birmingham, Castlemaine & Piers, New York agency, has joined Associated Music Publishers Inc., to organize and direct a commercial recording department. Thompson has been in the recording field for ten years and before he has been called for Squibb's sponsorship in Latin-Amerilm. LITTLE Theatre of the Air, new syndicated transcription program, has been in production in Chicago, now has its offices at 154 E. Erie St.

STUART F. DOYLE, chairman of the board of directors, Commonwealth Broadcasting Co., owner and operator of a number of AM and FM broadcast stations, and chairman of Fidel- thes Radio Ltd., distributors of BBC programs in Australia, has arranged for a franchise from the ABC, Western Radio Ltd., and will establish broadcast stations in Sydney for the distribution of 28 radio programs, most of which are produced in Australia. The ABC will continue its program service in New Zealand.

WESTERN's Atlas Radio Distributing Co., a unit of Atlas Radio Distribut- ing Corp., has opened sales offices to the public in the state of Illinois, Hollywood, Ray Clifton, for four years with the ABC, has been appointed sales manager with jurisdiction over the 11 western states. He is now organizing the sales staff.

CHARLES MICHELSON, programs and transcriptions, New York, has moved to 645 Fifth Ave.

Drene's February Spots

PROCET & GAMBLE Co., Cincinnati (Drene's Shampoo), will start a special month-long campaign Jan. 31 on a long list of stations, using one more live one-minute announcement every night. Larger number of announcements will be used in those markets where the NBC Jimmy Fidler show is not heard. About $100,000 will be spent on the special campaign, which is reported to be the largest in the history of the company. Howard H. Hudson, radio time buyer of H. W. Kastor & Sons Advt. Co., Inc., Chicago agency handling the Drene account, declined to reveal the complete station list.

Los Angeles Labor Case

AFTER receipt of complaints from labor organizations about broadcast- ers over KFI, Los Angeles, sponsored by "Neutral Thousands," an organization, the FCC made inquiries concerning the program, with the result that the station has discontinued such broadcasts, Chairman McNich asserted Jan. 14. He said labor organizations had protested that KFI refused them time but that in the ex- pressions of protest developed that KFI refused the labor organizations the right to use the "Neutral Thousands" series. Mr. McNich emphasized the FCC did nothing more than make inquiries and did not instruct the station one way or the other.

KFNF Power Boost

AUTHORIZED to increase its day-power five-fold and to double its night output, KFNF, Shendoah, Ill., is installing a completely new transmitting plant, which probably will be ready within a few weeks, according to an announcement by the station. Operating on the 980 kc. channel, KFNF, on Dec. 31 was allowed to increase its day power from 1,000 to 5,000 watts, and its night power from 500 to 1,000 watts. The installation, operated by Henry Field, prominent Middle- western merchant, has been on the air since 1924. A new transmitter site will be used and new towers and enclosures erected.
Cantor Wins Poll
RADIO POLL of Eaton Paper Co., Pittsfield, Mass., declares Eddie Cantor to be America's favorite radio star. The poll has been conducted for three months on 11 stations, and was also advertised in national magazines. Announcement to Cantor was made on his "Tea for Two" hour on Jan. 5; a gold plaque mounted on ebony will be given to him by the company.

Jewelry Firm's Plans
WOLCOTT Co., Providence, R. I., manufacturing jeweler, has appointed Niles-Richman Co., New York, to direct advertising. The firm's first consumer campaign will include spot announcements in a few markets, to start in February.

CBS and Union Settle Hollywood Wiring Case
DISPUTE over installation of electrical equipment in the new CBS Hollywood studios now being erected at Sunset Blvd. and Gower St. has been satisfactorily adjusted. Al Speede, business agent of Studio Electricians & Sound Technicians Local 40, International Brotherhood of Electrical Workers, announced early in January following a series of conferences between contractors, network and union officials.

The electricians in early December halted installation of approximately $50,000 worth of sound equipment because it was assembled in the Western Electric Co. plant in the East before being shipped to the West Coast. The demand was made that the equipment be returned to the eastern plant, or taken down and wired by local union men. It is understood that CBS acceded to the latter request.

Work will give employment to between 15 and 20 electricians for a period of several weeks, with wages estimated at more than $12,000.

Flexo on Michigan Net
SWIT & Co., Chicago (Flexo Water Softener), has started participation in the Happiness House program on the Michigan Network and spot announcements on WSBT, South Bend, and WKBN, Youngstown. No other additions are contemplated at present, according to H. L. Hulsebus, vice-president of Stack-Goble Adv. Agency, Chicago, agency handling the account.

The Most Powerful Station

between
St. Louis
Dallas and Denver

Covers the Heart of the Triangle

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

"THE VOICE OF OKLAHOMA" - TULSA

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BROADCASTING • Broadcast Advertising

Canadian Publishers Plot Methods to Stop Network Broadcasts in Dominion

AT A CLOSED meeting Jan. 10 in the offices in Toronto of the Canadian newspaper publishers, a group of editors and reporters, including Gladsdale Murray, general manager of Canadian Broadcasting Co., with newspaper and magazine publishers of the Dominion the CBC commercial network development.

A reliable source indicates that both the newspaper and magazine publishers wanted to know how far recognized and American network programs on a coast-to-coast Canadian network was going to go and claimed that the demand to these programs and other network programs originating in the Dominion through the CBC, they were losing big advertising appropriations.

It is understood that one publisher suggested that Parliament be asked to grant CBC a subsidy over a number of years so commercial programs will not have to be carried. Gladsdale Murray, CBC general manager, clarified the commercial situation. It is understood, and explained to the publishers that radio is now an advertising medium of some recognized standing.

The association formed a committee to discuss the CBC's programs on commercial business with Col. R. F. Parkinson of the Ottawa Journal, president of the CDNA as chairman, and F. I. Kerr of the Hamilton Spectator, V. S. Sifton, Winnipeg Free Press; T. F. Drummond, Saint John Telegraph. Representing the radio and periodicals on the committee were N. R. Ferris, MacLean's magazine; R. E. Milling, Consolidated Press Ltd.; T. J. Tobin, Canadian Countryman. Representing Canadian Wireless News Association on the committee were Mr. James Barrie, Examiner; Alex McLaren and C. V. Churchill, executive members of the association.

The CDNA issued a statement after the meeting that "closer cooperation between the press and the CBC would not only be mutually advantageous, but would serve the public interest as well. This is a list of the publishers on the committee and Gladstone Murray's name is headed on it."

