"Sorry, darling, but I'm a sucker for those WOR commercials"
WLS listeners have never failed to respond when a worthy project has been presented. In the holiday season just passed, 4,000 of them, through the WLS Christmas Neighbors Club (an annual WLS project) with contributions of over $6,000, provided 158 wheel chairs to crippled and convalescent children in 84 Midwest hospitals. In 1935-36 this same movement provided 250 child-caring institutions with new Christmas radio sets.... And at the WLS Christmas-Giving Party (another yearly WLS project), over 4,500 mothers and children attended, bringing food and toys for Christmas baskets.... WLS is proud to have such listeners. They join with us in the belief that radio is far more than a mere medium of entertainment. To them, Radio—through WLS—means friendship and service first.

A Few Excerpts from Letters of Grateful and Appreciative Recipients

It is gratifying to us in hospital to know that the great resources of Station WLS are to be used for the very worthy program of furnishing wheel chairs to crippled children.

Silver Cross Hospital
Joliet, Illinois

This is a splendid piece of work that the great
Edward W. Sampson Hospital
Lansing, Michigan

Hundreds of little children will benefit and be aided towards recovery by means of this gift.

Oak Park Hospital
Oak Park, Illinois

WLS is the only station I know which has the interest of the sick children at heart.

Mercy Hospital, Chicago

This gift will be in service for many years to come and will be enjoyed by the many children who come in and out of this hospital.

Luther Hospital
East Clare, Wisconsin

You are fulfilling a distinct public service in presenting to the radio public your Christmas Neighbors Club project.

Norwegian-American Hospital
Chicago

We wish to express our deep appreciation of this gift and your interest in the work of the hospital for children. These chairs will meet many urgent needs throughout the days to come.

Indianapolis, Indiana

THE PRAIRIE FARMER STATION, CHICAGO

BURRIDGE D. BUTLER, President  GLENN SNYDER, Manager

870 KILOCYCLES 50,000 WATTS

www.americanradiohistory.com
Your Money-Saving Commutation Ticket to New England Markets

FOURTEEN major trading areas comprise the vast, active and prosperous New England market region.

To reach these points singly involves a heavy expenditure in money and time. Covering them simultaneously offers a material economy.

The Yankee Network provides complete, effective coverage as its fourteen popular local stations transmit your sales messages to a tremendous audience in each of the various trading areas. No other group of stations furnishes New England-wide coverage, with direct local coverage of key markets, at any cost.
Station WBRE Joins NBC Networks!

Rich Pennsylvania trading zone becomes new gold mine for advertisers through favorite local’s affiliation with NBC!

Beginning January 30th, 1938, Station WBRE will be equipped to offer the services of NBC’s basic Red or Blue Networks to advertisers in the rich Wyoming Valley.

In operation since 1924, WBRE is the 144th station to bring the facilities of the great NBC Red and Blue Networks to advertisers and audiences.

Operating on 1310 kilocycles with 100 watts power. A new RCA transmitter will soon be installed . . . a new 180-foot vertical antenna already is in operation.

The station serves an unusually large trading zone because of its highly strategic location. Wilkes-Barre has a population of 86,626 (1930 census). Scranton, with a 1930 population of 143,433, is only 16 miles away. The area blanketed by Station WBRE covers the rich Wyoming Valley, which has a normal trading zone population of 344,587. The estimated circulation of Station WBRE is 98,355 radio families.

WBRE
WILKES-BARRE, PA.
NBC Basic Red and Blue Networks
BROADCASTING • Broadcast Advertising
...and this is news!

You expect many Columbia Network sustaining programs to originate in Washington—over WJSV, the most powerful and most popular station in the Nation’s Capital.

But when a commercial series is fed to a nationwide network from Washington, that’s news! It’s never been done before by any Washington station over any network! Starting January 24th, Barbasol’s Arthur Godfrey-John Salb show goes CBS—with the program originating at WJSV, the station which originally created this popular feature (WJSV also built “Professor Quiz”, now on CBS for Nash-Kelvinator).

It’s another first for WJSV—a station that’s famous for firsts: first in popularity—in a city that’s first in “carriage trade”, first in “spendable money”.

Washingtonians like the kind of programs they hear over WJSV and they like the ease with which this powerful station can be heard. No wonder that WJSV carries a greater volume of business than any other Washington station—including a greater volume of non-network business. No wonder that 80% of the current schedules are renewals!

When you have good merchandise to sell, give thought to Washington—a mighty market. And to WJSV—the one station that can carry your message to most of Washington’s radio homes. Washington has money to spend—now!

WJSV

WASHINGTON, 10,000 WATTS. Owned and operated by COLUMBIA BROADCASTING SYSTEM. Represented by RADIO SALES: NEW YORK, CHICAGO, DETROIT, BIRMINGHAM, LOS ANGELES, SAN FRANCISCO.
Presenting:
INTERNATIONAL RADIO PRODUCTIONS . . . . "FROM IDEA TO COMPLETED BROADCAST"

A service of great value to advertisers—a "plus" for stations represented by International Radio Sales.

- International Radio Sales makes available, through International Radio Productions, a transcribed program service which ranks with the best in the field.

Located in Hollywood, the talent center, International Radio Productions offers advertisers a wide selection of program ideas and talent and quality manufacturing whether they require one-minute spots or half hour shows.

Our sales representatives in all offices are men of mature experience in radio and advertising, well known and highly regarded among agencies and advertisers. International Radio Productions thus completes the cycle of the service they can render, enabling this organization to serve its clients from idea to completed broadcast.

INTERNATIONAL RADIO SALES
NEW YORK * DETROIT * CHICAGO * LOS ANGELES
Again everything points to WGR and WKBW as one of the country's outstanding radio buys. Operated as a single unit, these two stations bring the national spot advertisers advantages unique in the industry.

WGR and WKBW carry the Columbia basic network. At the same time, they offer the national spot advertiser time at peak day and night listening hours and they guarantee that this time will not be changed.

WGR and WKBW have added thousands of new habitual listeners during the past year with a power increase and complete modernization of Western New York's pioneer stations. New coverage maps showing this impressive increase should be in your files.

WGR and WKBW concentrate on local programs of interest to listeners in the primary areas of the two BBC stations. Sports, councilmanic investigations, floods, paralyzing snow storms, local news—all find an important place on the schedules.

Within the past month WKBW's Leston P. Faneuf has conferred with President Roosevelt and Governor Lehman and has discussed his visits on his local newscasts. WGR's Roger Baker edits the oldest local sports column in the country.

These are the things that give personality to radio stations and build loyal listening audiences. These are the things that BBC offers you at a cost per listener that assures any campaign of success.

BUFFALO BROADCASTING CORP.
KLZ mirrors Denver's Passing Scene

Through KLZ world-famous personalities become house guests of the entire Denver-Rocky Mountain region. Radio listeners throughout this area become spectators at events of prime community interest. Special features are sprinkled abundantly through KLZ's regular schedule of top-favorite network and local programs. They add the local color, the spice and sparkle which keep listener interest and attention in this region centered on KLZ. To keep the interest and attention of the Denver-Rocky Mountain region centered on your product, your radio program should be on KLZ.

KLZ Denver
Representative — E. Katz Special Advertising Agency

PARTIAL LIST OF BROADCASTS OF PERSONALITIES AND EVENTS ORIGINATED BY KLZ IN 1937
(Not Including Network)

PERSONS
President Roosevelt—Remote pick-up from Cheyenne, Wyoming.
William A. Green, president of A. F. of L.—Address fed to CBS.
Harry W. Colmer, national commander of American Legion—Memorial Day address; fed to CBS.
Dr. T. L. Koo, noted Chinese economist and one-time representative at League of Nations—Interview.
Joe Louis, world's heavyweight champion—Interview from private railroad car.
Sir George Peabody, British economist—Interview.
Rose Tito, Metropolitan Opera star—Interview.
Homer Redahek—Conducting community sing.
Elaine Barrie (Berrymore)—Interview.
Prof. J. C. Jesses, head of American Association for the Advancement of Sciences—Interview.
Watson Davis, director of Science Bureau—Interview.
Dr. H. H. Nininger, astronomical expert—Interview.
Dr. F. B. Mullins, secretary of the American Association for the Advancement of Science—Talk.
Dick Merrill and Jack Lambie, Trans-Atlantic fliers—Interview.
Fred Waring and Wilfordson Whitesman, Paul White- man's father—Interview.
Jan Chernyshievsky, noted pianist—Interview.
Art Gebeb, noted flyer—Broadcast from plane to ground.
Ham Fisher, creator of Joe Palooka—Interview.
Rubinoff and His Violin—Interview.
Billy Rose, showman—Interview.
Ellsworth Vines and Bruce Barnes, tennis stars—Interview.

EVENTS
A. A. U. Basketball Tournament—Play-by-Play account.
Ski Meet and Snow Carnival—Remote pick-up from Aspen, Colorado.
Easter Sunrise Service—Remote pick-up from Denver City Auditorium.
Mass Poetry Reading by 100 Olinger Highland Boys.
United Airlines Banquet with Col. Roscoe Turner commemorating inauguration of direct service.
Trans-Mississippi Golf Tournament—Remote pick-up from Cherry Hills Country Club.
Eik's Convention Parade
Colorado State Penitentiary Broadcast—Remote pick-up from Canon City, Colorado.
Football Games—Play-by-play broadcast of Rocky Mountain Conference games.
Campus Review—Remote broadcasts from campuses of state colleges.
A. F. of L. Convention—“Big name” newshawks covering convention engage in round-table discussion before KLZ microphone.
KLZ Christmas Giving Party—Kid show to obtain contributions for city's poor.
Christmas Midnight Mass—Remote pick-up from Cathedral of Immaculate Conception.
Christmas Choral Music—Church and school choirs aired and led to P. A. systems in downtown area.
FROM POLL...TO POLL...TO POLL
It's NBC AGAIN!

Year-end Polls of Important Publications Elect
Programs on NBC Networks FIRST IN AMERICA

Reviewing the year 1937 in radio, independent polls show a huge landslide for the star programs and personalities which go out to America's Radio Homes over the NBC Blue and Red Networks—the programs from "BROADCASTING HEADQUARTERS"!

So overwhelming is the preference shown by both radio editors and the vast radio audience that no doubt remains as to WHAT listeners like—or WHERE these preferred programs come from!

In the three latest nation-wide Popularity Polls, NBC Network Programs scored as follows:

### DAILY NEWS POLL
readers of leading papers in 39 leading cities, coast to coast
1st FOUR, and SEVEN OUT OF 1st TEN!

### RADIO DAILY POLL
editors and critics, coast to coast
1st FIVE PROGRAMS, SEVEN OUT OF 1st TEN!
1st SEVEN PERSONALITIES, EIGHT OUT OF 1st TEN!

### FAME-MOTION PICTURE DAILY POLL
four hundred leading radio editors, coast to coast
1st FIVE, and SEVEN OUT OF 1st TEN!

From such a vote, NBC faces 1938 with the determination that this fine precedent shall be repeated—or bettered—on the Blue and Red Networks. In January, 1938, advertisers launched twenty new program series on NBC Networks. This is an auspicious beginning... it will be backed up by NBC's fine sustaining and feature programs broadcast in the public interest.

"BROADCASTING HEADQUARTERS"
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
NEW YORK CHICAGO SAN FRANCISCO HOLLYWOOD

www.americanradiohistory.com
### 1937 ACCOUNT LIST
#### RADIO STATION WGR

**Cleveland**

*F. Patt, Vice Pres. & Gen. Mgr.


### LOCAL ACCOUNTS

<table>
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<tr>
<th>Category</th>
<th>Account Name</th>
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<td><strong>EDUCATIONAL</strong></td>
<td>Alfalfa Exposition Company</td>
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<td>Cleveland Exposition Company</td>
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<td>Havana Theatre</td>
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<td>Manhattan Theatre</td>
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<td>Metro-Goldwyn-Mayer</td>
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<td>National Air Races</td>
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<td>North Randall Trotting Club</td>
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<td>Warner Brothers Theaters</td>
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<td><strong>AUTOMOTIVE</strong></td>
<td>Cadillac Motor Sales Company</td>
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<td></td>
<td>Cleveland Dodge Dealers</td>
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<td></td>
<td>Cleveland Motor Sales (Willys)</td>
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<td></td>
<td>Dowd-Feater, Inc. (Chrysler-Plymouth)</td>
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<td>Greiner-Farkas (Lincoln-Ford)</td>
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<td>Hors, S. L. Company</td>
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<td>Hoffman Tire Company</td>
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<td>McDonough, Motors (Distributed)</td>
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<td>Ohio Buick Co. (Distributors)</td>
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<td>Schuab, R. J. Co. (Hudson-Toledo Distributors)</td>
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<td></td>
<td>Studebaker Sales Company</td>
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<td>Ward, R. P. Company (Auburn Distributors)</td>
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<td>Williams, Buckler &amp; Co. (Ford)</td>
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<td><strong>BEVERAGES</strong></td>
<td>Carling's Ale</td>
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<td>Distillers</td>
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<td>Dicks Beer</td>
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<td>Lohman Beer</td>
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<td>P. O. C. Beer</td>
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<td><strong>COSMETICS — DRUGS — BEAUTY SHOPS</strong></td>
<td>Cosmetics — Drugs — Beauty Shops</td>
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<td>Beauty Court</td>
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<td>Kiss To-Go Jollies</td>
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<td>Reeves &amp; Sills Cosmetics</td>
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<td>Jesse Lincoln Cosmetics</td>
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<td>Ross Beauty Shoppe</td>
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<td>Seat</td>
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<td><strong>GASOLINES — OILS</strong></td>
<td>Gasolines — Oils</td>
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<td>Castrol Oil Company</td>
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<td>Carlisle Ruffines</td>
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<td>Hitchin Oil Company</td>
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<td>Pocahontas Oil Company</td>
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<td>Standard Oil Company</td>
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<td>Texas Distributing Company</td>
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<td><strong>CLOTHING</strong></td>
<td>Ames Company (Women's)</td>
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<td>B. B. Baker Co. (Men and Boys)</td>
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<td>Becker-Hollomac, Inc. (Men)</td>
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<td>Beckwitz's (Men)</td>
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<td>Conformal Shoes</td>
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<td>J. I. Fox (Fur)</td>
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<td>K &amp; B Co. (Men and Women)</td>
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<td>Kessler Quality Clothes (Men)</td>
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<td>Liberty Fur Company</td>
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<td>Lyons Tailoring Company (Men)</td>
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<td>Movieland Fur Company</td>
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<td>Newman-Stle Clothing</td>
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<td>Ohio Clothing Company (Men)</td>
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<td>Roosevelt's (Family)</td>
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<td>Sibley Shoes</td>
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<td>Zips Clothing House</td>
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<td><strong>DEPARTMENT STORES</strong></td>
<td>Bailey Company</td>
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<td>May Company</td>
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<td>Sears-Boock Company</td>
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<td>Wm. Taylor Sox &amp; Co.</td>
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<tr>
<td><strong>EDUCATIONAL</strong></td>
<td>Baldwin-Wallace College</td>
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<td></td>
<td>John Marshall Law School</td>
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<tr>
<td><strong>EDUCATIONAL</strong></td>
<td>Keystone College</td>
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<td></td>
<td>Liberty College (Men's)</td>
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<td>Muskingum College</td>
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<td>Spencer College</td>
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<td>Western Reserve University</td>
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<td><strong>ELECTRICAL APPLIANCES</strong></td>
<td>Cleveland Electrical League</td>
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<td>General Electric</td>
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<td>Kelvin Home</td>
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<td>Ohio Washing Machine Co.</td>
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<td>South &amp; Vacuum Cleaners</td>
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<td>Smith, B. W. Co. (Farber-More)</td>
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<td><strong>FINANCIAL INSTITUTIONS</strong></td>
<td>Citizens Federal Savings &amp; Loan</td>
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<td>Continental Industrial Bank</td>
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<td>Morton Bank</td>
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<td><strong>FOOD DEALERS AND FOOD PRODUCTS</strong></td>
<td>A &amp; P Food Stores</td>
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<td></td>
<td>Athenaeum Cafe</td>
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<td>Chandler &amp; Budd Co. (proctor)</td>
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<td>Cleveland Hot House Assoc.</td>
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<td>East 20th Street Market</td>
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<td>Edwards Food Stores</td>
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<td>Fisher Brothers Food Stores</td>
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<td>Hale Food Products</td>
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<td>Hassebro'Company (closes)</td>
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<td>Laub Baking Company</td>
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<td>Neal Fruit Farms</td>
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<td>Hess Brand Company</td>
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<td>Heubig Restaurant</td>
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<td>Tippett Ice Cream Co.</td>
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<td>Theuer-Norton Provision Co.</td>
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<td><strong>HOUSE FURNISHING</strong></td>
<td>Bingham Furniture Company</td>
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<td>Clifton Furniture Company</td>
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<td>Sun Radiator Cover Corporation</td>
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<td>Veterans Blind Co. of America</td>
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<td>Watkins Furniture Company</td>
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<td><strong>INSTITUTIONAL PROMOTIONS</strong></td>
<td>Al Sirat Grotto</td>
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<td>American Legion</td>
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<td>Cleveland Globe</td>
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<td>Feeney Hall, Inc.</td>
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<td>Food Chemists Educational Institute</td>
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<td>Hahlenkamp Hotel</td>
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<td>Jewish War Veterans</td>
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<td>K. C. Notre Dame College</td>
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<td>Loyal Order of Moosie</td>
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<td>Midway Night Club</td>
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<td>Shillikers Longview Haven</td>
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<td>Slovenian National Benefit Association</td>
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<td>Statler Hotel</td>
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<td>Western Reserve Kennel Club</td>
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<td><strong>JEWELERS — OPTICIANS</strong></td>
<td>Buli Optical Company</td>
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<td>Burt's, Inc.</td>
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<td>Jones Optical Company</td>
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<td><strong>MISCELLANEOUS</strong></td>
<td>Dr. Florence Blydgett</td>
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<td>Cigarette Service Co.</td>
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<td>City Ice and Fuel Co.</td>
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<td>Cleveland Florists Association</td>
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<td>Cleveland Life Underwriters</td>
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<td>Cleveland Vocational Bureau</td>
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<td>Cleveland Wall Paper Style Shop</td>
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<td>Commerce Memorial Parks</td>
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<td>Eaton Manufacturing Company</td>
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<td>Electric Sewer Cleaning Co.</td>
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<td>Efficient Pumps (Electrical and Quality Ranges)</td>
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<td>Footea Scalp Specialists</td>
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<td>Fuller Dry Cleaning</td>
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<td>Hana Typewriter Exchange</td>
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<td>Hickman-Williams &amp; Co. (coke)</td>
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<td>Koller Bros. Company</td>
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<td>Lamp Carpet Cleaning Co</td>
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<td>Margrave Brothers Laundry</td>
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<td>Metrowashing Company</td>
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<td>Scott Laundry</td>
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<td>George Shares (Motorcar)</td>
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<td>Valuation Service (real estate)</td>
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<td>Winthorpe's Printing Co.</td>
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<td>Slovak</td>
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<td>Slovenian</td>
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<td><strong>PAINTS — CLEANERS</strong></td>
<td>Billings-Chapin Co. (paint)</td>
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<td>Nu-Enamel Company</td>
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<td><strong>POLITICAL</strong></td>
<td>Amalgamated Clothing Workers</td>
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<td>Burton for Mayor Committee</td>
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<td>Cuyahoga Protective Ass'n.</td>
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<td><strong>RELIGIOUS PROGRAMS</strong></td>
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<td></td>
<td>Bay Sheldon Church</td>
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<tr>
<td></td>
<td>St. Paul's Shrine</td>
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<tr>
<td><strong>TRANSPORTATION</strong></td>
<td>Cleveland Electric Company</td>
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<td></td>
<td>Lake Shore Electric</td>
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<td></td>
<td>Yellow Cab</td>
</tr>
<tr>
<td><strong>TOTALS:</strong></td>
<td>189 LOCAL ACCOUNTS, 109 NATIONAL ACCOUNTS</td>
</tr>
</tbody>
</table>
General Support of NAB Plan Foreseen

BY SOL TAISHOFF

Biggest Convention in History Meets Feb. 14-16 to Act on Complete Reorganization of Trade Group

AFTER several years of smouldering resentment against their trade association, incited by purported lack of activity in essential pursuits, the largest group of broadcasters ever to assemble under one top will convene in Washington Feb. 14-16 for the 16th annual convention of the NAB to vote on a broad plan of reorganization which the trade association would be made over in its entirety.

With an outstanding figure to head the organization, and specialists to assist him, the NAB would become an aggressive unit, to fight radio's battles on the entire national front. The Jahres have been pitched against the basic plan since the final reorganization report was submitted to the membership a fortnight ago. Thus it is anticipated that the plan will be swept into operation promptly and that as soon as the final gavel sounds, the processes of revision will begin.

Heavy Registration

The heaviest advance registration in NAB history is reported by Edwin M. Spence, general chairman of the convention committee. As Broadcasting went to press there were more than 220 delegate registrations, with two weeks still to go. The normal attendance of voting delegates is about 275, and the gross attendance at each of the last two conventions was about 800.

Who the "Number 1" Figure will be, assuming adoption of the plan, is a major topic of conversation in radio circles. While names have been mentioned, the fact that the appointment cannot be made until the old order is eliminated, and the new board takes office, has rendered speculation both premature and risky. A long list of names—from cabinet members through Senators and including executives of trade associations—have been broached, but only in preliminary fashion.

Because the NAB will be an organization without an executive head as soon as the new plan is voted, it is likely there will be an interim appointment. Members of the Reorganization Committee which drafted the plan, and certain strong broadcasters, have urged that Philip C. Loucks, Washington attorney, who for five years was the NAB managing director, be drafted for this temporary appointment as acting president, or that a presidential council, to serve from three to six months, or until the new executive is selected.

Mr. Loucks is counsel for the Reorganization Committee, which was designated at a special NAB convention in New York last October, when it appeared that the NAB was slated for disintegration unless prompt steps were taken. He outlined the reorganization plan finally submitted, and is highly regarded throughout the industry. A strong movement for his appointment to the top post on a permanent basis has developed, but he has informed his sponsors that he prefers not to give up his law practice.

For the other executive post—that of secretary-treasurer—only a few names have been considered. Like that of president, this portfolio is to be filled by the incoming board. During the last few days, spontaneous support has developed for the appointment of Mr. Spence, veteran broadcaster formerly identified with WPG, Atlantic City, and WBAI, Baltimore. Now chairman of the convention committee, a post in which he has served a number of years, and one of the NAB organizers, he has long been active in the organization's affairs. Several other names, including those of certain government officials, have been mentioned for this post, which would be the administrative position under the president, who would be the policy-making official.

The office of managing director, under the proposed reorganization, would be abolished. James W. Baldwin, the incumbent who succeeded Mr. Loucks, who has served three years, has made no formal announcement regarding his plans. Whether he remains with the NAB depends upon action of the incoming board of 23 members.

The tentative program devised by Messrs. Loucks, Baldwin and Spence on the basis of an organization plan immediately following the formal opening speeches. Unusual interest attaches to these speeches since Senator Wheeler (D-Mont.), chairman of the powerful Interstate Commerce Committee charged with radio legislation, and chairman Frank R. McNinch, of the FCC, will make their first "face-to-face" appearances before the broadcasters.

An indication that Chairman McNinch will speak primarily on the subject of programs already has been given. Moreover, it is anticipated that he plans to invite broadcasters to ask him questions as to

Tentative Agenda for NAB Washington Convention . . .

TENTATIVE plans for 16th annual convention of the NAB, at the Willard Hotel, Washington, Feb. 14-15 and 16, as announced by Convention Chairman Edwin M. Spence, are as follows:

Monday, Feb. 14

Convention will be called to order by President John Elmer, WCBM, Baltimore, at 9:30 a.m. Address of welcome will be by Commissioner George Allen of Washington. President Elmer then will deliver his address. The first guest speaker will be Senator Burton K. Wheeler, of Montana, chairman of the Senate Interstate Commerce Committee. FCC Chairman Frank R. McNinch will then address the convention, and is expected to invite questions from broadcasters. This address will be followed by the report of James W. Baldwin, managing director.

Tuesday, February 15

Completion of reorganization business and discussion, if vote has not been taken by that time. Address of welcome will be by Commissioner Spence, member of FCC, probably on plans for broadcast reallocation and related subjects.

General discussions on problems of industry, as raised in addresses of Senator Wheeler and Chairman McNinch. Consideration of other unscheduled business.

At 7 p.m., the annual NAB banquet will be held in the Willard ballroom. The speaker of the evening is expected to be Hon. Bruce Barton, chairman of the board of Batton, Barton, Durstine & Osborn Inc., and newly-elected Republican member of Congress from New York. Entertainment by nationally-known radio artists will be presented by courtesy of the networks.

Wednesday, Feb. 16

Final day will be devoted to unfinished business, including action on formal resolutions, reports of the Engineering Committee, State Committee, Joint Committee on Radio Research and Sales Managers. Following adjournment, the new board of directors will convene. Its first order of business, if the reorganization plan is approved, will be that of naming an executive officer—probably an interim appointee until such time as the proposed new "paid president" can be retained. It also is authorized, in addition to naming of the paid president, to elect a secretary-treasurer as administrative officer.
FACSIMILE'S FUTURE—An Editorial

INTENSE interest is being displayed in facsimile. It appears to have latent possibilities as a visual adjunct of sound broadcasting. These are well known to broadcasters who have participated in or kept pace with the laboratory developments over the years. Whether it is a sound venture; whether it will win public favor, only time will tell. That's the reason for the current experimentation on regular broadcast frequencies—at get public reaction on the basis of the better mouse-trap theory. Even though we now are in a rather nebulous future we think it wise that broadcasters take steps to insulate exclusive study on a coordinated basis, and also to plan for the future. A commendable move in this direction is advocated by Walter J. Damm, WTMJ managing director, former NAB president and one of the leaders in facsimile broadcasting. He proposes an Association of Facsimile Broadcasters, and he proposes that it be organized promptly—at the convention of the NAB this month.

With his idea we hearty concur. By organizing now, plans can be laid that everything that has been thrown in the path of actual broadcasting by groups demanding tributes for every imaginable purpose. As in the case of every new development, there will be fly-by-nighters who will try to elbow in. And there will be problems on clearance of material for transmission, basically pictures and news reports. No individual facsimile broadcaster will be able to cope with such problems. Intelligent, coordinated action will be essential.

Facsimile has been pioneered by broadcasters. If it proves entirely feasible it will be an auxiliary broadcasting service. Broadcasters should protect their future interests as well as their present ones.

THE ICE WATER
Treatment Is Proposed for—Recording Groups

TO OFFSET the efforts of certain groups of recording artists to collect tribute from radio, a "Ban from National Air" in process of formation, and may crystallize during the NAB Convention in Washington Feb. 14-16.

Inspired by William B. Dough, manager of WOL, Washington, the club members—stations would agree not to perform the recordings of orchestra leaders or artists who subscribe to the policies of the groups seeking to collect royalties for phonograph records. And, perhaps also to refuse their remote sustaining broadcasts from the networks. It advances the view that radio has built up these name bands and performers, and that if they don't want their works performed, then radio should cooperate.

YANKON GETS FACSIMILE

AUTHORITY TO operate a high frequency experimental facsimile station with 5,000 watts power was granted the Yankee Network, Boston, Jan. 28 by the FCC. Simultaneously, it granted the Yankee Network a license to cover a construction permit authorizing removal of a high frequency experience of WTMJ's regular broadcast station to Mt. Washington, N.H., where the facsimile transmitter will be located. The facsimile station will operate on 40,000 kc.

Facsimile Stations Plan Organization
Walter Damm Backs Move to Form Cooperative Group

FORMATION of an association of facsimile broadcasters to inter-change information on development of the prospective new television radio art and devise plans for coping with its ultimate economic problems, will be undertaken by Walter J. Damm, former managing director of WTMJ, 211 W. Wisconsin Ave., Milwaukee, former NAB president, during the NAB convention in Washington Feb. 14-16.

One of the first broadcasters to engage in facsimile experimentation, dating back some five years ago, Mr. Damm disclosed his plan coincident with his announcement that WTMJ would intensify its facsimile experimentation as soon as it procures the necessary equipment. Continuing to operate five hours at night and intermittently during the day on both broadcast and high frequency bands. An application for authority to transmit facsimile experimentally on WTMJ's regular broadcast channel of 620 kc. is pending, using RCA.

Coordinated Action

The proposed association, designed to keep those stations engaged in facsimile experimentation, would have regular meetings and, in addition to interchange of development information, would also plan future cooperation on the experimental pitfalls that have confronted aural broadcasting in the form of demands from various groups for tribute. Problems involving clearance of pictures and of news for facsimile transmission also would be encountered.

This association would look to the advantage of the experimental. Restriction on facsimile might be lifted, provided the research now being undertaken, with the blessing of the FCC, proves entirely feasible. The organization would be basically national, with its membership including owners and executives of stations.

A meeting of holders of facsimile licenses will be called by Mr. Damm during the NAB convention for the purpose of setting up the organization.

Discussing his own plans, Mr. Damm said that WTMJ plans an extensive schedule in facsimile. In addition to the projected operation on its regular channel from 1 A.M. to 6 A.M., Monday through Saturday, he said he would be shortwave transmissions in the medium band of 100,000 kc. in the ultra high frequency band of 3,000 kc. during the day. A minute of 20 facsimile records will be installed in Milwaukee and its environs to be supplemented by ultra-high frequency receivers.

During the 1 A.M. to 6 A.M. transmissions, approximately 15 feet or 15 pages of 12-inch length will be transmitted. A tentative operating budget of about $15,000 a year has been established by the Milwaukee Journal. The experimentation is expected to start within three months, he said, or immediately upon delivery of the RCA equipment.

*Experimental Facsimile Broadcast Stations

(As authorized as of January 1, 1938)

<table>
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<tr>
<th>Call Letters</th>
<th>Licensee and Location</th>
<th>Power</th>
<th>Bandwidth</th>
<th>Frequency</th>
<th>Type</th>
<th>Power</th>
<th>Kilocycles</th>
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<td>The Yankee Network Inc. (WNAC-WAAB)</td>
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<td>SOR</td>
<td>5500</td>
<td>REGULAR BROADCAST BAND</td>
<td>4500</td>
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<td>W6XKD</td>
<td>General Electric Co. (KEK-KGW)</td>
<td>6144</td>
<td>6382</td>
<td>15000</td>
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<td>6144</td>
<td>6382</td>
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<td>1000000</td>
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*Companies manufacturing facsimile equipment: Finch Telecommunications Laboratories, 37 W. 57th St., New York City (W. H. Finch); Fulton Facsimile Corp., 545 Madison Ave., New York City (Henry P. Fulton); Radio Pictures Inc., 170 Fifth Ave., New York City (John V. Hugan); International Business Machines Co., Radio Division, 85 Mt. Auburn St., New York City (Walter Lennon); RCA Manufacturing Co., Camden, N. J. (Harold F. Vance).
Orders for New Facsimile Equipment Bring New Interest in Experiments

**THE FINCH SYSTEM**—One of the two models of home facsimile recorders developed by Finch is shown in action at left, printing a "radio newspaper." Adjoining it is a view of the scanning transmitter, with the electric "pen" in action. Third and fourth photos show the two models of home receivers.

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**BROADCASTING**

Baird, British Inventor, Plans Color Television

TELEVISION in color will be shown in London within a few months, according to a London Observer interview with John Logie Baird, British television inventor. He said it will use mechanical scanners as opposed to the cathode ray scanning system used by the British Broadcasting Corp., in its black-and-white transmissions with Marconi-EMI equipment. Field tests, with transmissions from Crystal Palace to a downtown theater, are now being conducted, he said.

"It is something like the three-color method of printing," Mr. Baird told his interviewer. "I am using blue, green and red, and the picture on the receiver screen is traced out in alternating lines of these three colors. There are 120 lines to a picture, which just brings it within the high-definition category. When the results of these experiments are shown to the public a big screen will be used."

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**New Stirling Discs**

STERLING PRODUCTS Inc., Wheeling (Dandridge, Haley's M-O, Jan. 31 started WBS transcription service, Way Down East, on WNAC WFBK WOR WCAE WQAR WGN WHO WBN WCAU WSBB KPI WHAM WFRA. The quarter-hour program will be heard Mondays through Fridays, presented by Blackett-Sample-Handenorm Inc., New York.

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**THE RCA SYSTEM**—With chassis stripped, the left photo shows time clock that automatically turns on and off this facsimile receiver at pre-set intervals. Second photo shows same receiver with chassis in place. Third photo reveals the scanning mechanism of the transmitter, corresponding to microphone pickup of sound. At right is the scanner unit complete, all dressed up in an ornamental cabinet of modernistic motif.

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**Orders for New Facsimile Equipment Bring New Interest in Experiments**

MOUNTING interest in facsimile, centered largely upon the systems developed by Finch Telecommunications Laboratories and RCA, is reported throughout the industry, with both companies besieged with inquiries from stations and from listeners for information about the purchase of equipment.

Already a dozen stations have ordered facsimile scanners and receiving units. Deliveries are now being made by Finch, and RCA, which only a few weeks ago announced sale of apparatus, is promising deliveries within three months.

Stations authorized to engage in midnight-to-morning experimentation on their regular broadcast frequencies and which have ordered Finch equipment include WHJ, Newport News, Va.; KSTP, St. Paul; WHO, Des Moines; WGN, Chicago; WSM, Nashville; and WCLE-WEK, Cleveland. RCA reports orders from WBEN, Buffalo; KHQ, Spokane; KBPK, Sacramento; and KMM, Fresno.

**How They Operate**

The Finch system, devised by W. G. H. Finch, former FCC assistant chief engineer, was the first actually to make its appearance. Holding some 25 basic patents, including a synchronizing system which permits the apparatus to function on any power supply, Mr. Finch's development calls for use of an attachment to the ordinary receiver on the receiving end. The RCA system, on the other hand, is being offered with a complete receiver rather than an attachment.

The facsimile scanner is being marketed by the Finch organization for $1,000, with a figure of $120 placed on the receiving attachment unit. Under the FCC requirements for operation in the regular broadcast band, a minimum of 50 receiving units is mandatory, with the objective of processing a cross-section of public reaction.

The RCA system entails an expenditure of $15,000 for the scanner plus 50 receivers. Broken down, the cost is $3,000 for the transmitter and $750 for the standard receiver unit, or $250 for the ultra-high frequency unit.

**Commercial Uses**

The Finch self-synchronizing method was initially developed by the inventor for aviation and military use, in communicating between fixed points and mobile units, in which there was no possibility of a common power supply for driving transmitters and receivers in step with each other. Because of this essential feature, it is claimed the Finch home facsimile system is not limited in its application to the confines of a single city power zone. Thus, the transmitter may be located in one state, such as New Jersey and the receivers in other states, such as New York and Connecticut, having no power line interconnections.

Mr. Finch pointed out also that direct current power from farm lighting plants can be used to run the receiver when necessary. Thus, it is possible to utilize the existing station networks for facsimile service on a national scale when such becomes desirable.

The Finch recording paper is available in standard colors of orange and black, or black and white. Special papers, having combinations of blue and white, red and white, and green and white are also available. The paper comes in two standard widths—4½ inches (2 columns) and 8½ inches. On special order, the paper can be five columns wide.

Three of the four stations already authorized to utilize the Finch system—WHO, WSM and WGN—are 50,000-watt outlets. The results of the experimental operation (they are working cooperatively) should tend to throw light on rural coverage by facsimile.

It is understood the Finch organization is negotiating with a large manufacturing organization on licensing its facsimile equipment for general manufacture.

The RCA system, designed by Charles J. Young, son of Owen D. Young, is of the carbon printer type. The system, according to the literature of RCA, is a completely designed and calibrated unit on the receiving end designed to give highest quality of reproduction at the present stage of the art. Producing graphic material on a letter size page 4½ by 11 inches it operates at a speed of about three pages.

(Continued on page 65)
Chairman McNinch Asserts Inquiry Will Be Made; Review of Action Sought by WLW Counsel

A TEMPEST over the designation for the broadcast station WLW, Cincinnati, for renewal of its experimental authorization to transmit 100,000 watts, is threatening serious conflict of interests within the FCC. Whether an individual commissioner can designate an application of that character for hearing, or whether action by the Commission en masse is required, is the heart of the issue. On Jan. 21, unknown to other FCC members, the announcement was made that Commissioner George H. Payne had designated the WLW renewal for hearing, acting as the member in charge of the routine broadcast matters, under the new rotation procedure.

Commissioner McNinch stated Jan. 26 he understood the Law Department had routed the renewal application to Commissioner Payne, and that one of its lawyers had ruled it was a matter requiring only action of one single commissioner. The chairman described it as a question of interpretation of the rules and added the incident would be inquired into.

The Payne action attracted attention because he has been a known critic of the station, and several months ago precipitated an issue in demanding certain data in connection with the station's operations which Powell Crowsey Jr., its operator, declined to give him as an individual commissioner.

Hearing Seen Far Off

No date has been set for a hearing. It is not likely that the hearing will be designated in the immediate future, since WLW's experimental authorization to use 450,000 watts in addition to its regular 50,000, which renewal application has concurrently with its regular license for six-month periods.

WLW, along with 14 other clear channel stations, has an application pending for regular authorization to use 600,000 watts power. It is felt the more likely course would be to hold a hearing sometime in the future on the application for the regular authorization, since it would cover the same ground as that for continued authority to use the additional power experimentally.

Moreover, a recommendation for further study of the superpower issue has been made by Commissioner T. A. M. Craven in his report on social and economic aspects of broadcast allocations, summarized elsewhere in this issue, on the ground that insufficient data is available on the subject. That proposal is still before the Commission and may be considered in the light of the WLW hearing designation.

The issue was brought before the full FCC Jan. 25 by Dukie M. Patrick and Karl A. Smith, counsel for WLW, in a petition seeking review of the Board of the Reorganization Order of Nov. 29, 1937, abolishing divisions and assigning specific functions to individual commissioners. The attorneys brought out that WLW has since April 17, 1934, has operated regular hours with 506,000 watts, has complied with all of the FCC experimental conditions with that experimental operation, and has submitted technical reports periodically showing that the station is engaged in "a special research and development in the radio art, the satisfactory conduct of which requires the granting of the extension requested."" "

Dr. E. A. BESSE, 35, Chicago manager of Joseph Hershey McGilvra, died Jan. 25. Mr. McGilvra was an advertising manager of the Florsheim Shoe Co., Chicago. Mr. Besse is in charge of the Western circuit of that company and is married. He has moved to comparable positions at the Bioscope in Hollywood and Esse- nay in Chicago, with work in old-time stars as Wallace Beery, Francis X. Bushman and Ben Turpin. He started in radio as a fan- tance announcer known as Little Bitzy Hal." In 1935 he became sales manager of WIRE, Indianapolis.

Mr. McNinch purchases Stock in WHIP, WWAE

H. L. (Hal) MAKELIN, former sales manager of WIND, Gay, Ind., on Jan. 26 signed a contract for the purchase of part of the stock of Ham- mond-Calumet Broadcasting Corp., licensee of WHIP, 5,000-watt daytime station, and WWAE, 100-watt local, both in Hammond, Ind. Under a 10-year contract he becomes manager of WHIP, of which Dr. George P. Courrier is president and general manager; Doris Keane, secretary-treasurer and managing director; O. E. Richardson, recently with Western Electric, vice-president.

Mr. Makelin entered the show business as a lead in the early two-reel comedies produced by Bioscope in Hollywood and Essen- nay in Chicago, working with such old-time stars as Wallace Beery, Francis X. Bushman and Ben Turpin. He started in radio as a fan- tance announcer known as Little Bitzy Hal." In 1935 he became sales manager of WIRE, Indianapolis.

PUBLIC ARTS ORDERED RECRUITING On the Zoe photo: "Public art is another facet of the arts which can be developed by local and state governments and through volunteer organizations."
Phonograph Firms Seek License Fees
Charge That "Pressure Groups" Like AFM, Artists
And Copyright Owners Are Forcing Action

STEPS toward institution of a "reasonable fee" by phonograph record manufacturers for the privi-
lege of re-recording copyrighted records over the air, are being taken as a result of the operations of "pres-
sent" of "pressure groups," it was learned Jan. 27.

Adding confusion to the already muddled situation of phonograph record performances, an order of the National Association of Performing Artists (AFM), recorded on WDAS, Philadelphia, has been cited as the basis for this movement.

Clearing up Confusion

The new notice to stations, it is held, is not motivated by any de-
sire to cause trouble among sta-
tions but to protect the rights of record manufacturers. RCA, it is
pointed out, sent out the notice with the objective of fully advising sta-
tions of its position.

Complaints of recording artists that they are forced to compete with themselves by virtue of the un-
restricted performance of phonograph records on the air, probably contributed to the RCA action.

The recording industry has the right of manufacture under their patents and the contractual right to record performances which they believe to be infringements of their copyright.

The sales of records for any use other than home use are governed by the copyright laws, as to both rights have been tested in the courts.

A number of stations, after re-
ceipt of the RCA letter, have taken
the position that they are entirely
within their rights in performing
their business, which is the ground
of the objections of AFM.

Other stations are taking the at-
titude that recorders have no con-
trary rights and that the inscription "not for radio broadcast" was placed on them and that since there is no mention of the fact that they feel they can continue performing such records without restraint.

In its letter, RCA pointed out that there had been considerable litigation since others in the business of using phonograph records for radio broadcast and other commercial purposes and that in no way was any possible con-
fusion wished to restate its po-
tion regarding use of such rec-
ords, or that it is not wished to prohibit their use unless its prior written consent is obtained.

The letter pointed out that Vic-
tor and Bluebird records were sold to the original purchasers under agreements expressly pro-
viding that they are to be used only for non-commercial purposes and phonographs and that they will not be resold or used for any other purpose. "Notice of our rights and the existence of these agreements is given to third persons by appropriate language in each of our records, which notice is repeated in greater detail on the envelope in each enclosure," it was stated. "Therefore, radio sta-
tions and other who may use our records in the commercial purposes without our consent infringe our rights and knowingly become a party to the violation of the agreement because of a breach of the agreements entered into between us and the original purchasers of our records."

Infringement Claimed

The letter added that use of its records for broadcasting without consent constitutes "an unauthorized use of our product, and an in-
fringement of our property rights and unfair competition. Especially is this so with the fact that commercial transcription records li-
censed for radio broadcast pur-
pouses are available from several sources."

Finally, stations were advised that they risk the "prompt discontinuance" of the performance of Victor or Bluebird records, which we shall be ob-
gligated to take such action as we may be advised is necessary to pro-
tect our rights.

In this connection, we advise that recently we have been in-
formed that certain individuals have been undertaking to license radio stations to use phonograph records for radio broadcast purposes. In order that there may be no possibility of any misunderstanding as to this, we also advise you that we have not authorized anyone to deal with our aforesaid property rights, or on your behalf the use of any of our phonograph records for radio broadcast or other com-
mercial purposes."

SPA Sues to Determine Rights of Songwriters

TWO SUITS have been brought by the Songwriters Protective Associa-
tion in New York Supreme Court. One, against Mills Music Inc., in-
volves two points, both of which concern the disposition of writers' mechanical rights. SPA holds that it is the sole owner of mechanical rights and the only one entitled to grant licenses for mechanical re-
productions of the writer's suit, against ASCAP and BMI, Irving Berlin Inc., is on behalf of Edgar Leslie and Joe Burke and will seek to prove that the pub-
lisher has a right to deduct from the writer's percentage a share of the composition going to the publisher for mechanical rights. Both actions are awaiting trial dates.

According to Irving Caesar, SPA president, this is the first time songwriters from the association are merely gestures of protest against some of ASCAP's moves, which are now being clarified, and are not as significant as they seem. A number of these were discussed in our conversation, he said, and some of the writers whose resignations stand are nev-
ertheless offering support to the SPA.

BROADCASTING • Broadcast Advertising
Weber Says Music Agreement Is 'Working Out Excellently'  

Closed Shop Issue at New Orleans Stations; 800 Musicians Said to Have Obtained Work  

WITH ONLY a few rough spots to be ironed out, the full cooperation between the broadcasting industry and the American Federation of Musicians is working "excellently," Joseph N. Weber, AFM president, declared Jan. 27 in Miami.

In New Orleans, a situation has developed because of the demand of the WDSU Local 240, to which both WDSU and WSMB have objected. The intercession of Mr. Weber prevented an immediate strike. WDSU was the only New Orleans station to have signed as Broadcasting went to press. WDSU and WSMB have agreed to the wage and hours provision but have objected to the closed shop. Mr. Weber, president of WDSU, said he would not sign a contract until the open shop provision was dropped.

"WDSU is unwilling to take a chance of jeopardizing its position with the FCC (radio regulatory body) and its programs, and we consider signing a closed shop agreement with the AFM to be violation of our contract," he said.

Harold Wheelahan, WSMB manager, declared the national union has not asked for a closed shop and has been represented only from the local group.

Mr. Weber Pleaded  

Mr. Weber informed Francis P. Malone, manager of WIOD, Miami, that about 800 men have been put to work since the agreement became effective last month and that for the first time in a number of years, "practically all of us have been desiring it work well." Some 100 stations that have never employed musicians now are doing so, he advised WIOD executive. In only a few instances, he said, are contracts in disagreement, and he expects these to be adjusted shortly.

He expressed particular enthusiasm about conditions in the major cities.

Outside of New Orleans few obstacles remain to cause further delay in completing agreements between network stations and local unions.

According to an IRNA spokesman, on Jan. 19 approximately 235 of the 273 stations involved had signed contracts and sent them to the IRNA negotiating committee in New York. San Francisco and Richmond, where snags had been encountered, were reported to be 100% signed, and negotiations at Kansas City and St. Louis, where problems were reported, were said to be progressing smoothly with prospect of signed contracts within a few days.

In more than 10 instances stations are located in areas where there are no AFM locals so they have been unable to conduct negotiations. It is expected that the AFM will make some arrangements to supply union musicians for these stations. In Baton Rouge a new local was set up recently and the union and a contract signed between it and the station.

Mr. Wheelahan stated the IRNA committee so that the organization will have a permanent record on file for reference in case the station later attempts to go over its contracts to the AFM, which is expected to occur shortly. Mr. Wheelahan, who is attending the meeting of the executive council of the American Federation of Labor in Miami where he is attending the meeting of the executive council of the American Federation of Labor.

Notice has been sent to all members of the IRNA negotiating committee of a revision or change in the Feb. 14 at the Willard Hotel, Washington. It is expected the committee at this time will report its purpose accomplished and itself dissolved.

Action in San Francisco  

One of the first to sign with AFM is the station KCBS in San Francisco. Its contract, said Lloyd Y. Eoder, manager of NBC'S stations, KPO and KGO. It is believed that NBC will meet in excess of $150,000 for union musicians during 1938 on programs originating in San Francisco.

Mr. Wheelahan stated the IRNA committee that "practically all" of the 21 stations had signed contracts with the union, and that the union's activities, he said, had not asked for a closed shop and was represented only from the local group.

Mr. Weber, manager of KFRC, has agreed to spend $50,000 on musicians in 1938. This figure includes the cost of regular time with overtime and special work omission. Now at a Mutual outlet, KFRC has its quota based on former operation as a CBS affiliate and as a network originating station. It is also a key station of the Don Lee network.

New contracts provide for no increase in wage scales and no change in working conditions. The determining factor in signing for one year instead of two appears to be the practice of larger industrial organizations. The contract is for 1938.

It is estimated that 35 stations will be signed for the year, San Francisco alone carries a 15-piece house orchestra and KFY maintains 20 musicians. Another step will be contracts with the independent stations, KJHS and KGKC. Both are now devoting nearly all of their time to transcription and record.

Four Stations Are In Complaint Filed  

Four Stations Charged by Union With Labor Board  

ASSOCIATED Broadcast Technicians, originally embracing engineers employed at CBS-owned and operated stations, which for two months has been quietly signing up local independent stations, are charging against WFBB, Indianapolis, and Central States Broadcast Operations in System (KOL, KFAB, KFOR), Federal Radio Relations Board charging intimidation of employees. AFM, as of Feb. 23, stated 25 engineers on nine CBS-owned and operated stations and seven other independent stations in and around Minneapolis, will be charged with labor activities beyond CBS, ABT was known as the Association of Columbia Broadcast Technicians.

ABT is complaining against the Indianapolis Power & Light Co., operators of WFBM, because of its discharge of Russell Renkener, one of the seven men who has been with the station for the past 15 years. ABC charges that the Indianapolis company is trying to run independent staffs. Charges were filed against R. K. Blosson, manager of the station, for its dismissal of Renkener Jan. 17. The case will soon come up before the National Labor Relations Board in Indianapolis.

Central States Negotiations  

ABT is said to have preferred charges against the St. Louis branch manager of Central States, Jan. 18, alleging he laid off four engineers without cause. Negotiations are now in progress between Mr. Searle and an independent bargaining committee.

Under the AFM's plan, ABT said, "We're going to settle those grievances of the men who have joined the union, it was stated.

Wayne State College  

AGRAF has also signed a one-year contract with WMIC, Wayne, where negotiations had been in progress for several months, covering announcers, promotion men, script writers and engineers at the station. The contract was effective Feb. 14. It provides an independent bargaining committee.

Skyport Skijoring  

SKI enthusiasts of Akron, O., took advantage of a recent snowfall to enjoy ski-ing at the local airport and WJW took advantage of the opportunity to have its weatherman, WOXO, on hand for a description of how it feels to zoom along on skis as a "ski-plane" flies by. Bob Webster on skis, carried the mike and Len Taylor sliced his way to help him while Jerry Roberts, WJW engineer, handled the technical problems.