New WECB Building

THE new three-story WECB Bldg., its upper floor devoted entirely to radio, was formally opened in Duluth Jan. 6 with much fanfare and ceremony under the direction of Walter C. Bridges, founder and general manager of the station. The new studios are reported to be the most modern and best equipped in the Northwest. WECB, a pioneer station, boasts among its "alumni" such well known radio figures as Pierre And, the announcer; Pat Murphy, now with the Gulf News program; Frank Dane with Hope Alden's Romance; Ted Hedinger, now assistant production manager for Bing Crosby's Music Hall; Louis LaMarr, WGN, Chicago; Morris Cannelin, WTMJ, Milwaukee; George Hogan, WCAU, Philadelphia; Harry Henshaw and Jack Lellman, KSTP, St. Paul.

NBC Appoints Director Of Television Scenery

MICHAEL WEIGHTMAN-SMITH has been appointed director of television scenic design of National Broadcasting Co.'s experimental television station. Mr. Weightman-Smith formerly designed costumes and settings for operas presented by the San Francisco Chamber Opera Co. and he spent a year in Hollywood, where he was associated with Robert Edmond Jones and Cedric Gibbons, among the country's outstanding designers.

Mr. Weightman-Smith is the first, and so far the only director of television scenic design in America. He points out that the great difference between theater and television sets lies in the amount of detail. In television, he says, "every separate section of the setting must be a complete picture in itself so that no matter what pick-up angle is taken by the Iconoscope camera, the televised image will always show a balanced design in the background." In stage settings, on the other hand, "everything tends toward extreme simplicity with a single lighting scheme to bring out the mood of the scene. Then, too, the theater audience has a single angle of vision . . . there are no acute angles of vision from the side of the stage." Concerning color, Mr. Weightman-Smith says that as time goes on, more will be discovered about the sensitivity of the Iconoscope to various colors, but for the present, all scenery is done in black, white, and various shades of gray, in order to produce a good image in black-and-white. As in the case of motion pictures, he says, certain shades of color result in an image very different from that produced in the human eye.

A television presentation, "When They Play a Waltz," said late in December, particularly stressed settings and color, which were designed and discussed by Mr. Weightman-Smith.

WOR, Newark, on Jan. 3, broadcast an appeal for blood donors who had recovered from rabbit fever (tularemia). The appeal, part of the Transradio Press news spot at 6:45 p.m., was originally received from Manhattan Eye, Ear and Throat Hospital, where a young woman from Los Angeles was ill with the disease, contracted from a rabbit caught by her husband. Several answers were received and the woman was given two transfusions and is still in the hospital, but much improved.

FOR CHARITY—WRGA, Rome, Ga., raised money and provisions for the needy during the holidays. Here is a small portion of the huge roomful of food baskets distributed on Christmas. In photo (1 to r) are H. H. Keel, First Commissioner of Rome; Major Will A. Patton, WRGA news editor; Happy Quarles, WRGA manager; Maj. Ruth Horgan, local Salvation Army head.

Clark Publicized

EARLY in the morning on New Year's Day, J. B. Clark, publicity director and sports-caster of WPTF, Raleigh, N. C., fell over a construction barricade and hurt his arm. He went to the WPTF studios and did his two hour stint, finding out later that both arms were broken. An alert AP man picked up the yarn and released it nationwide under a "Show Must Go On" caption and Clark can't figure out how to open all of the letters and telegrams that he's received.

Television Society

HOLLYWOOD Television Society has applied to the FCC for a television broadcasting license, through George Manafy, who is named as trustee. The application asks permission to broadcast television and colorvision for experimental reception of amateur receivers. The Society, headquartered at 763 N. Gower St., that city, includes camera, projection, sound and radio men associated with the motion picture and radio industries. Officers of the association, recently elected are George H. Seward and William Praeger, president and vice-president, respectively, and Thomas Adams, secretary.

Television in London

WITH London shops now offering television receivers at prices ranging from $175 to $500 and encouraging installment buying, the London Observer reports there were nearly 9,000 such receivers in use in Great London before Christmas and it anticipated that another 1,000 would be sold during the Christmas season. Twice daily television broadcasts are offered by the British Broadcast Corp., first to bring out television as a public service, and great stimulus was given to looking-in by the recent televising of the Coronation, the Armistice Day services and the Wimbeldon tennis matches.

IN BIRMINGHAM

It's

WSGN

Birmingham "home folks" keep their eyes tuned steadily to the rich Birmingham market for "the best buy" for the advertiser!

The News Age-Herald, Station KBBM, 1310 KC

Affiliated with American Broadcasting

WACO, N. B."

Double lanes move twice as much traffic

—says the Major.

Yes, and two good radio stations double results . . . WIS and WPTF — the Carolina Combination — intensely covering the two rich cotton-tobacco areas of the Carolinas, prove this beyond doubt. Try these twin stations for faster moving sales in these profitable markets . . . Sold at one low rate.

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.

Clean as a Hound's Tooth as to Programming and Sound

Public Policy

SYRACUSE, N. Y. N. B.

Broadcast Advertising

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Jimmy Fidler Sued
JIMMIE FIDLER, Hollywood gossip, sponsored by Procter & Gamble on NBC-Red for Drene shampoo, was sued Jan. 3 by Constance Bennett, screen actress, in Superior Court. Miss Bennett asks $250,000 damages for allegedly stating on his Dec. 28 broadcast that she had been grossly discourteous to Patsy Kelly, actress. Also cited as defendants are Procter & Gamble Distributing Co., Procter & Gamble Mfg. Co., NBC, Earl C. Anthony Inc., operating KFI, H. W. Kaster & Sons Adv. Co. Inc., and others.

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

Food & Drugs Bill Passes House
(Continued from page 17)

Memo:
Shows to Watch in '35

"ACROSS THE BREAKFAST TABLE" with Margaret and Gordon MUNRO

Now on the air for the Irvy Family—KMBC, Kansas City; Buffalo and Philadelphia to start January 17

An Arthur B. Church Production
A KMBC Tested Program

"The Texas Rangers" with "Tex" Owens, now on CBS.

coast-to-coast Sunday mornings at 11:00; "Life on Red Horse Ranch," an outstanding music-drama series for spot; and Caroline Ellis, the voice of authority in an afternoon newscast especially for women, are other KMBC Tested features that deserve your careful attention. Currently they're getting plenty in the nation's eighth richest market!

WASHINGTON, D.C.

The National Hook-up To Guest Comfort
WILLARD HOTEL

HALF a million was recently spent to make this world famous hotel Washington's newest in equipment and comfort. To facilitate business or pleasure contacts in the capital, live at this central downtown address.

CONVENTION FACILITIES

The WILLARD HOTEL
1445 Pennsylvania Avenue, Washington, D. C.

New York Representative
Mr. Robert F. Warner
11 West 42nd Street
New York, New York

Chicago Representative
Mr. James N. Mills
11 South La Salle Street
Chicago, Illinois

Kansas City Representative
Mr. J. G. O'Neil

NORTHWEST'S LEADING RADIO STATION
20,000 WATTS
KSP-1, KING IN RECEIPTION
THE ART OF RADIO
THE ART OF RADIO

MISSOURI'S LEADING RADIO STATION
THE PROGRAM BUILDING AND TESTING STATIONS

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
construed by the Supreme Court as leaving the Commission without jurisdiction to issue cease and desist orders where the Commission has failed to establish the existence of competition. In other words, the act is construed as if its purposes were to protect competitors only and to afford no protection to the consumer without showing injury to a competitor. Thus, if a person, partnership, or corporation has a monopoly in a certain field, so that there is no competitor, its acts, no matter how deceptive or misleading and unfair to the consuming public, may not be restrained. Similarly, where all of those engaging in a particular line of commerce are participating in the same unfair method, the Commission may be powerless to act for consumer's protection.

"By the proposed amendment to section 5," the committee continued in its report, "the Commission can prevent such acts or practices which injuriously affect the general public as well as those which are unfair to competitors. In other words, this amendment makes the consumer, who may be injured by as unfair a practice, of equal concern, before the law, with the merchant or manufacturer injured by the unfair methods of a dishonest competitor. "This amendment will also enable the Commission to act more expeditiously and save time and money now required to show actual competition and the injurious effect thereon of the unfair methods in question."

**Debate on False Advertising**

The report discussed at length the subject of advertisements and emphasized section 15 defining false advertisement, which brought extended debate on the floor. On this, the committee said:

"Salesmanship and advertising are inextricable from the promotion and operation of business under our economic system. They have the common purpose of inducing the purchase of the seller's product. It is the case of the advocate boosting his own cause. Common experience discounts statements of a zealous advocate and weighs his declarations in the light of his own self-serving financial purposes. Reasonable latitude must be conceded to the salesman and advertiser in boosting his own product."

"It is not the purpose of this committee to ignore the realities of this situation."

"On the other hand, we cannot ignore the evils and abuses of advertising; the imposition upon the unsuspecting; and the insidiously criminality of preying upon the sick as well as the consuming public through fraudulent, false, or subtle misleading advertisements."

"The need of amending the existing act to give the Federal Trade Commission more effective control over advertising as an unfair practice, is urgent and manifest."

"The provisions of this bill covering false advertising are far reaching but we believe entirely warranted, necessary for the effective control of illegitimate advertising and yet drawn with due regard to the rights of legitimate advertising. We believe the legislation is based on necessity and sound reason and that due discrimination has been made in applying penalties to fit the varying magnitude of the offenses involved."

"Among the most obvious needs of the F.T.C. act are those of giving more effective control of advertisements affecting the public health and fraudulent impositions as to its food and medicinal supplies."

"The advertisement amendments to this bill revolve around the definition of a 'false advertisement' in section 15. A false advertisement is defined as one 'which is misleading in a material respect.' Certain specified matters are to be considered in determining whether or not an advertisement is misleading. This definition is very broad. It will be noted that a fraudulent intent is not a necessary element of a false advertisement. The essential elements of a false advertisement are that it is misleading, and misleading in a material respect. It places on the advertiser the burden of showing that his advertisement is not misleading."

"The definition is broad enough to cover every form of advertisement deception over which it would be humanly practicable to exercise governmental control. It covers every case of imposition on a purchaser for which there could be a practical remedy. It reaches every case from that of inadvertent or uniformed advertising to that of the most subtle as well as the most vicious types of advertisement."

"Explaining the reasons why the committee felt jurisdiction of advertisement should go to the Federal Trade Commission, the report said: "The Federal Trade Commission as an independent quasi-judicial body, has a procedure better calculated to handle multitudinous types of advertising and to do its work to the greater confidence and satisfaction of the public than any purely administrative body. Its work carries with it the combined elements of searching investigation, orderly procedure, prevention rather than penalization in minor cases, and that judicial fairness that is essential to the enlistment of confidence by the public."

---

**IF YOU CAN'T AFFORD JACK BENNY—CALL WAVE!**

No, we're not offering you a potential Jack Benny at a bargain price. We do offer, however, to build and hold a Louisville audience for you without an expensive, individual-talent show. We are doing it today for several advertisers—producing several local shows that actually outpull big national features. As a sample of their popularity, one of them (in a recent telephone poll) was accorded a 72% preference by Louisville listeners as their favorite daytime program!

---

**NATIONAL REPRESENTATIVES: FREE & PETERS, INC.**

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**LANG-WORTH PLANNED PROGRAMS**

LARGEST PUBLIC DOMAIN RECORDED LIBRARY IN THE WORLD

420 Madison Ave.
New York
AF TER THE PROGRAM WAS OVER
WIBW Went to Phone Offices Following Major Bowes
Broadcast to Cover Tallying of Votes

AF TER Major Bowes' salute to Topeka Jan. 6 during the CBS Amateur Hour sponsored by Chrysler Corp., WIBW, Topeka, conducted a 15-minute back-stage air scene which followed 16 minutes after the Amateur Hour had signed off. With Art Holbrook and Judson Woods, announcers, handling the remote control microphones, WIBW went to the Topeka operating offices of the Southwestern Bell Telephone Co., picked up and sent over the air the votes which are taken continually during and a half-hour after the broadcast.

For 15 minutes the remote staff brought in the scene at the telephone company, where 62 special operators and 20 number tabulators received and tallied votes for the amateurs.

Among the notable Topekans who appeared on this broadcast were Herbert G. Barrett, Mayor Bruce Hurd, president of the Chamber of Commerce; and R. H. Mott, local Chrysler dealer, who were interviewed briefly by the announcers on their reactions to the Major's salute.

Topekans cast 37,467 votes by phone for amateurs, considered second-highest honor since same size have been casting in about 8,000 calls.

Ben Ludy, new WIBW General Manager and V. B. Gray, personal representative of Major Bowes, arranged the broadcast.

TALLY—WIBW, Topeka, broadcast the Major Bowes Amateur Hour votes after the CBS program was over, Art Holbrook speaking from the telephone offices.