40-hour week, minimum wage scale and the other customary provisions. AGRAP has a similar contract with WMIC, Freeport, for a single station, WABC, where it also represents the annexing and production staffs. Since the contract negotiations have been organized a large number of free lance sound effects men have joined the union, it was stated.

Wayne College  

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American Federation of Radio Artists, union, is continuing its negotiations with the major networks in an attempt to come to an agreement about wage scales for actors, soloists, singers, announcers, and others appearing before the program on coast-to-coast broadcasts, but there is nothing specific to report, according to Mrs. R. L. Holt, executive secretary of AFRA and head of its negotiating committee.

She said that a preliminary talk had been held with WHN, New York, but that the union's major efforts at present will continue to be focused on the national picture. A well-attended meeting of the national board, whose full membership, including the radio stars, was held on the afternoon of Jan. 27, but it consisted of "talk and little business" with discussions of the opportunities for the union and its members. A statement for the record was "incomplete" and there were no meetings with the networks and with the American Association of Advertising Agencies will continue.

ARTA-WBNX Sign  

A new contract, running from February 1, 1938, and signed between ARTA and WBNX, New York, for the technical employees of the station. Contracting for a 40-hour week. Of the previous contract, the new contract also calls for a closed shop, the five-day week and scale of wages. In addition, with a pay, a wage increase with a minimum of $35 weekly, and two men in the room.

Added impetus was given to CIO plans to organize West Coast radio stations, after the American Radio Technicians Association, with the arrival in Los Angeles of R. E. Rathborne, international president of the affiliate. From New York, he was on the West Coast to make a report on the progress of the negotiations conferred with Ernest V. Roberts, secretary of Los Angeles Broadcast Technicians, George Pyle, and others. He also visited the San Francisco office on future activities.

www.americanradiohistory.com
Ultra-high Waves Granted Educators

Noncommercial Use of Upper Channels Is Specified

ALLOCATION of a band of 25 ultra-high-frequency channels for use of educational stations, but on a non-commercial basis, was announced Jan. 27 by the FCC as a major move in gratifying the demands of educational broadcasting facilities. The allocation was ordered following the new idea to be adapted for local coverage, and suited for the intended use of transmitting programs to specific schools in given areas.

Classified As Regular

The allocations will not be on an experimental basis, as are all other assignments in the ultra-high frequency band. The strict injunction against commercialization, however, virtually rules out that category. By classifying the assignments as regular, the Commission waives the requirement of all ultra-high-frequency transmissions for periodic reports on experimental work.

The allocations were announced in the form of new rules, which, in addition to specifying the 40 kc. channels, also set forth the conditions under which such stations shall operate.

Because of the limited interference range of the ultra-highs, 25 channels will provide adequate facilities for service to every city and town in the area. The FCC said that propagation characteristics of the frequency, state-wide coverage cannot be expected in points on the edges of the states and under most favorable conditions, said its press release.

Chairman Frank R. McNinch said the Commission regarded the establishment of the classification as an "important step in line with its established policy of encouraging educational broadcasting," and it expresses the hope that the radio facilities now made available will be put to fullest extent for the general advancement of education.

The text of the new rules follows:

Rule 1007. The term "noncommercial educational broadcasting station" means a high frequency broadcast station licensed to an educational agency and permitted by the Commission to transmit educational channels. A noncommercial educational broadcasting station shall be governed by the following regulations in addition to the rules and regulations governing high frequency broadcast stations:

(a) A non-commercial educational broadcast station will be licensed only to the educational agency and upon a showing that the broadcast will be used for the advancement of the agency's educational program.

(b) Each station may transmit programs directed to specific schools in the system for use in such schools and in the regular courses as well as routine and administrative material in such schools. The Commission may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a monthly written report of programs by the Commission.

(d) Any rule or regulation governing high-frequency broadcast stations shall not apply to non-commercial educational broadcast stations.

(b) Stations serving the same area will not be assigned to channels separated less than 100 kc.

(c) No sponsored or commercial program shall be transmitted except where the location of the station shall not be made known. Any communication of any character shall not be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial programs in the continuity are eliminated.

(d) Only one channel (frequency) will be employed by a station.

(e) Since these channels are not assigned on an experimental basis, the Commission has taken no action to provide for experimental work, as specified for high frequency broadcast stations, not to apply.

N CBC Key Stations in Chicago S igned: 'Unfair' Clause Included in Contract

WITH the signing of WMAQ and WNR, Chicago, last of the network key stations to come to terms, with that station in the city, Jan. 27 in referring to an unfair station clause [BROAD- CASTING, Jan. 20], Mr. Christopher gave an opinion that protection is being made in the development of the service on the ultra-high frequencies and it is reasonable to expect that in the near future there will be a marked improvement in the service obtained by the general public.

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Labor Board Considering WABC Technical Issue

The controversy between Association of Columbia Broadcast Stations and American Radio Tele- graphists Association over representation of WABC, New York, has been referred to the National Labor Relations Board, following the request of RKOX, signed technical experts of WABC, New York, key, was, it was explained, with A TRIBUNE to the public service accomplishments of radio, particularly with reference to the contri-

Rule 1008. The operation of, and the service furnished by, non-commercial educational broadcasting stations shall be governed by the following rules and regulations:

(a) No non-commercial educational broadcast station shall be licensed except to an educational agency and upon a showing that the broadcast will be used for the advancement of the agency's educational program.

(b) Each station may transmit programs directed to specific schools in the system for use in such schools and in the regular courses as well as routine and administrative material in such schools. The Commission may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a monthly written report of programs by the Commission.

(d) Any rule or regulation governing high-frequency broadcast stations shall not apply to non-commercial educational broadcast stations.

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Revision of Basic Regulation Advocated

Craven Economic Report Urges a Hands-Off Policy for Newspaper Ownership, Superpower for the Present

A HANDS-OFF policy on such basically important matters as newspaper ownership of broadcast stations and allotment of superpower, until further information is procured after searching inquiry, was recommended to the FCC Jan. 24 by Commissioner T. A. M. Craven in his long-delayed report on the social and economic aspects of broadcasting which he drafted in his former capacity as chief engineer.

Simultaneously, the commissioner-engineer recommended:

- Consideration of economic and social matters in acting upon all broadcast applications.
- Employment of an expert economist to advise the Commission on such matters.
- Requirement of complete financial and statistical data from stations at regular intervals on a uniform basis to make possible adoption of regulations recognizing economic factors.
- Scrutiny of network contracts with affiliates, implying possible regulation of networks.
- Investigation of land line rates charged by A. T. & T. to ascertain whether they are proper and justified.

Cooperation of the FCC with the industry in bringing about improvements in broadcasting service, following the credo of "evolution, cooperation and voluntary action, in accordance with sound economics and sound engineering.

Ultimate establishment of "standards of public service," and possibly the specification of such services.

A study of profits of stations in all classes, by procuring information through revision of existing forms for renewal of licenses eliciting data on revenue, expenses and programs.

The inclusion of station log forms to procure more comprehensive factual data as to character of programs and sponsorship.

**Report Based on Parley With Industry Leaders**

The report was based largely on the testimony adduced at the informal engineering conference on broadcast allocations held before the former Broadcast Division in October of 1936. It is the sequel to the engineering report made public on Jan. 11, 1937, which recommended reclassification of stations and which served as the basis for the North American Broadcast Agreement reached in Havana last December, in which Comdr. Craven was the dominant figure.

The voluminous document—coring 132 typed pages was but two appendices as thick as the nine-inch stacks of the broadcast division—was declared by the Examiner to be "the ponderous report."

In the view of the engineer, the report states that in the opinion of the industry department such a theory should be "fallacious". On possible rate regulation, the report said:

"We have noticed from the press that many persons fear that a rule requiring detailed financial data from broadcasting stations would inevitably lead to comprehensive rate regulation of broadcasting by the Commission. In the opinion of the Engineering Department such a theory should be fallacious, because in this instance the necessity for securing accurate financial data is far different than that which would motivate regulation of rates.

It is our understanding that rate regulation is usually imposed for two fundamental purposes, namely (1) to establish reasonable rate schedules for common carriers, which generally are utilities operating in the service of the general public, and (2) for the purpose of regulating competition between carriers or public utilities.

"Broadcasting stations are not common carriers or public utilities in the same sense as telephone and telegraph companies, railroads and bus lines, gas or power companies, etc. Broadcasting stations derive their income not directly from the general public, but primarily from comparatively few organizations in the country. They are not and should not be held responsible for damages in the same manner. Furthermore, the other conditions under which broadcasting stations operate differ entirely from those of the ordinary common carriers or public utilities. For example, broadcasting stations must use discretion in the programs they transmit to the public.

"In addition, there is such a wide variation in the type of service rendered by individual broadcast stations and such a great variation in each section of the country and in each community, that an attempt to arrive at a fair basis of rate regulation for broadcast stations might result in detriment rather than benefit in the service of the public. Furthermore, there is no evidence of a need for utilizing a rate basis to regulate competition because there are so many other methods of controlling competition between broadcast stations which are better than rate regulation."

"Thus in the opinion of the Engineering Department, the necessity for establishing a uniform method of rendering financial reports should not be overshadowed by fear of an unnecessary rate regulation."

**Newspaper Ownership Must Await Investigation**

Newspaper ownership of stations, an issue that has been waxing warm because of implied administration blessing for legislation to bring about divorce and because the Commission is under instruction to inquire into, it was treated openly in the Craven report.

Starting with the premise the effects of radio upon other media of communications are incidental, the report states that eventually a choice may have to be made between permitting or preventing other media such as the press an opportunity to supplant their older facilities with the newer invention of radio. But, Comdr. Craven adds, among the dangers withholding facilities from any industry would be possible discrimination without basis, possible interference with the freedom of speech and press, and sundry other pitfalls. Pending securing of adequate information, he said the Commission can only apply the yardstick of "public interest, convenience or necessity" in dealing with newspaper applications and renewals.

"It may be," continues the report, "that after investigation, it will prove that all radio stations operating in areas where the broadcast station is operated in direct conjunction with some other business, whatever the character of the business, the extent of the tendency or an undue temptation at times to overlook the requirements of public interest for the sake of the other business. If this proves to be the case one alternate course, so far as the engineering department can see, would be to require every licensee to be so organized, as a corporation or otherwise, that it be engaged solely in the business of broadcasting."

**Merits of Superpower Most Debated Subject**

In advocating that the Commission make haste slowly on superpower, Comdr. Craven said it proved the most controversial subject in the entire hearing of October, 1936. Technically, he said it was feasible, reaffirming his conclusion in the course of the report 17 months ago. Because of "unknown factors" economically, however, he recommended against its granting at the present time. The report continued:

"We feel that no one should fear
Tendency to Overemphasize Power Is Pointed Out in Economic Report

AN OFFICIAL note to advertisers (and their agencies) not to place too much emphasis upon "kilowatt power" and take into account other things which might influence their decisions. The Commission T. A. M. Craven in his social-economic report to the FCC urges that the Engineering Department urges the proper presentation of such applications.

"The Department is impressed with the emphasis which has been given to the kilowatt power by national advertisers. While, generally speaking, kilowatts of power are important in the determination of the economic effect of the applications, there are other factors, to which we have referred in our preliminary report of Jan. 11, 1937, which have equally potent effects upon the practical coverage of a broadcast station. It is felt that perhaps the emphasis which has been placed upon power has been somewhat disproportionate, and that from the standpoint of the Engineering Department, decisions of the various classes and power, the program service, the actual coverage, the population residing within the area of good service and the purchasing power of the trade centered in the station, much more reliable index, than mere kilowatt power, to the potential value to a purchaser of additional station serving any particular area."

Fears Economic Effect Of Superpower

"On the other hand, the evidence shows that there will be economic effects, particularly if many station groups should be granted such power as 500 kw. We are unable to predict the absolute degree of good or bad effects because of the lack of substantial evidence on the operation of a station with power in excess of 50 kw. might be proved to be not only an engineering desirability but also a social advantage, as discussed above."

The question of the technical feasibility of power in excess of 50 kw. has been discussed in the Engineering Department's January report, which indicated that powers as great as 500 kw. are technically sound.

Evidence on Power Is Conflicting

"Unfortunately, except for the significant fact that the FCC card indicates that listeners tend to prefer high grade signal intensities and thus would possibly favor a superpower station, the evidence submitted by the FCCJ indicates that listeners tend to prefer high grade signal intensities and thus would possibly favor a superpower station, and indeed there were at one time radio listeners, the local station could not hope to maintain a social desirability on a few high powered stations, the economic stability of several stations might be jeopardized. However, it cannot be stated positively that national business has yet reached a saturation point or that any superpower station could accommodate a substantial portion of existing business.

Regulations Should Be Flexible, Not Rigid

"The evidence shows conclusively that from a social standpoint the local station is an important factor to a community and that in the aggregate the local station is equal to, if not greater than that of high powered stations serving rural areas."

"In making this recommendation the Engineering Department does not infer that the regulations should be flexible rather than rigid. This seems to be justified by a broad social and economic judgment."

American System Called Basically Sound

In introducing his report, Comdr. Craven explained he had the benefit of the assistance of Dr. Herman S. Hettlinger, of the Wharton School of Finance and Commerce, University of Pennsylvania, an
of discussions as among organizations, and has arrived that the American system of broadcasting has proved beyond question to be the best for our country. He added: "In fact, we believe that compared to all foreign systems with which we are personally familiar, the American system of broadcasting has demonstrated its acceptance by the public in greater listening hours and larger ownership of receivers in proportion to the population. It is also particularly reassuring to note that the ownership of receivers in the United States has been increasing from year to year."

"We know of no reason for change in the policy of fair competition, both local and national, among organizations, and we believe that adherence to the diversification doctrine of licensing stations in any community or region, as is the case in the United States as a whole, is a sound public policy."

"In view of the natural technical limitations in the total radio facilities which can be available to any community or to the nation as a whole, a faithful adherence to the American system requires the voluntary sacrifices by the licensees, or groups of them, using their own broadcasting facilities to engage in accord with the purpose of the Federal Communications Commission, their own advantage or solely in accord with their own doctrine or personal beliefs. I suggest that an essential practice in the continued successful operation of the American system of broadcasting should be to provide for the number of licensees which limit the number of stations will make reasonably available their stations for use by all classes and creeds on a fair and equitable basis. This is particularly important, of course, for the necessity of rendering a balanced program service to satisfy the interest of the public in their broadcasts."

"The evidence shows that at the present time, by far the major portion of the total amount spent in radio broadcasting in this country is as a result of advertising, both national and local. This differs greatly from the position in the European countries where the support for service is obtained by direct taxation on the receiver-purchasing public. The Congress has never directed that such an additional tax burden be placed on the people."

"One of the greatest advantages of the American system as compared with any other country broadcasting is that it is sufficiently flexible to be capable of improvement. While it is undoubtedly true that in some cases the advancement of broadcasting, progress can be made and improvements should be continuous. To state that broadcasting has arrived at its ultimate place in the cultural and economic welfare of the nation, is not our accepted premise and neither do we feel that such is the view of the public nor of the industry itself. We feel that undoubtedly the public and the industry realize that while the existing system has rendered more meritorious service, it is subject to improvement and that all can benefit by experience."

**Industry Developed Despite Major Depression**

"However, in accomplishing improvements it should be remembered that the existing radio broadcast system is the product of a new art which like other new industries, has developed in advance of complete understanding of its social significance. It should also be realized that the life of the industry has occurred during the most devastating economic depression of recorded national history, and that for this reason it has been difficult to isolate factors which are justifiably chargeable solely to direct faults of the industry."
Far be it from us to boast about our dexterity or showmanship — but during every day of 1937, big Station WHO carried more than eleven hours of commercial time — over 4200 hours for the year!

The reason for this amazing score is simply this: WHO alone gives advertisers the whole big state of Iowa, plus another great territory that we call IOWA PLUS ... WHO's daytime coverage is as big as TWO Iowas. At night, we reach out to (and draw mail from) every state in the Union!

The little chart at the right illustrates the facts about Iowa power and cost. May we tell you the even more startling story of results?

WHO for IOWA PLUS

DES MOINES — 50,000 WATTS

J. O. MALAND, MANAGER . . . . . . FREE & PETERS, INC., REPRESENTATIVES

BROADCASTING • Broadcast Advertising
**Advertising Value Of Radio Outlined**

H. K. Boice Has the Answers To Broadcast Problems

H. K. BOICE, CBS vice-president in charge of sales, is in a position to know about the radio questions that advertising men ask from time to time. He is in just as good a position to answer those questions.

Radio, by Mr. Boice, provides the answers in concise and comprehensive form. It is a chapter in the Handbook of Advertising, by Weiss, Larrabee and Kendall, which McGraw-Hill Book Co., New York, has recently published.

From the first chapter, titled "How Big Is Radio to the last one, "Why Is Radio So Effective?" Mr. Boice draws on statistics and advertising psychology to present an easy to use in simple and convincing language.

**Who Listens?**

Data of the Joint Committee, NAB, Dun & Bradstreet and Radio Manufacturers, Inc., shows 70 million people spent an average of $30 in 1936 for radio listening. Mr. Boice explains it in an interesting article "Radio on the Circulation-Free Circuit?" the sales records of some advertisers who use their radio programs for advertising. The figures in the chapter, after which Mr. Boice goes into an explanation of "What Makes A Good Program," are interesting and are a good example of the way to prove that radio really sells goods.

**Radio Set Dealers**

Ice Discs to Dealers

NATIONAL ICE INDUSTRIES Inc., Chicago, through Donahue & Co., New York, is producing a series of WOR transcriptions of its NBC show, Homemakers' Exchange, with Ethel Merman. The discs are being sent to local ice manufacturers for placement. About 35 stations will be used during February, with more to be added later.

**Canadian Convention**

AT THE annual convention of the Canadian Association of Broadcasters to be held here in the latter part of January, the main subject will be exclusive station representation. It is understood a committee is likely to be appointed to work in conjunction with the Canadian Broadcasting Corp. on the subject of station and advertising regulations.

The convention will be held in Toronto, Feb. 14-16, with a three-day hearing on the station and advertising regulations.

**Noel Out at KXBY**

SIDNEY Q. NOEL, president of KXBY, Kansas City, and head of National Broadcasting Co. sales in the western states, which Sam Pickard heads the group holding controlling interest, has left KXBY. He has not announced his future plans. A meeting of the company board was scheduled for Jan. 29 for organization and naming of a new manager for both the television school and radio station.

**Dri-Brite Scheduling**

DRI-BRITE, St. Louis (wax) plans to start three weekly spot announcements on about 100 stations in the St. Louis area on Feb. 28. The list is now being compiled.

**Rural Area Data Not Ready for Release**

FIGURES on set ownership in rural areas, tabulated from personal interviews of farm and small town residents in every state in the country, were approved by the Joint Committee on Radio Research at a meeting on Jan. 21. It was decided, however, not to release these figures independently, but to include them in the set ownership data that will be broken down by states. This task is now under way, with the state totals based only on this rural sample of operations. Many other survey data, such as the Daniel Starch survey for CBS radio, were recently released.

The breakdown of set ownership data will be ready for release the latter part of the month.

Following this, work will be begun on a further breakdown of radio homes by counties, which will be used for the study to complete. The five-county study [BROADCASTING, Jan. 16] of listening areas to be reviewed by the subcommittee, which planned further tests of this method of application study in other areas.

**LOWER TAX ON SETS IS SOUGHT BY DMA**

REPEAL or reduction of the 5% excise tax on radio receivers was urged by the Radio Manufacturers Association Jan. 20 at a hearing before the House Ways & Means Committee, in testimony by J. B. Bond, executive vice-president, told the committee that repeal or reduction of the levy would increase sales of sets and spread the utility of radio to many millions more American homes; that radio is no longer a luxury, and that conditions now are far different than when Congress enacted the tax in 1932.

RMA spokesmen, headed by Mr. Bond, contended that the radio tax was a serious burden to the greatest agency of mass communication; that its repeal or reduction would increase sales, employment and spread the utility of radio to many millions more American homes; that radio is no longer a luxury, and that conditions now are far different than when Congress enacted the tax in 1932.

Mr. Muter asserted that repeal or reduction of the tax would permit radio to go into 7,000 homes now without it. With the rate cut, set prices would be reduced, he declared, and greater public service programs could be offered. He pointed out that radio public officials can reach the voting populace direct, without any "interpretation" as in the press.

A SERIES of four weekly discussions of broadcasting, consisting of colloquys between Frank Muller, manager of the department of information, and Percy Winner, NBC director of shortwave activities, began on the NBC Blue Farm & Home Hour Jan. 17, to be heard also on Jan. 24, Feb. 7 and Feb. 21.
THE NEXT TIME THIS HAPPENS IN OKLAHOMA

WKY WILL BE THERE

with its new 200-watt mobile transmitter!

- To the finest and most complete studio and transmission facilities in the Southwest, WKY has just added a specially designed 200-watt mobile transmitter.

  Ready at an instant's notice to speed to any point in the state, WKY will make its listeners eye-witnesses to every big, dramatic and newsworthy event in the state while it is happening.

  Flood . . . Fire . . . Blast . . . Tornado . . . Wreck . . . Kidnap . . . Posse . . . WKY will be there, not only to report the event but to serve public interest, convenience and necessity.

  An important factor in WKY's ability to give Oklahoma its finest and most complete radio service year after year has been its continuous addition of new, finer and more complete broadcast facilities.

  Keeping in the forefront in facilities and in programming keeps Oklahoma listening to WKY . . . keeps WKY the most effective and economical station in the state with which to translate your advertising into sales.

WKY Oklahoma City

Representative—E. Katz Special Advertising Agency

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY
Drug and Cosmetic Industry Is Largest Network Sponsor

Food Rankings Second in Use of Radio Facilities in 1937

MOST EXTENSIVE use of time on the nationwide networks during 1937 was done by food and toilet industry advertisers, according to data released by the Institute of Public Opinion. The combined gross billings of the three networks, NBC, CBS, and Mutual, for the year was $19,132,985, more than 25% of the total.

Second came foods and food beverages, whose makers spent $18,072,421 for network advertising in 1937. The 88 advertisers whose network advertising for the year passed the million dollar mark are, in descending order, tobacco, automobiles, radios and musical instruments, and confectionery.

NBC reported 134 advertisers for the year, whose average expenditure for network time was $288,442. CBS had fewer advertisers, but their average was higher, 88 clients averaging $326,268 each. MBS 68 sponsors spent an average of $32,745 each. Average expenditure per advertiser per network was $240,000.

NBC declined to give out individual billing figures, but its figures indicate that all 88 advertisers had expenditures exceeding $100,000 each. Most of the advertisers, however, spent more than $100,000 each. The following were in the millions, in alphabetical order:

B. E. B. 
D. B. 
E. C. 
F. E. 
G. F. 
H. G. 
I. H. 
J. K. 
L. M. 
N. O. 
P. Q. 
R. S. 
T. U. 
V. W. 
X. Y. 
Z.

Food Clients Attained Higher Ranking Among WBS Sponsors in 1937

FOOD and beverage advertisers increased their ranking among sponsors using WBS transmissions in 1937, tying with toilet and industry advertisers, which were first the year before. A total of 120 separate campaigns for advertisers in 14 classifications used WBS transmissions in 1937, an increase of 16.5%. The number of stations used totaled 186 in 750,000 stations, a gain of 33% over 1936. Following is an industry list with a breakdown as announced by WBS:

No. of Campaigns

Industry

Automobile

6

Drug

6

Furniture

6

Household Equipment

6

Lubricants

6

Miscellaneous

6

TOTAL

103

NBC's Booths Daytime

ADDITION of 13 new advertisers during the year included among the list of sponsors broadcasting on NBC and the action of three previous day-time sponsors of advertising programs for additional products helped to raise advertisers' expenditures for daytime radio to an all-time high of $10,386,566, an increase of 34% over 1936. The network's day-time revenue has more than doubled in the last five years, it reports, raising from a 1931 billing of $4,355,146 to $5,232,133 in 1934, $5,515,294 in 1935, and $7,655,482 in 1936. As of Jan. 1, 1938, NBC had 23 network stations and 45 for a total of 55.5% of daytime hours.

WEAF Off 85 Minutes

WEAF, New York, was off the air for an hour and 85 minutes Jan. 26, because of a power failure at a Long Island Lighting & Power Co. substation. The failure occurred at 1:45 p.m., interrupting a sustaining program. At 3 p.m., when service had still not been restored, WEAF commercials were switched to WJZ, whose sustaining programs were far too early for the Red network stations in other parts of the country.

Reyail's Winter Pictures

UNITED DRUG Co., Boston (Reyail), plans to show quarter-hour transcriptions, Rayail Coast-to-Coast Exhibits, on about $250,000, to broadcast Jan. 31, Feb. 2, 4, 7, and 11. Production was by Rayail Broadcasting Co., agency is Street & Finney, New York.

Rayail has extended its 13 more weeks through Jan. 1938, and the industry service, which is a weekly half-hour program, "Rayail's Movie Star Diary," will be played with Reayail with only when two dramas open on the same night. Rayail is a member of The American Radio History Society.
Again Detroit Shows the Way
$100,000,000 Expansion Program in Full Swing

Left: The new Chrysler-Dodge unit of the Chrysler Corporation's $2,500,000 expansion program. This unit will cost $250,000, employ 4,000 workers and require $4,000,000 in equipment.

Right: One of the new units in the Ford Motor Company's $40,000,000 expansion program, now under way.

Below: The General Motors Corp. is constructing a new Diesel unit, one of the projects in this firm's $1,500,000 expansion program.

Above: The Briggs Manufacturing Company is hastening completion of this new $3,000,000 unit for the manufacture of auto accessories.

Below: In Ecorse and on Zug Island near Detroit, the Great Lakes Steel Corp. is carrying out a $20,000,000 expansion program.

WWJ IS FIRST IN THE DETROIT MARKET!

What an important story the above pictures tell. The story of a great market (America's third, judged by both payroll and personnel) rapidly growing greater by virtue of a vast $100,000,000 expansion program, now in full swing!

Think what that means in jobs, pay envelopes, purchasing power! Then think what it means to the radio advertiser wishing to get into this market to be on WWJ—preferred by 39% of the homes of Detroit, by actual survey!

These Pictures of New Detroit Industrial Plants Taken From The News Plane.
Wheeler - Lea Bill To Regulate Ads Now in Conference

Minor Amendments Offered to Advertising Legislation

THE SENATE on Jan. 24 sent the Wheeler-Lea Trade Commission bill to conference for what was termed "perfecting amendments." This action was taken on the motion of Majority Leader Barkley (D-Ky.) who acted on behalf of Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce committee.

The bill, broadening the base of the FTC in issuing cease and desist orders, and amended by the House to give the Commission broader powers in enforcing the law after its passage by the House, Senator Wheeler moved to concur in the House amendments. He would have sent the measure to the White House for the President's signature. But Senator Copeland (D-N.Y.), author of the Senate food and drug bill now pending before the Senate Commerce and Foreign Commerce Committee objected.

Changes Needed

Although the FTC approved this section by voice vote, Senator Copeland now appears that Senator Copeland rendered the Commission a distinct service by delaying the immediate passage. A careful reading of the bill as passed by the House reveals that the FTC has not been given the desired form. FTC officials attributed the bill to the legal staff.

Because there are no major differences in opinion between the Senate and House authors of the bill, the conference is expected to perfect quickly the legislation and for adoption of a conference report, which will be considered this afternoon in both bodies and can be called up for consideration at any time.

Meanwhile the Senate Interstate and Foreign Commerce Committee has set hearings on the Copeland food and drug drug bill which contains the advertising provisions of the Wheeler-Lea bill but provides for their administration by the pure Food & Drug administration of the Department of Agriculture.

The hearings in either chamber are expected to be held by the committee on the freight-train length bill. Since the House has passed the Wheeler-Lea bill the Committee will strike the section of the Senate bill dealing with advertising.

Copeland Doesn't Object

Senator Copeland has voiced no objection to the Wheeler-Lea bill but he is insisting on House action to secure passage of the narrower features of his measure. In fact no sentiment has developed in the Senate against placing the administration of the advertising section of the food and drug bill under the FTC and had no "clerical errors" been made therein during debate. It is believed that the legislation now would be on its way to the White House.

Senator Bailey (D-Ct), who took a prominent part in the debate that marked passage of the two food and drug bills in the Senate during the last three years, voiced approval of the Wheeler-Lea bill. Disagreement between the Wheeler-Lea bill and the FTC on the advertising section of the bill was a main reason why the measure failed to pass the Senate Chamber.

BROADCASTING • Broadcast Advertising

SPADEWORK—A symbol of radio's progress. Don E. Gilman, NBC western division vice-president, breaks ground for NBC's new $2,000,000 Hollywood studios and executive building. Judge Harlan G. Palmer, Los Angeles superior court judge, points to the plot while Otto K. Olsen, president of the local Chamber of Commerce looks on. Man with the trowel (right) is Donald W. Thornburgh, CBS Pacific Coast vice-president, at the CBS dedication of new studios and offices on the newly named Columbia Square, in Hollywood.

Mankato, Minn., Station Authorized by the FCC

ANOTHER new station in Minnesota has been authorized by the FCC, which has granted F. B. Clements & Co., a partnership, authority to erect a new outlet in Mankato to operate with 100 watts nighttime and 250 day on 1,000 kc. During 1937 the FCC authorized three new stations in Minnesota—KATE, Albert Lea, and KWNO, Winona, now on the air, and KFAM, St. Cloud, expected to start in April.

The new Mankato station will have as its commercial manager C. E. Madison, veteran amateur, onetime manager of WNAX, Youngton, S. D., now in the employ of the Southern Minnesota Supply Co., a Clements enterprise. Partly in the station venture are F. Braden Clements, automobile and oil distributor; his wife, Clara D. Clements, and his brother, C. C. Clements. Call letters will be KYSM.

House and Senate over whether jurisdiction of the added powers should be lodged with the Food & Drug Administration or the FTC had delayed enactment of the legislation.

Senator Bailey said he had always insisted that the administration of legislation dealing with food and drug advertising should be handled by a quasi-judicial body like the FTC and not by a bureau in the Department of Agriculture. He expressed satisfaction with the Wheeler-Lea bill and credited its enactment, along with the other features of the Copeland bill, at this session.

Vice-President Garner appointed Senators Wheeler, Wagner (D-N. Y.) and Davis (R-Pa.) as Senate conferences on the Wheeler-Lea bill while Speaker Bankhead named Chairman Lea (D-Calif.) of the House Foreign and Interstate Commerce Committee, Representatives Chapman (D-Ky.), Pearson (D-Tenn.), Wolpert (R-N. J.), and Reee (D-Tenn).

Hollywood Studios Progress Rapidly

Ground Broken at NBC Site; CBS Cornerstone Is Laid

CLIMAXING extended network activities on the West Coast, CBS set the cornerstone of its new $2,000,000 studios Jan. 18 and NBC on Jan. 20 dedicated the ground on which its new $2,000,000 studios will be erected.

"A good edifice, designed to house an enterprise for the comfort and welfare of all," so Donald W. Thornburgh, CBS Pacific Coast vice-president, described the two new Hollywood studios and executive building now being erected at Gower St. and Sunset Blvd., as he set the cornerstone of the structure.

More than 30 state and city officials, as well as civic and industrial leaders participated in the ceremonies lauding the progress made. CBS President George M. Cox, CBS commentator, told the historical background of the location, which was the site of the first Hollywood motion picture studio.

Will Be Ready in April

The ceremony also gives the corner of Gower St. and Sunset Blvd., its first official recognition as "Columbia Square." By early April, CBS West Coast special events announcer, was master-of-ceremonies and the speakers. The new CBS structure of modern classical design is expected to be ready for use by April 1. According to Mr. Thornburgh, "a further ground-breaking ceremonies on Jan. 20 officially marked the start of the construction of new studios and executive building to be erected on the northwest corner of Vine St. and Sunset Blvd. Don E. Gilman, NBC western division vice-president, turning the first spade of earth said, "This shovel of earth is of more significance than any other in radio production in Hollywood which certainly has the talent and people to produce outstanding programs."

Otto K. Olsen, president of the Hollywood Chamber of Commerce, participating in the ceremony stated that "Today we witness a cornerstone going down, which will be the beginning of a new era in the entertainment industry, perhaps more important than the motion pictures."

The site of the new $2,000,000 structure, which will be from Vine St. to Argyre Ave., and from Selma Ave. to Sunset Blvd., and in the early stages of construction, was purchased by the Famous Plavers-Lasky Corp. The new NBC West Coast headquarters, which will be a 250,000 sq. ft. building, will follow the design new to radio. Instead of a single building housing a number of studios, the plant will consist of four individual sound stages similar to those used by motion picture studios.

With construction practically completed, KMTR, Hollywood, will start broadcasting from its new studios at midnight Jan. 1, 1938. The station, which is operating as a test unit for the network, as well as of the old California-Spanish Mission style of architecture and is built entirely of adobe brick.
When the final gavel sounds, adjourning the 1938 NAB Convention in Washington, February 14 - 16, our presses start turning out the February 15 NAB Post-Convention Issue . . . . carrying a complete, authentic account of the proceedings of this epochal meeting, plus other special features of lasting reference value.

Everyone identified with the business of broadcasting will look to the February 15 number for details of the sweeping reorganization projected for the broadcasters’ trade association.

The NAB Post-Convention Issue—BROADCASTING’s biggest news issue of the year—offers stations an unsurpassed opportunity to tell their sales stories where the buyers of radio time expect to find them . . . where they turn to read with full faith and confidence the authentic and complete reports and comments of the radio realm.

BROADCASTING

NATIONAL PRESS BUILDING • WASHINGTON, D.C.
BROADCASTING • Broadcast Advertising

Bill to Clamp Stiff Censorship On Broadcasts Being Drafted

Senator Herring, and Working on Proposed

By WALTER BROWN

SENATOR HERRING (D-Ia.) is working on a bill proposing a modified government censorship of radio programs, it was learned Jan. 28. He has reported in criticism of radio programs, especially those for children, but recently under a commission's recommendation as to what action he would take in an effort to "protect the homes against the growing number of programs now being piped into them."

Now Mr. Herring has decided the legislation is needed and he told Broadcasting that with the aid of George Porter, assistant general counsel, a "primrose" to NBR, he is drafting a bill which would be ready for introduction in about three weeks.

Opposition Likely

"I am working with the FCC in this matter," he asserted. "We have been going into the constitutional questions which are involved."

Any legislation toward government censorship of radio programs, even though in a modified form, is certain to meet strong resistance in Congress. The attitude of Congress since the beginning of radio has been that broadcasting, like the press, should be kept entirely free from government control as far as programs are concerned. The FCC already has power to deal with stations which broadcast obscene matter and is a close ally to protect the public interest.

When Chairman Frank R. McNinch issued the FCC's statement on the West broadcast, he indicated the individual stations have power to deal with any station. This program might be dealt with when they sought renewal licenses. Even this action brought strong criticism, showing that any gesture toward censorship arouses controversy.

Mr. McNinch and Mr. Porter are drafting proposals to carry the government toward strict censorship, it was reported this minute it is dropped in the legislative hopper.

There are, of course, a few members of Congress who are demanding that the FCC exercise a greater degree of control over radio programs. The day before the McNinch statement on the West broadcast was issued, Rep. Connery (D-Mass.) took a House committee to investigate the action which was to come the next day. He flew the commission for not prohibiting the millions of American homes equipped with radio sets from the intrusion therein of foul, sensational or blasphemous radio programs.

During his remarks, Rep. Connery, Jr., the chairman of the board of censorship for the radio industry, Rep. O'Malley (D-Wis.), proclaimed that: "Under the urging of the people who are active in the League of Democracy, the order was given to clean up some of their pictures. Does not the gentleman believe the radio industry ought to set up a board of censorship, as the motion picture industry has done, to look over the material which goes on the air before it is broadcast?"

"I may say to the gentleman, Mr. McNinch, that I think this would be an excellent idea."

Rep. McFarlane (D-Tex.) in the House Government on the FCC's criticism of radio programs and for his support of the bill to the 1929 President McNinch's campaign in his criticism of Chairman McNinch.

The day before the President's bill was introduced, the Senate Rules Committee, in the great interest in the Senate, has been reached in connection with the Senate's consideration of the bill.

The action before the Senate committee on confirmation of the present Chairman of the FCC, as a member of the Federal Power Commission, will interest those who are hoping the Senate will protect the public and keep the American home from indecent radio invasion therein.

Connery commented with an appeal to the Rules Committee to report favorably the resolution introduced Jan. 28, 1937, by his brother, the late Rep. William P. Connery, calling for an investigation of the radio monopoly and the FCC.

The frequent criticism of the FCC by Mr. Connery, Mr. McNinch, and Rep. Richard W. Newirth (R-Mass.) has failed to stir up any sentiment in the House for an investigation of the FCC. Chairman McNinch still has the confidence of an overwhelming majority of both the House and Senate and none of the resolutions calling for a FCC investigation are expected to receive serious consideration at this session of Congress.

While the Senate continues tied in a knot over the anti-lynching bill and Senator Duffy (D-Wis.) has been unable to make any move toward receiving consideration of the copyright treaty or his own copyright bill, Deen's bill is still ill at his alma, Ga., home and no effort has been made to secure the passage of the copyright bill in the House.

One of the bills being held up by the Senate is the Independent Offices supply bill. The Senate appropriations committee has not reported the bill for more than one month on the calendar. No change was made in the &1,745,000 appropriation for the House provided for the FCC.

FCC Attacked by Newspaper Writers For Rebuke to NBC in Mae West Case

EDITORIAL attacks upon the FCC, and notably its chairman, Frank R. McNinch, because of its public statement on the Mae West broadcast, is at its height. It has rebuked NBC, were among the immediate repercussions to the Mae West case in a month [Broadcasting, Jan. 15].

Both Heywood Broun and Gen. Hugh S. Johnson, newspaper columnists, also attacked McNinch letter as bordering dangerously close to censorship and against free expression of opinion. Columnist Roxy L. McNinch, in a statement on Jan. 15, the day he received the commission's release by the FCC, described the Commission—said his company with the "high purposes of broadcasting referred to in the public statement on the incident."

Referring to McNinch's statement that the feature was "vulgar, indelent and against all proprieties," the columnist added: "It is clear he did not think that the "proprieties" should be any part of the business of the FCC. He may have thought it was a far greater error to shut off. Gen. Johnson's talk on venereal diseases than to let Mae West go on air. As far as NBC, he asserted, should not have apologized "all over the map," but should have made a fight. At the very least, the chair sought to make a speaker on the air who would challenge the right of Mr. McNinch to "track down a moronic dupe for an entire nation," Broun wrote.

Gen. Johnson, in his syndicated column, was quoted as saying: "If the FCC has the water over the dam, but "the Commission's pontifical ponderosity is Arthur Rosenblum matter. After taking apart portions of the McNinch letter, the former NRA chief observed: "The Commission giveth license and taketh away license—bled the name of the Commission. This is an arbitrary power which could be held to no one. After what the investment may be and no matter what the public may think." He called the letter a "bald and outright prelude to censorship," and commented that it is a threat not merely and properly against suit, but "clearly and improperly against free expression of opinion."

Newspaper Criticism

The militantly pro-New Deal Al Neuharth, who focuses on Jan. 15, has upbraided the FCC and Chairman McNinch in both an editorial and a column. He found the action as censorship. Asserting that government censorship gets its start in this way, the newspaper "buries" the FCC as a tricky for more power pick on such things as Mae West broadcast. "Then objects to the FCC's first attack on the bureaucrats' first attack can be counterattacked with charges of sympathy, injustice and inadven."

The editorial concluded: "The FCC should keep its hands off Mae West or the public is not needed, and will gradually build up a government stranglehold on the radio or if permitted to grow along its present course, is the wave which will be the only one. Even England's government run. If we want to keep our democracy we must keep our radio free. We believe the stations should now be regarded as having a species of vested interest in their licenses. Uncle Sam should act only as either wave traffic cop."

The columnists can think of to clip the claws of the FCC would be to broadcast the daily debates Congress, where there would be plenty of listener, and the FCC would not have the gall to try to bar from the air any remarks any Congressmen say. Sen. Senator might make.

"The main thing is to stop Government censorship of radio in its tracks, now!"

Longines to Expand

LONGINES-WITTNAUER Watch Co., New York, now using time signals, has announced plans to increase the number of about 75 stations, plans to in-crease the number to more than 100 during the next few months. The Longines-Wittnauer Co., New York, is the agency.

CIVIL LIBERTIES

Chief Asks McNinch How

FOR FCC INTENDS TO GO

ROGER N. BALDWIN, director of the American Civil Liberties Union, New York City, Jan. 19 addressed the following letter to FCC Chairman Frank R. McNinch, in connection with the so-called Mae West ruling:

"We note in the press copy of your letter to the National Broadcasting Co. for permitting the broadcast of "The Best of Emily Post," on Jan. 12. In this letter you state that "the Commission has no power or reason to order that 'trespass against the public interest' should be engaged in such trespass' and that the "Commission will only take action under certain circumstances along with other evidence indicating an effort to show whether a particular licensee has conducted his station in the public interest."

We are concerned on this proposed disciplinary action against the National Broadcasting Co. in the light of the Commission's repeated refusal to in the past to consider the editorial policies of station managers regarding the 'proprieties' on which we have protested what we believe to be violations of 'public interest, convenience and necessity.' The Commission has repeatedly stated that it has no power of censorship and would not consider the protest. When we specifically requested that 'an instance' be taken into consideration in connection with the renewal of license be done, to to the American nation," Broun said.

The commission's repeated refusal to permit the broadcast of the Mae West, he added, is "a means of censorship but as freedom from the baysman's managers or of the FCC we considered improper, we have been told this week that the Commission has power to do so. We now have obviously reversed that po- sition. May we therefore inquire whether the Commission is now considering 'an instance' of improper censorship, as is the case with the National Broadcasting Co. should be in our judgment be considered in connection with the renewal of license?'"

Hoping to reach an agreement at this session of Congress, Con- nery commented, the Senate continues to hold over the anti-lynching bill and Senator Duffy (D-Wis.) has been unable to make any move toward receiving consideration of the copyright treaty or his copyright bill. Deen's bill is still ill at his alma, Ga., home and no effort has been made to see the passage of the copyright bill in the House.

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www.americanradiohistory.com
EXECUTIVE: “How did you happen to choose Household?”
CLIENT: “I have listened to your program on WJR for over five years.”
UNITED PRESS INTERNATIONAL
BROADCAST DAILY BY 4Am
www.americanradiohistory.com
Canadian Audience Revolting Against Boost in Set Fee
Newspapers Continue Fight On CBC Sponsored Programs
By JAMES MONTAGNES

CANADIANS were advised Jan. 22 that radio listening is going to be more expensive, with an announcement from Ottawa, released through Minister of Transport, C. D. Howe, under whose department broadcasting comes, that annual license fees would be raised from $2 to $2.50, and that the new fee is to apply to every set whether in an automobile or at home. Heretofore the owners of the sets paid fees, and sets in his home and his car radio. After April the fee will have to be paid for the car radio, the living room radio and every set throughout the house.

Mr. Howe: "The increased revenue is required to enable the CBC to carry out its program of expansion, particularly in the direction of becoming a more complete service. The service rendered during the present year has shown improvement, sufficient to indicate that further worthwhile betterments made possible by increased revenue will, fully justify the new regulations."

A considerable improvement in coverage has already been effected, and the additional funds will enable the corporation to extend similar improvement to the less densely populated areas. It was anticipated that the hours of broadcasting over the national network, which on Oct. 1, 1937, were increased from six hours to 12 hours daily, will be further increased.

Lower Than Elsewhere

"It is the problem of the CBC to bring broadcasting service to all parts of the country. The increased revenue is needed to expand CBC activities to a great degree. The CBC system has already expanded beyond its original young and tender state. It has become an established one and now is looking to the future, and that is to fully utilize the potentialities of broadcasting." Another important reason for the increase is the fact that the CBC has a surplus in both revenue and capital accounts.

The 9000-word statements are the only explanation for the increase.

Trouble With Spot

Meanwhile there is a bit of trouble in the spot broadcasting industry as well, with the report that if the CBC is to continue with the prepared spot rate for networks which the CBC has a surplus in both revenue and capital accounts. This is also true for the 12-hour daily service which is a network program.

The CBC attitude unofficially is that it is moving very cautiously in the matter of daytime networks, and that it is finding programming difficulties to fit such possible nets into the activities of the stations making up the net. It is understood that the CBC is not going after daytime network programs, that none has been definitely booked as yet, and that there is no intention of breaking into the transcription spot broadcasting business, that such cuts as have been made on live charges for possible sponsors have been made for clients who proposed to take 400 to 500 daytimequarter-hour pro-

The newspaper battle, in which periodicals have also joined, has been waged in Ottawa when the CBC was formed to nationalize and Canadianize the radio industry and that. Although, a tax has not been imposed, but the more expensive fee does not mean that the government must pay for this service. The government is responsible for the administration of the country and must therefore be able to provide the services which the CBC now provides. The government must also be able to pay for these services, and the increased fee is a step in the right direction.

Will Use 50 Stations

CHICAGO, Engineering Works, Chicago (Refrigeration & Air Conditioning Institute), in February will start a new series of 5 and 6-minute transmissions utilizing the Camera Speaks, on some 50 American and Canadian stations. Produced by Waco Radio Productions, subsidiary of James R. Lunke & Associates, Chicago agency handling, the new network will be built around ideas of dramatizing unusual news events as seen through the lens of camera; the stories are authentic and are based on outstanding news scoops from all over the world that missed newspapers’ front pages. No music is used in the discs because of the character of the Chicago program, but special sound effects keep action lively. Sam Bartlett is author of the show which is being produced by Columbia Transcription Service, Chicago.

Hackathorn Named

APPOINTMENT of K. K. Hackathorn as sales manager of WHK at Columbus, Ohio, was announced Jan. 24 by H. K. Carpenter, vice-president and general manager. He succeeds C. A. McLaughlin, who has resigned. Mr. Hackathorn during the last 12 years has been associated with the classified advertising department of the Cleveland Plain-Dealer, owners of the stations, and has managed that department since 1934. He is 37, and a graduate of Cornell.

CRAVEN POSTPONES TRIP TO CAIRO

INDEFINITE postponement of his trip to the International Telecommunications Conference in Cairo was announced Jan. 26 by FCC Commissioner A. M. M. Cramer, because of the suspension of business before the FCC. Although plans had been made for Cmdr. the broadcast facilities of the stations. Pro-

MAGAZINE ON 25 WOMAN'S WORLD, Chicago (Magazine) is placing two-minute announcements and live talent programs on about 25 stations offering prizes, including a trip to Hollywood, to new subscribers of the magazine who make the most4.

LaSalle Testing

LaSalle Extension University, Los Angeles (correspondence school), off the air for the past eight months, on Feb. 17 started a two-week participation in the six-week "Scintilla" Sue's programs on KXK, Harry Tracy's corn pop-corn magazine. Agency is Hixson-O'Donnell Adv. Inc., Los Angeles.

Treasury Analyzes 1935 Radio Gross

Total Income of $86,176,000

For Year is Reported

TOTAL gross income of broad-
Stations, Statistics of income for 1935 were compiled from corporation in-

William A. Howe, chairman of the board of the National Association of Broadcasters, Washington, has announced that the annual gross income of all broadcasting stations in the United States was $86,176,000, according to a report issued Jan. 21 by the U. S. Treas-

On the 605 broadcasting stations filing returns, 45 were inactive corporations and gave no income data. Deficits were reported by 46.29% of the active stations.

In the Treasury report, stations showing a net income of $50,000 and the combined net income was $11,980,000. Total income taxes paid by the broadcasters amounted to $6,354,000 and total excess profits taxes were $8,100,000.

Returns showing net income were filed by 312 of the 604 stations. Total gross income of these stations was $10,681,000, their combined net income was $5,057,000.

A gross income of $126,560,000 was reported by 282 manufacturers of radio sets and parts, and of these, 78 were listed as inactive corporations. Returns showing net income were filed by 14 manufacturers, the combined net income was $8,319,000. These firms paid income taxes of $1,144,000, excess profits taxes of $4,000,000.

A deficit was reported by 125 or 54.77% of the manufacturers. The gross income was $86,348,754, and the total deficit was $4,858,000.

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BROADCASTING • Broadcast Advertising
There exists within one hundred miles from New York City a separate market of two and a half million steady consumers — the Italian Market. There also exists a compact, positive, economical means of reaching these two and a half million steady customers through WOV, WBIL in New York, and WPEN in Philadelphia. We are at your disposal to discuss and study your problem in reference to the possibilities of the Italian Market. We are in a position to facilitate and solve the distribution problem, if there is such a problem, for your product. We can supply an estimate on time and talent. The cost is economical. No obligation on your part.

International Broadcasting Corporation • 132 West 43rd Street, New York, N. Y., Telephone BRyant 9-6080
Craven Report Advocates Basic Revision
Hands-Off Policy Urged on Some Problems
(Continued from page 20)

succeed or fail in proportion to the response of the radio audience.

“The industry should not be discouraged from organizing competitive networks, especially at the national and regional. These will form in the natural course of development of the industry, but only as there is a reasonable opportunity for profit.

In order to succeed, they must gain and hold the approval of the public and must therefore produce a high grade program service. They must present properly balanced and diversified programs of timely interest, preferably leading to the individual stations in each community the opportunity for local self-expression. It is axiomatic that too many divisions of the radio audience would result in reducing the quality of programs to the public.

“While it is true that the network system of program distribution has certain disadvantages, particularly from the standpoint of control of time and duplication of programs, it may also be true that these disadvantages are susceptible of improvement, such as for example, greater freedom on the part of network stations in making time available for local programs. However, arbitrary rules preventing duplication of ‘secondary coverage’ are dangerous in that such rules may operate to prevent one of the best uses which radio can be applied to public service—namely, mass communication to the entire nation. It can be appreciated that a coast-to-coast network without coordination, such as agreement common to all stations on the network to deliver the same time for given programs would be a useful or efficient medium of simultaneous nation-wide communication. Such coordination undoubtly is necessary for proper functioning of a network, providing the individual station is left sufficient opportunity for local self-expression.