Congress Attacks New FCC Reports

Rep. Luce Calls Transcripts Waste of Public Money

THE NEW FCC practice of sending copies of all of its actions to mem-
bers of Congress, government de-
partments, state administrations and all other official groups, drew
sharp criticism in the House Jan. 11 as a waste of the "people's mon-
ey". The practice was insti-
tuted last fall on motion of Chair-
man Frank R McNinch as one of the steps toward placing the FCC in "a glass house" and in that way tend-
ing to diminish the number of Congressional and other inquiries
on the status of cases pending be-
fore that body.

In the debate on the Independent Offices Appropriations Bill, which
includes the FCC appropriation for the 1939 fiscal year, Rep. Luce
(R-Mass.) said there came to his office on the preceding day from the
FCC a batch of mimeographed sheets, which he exhibited.

Consists of 130 Pages

"I have had the curiosity to
count their number and I find that
there are 130 mimeographed pages, which I
will go through until I find any profit in them all I shall be satis-
fied", he said.

"This is a transcript of the
detail workings of this board in
December, with one item relating to November, wholly wasteful, es-
travagant in the last degree. This
for me was the last straw that
came the backside. It drives
me to remonstrate."

Admit that he has been dis-
turbed and annoyed and grieved by all "this wasting of the people's
money", Rep. Luce asked whether any provision had been made in the
bill for censorship of such material.

Chairman Woodrum (D-Va.), of the Appropriations subcommittee,
said he had seen the document and that it was of "no interest" to him.

"I do not know what was the oc-
casion for having such a voluminous
record sent to members of Con-
gress, but the committee is exert-
ing every precaution that it knows
how to exert to try to prevent un-
necessary and needless
multigraphing and duplicating
of various sorts," he said.

In conclusion, Mr. Luce said: "I call
attention to this in order to
point out the necessity of doing
something more, the necessity
of having some official or some board
somewhere along the line which
will prevent the publication of a
130-page mimeographed report of
the doings of one agency, almost
wholly those of a single month, the
detailed record of a Commission
with which most of us having noth-
ing to do and in which we take no
interest. It is a striking indication
of saving at the spigot and wast-
ing at the bung. Until we have
sense enough to provide for censor,
these wasteful, extravagant agen-
cies of our government, we are go-
ing to continue a burden that ought
to be taken from the taxpayers'
shoulders.

FCC Asks Newspapers
And Press Associations
To Attend Wave Session

RULES and regulations to cover
the use of mobile frequencies in
the ultra-high bands for press sta-
tions will be discussed at a con-
ference called by the FCC for Jan.
27 in Washington to which newspa-
pers and press associations have
been invited. Bands set aside for
the press stations will cover events
where wire line facilities are not readily avail-
able, such as sporting events like golf,
during emergencies, with the
shortwave facilities used as relays.

The call for the conference
brought out that at the informal
short wave conferences held in
June, 1936, representatives of press
associations presented data show-
ing their needs for frequencies
above 30,000 kc, and the manner
in which they could be allocated
to best advantage, after which spe-
cific allocations were made.

"Before adopting specific rules and rules for adoption, cov-
ering in detail the manner in which these frequencies are to be used,"
the Commission stated, "further information is desired with respect
in the conditions in these bands as
observed during the past year and
one-half.

It was agreed that new rules are
necessary since the type of serv-
vice contemplated by the allocations
order (No. 19) has not heretofore
been recognized. "It is the desire of the Commission", said
the release, "that any rules adopt-
ed should provide for maximum
usefulness of these frequencies."

Although the invitation was di-
scribed to newspapers and press associations, all other
interested groups were invited to
present their views.

Thornton Fisher Series
FRANK H. LEE Co., New York (Lee Water-Bloc Hats), is spon-
soring a 15-minute sports broad-
cast by Thornton Fisher, well-
known newspaper writer, globe-
trotter and cartoonist, every Tues-
day, Thursday and Saturday even-
ing on WNEW, New York.

RADIO POPULARITY survey
conducted by the Boys' Athletic
League of New York among more
than 22,000 boys and girls between
the ages of 6 and 16 showed Joe
Penner to be No. 1 entertainer.
Second place in both boys' and
girls' lists went to Eddie Cantor.

WEB C
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMTG
HIBBING
WHLB
VIRGINIA

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BROADCASTING • Broadcast Advertising
New NBC Division On Sound Effects
Ray Kelly Is Named Manager To Direct M and O Stations

TO DEVELOP new and improved sound effects equipment in all of its owned and managed stations, NBC on Jan. 11 announced through C. W. Fitch, business manager of its program department, the creation of a Sound Effects Development and Maintenance Division. N. Ray Kelly, former head of the New York NBC sound division, has been appointed manager of the new department which will serve all NBC-owned and managed stations. Zale Dillon, former assistant to Kelly, has been named supervisor of Colorado. Kelly, new manager of NBC production division.

Mr. Kelly recently completed a tour of NBC stations in Boston, Washington and Pittsburgh, where he studied the equipment now in use. He will soon leave for further discussions with NBC officials in Chicago, Denver and the West Coast.

Free from Warner
WARNER BROS. First National Studios, Burbank, Cal. on Jan. 10 started servicing 489 stations throughout the country with a free weekly release titled Five Minutes in Hollywood. It contains gossip, featurettes and general news on Hollywood motion picture celebrities as well as Warner Bros. activities. The release is being air-mailed to program managers under supervision of Robert S. Taplinger, Warner director of publicity.

Offers Mobile Unit
MINDFUL of the great part radio plays in public emergencies, Martin B. Campbell, general manager of WFAM, Dallas, on Jan. 10 offered the station’s new mobile unit transmitter, KAXD, to the “public interest, convenience and necessity” in the 178 Texas counties throughout the station’s primary coverage area. Brochures giving complete information about the unit, telling how to obtain it, and offering it to public service in emergencies, have been mailed to mayors, police chiefs, county judges, sheriffs, American Red Cross chapters and newspapers throughout Texas.

20-Grand Discs
AXTON-FIELDER TOBACCO Co., Louisville (20 Grand cigarettes), on either March 14 or 21 will start transcriptions on 15 stations across the country from New York to Denver. Quarter-hour discs, to be heard three days a week, will feature Martin Block’s Take-Believe Ballroom, now on WNEW, New York, six days weekly. The series will run for 25 weeks, placed by McCann-Erickson Inc., New York.