Contractual Relations Should Be Studied

“It has been suggested that one method by which an undesirable control of radio broadcasting media could be exercised at present might be through too binding contractual relations between the chain companies and the individual stations on a network. The existing contracts were not a part of the evidence in the hearing but are on file at the Commission and available to it for consideration. Perhaps this should be the subject of further study: In particular, the matter is principally one of legal interpretation, this Department has made it of its own study.

“There is no evidence that the three national chain companies, the 25 regional network groups and the 303 stations affiliated with networks have combined for the purpose of controlling the channels of mass communication in a manner inimical to the interest of the public. As a matter of fact, their past record of performance with respect to the use of their facilities has been liberal, particularly for the discussion of public questions. It is also well known that the facilities of the three major chain companies are used in active competition. However, if after further study it is conclusively shown that there are practices among the networks involved in controlling contracts between any chain companies and the stations on the networks, this Department feels that the Commission can undoubtedly influence voluntary changes from the broad standpoint of public interest, convenience and necessity.

“With reference to the assertion of the representative of labor that certain companies have a virtual monopoly of radio broadcasting service by reason of patent holdings, the record of the October 5 hearing does not reveal any conclusive evidence that any control of patents has been exercised to limit competition in broadcasting.

“With reference to the assertion of the representative of labor that the press had undue control of the channels of broadcasting, it is interesting to note that the largest number of stations licensed to a single class of business or to persons affiliated with such business to be that of newspaper owned or affiliated stations. Newspapers or persons affiliated therewith own 28% of the total stations licensed, and own 26.67% of the clear channel and high power regional station facilities.

“Peculiarly, this criticism of the Labor representative raises two questions, namely, (1) the effect of radio upon the older established media, such as newspapers, and (2) the effect of newspaper ownership of broadcast stations upon the application of radio to the public service.

“According to the reports of the National Association of Broadcasters, the gross time sales for advertising in 1935 were $87,523,848 and in 1936 $93,351,768, an increase of 22.9%. Comparing this with the volume of advertising of other major media, such as national magazines, national farm papers and newspapers, the NAB reports that radio sales revenue represented approximately 11.9% of the total of those media in 1935 and 13.0% in 1936.

Public Service Aspects of Industry

“Thus, broadcasting obviously has present and future potentialities for public service which have affected or may affect the other media of mass communication, of education, and of entertainment. Among those which may be affected in the future is the moving picture industry, just as the latter has affected the legitimate stage. Still another which has already been affected somewhat, and may be still further affected, is the press. It is common knowledge that the ‘extras’ of former days have almost disappeared; that broadcast stations are relied upon to constantly increasing extent for news and comments upon news, and that they are important customers of newspapers.

“It is within the realm of possibility (perhaps very remote at present), that, through the development of facsimile, the newspaper of the future will be transmitted by radio into the home. On the economic side, while at present broadcasting obtains less than 15% of the revenues expended for time and space sales in the advertising media, its rate of increase appears to be more rapid than that of other media. Whether this relative increase will continue or whether the comparison will sooner or later adjust itself into a fairly constant relationship, is, of course, impossible to forecast. In any event, the Commission, in looking to the future, and in shaping its policy with respect to broadcasting, to be in accord with the social and economic welfare of the nation, cannot well avoid taking into account factors arising out of the interrelationship of broadcasting and other media. So far as the hearing was concerned no evidence was presented on which any conclusions could safely be based.

“However it is the considered judgment of this Department that, broadly speaking, the American public is not only entitled to but desires radio service and particularly for the public good. The market for radio must go forward. Problems such as the effect of radio upon other media of communication are incidental, and while they may be of the highest importance they are susceptible of logical solution in the course of natural progress.

Newspaper Ownership Presents Problems

With reference to the problem presented by the increasing acquisition of stations by newspaper publishers, the representative of labor argued that control of two important media of mass communication by one class or group was not in the public interest. Presumably a similar issue would be raised if any tendency were to develop there is the public interest in the field of newspapers, the public interest in the moving picture industry, or any industry which in whole or in part influences public opinion on matters of public importance. Strictly speaking, such an issue was not within the scope of the issues of the hearing, and an attempt was made by the witnesses to refute the argument. Because of its importance in current discussions, however, the subject cannot be entirely passed over.

“From its examination of the data at hand (largely taken from the Commission files), this Department feels that to adopt any rule-of-thumb on a subject such as this would run the hazard of working out an injurious result. The public interest is not to be considered the problems of station ownership and operation or entitled to be received by the public. The subject has too many aspects on which little or no trustworthy information is available or analyzed. To take the case of the press, for example, the question does not appear so simple as dividing all stations into those owned by newspaper publishers and those which are not.

“There are a considerable variety of situations among the newspaper-owned stations themselves, varying from the case where such a station is owned by a newspaper in the same city and sometimes in different cities.

“No adequate study has been made to show whether as a class they have furnished average, superior or inferior service; whether
they, or any group of them, have acquired or exercised any undue power, social or economic; whether they, or any group of them, have been guilty of any unfair practices, either editorially or with respect to advertisers, due to the combination of ownership; whether there is any tangible evidence of, a tendency among them to combine and whether and to what extent they contribute to or benefit by broadcasting on a competitive basis.

**Commission's Power To Cope With Issue**

Eventually a choice may have to be made between permitting or preventing other media such as the press an opportunity to supplement their older facilities with the newer invention of radio. Among the dangers of a course which would paper ownership and license to all adequate information, there may be mentioned the possible discrimination involved against any class or group, without any reasonable basis; there may be the possible interference with freedom of speech and press; the possible turning aside of what may be a natural course of progress by which established media bring their experience and their equipment to the gradual utilization of the new methods which science makes possible, and the possible establishment of an undesirable precedent.

"Pending the securing of adequate information, the Commission has at hand the enacting procedures established under the Communications Act of 1934 and, by applying the standard of public interest, convenience or necessity to all applications, whether for new stations or for renewals of license, has power to cope with situations where actual or proposed newspaper ownership of a station raises a doubt as to whether the standard has been or will be complied with in practice.

"It may be that after investigation it will be found that in all situations where the broadcasting station is operated in direct conjunction with some other business, whatever the character of the business, there is a tendency or an undue temptation at times to overlook the requirements of public interest for the sake of the other business. If this proves to be the case, an alternative course, so far as the Engineering Department can see, would be to require every licensee to be so organized, as a corporation or otherwise, that it be engaged solely in the business of broadcasting. While this does not eliminate some of the potential abuses nor dispose of all the problems particularly the question of relationship through stock ownership (and, as a practical matter, stock ownership by individuals engaged in some other business could not and should not be done away with), it would afford a simple basis of regulation under which broadcasting would be segregated and disentangled from other businesses not subject to regulation by the Commission. This probably could not be done without a more explicit declaration of policy by Congress and in view of the lack of evidence before it, the Depart-

**Broadcasters Entitled To Make a Profit**

Regarding charges that broadcasting stations and chains are earning "inordinate profits", the Craven report said no reliable factual data is available on that item, on the amount placed back into radio for improvements, on methods employed by stations in charging depreciation and payment of interest, or salaries paid officers and others. Because this data is not available, the report said the Department did not feel justified in making a critical analysis of profit accruing to station licensees and its relation to the rendering of public service.

But, added the report, "We feel that not only are profits proper but they are also necessary if the public is to have good service. It should be realized that there is a risk ever present in the business of broadcasting station operation and that ordinarily encountered in some other forms of business. Not only must each broadcaster, against constant competition, maintain the public's confidence and interest in the service rendered but also the licensee must and should operate on a rigid basis of regulation by the Federal Government.

"The industry is confronted with rapid change, rapid obsolescence, and rapid new and renewed demands upon the enterprise, initiative and capital of its members. There is always present the threat of sweeping changes in the technical base on which radio stands, as for example, such developments as television. The industry must be sufficiently prosperous, not only to pioneer but also to secure adequate funds to finance the new developments and changes which periodically will continue to confront a new industry based on a new science.

"We feel that a study on the part of the Commission of the nature of profits is necessary not only to enable a just determination and comparison of the capability of individual classes of licensees to render service to the public, but also to foster an understanding of the broader economics of the industry. Involved in this study are questions of policy on which more information may be needed as well as the necessity for coordination with Federal tax laws."

As a catch-all on program service, Comdr. Craven concluded the preliminary portion of his report with the assertion that in effecting a preservation of the existing American system, it may be necessary to establish standards of public service and to take such steps as are necessary to insure their being complied with. "It may be necessary to provide for the rendering of specific services," he declared, adding the Department felt that the Commission should assume leadership and cooperate with the

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**The Smash hit of 1938**

"DAREDEVILS OF HOLLYWOOD"

From Hollywood comes the thrilling, true-life experiences of those men behind the scenes—those daring, unsung heroes whose breath-taking adventures on the screen have thrilled millions—the Movie Stunt Men...the Suicide Squad...the "DAREDEVILS OF HOLLYWOOD!" ★ Here is radio's newest COPYRIGHTED feature. Twenty-six quarter-hour shows electrically transmitted. Spine-jangling thrills—comedy—human interest—with dynamic appeal to everyone. Three commercial spots on each program. Merchandising tie-ins and promotional helps furnished.

Audition Sample $3.00 (Refundable)

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

BROADCASTING • Broadcast Advertising February 1, 1938 • Page 35
Broadcasting a Billion Dollar Industry
According to Craven Economic Report

THAT broadcasting is a "billion dollar industry" was the vantage point of the social and economic report of Commissioner T. A. M. Craven, on Jan. 24, in which he recommended far-reaching changes in present regulatory methods.

Stressing the importance of giving an accurate picture of the economic phases, he said that an indication of the potentialities of new broadcasting stations may result in any course of action by the Commission may be understood when it is realized that the broadcasting is "several billions of dollars, including over a billion dollars of direct investment, on the part of the public in receivers."

The best evidence that can be given as to the scope of the industry was enumerated as follows:

1. An investment of 45,000,000 receivers purchased by the public at a conservative estimate of approximately $30 per receiver, which amounts to an investment of $1,350,000,000. The Commission estimated that the public purchased 8,000,000 receivers at an estimated cost of $200,000,000.

2. There are 1,037 factories engaged in the manufacture of receivers, radio vacuum tubes, radio parts, and numerous types of equipment. The capital investment in these factories is not known to this Department but obviously it runs into millions of dollars.

3. There are more than 4,000 retail dealers in the business of selling receivers to the public. This does not include the thousands of small stores which also handle radio receiving sets.

4. It is common knowledge that talent, including comedians, actors, singers, composers, publishers of music, etc., number in the thousands. No estimate can be given by this Department of the monetary investment of other economic factors involved in receiving and involved in this group.

5. There is a large investment in transcriptions and radio record- ing facilities. The American Broadcasting Company, which in some cases is an independent producer, in transcriptions and radio recording, is an administrative group rather than the basis of decision in individual cases."

Procedure suggested for improving physical service was that of adopting a policy of encouraging the improvement of existing stations where needed, plus additional stations where there were no existing facilities, all to be done in an evolutionary manner upon individual consideration of applications. The result must be a system either by unjustified increases in power or unjustified licensing of new stations "must tend toward a more comprehensive and efficient use of radio service," Comdr. Craven said.

If this were carried too far the result would be a loss of the desirability of radio broadcasting as a medium for those who use or support it, and thereby result in a deterioration of program service to the public as rendered under the American system.

Programs Are Tended Basically Sound

On the subject of programs, the Craven report said that while the Engineering Department feels it is unable because of a lack of figures to analyze in detail the value of the existing program service, and while it recognizes the need of improvement, nevertheless hold the view that all things considered the program service rendered under the American system is basically sound.

While the evidence revealed that stations not affiliated with the networks and more particularly local stations have difficulty in procuring programs having a sustained public interest. The high proportion of network programs largely are held responsible and in no few instances, lack of organization is a contributing factor.

To aid the FCC in its future determination of station distribution, Comdr. Craven included in his report a list of 471 towns with population of 10,000 or over, the last figure being educational institutions.

In the clear channel and high power regional channel brackets, the chain companies held 15 stations or 25% of the total, newspaper and affiliates 16 or 26.7% of the total, and truckers and stations owning an aggregate of 196 stations (as of June, 1937) or 28%. Other stations were small stations from 1% to nearly 5%, the latter figure being educational institutions.

In a discussion of radio revenue, the Commission estimated that the chain companies held 15 stations or 25% of the total, newspaper and affiliates 16 or 26.7% of the total. Considering the difficulty in assigning the value of radio and equipment lease, 8, or 13.3%.

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of the advantages of the good
will of the public in sustaining in-
terest in radio. Therefore, in the
study which would be made by the
Commission, the objective should be
to ascertain ways and means to
promote improved methods of uti-
ilizing radio particularly with re-
spect to the acceptability of the
public of advertising content and
continuity, as well as the balanc-
ing of program rendition.”

Regarding financial support of
stations, Comdr. Craven based
largely upon the report of the Bu-
reau of the Census published in
October 1936, based on 1935 fiscal
data. The influence of networks on
station revenues was shown effec-
tively by the returns, it was
brought out. Station revenues,
based on these returns, indicated
that they increased or decreased as
the result of joining or leaving a
network. The report also showed
that station revenues increase in
proportion to the size of the com-
miunity in which they are located.

Effect of Signals
From Distant Stations

After analyzing the Census re-
port, Comdr. Craven concluded:
“It can be seen readily that if a
station has high power, network
affiliation, and is located in a large
city, it is in an extremely advan-
tageous position with reference to
gross revenue. It should be borne
in mind, however, that the operat-
ing costs of such stations are high.
Network affiliations also appears to
exert a strong influence in attract-
ing national and regional non-net-
work business to stations, while
power and particularly location in
the market affect average local
time sales of difference classes of
stations.”

In a protracted discussion of
competitive factors in broadcast-
ing, the Craven report said that
whether the presence of a signal
from a distant high power station
affects adversely the income of a
low power local station in a rela-
tively small community, cannot be
shown conclusively from the testi-
mony. It is noted, however, he said,
that the vast majority of income
accruing to lower power local sta-
tions is obtained from local busi-
ness while the high power stations
generally obtain much of their rev-
ue from national advertising.

The Department, the report con-
tinued, is aware that competition
“is the doctrine of this country and
with this doctrine we are in hearty
accord because in most instances it
has resulted in improved service.”
Declaring there may be a point at
which competition becomes destruc-
tive and results in impaired ser-
vice, the report said that a study of
the economic data with refer-
ence to broadcasting stations in the
same community is desirable to
ascertain whether improved or im-
paired service results from ad-
ditional competition.

“With respect to competition be-
tween classes of stations, the En-
gineering Department feels that its
proposed reclassification of stations
well affords a basis for ultimately
securing the maximum equalization
from a class competitive standpoint
consistent with technical develop-
ment. Also our recommendations
to raise the power of the existing
smaller power stations, where tech-
nically feasible, so that they can
render an adequate service to the
communities in which they exist,
combined with the increase in the
number of classes of stations, will
permit a more equal basis of com-
petition for stations serving eco-

comic entities of similar propor-
tions. It is our opinion, based upon
the evidence, that if a station has
a sufficient signal intensity over
the area in which the population
of the community resides and has
a good program, its economic sup-
port need not be destroyed by a
station of any class in another com-

munity, provided there is not too
great a differential in kilowatt power, or by a station of any class in the same community, if that community has sufficient resources to support two or more stations rendering a good program service.

National Business

For Non-Affiliates

"With respect to competition between networks on the one hand and stations on the other, the evidence shows that a station which is on a network has a distinct advantage over a station which is not on a network. Naturally, two stations in the same community cannot render an improved service if both use the same network program. Where a station exists in a smaller community and is not on a network, and the same community is served by a higher power network station at a distance, it is possible that the smaller station will not receive much revenue from national accounts.

Therefore, at least, one other improvement which seems to be clearly indicated in so far as competition between networks and those not affiliated with networks is concerned, is that involved in organized efforts on the part of the non-affiliated stations to secure national networks in their region. This improvement is under way indicated by the testimony of some of the witnesses at the hearing. Also in this connection there seems to be a tendency for the formation of additional regional networks and the greater utilization of retransmitted programs which, from an economic standpoint, should tend to improve the existing situation of non-network stations.

Regarding charges for telephone lines, the Craven report said that it is possible that this is one of the items which enters into the cost of the program production and that consideration should be given to a study of this with the view of determining the responsibility thereof."

"If accurate statistical data regarding income and expense were much more available to the Department, the Commission would be in a far better position than at present to gauge net profits of various television stations in various communities, and thus could see more clearly the action to be taken with respect to improvement in service to the public insofar as this service is affected by the competitive situation in broadcasting. In any case, to the extent that data with respect to markets and purchasing power of communities should not be neglected.""}

HEARST RADIO CHIEFTAINS—New guiding heads of Hearst Radio Inc. and the 10 stations operated by that concern, photographed in Washington shortly after reorganization [BROADCASTING, Jan. 15]. At right is Elliott Roosevelt, second son of the President, newly appointed president of the organization. At left is Albert A. Cournier, vice-president and executive assistant to Mr. Roosevelt. Mr. Cournier, longtime general manager of WOR, is managing the destinies of WINS, New York, in addition to his other duties.

Defects in Forms

For License Renewals

"For example, among the various defects the information requested in the renewal of license forms requires no proper cost analysis—requires no accounting on an annual basis, and represents only partial income and incomplete cash outlays for an average month during the preceding license period, and there was no way provided for separating station functions from the other business of licensees and to determine the cost of individual station program rendition. For these reasons, the Commission considers the financial information obtained from the renewal of license files of the Commission as evidence to which logically no weight can be given."

Retention of an economic expert is the most important single factor in procurement and analyzing of desired information, said the Craven report. He declared the Department is impressed with the desirability, if not the necessity, of the Commission organizing better methods to secure statistical data regarding all economic characteristics, rather than that conclusive factual data secured from reliable sources and therefore great weight could not always be given to the investigation conducted through the numerous exhibits, were analyzed but that it appeared that much of the testimony of an economic character was already available, whether or not the conclusive factual data secured from reliable sources and therefore great weight could not always be given to the investigation conducted through the numerous exhibits, were analyzed but that it appeared that much of the testimony of an economic character was already available.

Studies of the Commission files made in collaboration with the Accounting Department likewise did not reveal information upon which great reliance could be placed. On the other hand, the report said, the investigation showed that significant information not only was lacking but that also the aggregate for the figures dangerous or improper in drawing conclusions. This was not the fault of broadcasters making the returns, but rather defects in the questions which evidently were designed for a purpose different from that desired today.

Sees Need For 25 Clear Channels

Discussing the conclusion that there should be at least 25 clear channels, Comdr. Craven said technical limitations require that at least number properly distributed throughout the country. Moreover, if the power of clear channel stations is not to be in excess of 50 kw., it is absolutely certain that information, including 25 of these stations properly distributed is the minimum which is capable of rendering service to remote areas; if these remote areas are to have adequate program service at night; even with power greatly in excess of 50 kw., 25 such stations will fail to fall. Furthermore, the added cost of these stations, with an adequate from a technical standpoint any power less than 50 kw. would constitute a wasteful use of a frequency band and the service would fall short of the standard of broadcasting service for a station of low power.

Regarding the recommendation for permissible power increases for regional and local stations, with the former to increase from 1,000 to 5,000 at night and from 100 to 250 kw., the Craven report said this move would provide better service to the public where a greater signal intensity is required. Denying the evidence seems conclusive that individual increases in power of these stations are feasible, both technically and economically, he added, however, that to make blanket increases in power "is foolish in the light of the paramount need of general good of broadcasting service in rendering service to the public."

The Commission, he said, should keep control over the situation in order that a general equalization can be accomplished in accord with sound economics and economic status.

Therefore, he recommended each individual application should be heard publicly and granted only upon condition that the increase is necessary so that the community, is technically feasible and economically sound, as well as the use of the frequency in question throughout the nation in a manner which will serve the greatest good for the greatest number.

In suggesting procedure for accomplishing the proposed changes, Comdr. Craven recommended that the Broadcat Commission [sic, entire Commission] proceed at once with consideration of his report, in conjunction with the Engineering Department, and instruct the necessary departments to prepare changes in existing regulations in accord with the desires reached.

It is an established fact that these changes already are being undertaken, in the light of the Engineering report and of the agreement reached at Havana. When the new regulations have been approved, however, they cannot be published and interested parties notified to file objections. If any party considers his interests adversely affected by the Commission will be advised that an appeal may be filed with the Federal Communications Commission and that he can hold hearings on the objection as deemed advisable. After such hearings on the proposed rules, the Commission will rule, as it is its obligation, as it deems advisable and then promulgate the new rules.

"When such action is finally taken, the information should be forthwith to dispose of individual applications on the basis of merit. It is, therefore, presented in this report, and it is hoped that a sound economics and a logical interpretation of social requirements will be made.
ALL OF the 22 participating sponsors of Alfred W. McNinch Jr., food commentator of WOR, Newark, met him simultaneously for the first time when they gathered Jan. 24 at the American Caunson Convention in Chicago.

Midwest Agencies, Stations, Educational Institutions
540 N. Michigan AVE.
Is Our New Location
Beginning Feb. 1
Phone or wire your
reserving address to:
PRESTO's
Midwest Factory
Presto Recorder
450 N. Michigan AVE.
CHICAGO • ILL.
Superior 3881

PUPPET OPERA
Hospital Uses Marionettes
With NBC Program
SYNCHRONIZED to the NBC broadcast Saturday afternoon from the Metropolitan Opera, a marionette show in a miniature reproduction of the Metropolitan stage was seen and heard by inmates of St. Vincent's Hospital, New York, on Jan. 22. The first two acts of the Barber of Seville was reproduced with complete success before an audience of patients, nurses, doctors and nuns.
There were seven 10-inch dolls in the miniature performance, wearing costumes identical with those in the opera. The idea came from Gerry Lewis, daughter of Dr. Lewis, assistant general manager of the Metropolitan. She interested John Charles Thomas and Lily Pons in the project, and they cooperated wholeheartedly. They sang the leads in the performance.
Mr. Lewis, asserting this was the first time radio had been synchronized to a puppet show, declared it was "a jump ahead of television," and said he hoped the idea would spread across the country into small towns.

Press Wireless Tariff
PRESS WIRELESS Inc., radio communications subsidiary of several newspapers and press associations, has filed a tariff with the FCC, effective Jan. 29, for its foreign address broadcast reception radiotelephone service. The minimum charge for a reception period is $10, with $5 setup charge and 25 cents for each minute. It was said at the FCC that Press Wireless serves Mutual Broadcasting System, of which WGN, Chicago, is a part. The Chicago Tribune, operating WGN, is an important stockholder in Press Wireless. The address program reception service specifies that Press Wireless will receive foreign broadcasts but not guarantee from the foreign end. In this country, however, it guarantees the quality to its subscriber.

New Court Sponsor
IRONIZED YEAST Co., Atlanta, Ga., has assumed sponsorship of John J. Anthony's Good Will Court, which has been heard on Mutual and Inter-City networks for Macfadden Publications Inc., New York (True Story). The program originates at W2MC, New York, and is broadcast to 4 Mutual and 10 Inter-City stations. Agency for both accounts is Ruthrauff & Ryan, New York.

Wheeler-McNinch Confer
SENIOR WHEELER (D-Mont.), chairman of the Interstate Commerce Committee in which radio legislation originates, and Chairman McNinch of the FCC, conferred Jan. 26 on FCC activities. While no statement was forthcoming from either, it is understood that broadcasting matters were discussed, particularly in connection with future policy. Senator Wheeler has been an outspoken critic of superpower and of purported "monopoly" in broadcasting. Both officials will address the NAB convention in Washington.

NOT a high fidelity recorder you understand. We reserve that title for our larger equipment. But when you cut a Presto Green Seal disc on the Junior, you get one of the quietest records you ever heard and the quality of voice reproduction is so good that no one but your engineer will know that it isn't a direct pickup.

A useful little job for recording spot announcements, man on the street stuff, or interviews with some of your sponsors and their customers. Is it not?

But a word of warning. If you happen to get one of these Presto Jr. recorders at your station, keep your eye on it when the boss is around. The first thing you know he'll take it home—for around a bit with his friends or perhaps to record a few of the station programs off the air. And that's the last you'll see of Junior.

However, the Presto Junior costs only $145.00. And don't let that worry you because with the machine, we send you a folder telling how other stations have made the Junior pay for itself in a hurry.

For a free demonstration of the Presto Jr. at your station MAIL COUPON TO

PRESTO RECORDING CORPORATION
147 West 19th Street, New York, N.Y.

Gentlemen:
Have your salesmen show us the Presto Jr. Recorder.