Sloan Endowment
ALFRED P. SLOAN, General Motors chairman and chairman of NBC, has recently endowed a project for economic study at the University of Chicago, provided in the endowment for "experimental work leading toward the broadcasting of economic information." The work would be in charge of the University Broadcasting Council, which stages the NBC-Red Round Table Discussions Sundays, 12:30 p.m.

Jackie and Jack
JACK HARRIS, sportscaster on WSM, Nashville, gets embarrassed every Tuesday night. The program just before his is sponsored by the Lancaster Seed Co. and the closing commercial is read by a youngster called "Little Jackie Harris" who sold some seed and won a ukulele. The transcription announcer ends by chiding, "Now you know you can do as well as Little Jackie Harris." It’s a matter of dignity, says Big Jack.

Peter Pan Foods
J. B. INDERRIDEN Co., Chicago (Peter Pan Pantry Foods, canned goods), has placed its account with the John H. Dunham Co., Chicago. One-minute spot announcements are being used on WAVE, Louisville, but no other additions are contemplated at the present time, according to Haan J. Tyler, radio director of the agency.

Nehi Auditioning
NEHI Inc., Columbus, Ga. (beverage), is auditioning programs for a network series scheduled to start in March on NBC-Blue, Fridays, 9-9:30 p.m. on an undetermined number of stations. Agency is James A. Greene & Co., Atlanta.

Buying at Home
KYOS, Mereed, Calif., recently developed a new idea to increase sales. In cooperation with the Chamber of Commerce, a daily one-hour program was arranged which promoted the city and all civic events. The broadcasts contain a "buy at home" slogan. The program is sold on cooperative sponsorship basis on a year’s contract. The campaign is for all of 1938 and merchants may participate one or six times weekly. To date 35 firms are participating.

Avacado Campaign
CALAVO Growers of California, Los Angeles, a cooperative association of avocado growers, on Jan. 10 started a 30-day campaign using spot announcements three and four times weekly on 21 stations nationally, in many instances using a dealer tie-in. Lord & Thomas, Los Angeles, has the account.

Durkee on Coast
DURRKEE FAMOUS FOODS, San Francisco, on Dec. 26 started the first of a series of weekly half-hour broadcasts titled My Secret Ambition, featuring Tom Breneman, Wilbur Hatch’s orchestra and a dramatic cast, over 8 CBS stations in the West (KNX, KSFO, KOIN, KOL, KVI, KFPY, KSL and KOY). Broadcasts are heard Sunday evenings 7:30-8 p.m. (PST). The cast dramatizes secret ambitions suggested by the radio audience. Agency is Botsford, Constantine & Gardner, San Francisco.

IBM Amateurs
AMATEUR shortwave broadcasts on regular schedule will start Jan. 31 by members of the Radio Experimenters’ Club who are employees of the International Business Machines Corp., New York. An application for a group station is pending before the FCC, the plan contemplating a broadcasting station at the IBM Country Club, Endicott, N. Y. Pending the application the club members will use the call of one of the members under portable license.

SIRI!
NORTH DAKOTA is a good market
BUT...

Here is a market with almost the same population — AND, a per capita spendable income almost half again as large! "The heart of Illinois" is not only a rich agricultural area but a booming industrial center — with wages up to new peaks. Folks are SPENDING now for the things they want and need, even for things they don't need. If you want to make advertising dollars get results, cover this market with WMBD — the only medium that gives complete, economical coverage. 327 local advertisers in 1936—80 national ... now with increased power (5000 watts daytime—1000 watts night) WMBD is a better buy than ever before.

FREE, JOHNS & FIELD, INC.—National Representatives.

Keepe Getting More Business
OVER 700% Increase in 5 years.
HERE'S WHY: Hawaiian Broadcasting System Advertising DOES NOT COST IT PAYS!

FRED H. MARST, President and General Manager San Francisco Office, California National Representatives.
CONQUEST ALLIANCE COMPANY New York, 515 Madison Ave., Chicago, 115 W. La Palma Ave., Hollywood

Breake Getting More Business

January 15, 1938 • Page 75
Douglas Joins Searle
APPOINTMENT of James C. Douglas as program director of the Central States Broadcasting System consisting of KOIL, KPAB and KFOR was announced Jan. 11 by Don Searle, recently named general manager. Douglas will take over his new duties Jan. 17 and will have complete charge of programs on the three stations. Chuck Miller, has been named chief announcer in the Lincoln studios of CSBS to replace J. B. Lake who has joined KWGB, Hutchinson.

professional directory

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

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7177

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

A. EARL CULLUM, JR.
Consulting Radio Engineer
9335 North Henderson Avenue
Telephone 3-6039 and 3-6245
DALLAS, TEXAS

38 YEARS PROFESSIONAL EXPERIENCE
APPLEBY & APPLEBY
RADIO ENGINEERS
JASPER & WINCHESTER AVES.
ATLANTIC CITY, N. J.
Lrcd. Cond. Thomas Appleby, U.S.N.R.
President and Chief Engineer

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

Page & Davis
Consulting Radio Engineers
Munsey Bldg., Field Office
Washington, D. C.
Evaston, III.
District 8456
University 1419

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Planning Equipment. Field Strength Surveys, Station Location Surveys.
260 E. 116th St.
NEW YORK CITY

ROBERT S. RAINE
Special Consultant
Accounting...Estates...Mortgages...Munsey Building—Washington, D. C.
Telephone: Metropolitan 2480

Robert S. Raines
Former Special Consultant
Federal Communications Commission

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of Broadcasting.

McCabe to KABC
WILLIAM D. McCABE, well-known in Pacific Coast radio and advertising, and for the past 15 months an account executive of K F A C, Los Angeles, has been appointed manager of KABC, San Antonio, Tex. McCabe, who took over his new duties Jan. 15, is also well-known in the Hollywood motion picture industry, having been associated for several years with Nat Ross in the production of independent films. Along with his radio activities he was a production associate at Universal Pictures Corp., and assistant producer of "Stork of Genius," a college short subject, which has just been completed for M-G-M release. He succeeded Gene Cagle, resigned.

CLASSIFIED ADS

Situations Wanted

Chief engineer small southern station desires connection north or east. Box 887, Broadcasting.


Experienced German announcer desires position in station or agency auditing German programs. Produces own shows. Good salesman. Go anywhere. Box 860, Broadcasting.

Thoroughly experienced 1000 watt Radio Station and Network operation, available position station manager, traffic, program or production. College graduate, age 26, references. Box 850, Broadcasting.


Wanted to Buy

Want to buy or lease 100 or 200 watt station. Or invest and take active part. Box 862, Broadcasting.