NAME __________________________
ADDRESS ____________________________________________
CITY ___________________________________________ STATE

BROADCASTING • Broadcast Advertising
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WITH HAIR DOWN—And five in eye, 27 sales directors and executives from 22 stations in Missouri, Iowa, Illinois, California, Nebraska, Kansas, ASCAP, Broadcast Sales Directors, District No. 9, Standing (1 to r) are: R. L. Rose, KWOS, Jefferson City, Mo.; Herb Hollister, KANS, Wichita, Kan.; D. J. Poyner, WMBH, Joplin, Mo.; Gardner Reams, WDAF, Kansas City; J. C. Rapp, KMA, Shenandoah, Iowa; Owen M. Balch, KWOS, Jefferson City, Mo.; L. O. Fitzgibbon, KAFL-KOAM, Lincoln; John S. Keen, WIBB, Kansas City; H. J. Rutt, WOC, Davenport, Iowa; Craig Lawrence, KSO-KRTN, Des Moines; Don E. Inman, WMT, Cedar Rapids; Hale Bondurant, WHO, Des Moines; Jack Neil, KCMO, Kansas City; Ralph Foster, kWTO-KGBX, Springfield, Mo.; John E. Pearson, KTVO-KGBX, Springfield. Seated (1 to r) are: Glenn Griswold, KFQ, St. Joseph, Mo.; J. Leslie Fox, KMBC, Kansas City; Owen H. Balch, KCKN, Kansas City, Kan.; Ed Dennis, WHB, Kansas City; Ellis Atteberry, KOKN, Kansas City, Kansas; Jack Tompkins, KANS, Wichita; Ken Church, KMOM, St. Louis; Howard O. Peterson, WOW, Omaha; John S. Keen, WOW, Omaha; Edward W. Hamlin, KSD, St. Louis; Ed Cunniff, KOAM, Pittsburg, Kan. J. Leslie Fox, of KMBC, conducted the meetings.

Midwestern Group Debates Problems

SALES policy and sales promotion problems occupied the time and attention of new directors and executives from 22 stations when members of the Broadcast Sales Directors District No. 9 met in Kansas City on Jan. 30.

Taf Buys Into KKKO

ARCHIE TAFF Jr., associated with Louis Wamsner in the ownership of KOL, Seattle, was disclosed as purchaser of 30% interest in KKKO, Everett, Wash., in an application for assignment of license filed with the FCC Jan. 19. Lee E. Midgett, operator of the station, was quoted to few 50 westers in the country, which shares time on 1370 kc. with KEEN, Seattle, for a 15-minute daily program conducted by Everett Broadcasting Co., Inc., in which Mr. Everett would retain 35% of the stock while F. A. Clinton, attorney and business man, would acquire 35% and Mr. Taff would take over 30%. The amounts involved were not disclosed. Mr. Taff is president and manager of KOL, in which he holds 46.5% of the stock. Mr. Taff is also the owner of KGA and KHQ, Spokane, owns 42.5%.

Wilson Sells KGW

SALE of KGW, Alamosa, Colo., to John L. Dier and William A. Dier, publishers of the Alamosa News, was announced in an application for transfer of license filed with the FCC, which must consent to the sale before it becomes effective. The station is owned by Leonard E. Wilson, chief owner of KIDW, Lamar, and KOKO, La Junta, both in Colorado, the latter station having first started operation last June as a new outlet. KGW operates with 150 watts on 1420 kc. The amount involved was not disclosed.

Boost for WCAO

SPECIAL temporary authority to operate with 1,000 watts for 30 days to counteract interference caused by CMQ, Hawaiian Station, was granted WCAO, Baltimore, Jan. 21, by the FCC. The station, formerly operating on 880 kc., was to be enlarged to operate on the 600 kc. regional channel. The authority was granted subject to the condition that if no additional power be terminated immediately if CMQ ceases operation on 600, then WCAO is to reduce its power so that additional interference is not involved.

ASCAP Inner Workings May Come to Light in Nebraska Court

In Nebraska Court Appeal

INNER workings of ASCAP, including hitherto unknown details of its manner of operation, may be revealed as a result of interrogatories filed in behalf of the Nebraska Broadcasters Association in the injunction suit brought by the copyright society against the state law enacted by the Nebraska Legislature imposing drastic limitations on activities of the Society within the state.

Filed in latter December by the firm of Hotz & Hotz, the 135 interrogatories seek information covering ASCAP's methods of conducting its business activities. Andrew W. Bennett, former special assistant attorney general, claims it is necessary to have access to the papers in the preparation of the papers.

ASCAP already has secured an extension of time in answering the interrogatories and it is indicated that argument in the case probably will not be held until late winter or spring. Similar injunction suits are pending in Montana and Washington, having been brought by ASCAP for infringement of almost identical state laws designed to restrain activities of the copyright group and "force a 'corner piece' basis of compensation on ASCAP". The suits in the flat usually involve the ASCAP stations in the states.

Steps toward enactment of state legislation to restrain copyright groups have been taken in about half of the states, it is understood. ASCAP is actively combating them.

Arthur Stringer Leaves Crosley Promotion Post

ARTHUR STRINGER, sales promotion manager of the Crosley stations, resigned last week. He holds the position as of his resignation Jan. 25. He did not disclose his future plans. Mr. Stringer came to the Crosley stations last year under William S. Hedges, now vice-president of NBC, to re-orient the promotion department. He handled advertising, publicity, research and merchandising, as well as coordinating the assignments under Mr. Hedges. Mr. Stringer has had a long career in radio, beginning with WMAQ when he was also business manager for the old Chicago Broadcasters Association. For nine years, until their dissolution in 1932, he was assistant general manager of the national radio expos, the Radio-Electrical World's Fair, Madison Square Garden, and the Chicago Radio Show at the Coliseum. He directed sales promotion and exploitation. During his exposition work he organized the National Radio Expositors Association and served as executive vice-president. He is prominent in Midwestern publicity circles.

CONCLUSION upon the FCC's grant of the pending application for additional power to KELO, in the Bloxio-Gulfport area into Mobile, Ala., for the first time in the history of Southern radio, has applied to the FCC for a new 100-watt night and 1000-watt day station on 1210 kc. in Bloxio, Miss.
THORNE DONNELLY, head of the
Donnelly Monitoring Service, Lake
Bluff, III., will return to Chicago Feb.
7 after a two-month Caribbean cruise.
EDWARD A. FORD has been named
chief maintenance engineer of KYW
Philadelphia.

HAROLD BOOTH, engineer for
the Clear Channel Group associated
with the office of Louis G. Caldwell,
Washington attorney, and Mrs. Booth,
on Jan. 5 became the parents of a
6 lb. 14 oz. daughter, Mary Har-
3

E. J. GIRARD, former Washington
district manager of Mackay Radio &
Telegraph Co., has been transferred
to the Federal Telegraph Co. as speci-
cial commercial representative with
headquarters at Newark. R. N. Scrib-
er, former New York traffic manager,
succeeded Mr. Girard Jan. 17.

PAUL ANDERSON, formerly
with the
of

ELTON W. MORDE, formerly
of WJJD, New York, and the Westing-
house Electric Mfg. Co., and E. W.
Frost, formerly of WFEA, Man-
chester, N. H., have joined the tech-
nical staff of WTAG, Worcester, Mass.

HARRY DAUGHERTY, chief en-
gineer of WSB, Atlanta, is the father
of a baby boy, his fifth child.

MORRIS MING, formerly chief en-
gineer of KIUL, Garden City, Kan.,
has joined KFRO, Longview, Tex., as
assistant chief engineer.

J. B. FUQUA has been transferred
from the control staff of WIS, Colum-
bia, S. C., to WOSU, Charleston, where
he is chief engineer.

W. A. NICHOLS, formerly with
Northern Electric Co., is now chief
engineer of the new 50,000-watt
GBL, operated by the Canadian Broad-
casting Corp., at Toronto, Ont.

M. K. GOLDSBERRY, formerly
with RCA Mfg. Co., Camden, has joined
the radio staff of the Bureau of Air
Commerce, Washington.

HOWARD S. JOHNSON, formerly
of KDYL, Salt Lake City, has joined
KJZ, Denver.

J. B. CASEY, formerly of KRBC,
Abilene, has been appointed chief en-
gineer of KBST, Big Spring, Tex.,
succeeding E. I. McKinney, who has
returned to KRBC.

The Hollywood engineering staff has
been increased to 21 with the transfer
of Charles Norman and Joseph Kay
from New York and Marys Adams
from San Francisco.

NORMAN DEWES, formerly
of KFWB, Hollywood, has been added
to the technical staff of KPUS, San
Diego, Cal. He succeeds Samuel Lip-
sett, transferred to the production de-
partment.

JACK HAYES, chief engineer of
WJJD, Chicago, has returned to work
after three weeks at home as a result
of breaking two ankle bones in a fall.

J. E. GILGOLLY, field engineer
of Westinghouse stations, has been at
Fort Wayne preparing the WGL trans-
mitter for the daytime jump to 250
watts.

FRANK PFaffen, engineer at WIP,
Philadelphia, on Jan. 15 became the
father of a baby boy, Frank Jr.

JOHN PFaffer, assistant technical
supervisor of WTAR, Norfolk, Va.,
is rated in ninth place in advance
listings of the annual shortwave con-
test of the American Radio Relay
League. His hobby is amateur radio,
shortwave.

JAY R. HUCKABEE, formerly of
KGN, Amarillo, Tex., has joined
KBST, Big Spring, Tex., succeeding
Avery Faulkner, resigned.

"1/3 Increase in coverage with the Gates Audio Compressor," says
the Iron Counties popular WJMS.

GATES RADIO & SUPPLY COMPANY
QUINCY
(Cable address--Gatesradio)
ILLINOIS

Up in the Iron Coun-
try is one of Michi-
gan's most aggressive
broadcasters. In a sec-
tion where heavy iron
deposits mean dubious
reception from outside
stations, WJMS of
Ironwood, Mich., pre-
vents a metropolitan
service all of its own.
Program variety and
equipment perfection
will be found at
WJMS which includes
complete Gates speech
equipment and the
newest Gates creation,
the 17-B Audio Com-
pressor. "Conservative-
ly 1/3 increase in
coverage," states N. C.
Ruddell, manager. Yes,
shortwave equipment
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coverage," states N. C.
Ruddell, manager. Yes,
IN THE VERY RICH

TO MORE THAN
WITHIN THE

IN THE VERY RICH

NBC RED AND BLUE

10,000
AN TWO MILLION LISTENERS
BE 1/2 MILLIVOLT LINE!
000 Watts
OHIO VALLEY
Popgun or Artillery

BOIL DOWN all of radio's troubles to a single phrase and you have them all wrapped up in an economic uncertainty and a political football.

Stations exist under a six-month license—an economic peril—when the law permits three-year licenses; every imaginable type of service that feels it performs a function for radio (and forgets what radio does for it) demands tributes; political assassins rave and rant about the sins of radio; professional reformers have found it a juicy publicity-getting target, and on down the line.

The heavy artillery of opposition has been rolled out against radio. And radio has responded with a popgun—or not at all.

All of the responsibility can only be laid upon the doorstep of the industry itself. That means the NAB. It has been lamentably weak in combating the opposition. That has been so only because the components of the industry—the stations themselves—have paid too little attention to their organization.

There's an answer just ahead. Within a fortnight, the NAB holds its annual convention in Washington. It will be the last convention for the NAB as at present constituted; that much is certain. A broad plan of reorganization (and we believe it is a good one) will be before the membership for action. If it passes, the proper groundwork will have been laid. If it fails, then the NAB may as well fold up because the wholesale resignations that will follow would make its continued existence fruitless.

With the right sort of trade association, adequately financed and expertly staffed, and with a definite and constructive program of operations, radio can carve for itself the niche it should occupy in esteem and prestige. It isn't a simple matter to strike off the guns of the attackers because they have been at it a long time without really formidable opposition. But logic and right is on the side of radio, and, properly presented, it will prevail.

Looking at the situation in retrospect, we find that the law and the Constitution specifically prohibit government censorship. The Communications Act prescribes the American plan of private operation of broadcasting. It provides for a three-year license. The President repeatedly has expressed himself in favor of Radio by the American plan. Then why all the shooting?

We feel that a united common-sense effort through a strong trade association can effectively eliminate these matters as issues. We feel that the three-year license can be procured as soon as radio properly presents its case.

Those are the fundamental things—the guaranties of the Democracy—that have been overlooked in all of the intrigue and bickerings of the last half-dozen years.

Instead of attacking these fundamental problems and dealing with them under a rule of reason, the broadcasters have quarreled about ASCAP, musicians' guilds, superpower—all important, to be sure, but all in the dollars and cents category. Without an American system there wouldn't be the dollars to worry about.

In considering the NAB reorganization this month, we hope the members will not cloud the important fundamental issues with a knock-down-drag-out fight on the dollar problems. The plan was submitted to the membership two months ago. Actually it is the plan of the membership, for it is based upon suggestions advanced by the stations, and put together by an intelligent committee of industry leaders, who worked hard and long on the problem.

Radio has been taking it on the chin altogether too long. It's time to fight back and the machinery is provided in the reorganization plan.

The letter of the FCC to President Lohr of NBC on the late lamented Mae West incident may not have constituted censorship but it bordered dangerously close to an infringement on freedom of speech. Technically it probably was within the limitations of the law expressly forbidding the Commission from censorship; actually, the language was sufficiently strong and pointed to indicate a tendency toward it.

Radio Masterpiece

IN HIS REPORT on social and economic aspects of broadcasting, Commissioner T. A. M. Craven has produced perhaps the outstanding fundamental document—the result of months of intensive study and review—is well thought out, consistent and logical in its conclusions. It is courageous yet tempered; revolutionary in several instances, but entirely practical in ultimate application, as far as can be discerned.

The report is simply recommendatory. It is offered only as a basis for study by the FCC, as the sequel to the technical allocations report made by Comdr Craven as chief engineer just a year ago. It should receive intensive study. But that does not mean indefinite scrutiny.

In forthright fashion, the Craven report recognizes the American system of broadcasting as superior; accepts the principle of reasonable profits; dispels threats of possible rate regulation as being without legal basis, unnecessary and insidious; urges consideration of economic factors in the allotment of facilities, and otherwise projects a safe and sane fiscal structure to parallel an efficient technical structure for the broadcast industry.

None of the controversial issues was sidestepped. On such matters as superpower and newspaper ownership of stations—burning issues at present—he urges that his colleagues mark time until they get full information, for to act in ignorance might be foolhardy and tragic. An era of cooperation with the industry, rather than one of bureaucratic rigidity of regulation is the sensible theme that runs through the report, though not expressed in those words.

The Craven report is a liberal education in fundamental broadcasting. It is unashamed in plain, non-technical language. Under the new mode of expression operation, with all seven members obliged to consider broadcast problems in lieu of the three-division system which preceded, a knowledge of the problems of broadcasting should be imparted to those members not heretofore identified with broadcast regulation.

They have an up-to-the-minute encyclopedic approach.
FLIP BACK the pages of Midwestern radio history to 1925 and you'll find Don Searle, youthful and energetic Nebraskan, directing the destinies of KQW, Council Bluffs-Omaha, and doing a grand job of selling gas and motor oil with it. Open the book today, and you'll see the same Don Searle (Greasy Bill, they used to call him) back at the old stand with KOIL, and a couple of added stations-KFBK and KPOB, Lincoln—after a half-dozen years in other radio fields.

As of Jan. 1, 1938, this pioneer prodigal returned to radio, taking over the position he founded, plus other duties. He left the general managership of WBW, Capper Station in Topeka, after having been with the station since 1929, leaving behind an astonishing radio record. In his new position he is expecting head of the Central States Broadcasting System, operating the three stations, and to which one of the stations—KOIL—was sold by his family shortly before he pulled up stakes and joined the Capper organization.

It was back in 1925, when about the only requirements for authority to operate a station were the inclination plus the necessary cash, that Don convinced his father and brother that a radio station would help sell more oil and gasoline. "Greasy Bill" was in charge of advertising and sales promotion for the Mono Motor Oil Corp., and some of his ideas on sales promotion, and the push he put behind them, had the garage and service station people in the Mono Motor plant fairly groggy.

Don Searle has succeeded in about everything he has undertaken. Besides his drive and energy, he has about as handsome and pleasant a personality as you'll find in the business. He is one of the best known and most universally liked fellows in radio.

He was a student at 25 when KOIL first took the air to advertise Searle-owned oil products. There was no thought then that the station was destined to become an important commercial enterprise in its own right. As he began his radio career, he realized the opportunity that had presented itself. Programs were being broadcast from coast to coast of the Middle West and they attracted real attention. Many a radio artist who made good in the big time got his start under Searle at KOIL and WBW.

One of the "firsts" claimed for KOIL is that it was the initial station to be housed in a building designed exclusively for broadcasting purposes, and that it was the second station to sign up with CBS for its initial "nationwide" network of about 16 outlets. It carried the first CBS program on June 5, 1925. Don prizes highly the single sheet schedule for the first week of CBS programs, which hangs framed in his office.

After the death of the oil business and of the station, Don Searle joined WBW on Sept. 1, 1932. He decided, after a study of the situation, that the only practical future for the station was its operation as a strictly farm and rural station. To that end he built programs directed toward the rural and small town audiences. The station of WBW speaks for itself. In 1937 it was close to the top among stations with the greatest number of spot advertisers. And he did much of the "peddling" himself.

Don Searle is active in industry affairs. In addition to his new activities as manager of CSBS, he is also interested financially in two other stations. With Herb Hollister, he is a stockholder in KANS, Wichita, and KMMJ, Clinton, New York, and Herb and Don are close friends, and have been tagged the "Pam and Pythias" of radio. Where one is, you will usually find the other.

Biographically speaking, Don Searle was born in Council Bluffs, Oct. 5, 1899; educated in Council Bluffs schools and the University of Iowa, where he majored in business and finance. During the world war, he served with the Army air forces. At the University he was a member of the Phi Delta Theta fraternity. He is a Rotarian and an active Mason.

In 1923 he married Elizabeth Engelbeck, of Des Moines. They have two children, Sally and Bill, Jr. As a hobbyist he's an expert amateur movie cameraman and a collector of old coins. Mrs. Searle has the advertising department for her own—the collection of first and limited editions.

The Searles have established their residence in Omaha, where the Central States general offices are located.

PERSONAL NOTES

Jack Kennedy, former sales promotion manager of WBAL, Baltimore, was one of the speakers Jan. 28 in a special program providing presentation of a plaque by the Baltimore Safety Council to "Uncle Jack" Hilton, for 10 years conductor of Uncle Jack's Club, a children's program having a club enrollment of over 100,000.

 Homer Griffith has resigned as commercial manager of KFJB, Marshalltown, Ia., and has gone to the West Coast. Ben Sanders, formerly commercial manager of KDFD, Marshalltown, has taken over general management of the station with the resignation of Mr. Griffith.


Samuel R. Rosenbaum, president of WFLF, Philadelphia, has been named chairman of the radio committee for the local United Campaign drive, and Margaret Schaefer, WFLF, president, has been named special dramatic supervisor of the drive.

Angela McCorker, daughter of Mr. and Mrs. J. McD. McCorker, who has become engaged to Sheldon Van Dolen, of South Orange, N. J., a real estate man, was announced Jan. 10. Mr. McCorker is president of the local MRS., and the date has been set for the wedding.

W. C. Alcorn, vice-president and general manager of WRNQ, Little Rock, and Mrs. Alcorn sailed Jan. 15 on the Empress of Australia for a 30-day cruise in the southern Pacific area.

Lloyd C. Thomas, general manager of WROK, Rockefeller, Ill., and Mrs. Thomas, have returned from a two-weeks’ vacation in New York and Connecticut, where they have given a tour of sales promotion.

Martin Campbell, general manager of WFLF, Philadelphia, has been named chairman of the entertainment committee for the third annual convention of the National Federation of Sales Executives to be held in Dallas May 1-4.

Gilbert Selzer, television critic of CBS and a noted author, has just published a book, "How to Become a Millionaire in a Year," The Manual for the Middle Class, by the McGraw-Hill Book Co.

William E. Pendleton, recently with WCPO, Cincinnati, has been named commercial manager of WMPS, Philadelphia.

W. C. Weston, sales director of WHBY and WATAQ, Green Bay, Wis., has been named sales manager of the new Wisconsin Radio Company, Newspapers, Inc., in Green Bay.

Eugene Carr, commercial manager of WGR, Cleveland, is teaching a class in radio broadcasting at Penn College, Cleveland. During the first semester, program and production problems were covered and in the second semester the class is devoted to the business side of broadcasting.

Max Graf, production head of TV-Television, Co., San Francisco, has moved back to his office following a series of mishaps. First he injured his skull in an accident where he slipped on the studios and fractured an ankle.

Irving Fogel, head of Irving Fogel Productions, Hollywood, is recuperating from an operation.

E. L. Barker, formerly manager of the WBAL sales department, has rejoined the sales department at WBAL, San Francisco, and is handling local sales.

Burt Lambert, formerly of the sales department of Hearst Broadcasting Inc., has joined KYW, Philadelphia, as a time salesman.

Martin Codel, publisher of Broadcasting, and Mrs. Codel are the parents of an 8 lb. 6 oz. daughter, Nancy, born in Washington Jan. 14. She is their third daughter.
LAUX IS WINNER
Named Best of the Baseball
Announcers

FRANC LAUX, chief announcer and sportscastor of KMKX, St. Louis, and World Series announcer for WJZ, New York, was awarded the Sporting News trophy as Radio's outstanding baseball announcer. CBS aired the program and a prominent baseball personality joined in their congratula-
tions to Laux. During the program Laux named his selection of all-
star major league baseball players observed during his career. He has
broadcast the World Series games on CBS since 1935 and the All-Star
games since 1934.

In Vermont—Bob Trout, CBS
announcer, (second from left)
found warmth in snowbound Ver-
mont despite a thermometer that
read 50 below. One day his per-
sonal appearance engagement in
Springfield, Vt., was taken over
due to snow. His登场 in the picture are Phil Hoffman,
WBXJ manager, and Larry
O'Toole, program director, who
have been identified in this cut
with the aid of a microscope.

Busman's Holiday

BOB ELSON, sports announ-
cer for WGN, Chicago, is so
interested in hockey games that he
drives 500 miles east of Chicago
every Saturday night to catch the
Chicago Blackhawks when they
play at home.

Katherine R. Persons, of the
WLS continuity department for
the last two years, has been
added to the Chicago news
continuity staff. She succeeds
Leslie Edgerton, devoting all
his time to CJAD, where there
was a Woman and Your Health.

Freddie Rich, veteran CBS or-
chestra director, has signed for a
renewal running to Feb. 22, 1939, his
tenth year with CBS.

Walter Newton, formerly of
WNYC, New York, has re-
placed Sanford Gwyer, resigned,
on the announcin
staff of WIP, Philadelphia.

Audrey Kerlee, former as-
stant announcer of WOR, New-
ark, is the first announcer from
the station to be sent to
California for an assignment
by the Eddy Duhin company for the
WJBX Broadcasting Division on
MBT.

George Hamaker has been
promoted to continuity chief of
WXY, Oklahoma City, due to the
extended illness of E. C. Sutter, Henry Orbach, WNYC news editor, has resigned to
join a news agency on the
West Coast.

C. Earl, Williams, formerly of
KFEQ, St. Louis, has joined
WAXY, New York, and KFEN,
Shreveport, and KMMJ, Clay
Creek, Neb., has joined KFAX, Lincoln, as an
announcer to specialize in farm shows.

Christie R. Bohnsack, since
1924 program director of WNYC, New
York, has resigned to join the
station's service on Jan. 20.

Arthur I. Tour, formerly in the
production post of WNBC, the
NBC and CBS is been appointed
head of the newly-organized radio
department of American Agency Inc.,
New York talent firm.

John Hayes, assistant production
director of WOR, Newark, with
Horace Bolen, publicist, to
write books, has written "Both Sides
of the Microphone," to be published Feb. 17
by Liplocott.

TOM K E A R N S, formerly with
Faun, and Marco, on Jan. It joined
the program department of
WNYC, New York, replacing
Wm. P. Maloney, who re-
cently resigned to become publicity
director of Kated Inc.

Leon Churchon, formerly pro-
gram director of WOR at San
Francisco, and more recently a member of
the KDKA Players, was
recently named manager of the
radio division of the Federal Theater Pro-
ject.

Gene Clark, formerly assistant
manager of KQW, San Jose, is now
consulting announcer and is fre-
 lance producing for radio.

Miss Claire Connerty was re-
appointed to hostess of KFRC, San
Francisco.

Walton Newton, formerly of
KNOX, Kansas City, has joined the
announcing staff of WIP, Phila-
pelphia.

Peco Cleason, formerly of
WBIB, Greensboro, N. C., has
been named program and production
manager of WYD, formerly WOAC.

Edgar Thompson, radio editor of
the Milwaukee Journal and origi-
nator of the "Midwest Baseball"
coverage for league baseball players
over WTMJ, which brought name ac-
sors as guests from Chicago, was
awarded the "Action Award" by the
famous Neuman Club. He leaves
WTMJ to make tour in the circum-
nion of the country to see the
Mae West broadcast.

Bob Graham, student program
manager of WDC, Des Moines, Iowa, has
left to work in the sound depart-
ment of NBC in Chicago. Don Short, WDC
salesman, became secondary to his
quaston, was named announcer for Jan. 24 in the continuity depart-
ment of WOC, Davenport.

Blessing Church has resigned from the publicity department of
NBC to become assistant to
T. W. Smith and president of
Kated Corp.

Joseph Savitt, father of Jan
Savitt, manager of KBIO, Phila-
pelphia, died suddenly in that city
night.

Irving Grossman, head of the
artists bureau of WHO, Des Moines,
has resigned to become vice-dean of
Midwestern and Canadian fair managers conventions. For
later January and early Feb-
mary his itinerary will include the
Minnesota fair managers meeting of St.
Pius, Canadian fair managers at
Winnipes; North Dakota fair managers, Grand Forks, and Nebraska
division, Fremont, and Lincoln.

Bill Dougherty has been named
program director of WRBL, Colum-
bus, Ga.

Frank Austin has been named
news editor of KDYL, Salt Lake City.
The station has been appoint-
ated assistant editor.

Terry O'Sullivan, formerly of
Kansas City, has joined the announce-
ing staff of WMBH, Joplin, Mo.

Repeet Lee, announcer of
WOPD, and Miss Doris Ross, of
Joplin, were married recently.

Allen Anthony, announcer for
the station, is back at the
microphone after a New Year's Eve
appendectomy.

Fan and King, commentator,
will direct performances at the Prov-
ingtown Playhouse, for the second
continuous year.

Miss L. D. Ross, secretary of
American Radio Features, Los
Angeles, has been named, resum-
ing from an operation, is expected
to return to her old job lately.

Pete Pringle, CBS Hollywood
Yankee Reporter, has been elevated to
be program director of the
outdoor sports program of
world's Pacific Coast newscasts. He
succeeds Foster Goos who resigned
because of ill health.

George Irwin, KEK, Los An-
geles, announcer, has been elevated
to become assistant news director
who has taken over the duties of pro-
gressive Howard Ewonn, who
succeeded in the post last year.

Howard Ewonn, now director of
International Radio Productions, a division of
Heast Radio Inc.
New Firm to Sell Tape Recordings
Grombach and Miller Affiliate
Transcription Interests

AFFILIATION of Miller Film Corp., holders of patents on a sound-on-film and kindred devices, with the Jean V. Grombach transcription interests, was announced Jan. 24. The new organization will market "tape transmission," a sound process said to be used exclusively in Grombach, particularly in the British Broadcasting Corp. The contracts call for the creation and production of programs by tape transmission method.

James A. Miller, president of the Miller firm, and formerly identified with Warner Bros., was destined to be responsible for the establishment and operation of tape transmission in the United States. Contracts were negotiated with Grombach Productions Inc., Jean V. Grombach Inc. and Advertisers Recoding Service Inc., all Grombach firms. The Grombach companies have specialized in creation and production of network and transcription programs while a subsidiary, Advertisers Recording Service, maintains a direct instantaneous acetate disc recording service. These companies are in the Steinway Bldg., 113 West 57th St., New York City. Additional studios will provide for the new tape transcription facilities are being equipped.

Some months ago incorporation of the Miller Company by an investment group was announced. The group included Waddell Catchings, Warner Bros. director, investment banker and executive head of Associated Music Publishers, Wired Radio Inc., and Musak Inc., entertainment subsidiaries of the North American Co., E. F. Hummert, of Blackett-Sample-Hummert Inc., and A. H. Diebold, president of Sterling Products Inc., one of the largest proprietary groups. At that time it was said this company had in mind production of programs on film and direct sale of this type of transcription to sponsors for placement on stations. It was explained also that the Miller sound-on-film process involved use of a film coated with a black emulsion which can be "cut" just as master transcription discs are made. It was claimed the quality of reproduction is equal to or superior to those of transcription and the reproduction was said to be so simple that it could be installed cheaply in stations. The Miller Company, it was then announced, controls all radio rights for Miller film. Motion picture rights are held by Warner Bros. son of Miller's former work in its laboratory.

In reply to an inquiry by Broadcasting, Mr. Grombach stated Jan. 25 that Mr. Catchings was not associated with the Miller company.

George Schrand
GEORGE SCHRAND, known as George Rand, who played the role of the Old Ranger in Death Valley Days for Twenty Mule Team Borax on NBC for a number of years, died in the Alameda County Hospital on Jan. 8 from the effects of poison. He told the police that he had been despondent because of his inability to secure employment. He had been out of radio for three months.

Mumps the Word!
TAKING no chances on a mumps epidemic in Radio City, NBC has quarantined a microphone as well as an actress. Ruth Range, actress on the Just Plain Bill serial for American Home Products' Analin, did her part through swollen jaws the other day and when, following the broadcast, the doctor called it mumps, she was ordered home to recuperate and the microphone she had used was quickly sterilized, wrapped in gauze and sent to an isolated storage studio. Mrs. Range is the wife of Charles Range, NBC sound effects engineer.

UP Elevates Three
CLEM J. RANDAU, general business manager, and Edwin Moss Williams, general sales manager of United Press have been promoted to vice presidencies of that organization, along with Earl Johnson, news manager. Mr. Williams is in direct charge of service to broadcast stations and with Mr. Randau was largely instrumental in formulating the United Press' policy several years ago favoring service to radio on a regular subscriber basis and permitting sponsorship of the press association's news.

Atlanta Sales Meeting
FIFTH DISTRICT of the Broadcast Sales Directors held a special meeting at the Henry Grady Hotel, Atlanta, on Jan. 31. Maurice C. Coleman, manager of WATL, that city, was chairman of the meeting which discussed plans for presentation at the national sales meeting to be held in conjunction with the forthcoming NAB convention in Washington.

St. Louis
APPOINTMENT of Fred Handley, Jr. as director of sales for the new station has been made by owner W. C. C. Peery.

C L K L W
Opens
Chicago Office
with
GEORGE ROESLER
in charge

Local and National spot business on CKLW increased so markedly during 1937 the management decided to open a branch office in Chicago as a further service to agencies and advertisers. Effective immediately George Roesler, well-known figure in the world of radio, takes charge of the Chicago office. Complete information regarding CKLW and the Fourth Market is now as close as your telephone.

Chicago Address
360 North Michigan Avenue
Telephone Central 0605

FRANK RYAN, Vice President & Managing Director

James Kennedy Named
To FCC Legal Position
APPOINTMENT of James A. Kennedy, to the position of assistant general counsel, effective Feb. 1, to succeed Carl F. Arnold, who resigned last year, was announced Jan. 25 by the FCC. Mr. Arnold was assistant general counsel for the Telegraph Division, which since has been abolished. Mr. Kennedy, who has served as acting assistant since Mr. Arnold's resignation, will handle telephone work. He is a native of South Carolina and was appointed to the FCC in 1934 as a senior attorney, later being advanced to principal attorney.

Under the law, there are three assistant general counsel, and one of the positions—that for telephone— is still vacant. George S. Porter is assistant for broadcasting.

CALL letters (KPRM) originally assigned to the new 100-watt station recently authorized for Poplar Bluffs, Mo., have been changed by the FCC to KWOC.

www.americanradiohistory.com
Coughlin Kept Off WOR
Under Old Station Policy

A RULING that WOR will not sell time for controversial or religious programs, adopted some time ago, is the reason for that station's refusal to accept the current series of talks broadcast by Father Charles E. Coughlin, according to Eugene S. Thomas, assistant sales manager.

"This decision was reached a couple of years ago," Mr. Thomas said, "due to a fear that our schedule would become too heavy with talks. So, except during political campaigns, we decided not to sell time for programs of a religious or controversial nature but if they were of sufficient public interest to broadcast them as special features on a sustaining basis. As long as Father Coughlin maintained his regular schedule we permitted him to be an exception, but when last fall he did not return to the air at his regular time we felt forced to apply the rule to him as well."

So many letters had been received from listeners asking why the noted priest was not heard on WOR this year that he had prepared a form letter of explanation, Mr. Thomas said. A copy of this letter, sent to a reader of the Brooklyn Tablet, a Catholic paper, was printed in that publication. Father Coughlin's New York outlet for his present series is WMCA.

Is There a Doctor . . .

WHEN Dr. Morris Fishbein, editor of the Journal of the American Medical Assn., recently spoke in Tulsa, Okla., he came in for a lot of ribbing because that afternoon he was interviewed on a local station during a program sponsored by a laxative manufacturer. In reporting the interview, the Tulsa Tribune made it clear that Dr. Fishbein was not placed in the position of endorsing the product advertised on the program.

WOWO Facts

The WOWO Family represents a population of 2,143,412 (1930 census)—more people than live in Los Angeles, Detroit or Cleveland. Here is a rich market composed of (1) 23 major trading centers (2) hundreds of small towns and villages (3) a rich farming territory. The WOWO Family has money—and spends it—to the tune of $515,380,000 annually (1935).

Westinghouse Radio Stations, Inc.
FREE & PETERS, National Representatives

* Residents within the WOWO Primary Area

Midwestern Universities Plan Shortwave Linking Of Educational Stations

SUCCESS achieved by WSUI, of Iowa City, and WOI, of Iowa State College at Ames, in carrying 36 hours of one another's programs via the direct rebroadcast method since last September, has led engineers of the two schools to conduct experiments with a view to linking other Midwestern universities into a rebroadcast network.

According to a report from Le- nore DeVries, Iowa State student, WBAA, of Purdue University at West Lafayette, Ind., and WIL of the University of Illinois at Urbana, has succeeded in periodic successful rebroadcasts from WSUI, Carlin Menzer, WSUI director and president of the National Association of Educational Broadcasters, declared that educationally-owned stations, some operating on 12-hour-a-day schedules and yet on limited budgets, could find a chain system of great value in exchanging their best features.

At WSUI and WOI communi ca
type receivers are used em- ploying standard automatic volume control to keep signals at constant level. It was found that while use of a loop antenna is sometimes ef- fective in eliminating interference, it is not entirely satisfactory and steps are being taken to install a Beverage antenna.

WWJ's 'Apex' Station

W8XWJ, the Detroit News ultra-high frequency adjunct of WWJ, started on Jan. 18 to broadcast its own regular daily programs on a 14-hour-a-day schedule, becoming thereby a pioneer in the "apex" field. With the beginning of its new program of operation, W8XWJ goes a step higher in the radio spectrum and will now broadcast on 318,400 kc. The station's experiments for two years were on 316,800, with studios located in the Penobscot Bldg. Now its offices and studio will occupy the entire 45th floor of this building, the highest broadcasting point outside of New York City. Wellington Granzow, who for several years has been assistant to Wynn Wright, program director of WWJ, has been appointed program director of W8XWJ. Director Granzow is building the station up with local educational and cul- tural forces. In addition to the new program director, personnel of the new station lists August Maerkelberge, new broadcaster; Al Allen, in charge of publicity and programs; Carl Weser, chief engineer; R. H. Fisk, Carroll E. Leedy, Al T. Parson, E. J. Kelly, B. T. Pennebaker and Miss Cosette Merrill.

Kyser for Luckies

AMERICAN TABACCO Co., New York (Lucky Strike cigarettes), now sponsoring Melody Puzzles on the NBC-Blue and two Mutual stations, will replace the program on Mutual with a new show feat-uring Kay Kyser and his orchestra, originating in Chicago. The new series will start early in Febru- ary as a revision of Kyser's College of Musical Knowl- edge.
BROADCASTS FROM COURT-ROOM

Are Within Judge's Discretion, Says Appellate
Tribunal in Upholding Verdict for KFJ

COURT-ROOM broadcasts were held to be within the discretion of the trial judge in a recent opinion of the Oregon Supreme Court. The court did not prepare to say that it is unlawful per se to install a microphone in a court room to report judicial proceedings. The American Bar Assn. frowns upon such practices. It is a matter for the determination of the trial judge. In this case there was no comment by the radio company concerning the proceedings. All it did was to transmit to the public a true and accurate report of what was going on in the trial of the murder case. It entered into no conspiracy; it evidenced no malice.

"A communication made by an attorney in a judicial proceeding is absolutely privileged if it is pertinent and relevant to the issues, although it may be false and malicious," the court said.

Changes at WKZO

WKZO, Kalamazoo, Mich., announces the following personnel changes in line with the station's expanded facilities. John E. Petzer, WKZO president and general manager, has promoted Merlin Stonehouse from the continuity department to director of programs. Prior to joining WKZO, Mr. Stonehouse was assistant manager for three years on CJIC, Sault Ste. Marie, Ontario. Dorothy Tuttle, who has conducted Patty's Social Secretary program on WKZO for the last year, has been named director of public relations. She was formerly associated with WJAY, Cleveland. Edwin Rector, WKZO engineer, has been appointed engineering director. Guy Stewart continues as sales manager; Wally Rodda as news editor, and Bob Latting as production manager.

TWENTY per cent of radio set owners in the country listened to President Roosevelt's address at the Jackson Day Dinner Jan. 8, according to the Cooperative Analysis of Broadcasting.

WNAX

5000 WATTS (L.S.)
1000 WATTS NIGHT
570 Kilocycles
YANKTON, S.D. DAKOTA

WNAX - is Proud of its Large Farm Market, but Many City Folks Tune to WNAX For Good Merchandise.

WNAX - offers You More Radio Homes and Daily Listeners than Any Northwest Outlet.

Representatives Howard H. Wilson
KANSAS CITY • CHICAGO • NEW YORK
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

KDKA, Pittsburgh


Campbell Cereal Co., Northfield.

Chicago, 30 sp., thru Ruthrauff & Ryan, Chicago.

Gorton Pew Fisheries Co., Gloucester, Mass., 11 sp, thru H. B. J. Quattle, N. Y.

Jordan Co., Chicago, 78 t., thru Fresia, Fellers & Fresia, Chicago.

Little Coral Milling Co., Warsaw, Ind., 30 sp, thru Rogers & Smith, Chicago.

Mellon Co., New York, 130 t., thru McCann-Erickson, Inc., Chicago.


Proctor & Gamble Co., Cincinnati, 290 t., thru Blackett-Sample-Hum- mercell, Chicago.

Chicago, Standard Oil Co. of New Jersey, New York, 1,248 sp., thru Mar- shall & Pratt, N. Y.


Horse & Mule Assn, Chicago, 25 sp., thru Rogers & Smith, Dallas.

WIND, Gary


KJH, Los Angeles
Union Pacific Railroad Co., Omaha (transportation), 3 weekly sp., thru Capsle Co., Chicago.

Chicago, McKesson & Robbins, Bridgeport.


Association of Pacific Fisheries, Seattle (canned salmon), 3 weekly sp., thru J. Walter Thompson Co., San Francisco.

WMAQ, Chicago
M. J. Breitenbach, New York (Gude’s Pepto-Mangum), 2 weekly sp., thru Morse International, N. Y.

Shell Union Oil Corp., N. Y. (Shell Coke), 2 weekly sp., thru J. Walter Thomp- son Co., N. Y.

Calavo Growers of California (Cala- vos and Avocados), thru Lord & Thomas, Los Angeles.

WOW, New York

Hope Food Products, New York, 6 weekly sp. 52 weeks, thru.

Rainbow Laundry Service, New York, 3 weekly t. direct.

KDFL Salt Lake City
Union Pacific Railway, Los Angeles, 195 sp., thru Capsle Co., St. Louis.


WHO, Des Moines
Zanol Products Co., Cincinnati, 24 sp., thru Morse, Fellers & Presby, Chicago.


Hollander Furnace Co., Holland, Mich., 40 sp., thru Ruthrauff & Ryan, N. Y.


Procter & Gamble Co., San Francisco (Lava), 261 t., thru Blackett-Sample-Hum- mercell, Chicago.

RKO, San Francisco
Regal Amber Brewing Co., San Francisco, 7 weekly sp., thru M. E. Har- ran, San Francisco.

M. J. Breitenbach, New York (Gude’s Pepto-Mangum), 2 weekly sp., thru Morse International, N. Y.

Procter & Gamble Co., Cincinnati (Dash), 3 weekly sp., thru Pelter & Ryan, N. Y.


KXN, Hollywood

LaStille Extension University, Los Angeles (correspondence school), 6 weekly sp., thru Hixson-O’Donnell Adv., Los Angeles.


WNEW, New York


WHN, New York


WLA, Los Angeles

WLW, Cincinnati

Drackett Chemical Co., Cincinnati (Drano, Windex), 2 weekly sp., thru Ralph H. Jones Co., Cincinnati.


Penn Tobacco Co., Wilkes-Barre (Kentucky Club), 5 weekly sp., thru Ruthrauff & Ryan, N. Y.

KFI, Los Angeles
Felows Co., New York (Fellow group), 6 weekly sp., thru Nelson- Gilliam Associates, N. Y.

United Drug Co., Boston (Relaxil), 3 weekly t., thru Street & Finney, N. Y.

Crowell Publishing Co., New York (Woman’s Home Companion), 5 weekly sp, thru Geyer, Corliss & Newell, N. Y.

KMPC, Beverly Hills, Cal.
Firestone Tire & Rubber Co., Akron, 30 weekly sp., thru Sweeney & James Co., Cleveland.


KQW, San Jose

RCA Mfg. Co., Camden, 5 weekly sp., thru.

KVI, Tacoma

WAAT, Jersey City
Winkelman Shoes, New York, 6 weekly sp., thru Jay Lewis Associates, N. Y.

KEHE, Los Angeles

Drawn for BROADCASTING by Sid His

“My Dear, I Was Just Explaining to Miss Lush How That Bergen-McCarthy Program Was Staged!”

WGY, Schenectady

(Cranberry Campers, S. Arizona, Mass. (Ocean Spray), 3 weekly sp., thru Harry S. Fineman, Boston.

Harvey Whipple, Springfield (oil burners), 3 weekly sp., thru Williard G. Meyer, N. Y.

Oneida Ltd., Oneida, N. Y., weekly sp., thru BBDH, N. Y.

RCA, Camden, 6 weekly sp., thru.


Scott Paper Co., Chester, Pa. (Scott towels), 3 weekly sp., thru J. Wal- ter Thompson, N. Y.

WOOD-WASH, Grand Rapids, Mich.

Kroger Grocery & Baking Co., Cincinnati (meats), 8 weekly sp., thru Ralph H. Jones Co., Cincinnati.

RCA, Camden, 15 sp., thru Lord & Thomas.

American Chic Co., Long Island City (See Sen, 30 lu, thru Badger & Browning, N. Y.

Holland Furnace Co., Holland, Mich., 40 weekly sp., thru Ruthrauff & Ryan, N. Y.


WGN, Chicago

United Drug Co., Boston (Relaxil products), thru Street & Finney, N. Y.


Scott Paper Co., Chicago, Pa. (towels), 3 weekly sp., thru J. Walter Thomp- son Co., N. Y.

Lamont, Corliss & Co., N. Y., (cocoa), 3 weekly sp., thru Cecil, Warwick & Lester, N. Y.

KJBS, San Francisco
Kalo Distributors, Oakland, 5 weekly sp., thru James & Assoc., Hollywood.

Fargo Milling Co., San Jose, 10 weekly sp., thru N. W. Ayer Co., San Francisco.

Tidewater Associated Oil Co., San Francisco, 3 weekly sp., thru Lord & Thomas, San Francisco.


KSPD, San Francisco

Oxo Ltd., Boston (buillon cubes), 5 weekly sp., thru Platt Forbes, N. Y.


KPO, San Francisco
Hower Co., Seattle (lotion), weekly sp., thru Alfred L. Goldblatt, Seattle.

WSAI, Cincinnati

Page 30 • February 1, 1938 BROADCASTING • Broadcast Advertising
Carter to Carry On

ACCORDING to General Foods Corp., New York, there has been no change in plans to sponsor Bonke Carter on CBS, starting Feb. 28, despite GIO threats of a boycott. The labor publication, People's Press, reports that Philco failed to renew the commentator's contract because of protests about his "jab-bor-baiting," and that General Motors played with and dropped the idea of signing him for the same reason. Benton & Bowles, agency for General Foods, says the disturbance has blown over, and anyway, "how would you boycott 119 products?" Carter is reported to have agreed to submit editorial comment on labor news. The series will promote Post Toasties and Huskies.

SOUTHERN WALTZ

CFRD, Los Angeles, is ready to carry the Red Sox morning program starting Feb. 28.

NEW YORK

AMBER-SIPA Corp., Los Angeles (mineral water), has continued its advertising in other media, on Jan. 17, sponsored the series for 20 weeks a test campaign on KFRC, Beverly Hills, Calif., using the six-week slogan "conditioned World Wide News." Agency is Farmansky, Jay & Associates, Los Angeles.

HAMILTON BROWN SHOE CO., St. Louis (shoes), has placed its account with Jimm Dauberry Inc., St. Louis. A spot campaign is being considered.

SOUTHERN CALIFORNIA

MUNDY HAIR TREATMENT Co., Glendale, Calif. (hair oil), on Jan. 28 started a four-week test on KMIR, Hollywood, using a quarter-hour Sunday afternoon hillbilly program titled "Golden West Cabin Relics." Account was placed direct.

AMBER-SIPA Corp., Los Angeles (mineral water), which has confined its advertising to other media, on Jan. 17, sponsored four weeks a series for 32 weeks a weekly quarter-hour morning program, "Purina's Poetry," on KMIR, that city. Advertising Agency, Los Angeles, has the account.

SOUTHERN CALIFORNIA

RADIO may be used for Admiration Laboratories new product, Foamy Oil shampoo. Agency is Charles Douglas Reach Co., Newark.

NEW YORK

Sawyer School of Business, Los Angeles, which has used radio on occasion, on Jan. 19, started a 15-week campaign using daily duplicated transcribed one-minute commercials, but by C. P. MacGregor. Hollywood transcription concern, on its Los Angeles, county stations. KMCA, KLMK, KMTR, KFPR, KMPN, Continental Ad. Service, Beverly Hills, Calif., has the account.

REISS ADV., Inc. New York, is producing an Italian variety show called "Una di Gita," on WOR, that city, to run for 13 weeks. Sponsors include the California Grape Wine Products Co. and J. J. Kurtz & Sons, Furniture Stores. Director of the show is Newton B. Barrett, executive director of the Reiss radio department.

THE NEW YORK DAILY Mirror on Jan. 19 started Mirror of Thoughts, weekly program of Italian poetry and music. on WOR, New York.

CHARLOTTE, N.C.


IRNA PHILLIPS is the author of Waris in White sponsored by the Pillsbury Co., Minneapolis and John Pease is writing Attorney at Law un-sponsored by S. C. Johnson & Son Inc., Racine, Wis. Authorship of the serials was stated incorrectly in Broadcast. Jan. 19.

EUG KRAFT, general manager of the Northwest Radio Advertising Co., Seattle, has renewed contracts with the Tiffin Recording Studios, Seattle, and to record the Old Gardner series for Curry Novely, Chicago. The series, which features Barry Hopkins, is scheduled to run throughout March.

ASSOCIATED Hospital Service of Illinois Inc., Chicago (hospital services), which has placed its business with Critchfield & Co., Chicago, plans to start spots on Chicago stations, with gradual national expansion to follow. J.C. Kurfth is account executive.

BREAKFAST CLUBE COFFEE Inc., Los Angeles, formerly Golden Bean Coffee Co., and a frequent user of radio, on Jan. 13 started for 18 weeks, a twice-weekly three-minute participation in Agnes White's California Kitchen, on KPR, that city. Firm also sponsors daily spot announcements on KGR, that city. Advertising Agency is Philip J. Meany Co., Los Angeles.

WURLIEZER Mfg. Co., Cincinnati (chain stores), has started a half-hour Saturday morning show on WL, St. Louis, for 52 weeks under the direction of Jeff Saltier.

NATIONAL ORANGE SHOW to be held in San Bernardino, Calif., March 17-27 has increased its advertising appropriation and will use radio. Chet Frank Inc., that city, is agency.

ALBERT S. SAMUEL Co., San Francisco, one of California's oldest jewelry firms, on Jan. 16 started a series of nightly news broadcasts, using International News dispatches with J. C. Depcray, New York, commentator, on KKA, San Francisco. Program is heard seven nights a week. Account placed direct.

HORNE Co., Seattle (lotions), has renewed for 22 weeks its studio program Hollywood Reporter, Thursday evenings. on KPO, San Francisco. The agency is Alfred J. Goldblatt, Seattle.

WOBIG,.

BROADCASTING • Broadcast Advertising

February 1, 1938 • Page 51

www.americanradiohistory.com
HARRY ELLIOTT Adv. Inc., San Francisco, has been appointed Pacific Coast representative of MacManus, John & Adams Inc., Detroit agency, which recently closed its offices in Los Angeles and San Francisco. Jack Hutshin, formerly Pacific Coast manager of the eastern agency, has joined Industriafilm Inc., Hollywood motion picture production concern.