For Rent—Equipment

Approved equipment, RCA TKY-75 B field strength measuring unit (new), direct readings; Estelle Angus Automatic Recorder for making on distant stations; radio frequency changer; radio switching, etc. Reasonable rental. Allied Research Laboratories, 500 East 116th Street, New York City.

WANTED!!

2 SALEMEN

A fast growing aggressive two station in one of America's finest travel markets, is looking for 2 men of the caliber who can deliver the goods in local business.

If you are well educated, have a proved radio background; have averaged over $10,000 a year for five years in local sales, and are interested in making real money, give us a call. YOU MIGHT LIKE TO TALK TO US!

Write Now
Box 867, Broadcasting

Canadians at Cairo

The Canadian delegation now en route to Cairo for the International Telecommunications Conference is headed by Laurent Beaurivage, of Broadcasting, and Dr. K. H. H. Miller, of External Affairs, who was also in charge of the Canadian delegation to the Havana Conference. From the Department of Transport went Walter A. Rush, controller of radio; C. W. Browne, assistant controller of radio; J. A. Holmes, radio superintendent; Lt.-Col. F. Earnshaw, director of signals, Department of National Defence. Dr. Augustin Frigon, assistant general manager of the CBC, will represent, the broadcasting industry indirectly and the CBC directly.

Stop Wear to Start

STOP WEAR Corp., Los Angeles, out of radio in more than two years, will start a spot campaign in mid-February calling consumer attention to a leather dressing which is now being placed on the market. Lord & Thomas, Los Angeles, is agency.

FREQUENCY MEASURING SERVICE

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

Page 76 • January 15, 1938
DELEGATES of the various local chapters of the American Guild of Radio Announcers and Producers met in New York on Jan. 7 to decide whether to maintain their position as an independent organization or to affiliate with the American Federation of Radio Artists, or American Radio Telegraphists Association. AFRA, AFL talent union, is attempting to organize these workers appearing before the microphone with the exception of musicians. ARTA, CIO affiliation, has concentrated chiefly on radio technicians, but has recently begun organizing other station employees. Offers of both ARTA and AFRA were presented to the delegates and debated at great length. When the meeting adjourned at 5:30 the following morning, AGRAP President Roy S. Langham stated that the delegates would return home to report proceedings to their individual locals, whose membership would then vote on the propositions by which the local is interested in entering into an affiliation with ARTA or AFRA, prior to returning to New York Feb. 4 to cast the votes of their locals which would decide the issue.

Langham stated that negotiations are in progress at WAAT, Jersey City, covering the station's personnel and production staff, and at NBC in New York covering sound effects men. AGRAP, which is working with the National Labor Relations Board against WNEW and WMCA, New York, he said, has heard that the hearing before the NLRB on charges filed against WORC, Worcester, Mass., has been postponed but that the station has agreed to continue negotiations and that he expects a signed contract within a few days.

ARTA is engaged in negotiations with WAX, New York, for the station's technicians, and with WBNX, New York, for a new contract for the engineers. The recently launched ARTA drive to organize the white collar workers in New York radio stations [Broadcasting; Jan. 1] is progressing "slowly but satisfactorily," it was said, with no demands to be presented until a majority of station clerical staffs have been signed. WORC, Worcester, Mass., has signed a four-year contract with ARTA, providing an open shop; immediate and successive pay increases for announcers, control and transmitter operators; prohibits Guild employees from refusing to work with non-Guild employees; prohibits strikes of any kind; eliminates arbitration and umpire clause for handling grievances; provides station shall not lock out employees; retains for the management the right of employment and discharge. Negotiations were conducted by C. P. Gallagher of New York, the station's public and employee relations counsel, and Charles J. Higgins, Elliott A. Browning and Russell R. Brooks for the Guild.

Talent Union Demands

(Continued from page 15) ity, which has been targeted by the management to secure a fair basis of employment for its members. However, she said that the wage scale to be presented by the union has been worked out by elected committees of all local's coalitions coordinated by a national committee appointed in New York, Chicago and Los Angeles, chief points of origin of network programs, so that there would be little deviation from these basic demands.

The most pressing problem confronting the union is that of securing an agreement covering transcontinental commercial and sustaining broadcasts, negotiations with individual stations in New York, San Francisco and Los Angeles are also under way. In New York, Mrs. Holt said that she expects to meet with the management of WINS and WHN to commence negotiations within a few days. Regional problems will not be attacked until the national situation has been settled, she said. She added that a number of stations and transcription firms throughout the country had written to her, asking for information about AFRA's proposed scale and conditions and assuring the organization of their well-feeling and cooperation.

Don Heyworth, president of the AGRAP local at KYW, Philadelphia, has announced the withdrawal of that chapter in a body from AGRAP and the affiliation of its members with AFRA. While these two organizations have come into conflict previously over the organization of station employes, this is said to be the first instance of one union taking over men already organized by the other.

Meeting of officials of the American Newspaper Guild and of AGRAP, American Radio Telegraphists Association, on Jan. 7, reputed to be held for the purpose of planning a concerted cooperative drive of these two CIO unions to organize staffs of newspaper-owned stations, turned out to be concerned chiefly with WTCN, Minneapolis, which is owned jointly by the publishers of the Minneapolis Tribune and the St. Paul Pioneer Press. In organizing the employees of that station the Guild had taken in several writers employed in preparing news for broadcasting on WTCN, and wanted to be sure it was not encroaching on AGRAP territory. Decision was that men should remain with the Guild until or unless station is organized by AGRAP, at which time they would probably be transferred to latter organization. It was further agreed that in all such borderline cases organizing union shall notify the other, so that the best interest of both employees and employer may be served and any inter-union friction avoided.

WINS technicians signed a one-year contract for the technicians employed at WINS, New York, by A. A. Cornier, manager of the station, and Stephen Kovesa, president of IBEW's Radio Broadcast Local 913. Contract calls for a minimum wage of $42.50 weekly for operators, with raises of $2.50 until the maximum of $70 is reached. Assistant super-

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
- Don't have to sign contracts to do business with us

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Lake Bluff, Ill.

Broadcasting • Broadcast Advertising

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Airway Chatter

ASTATIC MICROPHONE LABORATORY, Inc.
Grant, Ohio and Los Angeles, chief points of origin of network programs, so that there would be little deviation from these basic demands.
Late Personal and News Notes

Thank you for your message. It was very informative and helpful. I appreciate your sharing the details on the local news and events. Keep up the good work!

Best regards,
[Your Name]
A New Improved Radio Outline Map
(To be published in 1938 Yearbook Number ... Actual Size 31 x 21 1/2"

Map Features
1. Shows location of all U. S. and Canadian stations.
2. Outlines and names each county, state and province.
3. Shows symbols indicating number of stations per city.
   Reverse side shows each station by state, city, call letter, frequency and power.
4. Shows time zones.

Ideal for
☆ Advertising Agencies
   In mapping spot and network campaigns
☆ Radio Advertisers
   In mapping markets and campaigns
☆ Station—Sales and Engineering
   In defining coverage, market and areas
☆ Station Representatives
   In mapping stations

C O I N C I D E N T with its 1938 Yearbook Number, BROADCASTING publishes a new, improved and larger (31 x 21 1/2 inches) Radio Outline Map of the United States and Canada, showing the location of all broadcasting stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. Printed on white ledger paper that permits the use of ink.

PRICES—Single Copies 35c * 10 or More Copies 25c Each

BROADCASTING
Broadcast Advertising

National Press Bldg.
Washington, D. C.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 30 TO JANUARY 13, INCLUSIVE

Decisions

December 30

WLTW, Boston, Mass., granted stay of final order re antenna completion.

WPGC, Washington, D.C., granted new construction permit.

NEW, J. K. Patrick & Co., Athens, Ga.—Granted CP 1510 kc 100 w 150 w D.

WYAF, Atlanta, Ga.—Amended to 1.3 kw.

KGKO, Fort Worth.—Granted mod. CP change equity to up to 5 kw.

KSCJ, Sioux City, la.—Amended to increase 60 kw.

WEJW, New Orleans.—Increased to 10 kw.

WMJL, Lexington, Ky.—Vol. assign. to Harold F. Gross to WMJW Inc.

Miscellaneous—New, Peninsular Newspapers Inc., Palo Alto, Cal., denied pending action on CP.

KGDJ, Stockton, Cal., and KQW, Portland, Ore., denied opposition to amended petition.

WPBN, Wausau, Wis., denied, to wait on action on CP.

WJIT, New York.—New Brooklyn, N.Y., CP 1500 kc 100 w.

WYAF, Atlanta.—Amended CP 1500 kc 150 w.

December 31

NEW, Geraldine Allegheny, Pawtucket, R. I.—Denied motion to stay order.

NEW, J. K. Patrick & Co., Athens, Ga.—Granted CP 1510 kc 100 w 150 w D.

NEW, WJWAF, Grant, Ind.—Amended to 1 kw.

NEW, CF, Stockton, Cal., and KWQ, Portland, Ore., denied opposition to amended petition.

NEW, L. B. McCormick, Greenville, N. C., denied, reconsider.

NEW, Donghwa, Inc., new antenna.

NEW, W. E. Warner, Dallas, Tex.—Amended to new station.

WKBW, Sarnia, Ont.—CP 1500 kc 5 kw.

January 1

Tomato, La.—Granted request for addition of one witness to deposition order.

January 2

NEW, Geraldine Allegheny, Pawtucket, R. I.—Amended to 1 kw.

NEW, WPBN, Wausau, Wis.—Granted an extension temp. auth. remain silent or vacate.

WPUP, Pawtucket, R. I.—Grant continuance hearing.

NEW, WKBW, Sarnia, Ont.—Motion to stay CP.

January 3

Ice, New York.—Amended to 20 kw.

Janvier, New York.—Amended to 20 kw.

NEW, WPBN, Wausau, Wis.—Amended to 25 kw.

January 4

VUJ, Waukegan, Ill.— Granted authority to take depositions.

January 5

WJBF, Decatur, Ill.—Granted license for CP move.

NEW, Pinnacle Broadcasting Corp. of Memphis, Tenn.—Granted extension for 'assignments.

NEW, WBBG, Bath, Pa.—Amended to '25 kw.

NEW, WKBW, Sarnia, Ont.—Amended to '25 kw.

January 6

NEW, WYAF, Atlanta.—Amended to '25 kw.

January 7

NEW, WPBN, Wausau, Wis.—Amended to '25 kw.

January 8

NEW, WBBG, Bath, Pa.—Amended to '25 kw.

January 9

NEW, WYAF, Atlanta.—Amended to '25 kw.

January 10

NEW, WBBG, Bath, Pa.—Amended to '25 kw.

January 11

TEN, PA.-- Away from town.

January 12

APPLICATIONS GRANTED.—KBW, Rutland, Vt.—Amendedopsy to May 26.

January 13

Applications

January 6

WDBO, Orlando, Fla.—License for CP new change equipp., increase power.

WBGW, Washington, D.C.—License for CP new change equipp., increase power.

January 7

NEW, Edward E. Dorr, Rochester, N. Y.—CP 1500 kc 100 w 150 w D.

NEW, WBBG, Bath, Pa.—License for CP new change equipp., increase power.

January 8

NEW, KGCU, Oklahoma City.—Amended to '25 kw.

January 9

NEW, KBOO, Portland, Ore.—Amended to '25 kw.

January 10

NEW, WBBG, Bath, Pa.—Amended to '25 kw.

January 11

January 12

January 13

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www.americanradiohistory.com
MEMORIAL.—To Guglielmo Marconi, unveiled last month at Poldhu Cove in Cornwall, England, where the late great inventor conducted his first Transatlantic wireless experiments in 1901-02.

STANDARD BRANDS Inc., New York (Tender Leaf tea), on Jan. 2 renewed One Man’s Family on 6 Louis Pacific Red, Sun., 9:30-10 p.m. Agency: J Walter Thompson Co., N. Y.

New Business


LADY ESTHER Co., Chicago (cosmetics), on Feb. 1, renewed Lady Esther Serenade for 52 weeks on 41 NBC-Red network stations, Tues., 8:30 p.m. Agency: C. A. Thompson Inc., Chicago.


“*The Crystal Specialist Since 1928*” SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS NOW $40.00 Each Two for $75.00. Approved by FCC Supplied in insulation Air-Gap Holders in the 50-1000 Kc. band. Frequency Drift guaranteed to be less than three cycles per million cycles per degree centigrade change of temperature. Accuracy “Better” than ±1%.

**Scientific Radio Service** 134 Jackson Avenue University Park STAVESVILLE, MARYLAND

**FLORIDA CITRUS COMMISSION**, Lakeland, Fla., on Jan. 20 renewed How to Get the Most Out of Life, featuring Emily Post, on 32 CBS stations, Tues., Thurs., 10-10:45 a.m. Agency: Rutteraff & Ryan, N. Y.

**Network Changes**

GENERAL FOODS Corp., New York (Sanka), on Jan. 13 added 4 CBS stations (WRVA, WBRC, WADC, WKBW) for W. E. the People.

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Jan. 4, added 26 Canadian stations to Big Town, featuring Edward G. Robinson, on CBS.

BROWN & WILLIAMSON Tobacco Co., Louisville (Kool, Raleigh cigarettes), on Jan. 22, renewed Sports Bulls Eyes on 24 Don Lee stations, Fri., 9:30-10 p.m., to 55 NBC-Red stations, Wed., 8-8:30 p.m.

GENERAL SHOE Corp., Nashville, Tenn., has added 24 Don Lee stations for Famous Fortunes, previously scheduled to start Feb. 8 on 12 Mutual stations, Tues., 7:45-8 p.m. Agency: Badger & Browning & Hersey, N. Y.


**Running Description** MANNY MARGET, manager of KVOX, Moorhead, Minn., believes he established a new record Dec. 30 when he broadcast a volleyball game in which he was a participant. Having broadcast volley ball as a sport, Marget decided to hang a lapel mike on his shirt and join one of the teams. The idea worked perfectly—and besides, his team won 15 to 13.

**Making Plans**

ELIZABETH ARDEN, New York (cosmetics), on Feb. 1 will switch its MBS Hour of Romance program from New York to Los Angeles.
**Merchandising & Promotion**

**Pictorial Market—Wuzzle—Program Schedules—P & G Again—Amateur Promotion—Citation**

WANTED: Bottles

**PROCTOR & GAMBLE Co., Cincinnati** (Ivory soap), on Jan. 24, will start a contest to run for six weeks on three programs, *The O'Neils*, *Story of Mary Martin*, and *The Gospel Singer*. Prizes will be given weekly for the best compli- tions of the sentence, "I like Ivory soap because—" in 25 addi- tional words or less. Entries must be accompanied by wrappers from 10 bars of Ivory. Awards will include 10 Studebakers a week, each with certificates for 1,000 gallons of Texaco Fire Chief gasoline, and each with a Studebaker-Philco auto-radio. In addition, 200 second prizes of $15 each will be given weekly. Agency for Ivory is Comp- any Adv. Inc., New York.

**Quaker Oats Drive**

IN CEDAR RAPIDS, home town of Quaker Oats with 1,000 families dependent on the plant for their in- come, WMT staged an intensive promotion for the new Quaker Oats programs, *Dick Tracy*, *Margot of Castletown* and *Aunt Jemima*. Leo F. Cole, merchandis- ing manager, and Ray Cox, pub- licity director, used direct mail, newspapers, spot announcements, movie trailers and other media to promote the programs. Dealers were urged to use displays. An- nouncements were run two weeks.

**Radio Merchandising**

**KZL Exploitation**

THE WEEKLY program schedule of KZL, Denver, is mailed to a selected list of 5,000 and exploited in movie trailers, newspapers, cour- sesy announcements and window displays. KZL has leased cabinets in Denver's newest hotel auditor- ium, offering them to advertisers for display.

**In Post Offices**

OVER 350 post offices displayed bulletins announcing a recent postal program on Colonial Network in- viting postal officials to discuss mailing problems.

**Meat**

**Free—When Harvey Olsen, an- nouncer on the *Eta Alpha Pro- grammar of WDRC, Hartford,* of- fered free thermometers to all who wrote in, the reaction was flooded with requests. In photo are (1 to r) Peggy Reichel, secretary; Bob Froven and Olsen, announcers; Eleanor Nissen of the commer- cial staff.

**Amateur Awards**

**GASEN DRUG STORES, St. Louis (chain), is offering $500 to the best amateur founder on their Neighborhood Amateurs program on KMOX, St. Louis, every Sunday afternoon at 11:30 p. m. (CT). One winner is chosen every week with the 12 weekly winners vying for the prize on the 13th broadcast.**

**WOR Cited Again**

**FOR THE second year, WOR, Newark, was given an award pre- sented by the American Institute of Graphic Arts to advertisers whose copy is most distinguished by its art and layout.
How often the expression is used . . . “If so and so is done, the battle is half won”

We believe a good advertising campaign wins half the battle

“Dealer Support” . . . so vitally necessary for complete success . . . wins the other half

Wholesalers, Jobbers and Retailers . . . all support a campaign on

WLW

THE NATION’S STATION • CINCINNATI
130 WATTS OUTPUT* WITH 1.5 WATTS DRIVING POWER
NEW RCA BEAM POWER TUBE

Check These Features:

Beam Power construction for High Power Sensitivity—Saves you money through the use of low-price tubes in the exciter.

No neutralization required with well-shielded circuits—Saves you money through elimination of an expensive neutralizing condenser.

High power output with high efficiency—Saves you money in terms of antenna watts per dollar.

Rugged RCA construction—Built to take it—Saves you money by giving long, trouble-free life.

Full power input to 30 megacycles—Gives you flexibility for band-switching transmitters.

Features that will appeal to the discriminating engineer are described in RCA-814 Bulletin.
ASK FOR YOUR COPY

RATINGS—CLASS "C" TELEGRAPHY

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>D-C Plate Voltage</td>
<td>1250 Volts</td>
</tr>
<tr>
<td>D-C Screen Voltage</td>
<td>300 Volts</td>
</tr>
<tr>
<td>D-C Grid Voltage</td>
<td>-300 Volts, Max.</td>
</tr>
<tr>
<td>D-C Plate Current</td>
<td>150 Ma.</td>
</tr>
<tr>
<td>Plate Input</td>
<td>180 Watts Max.</td>
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<tr>
<td>Plate Dissipation</td>
<td>50 Watts, Max.</td>
</tr>
<tr>
<td>Filament Voltage</td>
<td>10 Volts</td>
</tr>
<tr>
<td>Filament Current</td>
<td>3.25 Amperes</td>
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</tbody>
</table>

For those who require moderately high power and desire the utmost in circuit efficiency, the new RCA 814 will be found to be unexcelled. It is a husky tetrode of the filament type for use as an r-f amplifier, frequency-multiplier, oscillator, and grid—or plate-modulated amplifier. Plate connection through a separate seal at the top of bulb and ceramic base insure low inter-electrode capacitances and excellent insulation.

*For Class "C" Telegraphy conditions.

RCA presents the "Magic Key" every Sunday, 2 to 3 P. M., E. S. T., on NBC Blue Network

$17.50

RCA MANUFACTURING CO., INC., Camden, N. J. • A Service of the Radio Corporation of America