WILLIAM SANDIFORD has joined the Seattle office of MacWilkins & Cole Inc., in charge of the radio department. He formerly was announcer-producer at KQIN, Portland, and more recently part owner and manager of KASS, Astoria Ore. George Weber is manager of the Mac Wilkins & Cole Seattle office and Showalter Lynch continues as general supervisor of the agency's radio activities.

GEORGE TORMEY, executive of Hackett-Sample-Hummert, New York, has been elected a vice-president of the firm.

B. CHARLES-DEAN has resigned as president of British-American Productions, New York, to head his own radio advertising firm, B. Charles-Dean Co., New York.

J. J. DICKELY, manager of Gerth Aluminum in Los Angeles, is the father of a baby boy, born recently.

HILL LAWRENCE, CBS Hollywood producer, appointed by McCann-Erickson Inc., New York agency handling the account, has been given over production of the weekly Dr. Christian program, sponsored by Cheesebrough Proprietary Co., from the former city, Miss Dorothy Barstow, who came to the West Coast to start the program, is now in New York.

ARTHUR H. (Tig) TERECE, formerly radio director of Hays MacFarland & Co., Chicago, and more recently head of his own radio production in Chicago, has gone to Hollywood where he is producing the General Mills' CBS Hollywood in Person show for Russell M. Seeds agency. Chicago agency handling the account.

DICK MARVIN, radio director of J. Walter Thompson, has tendered two radio courses at the Chicago campus of Northwestern University for the winter term beginning Feb. 9.


ARTHUR HELD Adv., Chicago, has moved to larger offices at 210 W. Jackson Blvd. The new telephone number is Dearborn 7480.

FRED MOYER JORDAN, vice-president of Pacific Coast manager of Buchanan & Co., Los Angeles, has been appointed a regent of the University of California. He is 32 years of age and the youngest appointee ever made to the regency.

JOHN GORDON, radio executive of Rathruff & Ryan, New York, and S. F. Van We, advertising manager of R. B. Davis Co., Hoboken (Cocomalt), were Hollywood City Councilmen with Tiny Ruffner, the agency's West Coast manager, and to check on the CBS Joe Penner Show.

ALVIN WILDER, advertising executive and commentator, has organized his own agency under the firm name of Alvin Wilder Adv., with offices at 310 West Ninth St., Los Angeles.

GEORGE TOHRNER, formerly writer of Hackett-Sample-Hummert, New York, has joined Frankel-Rose Co., Chicago advertising agency, as radio director. A former member of Fred Al Lee's writing staff he has also been with two New York agencies, Federal Advertising, and McCann-Erickson. He is entering radio management in Chicago.

Mr. Morey

Mr. Morey was an orchestra leader and master of ceremonies for the Balaban & Katz Theatre chain in Chicago.

TWO Chicago agencies, Phil W. Thomas & Associates and Simmonds & Simon & Sons Inc., have consolidated under the firm name of Simmonds & Simmonds Inc. Officers of the firm are: Phil W. Thomas, president; F. M. Simmonds, vice-president; and C. G. Brewer, secretary and treasurer.

W. E. SPROAT & Co., Advertising, Chicago, has changed its name to Sproat-Hirschmann-Sprott, the partners remaining the same. The new address is 604 N. Michigan Ave. with the new telephone number Superior 4540.

McGIVERAN - CHILDE Adv. Co., agency, at 10 S. La Salle St., Chicago, has been purchased by Milton J. Kie and Sydney B. Lowenberg of the Meyer Bros. Co., Chicago. Before the agency was changed to McGiveran-Childe Co. with the personnel remaining intact, both Dorothy McGiveran and Janet Child continuing to serve as account executives and officers.

GERALD PAGE - WOOD, vice-president of the Chicago office of Campbell-Ewald Co., has resigned.

H. L. MCINTOSH, recently appointed director of production, radio department, N. W. Ayer & Son, New York, has been made a vice-president of the agency.

WM. T. HAMILTON, account executive, has resigned from Lord & Thomas, New York, to join Lennen & Model, New York.

S. IMONS-MICHELSON Co., New York, is now located at 30 Rockefeller Plaza, in Pwce in 7-7874.

CHARLES ELWYN HAYES Adv. Chicago agency, has moved to 122 S. Michigan Ave. The new telephone number is Wash 8139.

Powers House Co., Cleveland agency, has discontinued operation.

MONEY to Frankel-Rose

AL MOREY, formerly writer and director of GO and KSFO, Moulton, has joined Frankel-Rose Co., Chicago advertising agency, as radio director. A former member of Fred Al Lee's writing staff he has also been with two New York agencies, Federal Advertising, and McCann-Erickson. He is entering radio management in Chicago.

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ROBERT KAHN & ASSOCIATES, new Chicago agency, is now handling the following accounts: Bath Salts Co., Saratoga Springs, N. Y., Ripkin Furniture Co., Akron, O.; Solo Laboratories, Chicago (cosmetics); Dutch Mill Delicious Home Made Candy Nut House chain, Chesebrough Chesebrough, Chesebrough; Hesser Warming & Ventilating Co., Chicago (oil burners and automatic stokers), Berkowskis, Chicago (automotive products), The firm is handling publicity for the following Chicago radio stars: Betty Winkler, Anne Seymour and Betty Reiler.

KOSLOV & BROOKES, Chicago promotion agency at 810 S. Wells St., has changed its name to Brookes & Koslov Co., has purchased offices in name of W. C. Jeffries Co., with headquaters at 810 West Fifth St. Mr. Cummings is now associated with Bowman, Deute, Cummings, San Francisco.

MARTIN Inc., Detroit, has changed its name to Martin, Frank & Ahlteron Inc., with new officers. Mr. Ahlteron is now operating it under the name of W. C. Jeffries Co., with headquaters at 810 West Fifth St. Mr. Cummings is now associated with Bowman, Deute, Cummings, San Francisco.

RADIAD SERVICE, Chicago, specializing in commercial continuity copy, has moved to larger quarters at 413 N. Michigan Ave. Edward L. Foerstel has been appointed new manager. Frank W. Atkerson has changed representative of Yis-O-Phone Sales Co., handling a new line of socal video and television turntables.

CONSOLIDATED Radio Artists, headed in San Francisco by Larry Allen, is advertising American Artists. The AAA staff has been retained intact.

ZACK FREYMAN, New York theatrical producer, has joined the radio department of The Small Co., Hollywood, as vice-president and member of the board. He is preparing a program schedule to go network for Unsung Story, his new personal program.

IRA ASHLEY and Irving Murray, both of New York, have been added to William E. Cole & Co., Hollywood, as publicity assistant and writer respectively on the CBS Oaktie College program.

Frey Names Partners

CHARLES DANIEL FREY, Chicago agency, announces that Ashley Belbin, formerly of Blackett-Sample-Hummert, has joined the firm as a partner. New partners also include Larry R. Northrup, former general manager, and Arthur B. Stroope, director of production. R. L. Hurst, formerly head of the Chicago office of BDDO, has joined the firm as a partner.

B-SH Again Leads

FOR the fourth consecutive year Blackett-Sample-Hummert, New York, led all advertising agencies in 1937 in the total amount of money invested in radio time. The agency's total was $15,361,448

In network billings the agency was $1,700,000 ahead of its nearest competitor. Network bookings were as follows: NBC, $6,086,567; CBS, $2,052,412; MBS, $154,411. Spot time placed with local stations totaled $3,047,056.

WOP! Bristol, Tenn., is printing stories broadcast by its Story Lady and offering them to listeners at 15 cents a copy.

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Hollingbery Opens Own Rep Service

Negotiations With Mrs. Craig For Her Interest Ended

FAILURE of Mrs. Jeanne Craig and George Hollingbery to agree on the terms whereunder Mr. Hollingbery was to have purchased the interest in the firm of Craig & Hollingbery which had formerly been held by the late Norman Craig [BROADCASTING, Jan. 1] has led to a dissolution of the station representative firm.

Mr. Hollingbery has resumed operations as the George P. Hollingbery Co., and has opened New York offices at 420 Lexington Ave. Edward Speciale, formerly Eastern manager of Craig & Hollingbery, has joined Hollingbery Co. in the same position. Richard I. Sizer, salesman for Craig & Hollingbery, and Al Hodges, of the national advertising staff of the New York Herald-Tribune, will also join the New York staff of the new company. Telephone number is Murray Hill 3-8076.

Contract Negotiations

In New York for the opening of his new offices, Mr. Hollingbery said that in December he and Mrs. Craig had signed a contract under which he was to acquire her interest in the business, but before the deal was consummated he asked for a new contract under terms which were not acceptable to him. Following this, he said, he called each station on the Craig & Hollingbery list and notified it of his intention to carry on alone. All of the stations except WEBC, Duluth, and WJAX, Jacksonville, authorized him to represent them, he stated, and these two retained him as their representative outside of New York.

Included in the list of stations he will represent are WHAM, WDIR, WORO, WERE, WORU, WJMJ, WNPN, WJNO, KAAS, WAKA, WCAT, WHIO, WJIO, WJXJ, WBBG, KTSM and WDBJ, the last-named in New York only. Mr. Hollingbery also maintains offices in Detroit, Jacksonville and San Francisco.

Mrs. Jeanne Craig said a contract had been signed with George P. Hollingbery and the stock of Craig & Hollingbery Inc., New York, plans to enter into a merger with the Harris Trust & Savings Bank of Chicago, but when Mr. Hollingbery failed to comply with the terms of the agreement, the Harris Trust & Savings Bank, Chicago, escrow agents, rejected the stock to Mrs. Craig, thereby terminating negotiations. Only one member of the Craig & Hollingbery Co., New York staff resigned, she said, and Morton D. Bolton and Paul F. Adler are continuing to service accounts as usual.

Courses at Iowa State

SECOND semester courses for students interested in radio at Iowa State University, Iowa City, include radio advertising under Prof. Charles Sanders of the School of Journalism, and speech in radio broadcasting under Prof. H. Holm Harshbarger, of the speech department. Practical work is given at the University's station, WHU. In the College of Engineering a course in television will be conducted by J. L. Foster in radio theory and design by L. A. Ware.

Bill Roux Joins Hearst

W. C. (Bill) ROUX, formerly in charge of promotion for NBC and prior to that local sales promotion manager for NBC's managed and operated stations, has joined International Radio Sales, division of Hearst Radio, as director of promotion and public relations. Before joining NBC in 1932, Mr. Roux had his own advertising agency in Newark, and at one time was assistant advertising manager of L. Bamberger & Co.

Roesler Named by CKLW

GEORGE ROESLER, Chicago station representative, and former commercial manager of the Affiliated Broadcasting System, on Jan. 18 was named Chicago branch manager of CKLW, Detroit-Windsor, by Frank Ryan, managing director. His office is at 360 N. Michigan Ave.

Roland Blair Named

ROLAND R. BLAIR, with Rogers & Smith Adv. Agency, Chicago, for the past year, has been appointed radio director of the agency. Before coming to Chicago, Mr. Blair was vice-president of KMBC, Kansas City, a post he resigned to enter the agency field. Mr. Blair joined the Kansas City station in 1920 in a local sales capacity, later becoming retail salesman and vice-president. Spot accounts handled by the agency include Reid, Murdoch & Co., Chicago (Monarch Brand Foods); Jel Sert Co., Chicago (Flavora, Mac-Mix); McKenzie Milling Co., Quincy, Mich. (pancake flour); Little Crow Milling Co., W. S. & L., Ind. (Coco Whets); G. E. Conkey Co., Cleveland (poultry feeds).

ON THESE FACTS, GENTLEMEN, WE BASE OUR CASE

★ WIBW programs are EXACTLY the kind that Kansas people prefer . . . selected by their own vote.
★ WIBW's frequency of 580 kilocycles allows clear reception in every corner of the State.
★ WIBW leads all others as the PREFERRED STATION of Kansas Farm and small town families.

These are facts which have been PROVED CONCLUSIVELY by impartial survey . . . facts which have led such advertisers as Montgomery Ward, Oxylol, Allis-Chalmers and many others to the conclusion that WIBW is the ONE radio station that can SELL to Kansas people . . . on the farms and in the towns . . . at the lowest possible cost.


Courses at Iowa State

SECOND semester courses for students interested in radio at Iowa State University, Iowa City, include radio advertising under Prof. Charles Sanders of the School of Journalism, and speech in radio broadcasting under Prof. H. Holm Harshbarger, of the speech department. Practical work is given at the University's station, WHU. In the College of Engineering a course in television will be conducted by J. L. Foster in radio theory and design by L. A. Ware.

Ben Ludy, Gen. Mgr.
Represented by Capper Publications in

New York — Detroit — Chicago — Kansas City, Mo. — San Francisco
The DOHERTY CIF

Doherty High Efficiency Amplifier Circuit. Requires less primary power, greatly reduces operating costs. Is entirely AC operated. Meets all FCC requirements. Utilizes improved stabilized feedback circuits.

Low noise and distortion — assures high fidelity. Automatic over-load protection and two automatic voltage regulators. Gives instant visual indication of trouble in any important circuit. Improved grid bias modulation. Cathode ray oscillograph connections provided in important circuits. Furnished with air blast or spray pond cooling equipment.

Antenna coupling unit provided for use with either series (insulated) or shunt (grounded) vertical radiator. Engineered for continuous operation and future expansion. Has fewer tubes.

Western
RADIO TELEPHONE BROADCASTING
CUIT makes possible this "half-size" 50 KW

Western Electric's new 50 KW measures over all approximately 18' x 18' including the enclosure. The transmitter units require only about half the floor space ordinarily needed for 50 KWs!

Reduction in space is not the only thing achieved thru the use of the Doherty Circuit; overall operating costs are lessened; simpler circuit elements are used; tube life is increased; transmitter tuning is simplified; and among other improvements reliability is increased.

Once again Bell Telephone Laboratories and Western Electric set the pace! Get full details at the N. A. B. Convention or from Graybar.


W.E.'ll be there! To greet you at the N. A. B. Convention

ASK YOUR ENGINEER

Electric ADCASTING EQUIPMENT
Purely Programs

Riddle epidemic in Atlanta is the result of Riddle Me This, a daily morning series on WATL, sponsored by Castleberry Food Products. Bill Shannon, WATL announcer and "riddle man," airs a riddle and local housewives phone in so many answers that a special switch board has been installed, according to Maurice C. Coleman, WATL manager. Every listener phoning in the correct answer gets a certificate for a free can of the sponsor's products. Cooking utensils are awarded weekly for the best riddles sent in on the back of a label or facsimile. Everybody likes the program, says WATL, except may-be the telephone company.

Reunion in Nebraska
WOW, Omaha, on Jan. 12 broadcast a reunion of those people who, as children, were trapped in their schoolroom and thus survived the Midwest's worst blizzard, in 1888. The survivor-pupils sat in their original seats, facing the same teacher, and gave excuses for their absence during the broadcasts from Jan. 10 to 15.

The program ended with a prayer, the teacher asking for another reunion in heaven 50 years hence.

Farm women prepared an elaborate meal for the entire countryside. WOW received about 300 letters on the broadcast, all commendatory.

How Many Times?
BASKET of groceries goes to the housewife naming the number of times "the", "and", "to", and "you" are used in the commercials during the Kiddie Hour on KGVO, Oklahoma City. Sponsored by the Jonnie's Food Palace the program in a weekly variety show broadcast from the sponsor's auditorium which seats 356 persons. The sponsor uses radio exclusively and according to KGVO the program is breaking all local records.

Toothaches Taboo
DENTAL HEALTH is the subject of a new series on WCCO, Minneapolis, under auspices of the Minnesota State Dental Assn. and the State Department of Health, featuring outstanding dentists. Educating laymen in the care of their teeth is a real public service that its listeners like, says WCCO.

Educating Children
ASSISTING parents in the correct rearing of young children, KOIN, Portland, Ore., has started a series called The Child's Way to Give. The series is conducted by local high school students under the direction of Miss Marie Weller.

Boos and Bouquets
LISTENER MAIL forms the continuity for a new series on KGVO, Missoula, Mont., called Boos & Bouquets consisting of listener grievances and commendations. The program follows the court formula with a girl reading the letters from women, a man those from men. Bob Young, KGVO announcer, plays appropriate musical numbers for each boo and bouquet.

More Attractive Homes
INTERIOR DECORATING is the subject matter of Room Recipes, a new series on KKYI, Salt Lake City, sponsored by ZCMI department store. Marie Fontaine, the sponsor's home decorating adviser, gives hints thrice weekly on re-habilitating various rooms of the home.

Major R.E. Zultz Takes the Stump
and states his platform on the kind of campaign promise that is sure-fire on being kept—that's the glowing promise of sales from your advertising campaign over the Carolina Combination—the twin stations with favorable frequencies, concentrated coverage, reasonable rates, potent power—and MAJOR REZULTZ!

Are your
Sound Effects
up to Fruide?

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The Carolina Combination
Wis WPTF
COLUMBIA, S. C.  5000 WATTS, NBC
RALEIGH, N. C.  5000 WATTS, NBC
Represented by Free & Peters, Inc. Sold at one low rate

Broadcasting • Broadcast Advertising

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

WEATHER-PROOFED—Is Alan Hale, ace sports announcer of WISN, Milwaukee, for the freezing interior of the hall where local sports fans view splatter-by-splatter accounts of the newly popular wrestling-in-the-mud sport.

Amateur Amateurs
IN SEARCH for child talent, WJBK, Detroit, broadcasts its Suitty's Amatur Hour twice weekly from local theatres where audiences choose two amateurs whose expenses are paid for a trip to New York and a Major Bowes tryout. The series is directed by Nick Nichols of the WJBK program staff.

Seven New Programs
SEVEN FRESH IDEAS is the subtitle of a program promotion folder published by KNX, Los Angeles, key station of CBS on the Pacific Coast. Done in black and gold the folder suggests that the new shows are "plastic...capable of being molded to fit the advertising plans of individual sponsors."

Why Pay Taxes?
TELLING Michigan taxpayers how their money is spent is the purpose of The People's Business, a Saturday night series on WJR, Detroit. First program consisted of recordings of interviews with the warden, psychiatrist and inmates of the State prison. Duncan Moore of WJR is in charge of the program.

How They Used to Farm
FARMING METHODS then and now is the gist of a new Saturday night series on WLS, Chicago, titled Land O' Memories. Featured is Chuck Acree in discussions of interesting facts about old time farming methods. Folk music of long ago is used as background. Sponsor: Allis-Chalmers Mfg. Co., Milwaukee.
**Bergen-McCarthy Winner**

In Press Popularity Poll

IN THE FIRST radio poll conducted by the Chicago Tribune and other papers throughout the country in the Chicago Tribune-New York Daily News Syndicate, Charlie McCarthy and Edgar Bergen took first place with 36,996 points, with Jack Benny and Mary Livingston running second with 29,669 points and Bing Crosby coming third with 22,034 points. Winners were determined by the ballots which were published for an entire week, readers sending in their favorite radio artists.

RATING in the election was on points with the first name on the ballot getting three points, second getting two and the third getting one. Don Ameche, Eddie Cantor, Jeanette MacDonald, Burns and Allen, Fred Allen, Kate Smith and Nelson Eddy, placed fourth to tenth respectively. Bergen & McCarthy will receive as a symbol of their victory a sceptor orb, the former inscribed with the logotypes of the cooperating newspapers and both topped with a replica of the microphone.

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**Tussy Is Back**

LEHN & FINK PRODUCTS CO., New York (Tussy cosmetics), after a lay-off of several weeks, on Jan. 17 resumed for 13 weeks, its twice-weekly quarter-hour musical program, "Happiness Hour," on 5 CBS California stations (KNX, KSFO). Thomas Freebairn-Smith is announcer and Carl Stevens, producer of the series. Agency is Wm. Esty & Co., New York.

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**WHAS LOUISVILLE 50,000 WATTS**

Nationally Cleared Channel

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**Offers You More Than 1,267,519 Families in the Heart of the Rich Ohio Valley**

This big popular pioneer station gives best results.

820 Kilocycles CBS Outes

Latest survey of our Proved Primary Listening Area shows 4,932,307 population . . . 904,099 radio homes . . . 134,204 income taxpayers . . . $77,575,083 filling station sales . . . $292,726,996 food sales . . . $77,575,083 filling station sales . . . $52,545,833 drug sales. Facts in detail on request.

EDWARD PETRY & COMPANY
National Representatives

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**For Extraordinary People ONLY THOSE Deserving of Credit**

appear on a program of that title each Sunday afternoon on WAAF, Chicago. Under sponsorship of the local Newart Clothiers, John L. Sullivan presents and interviews two persons each Sunday whose heroism and achievements make them worthy of public attention.

NBC Portraits LIVES of men and women who have contributed most to America's progress will be dramatized in a new series called American Portraits on NBC-Red. The programs will be broadcast on Saturday evening, immediately preceding the Toscanini broadcasts.

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**Shortwave Lessons**

SHORTWAVE code lessons are broadcast every Thursday on WRTD, Richmond, Va., under auspices of the American Radio Relay League and the local Boy Scouts.

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**PROGRAM CLINIC**

Salesmen Given a Chance to Air Their Ideas

PROGRAM CLINIC of WTMJ, Milwaukee, gives the salesman a voice in program production during a weekly period when salesmen, continuity writers and production men meet for discussions of programming. In explanation of the procedure, Director of WTMJ manager, said, "The staff salesman is in intimate contact with the account as has been an excellent position to offer ideas which, when skillfully meshed with entertainment, will come closer to what the client needs and will accept when he is brought to the selling audience. Moreover, these meetings create greater interest on the part of salesmen and result in better understanding of program sales problems between the sales staff and the program managers."

From Welfare Records MARY C. TINNEY, former professor of sociology and delegate to international social welfare conferences in Paris, Freiburg and Rome, has started Mirrors of Manhattan on WNY, New York. The program consists of true human interest stories chosen from social welfare records.

WSM Educational Series PROGRAM folder on its educational features has been released by WSM, Nashville, including a digest and synopsis of educational programs for adults, children and high school students. Attractively laid out in ivy and blue, the folder invites listener comment.

Campfire Harmonies ANGELS of campers forms the background for a new variety show on WINS, New York, called Kamp Kapers. Studio audience will join in singing camping songs. Billy Kern is master of ceremonies of the series broadcast five days weekly.

Editors Squirmed WHEN newspaper editors met recently in Denver at the Colorado Press Assn. annual convention, KLZ sent Wes Battersea and a local columnist to interview the inquirers. Resulted in publicity in 30 papers and pulled strong listener interest, says KLZ.

Safety Awards NEW safety program on KSO, Des Moines, includes the award of weekly merit buttons to drivers and pedestrians nominated for acts of thoughtfulness and caution in preventing accidents.

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**Play Discipline**

NBC, in presenting Maxwell Anderson's "Second Overload" on Jan. 29, preceded it with the most stringent production technique available to radio. Rehearsals began 12 days in advance, the actors memorized their parts and a single unidirectional microphone was suspended over the stage. There was no studio audience.

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**NEARBY FIRE**

From its studios, WAAT, Jersey City, had a fine view of a blaze at the Hotel Plaza. Here is Maurice Hart (center), chief announcer, describing the fire, with Lowell Cartwright at left and Watt Watkins at right.

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**Proving Ground**

STUDENT participation program on WGL, Ft. Wayne, Ind., called School of the Air is used as a proving ground for announcers and production directors. Figures show that 4,000 hours of work have been spent by 265 students on 19 broadcasts. The most promising are given repeated opportunity on the program.

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**KGBM HONOLULU KHBC HILO**

First in Coverage First in Listener Preference First in Advertising Volume

FRED J. HART, President and General Manager San Francisco Office, California Hotel Record

CONQUEST ALLIANCE COMPANY

New York, Mass., Chicago, 321 N. Laclede St.
C. F. HAREK

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www.americanradiohistory.com
WOR TRANSCRIBES
FOUR NEW SERIES

FOUR TRANSCRIPTION campaigns shortly to be launched are being recorded by the recently formed WOR Electrical Transcription & Recording Service, New York, a unit of the Bamberger Broadcasting Service.

For John-Manville Co., New York, WETRC is recording a series of five-minute inspirational talks by Gabriel Heather, commentator, to be placed on WOR starting Feb. 1 and on 10 other stations and a bigger list to be handled later by L. Walter Thompson Co.

For National Ice Industries, Chicago, a series titled Homenakers Exchange and featuring Eleanor Roosevelt to be released later, is being recorded under the direction of Donahue & Co., New York agency.

The Myrt & Marge series, heard on CBS for Colgate-Palmolive-Peet Co. (Supersuds) is being recorded for spot placement through Benton & Bowles, while Colgate-Palmolive-Peet Co., also through Benton & Bowles, is recording Hilltop House now heard on WOR for later placements.

New Transcription Firm, Radioscriptions, Formed

RADIOSCRIPTIONS Inc., a new transcription corporation, has been formed in Washington, D.C., with R. G. Sharpless as president; Marie Fairbank, vice-president; Bevan P. Sharpless, secretary and treasurer; and R. J. Can, former head of U.S. Recording Co., chief engineer. Del Anchors has been named assistant recorder. The main studio is equipped with W6 WEME microphones and the control room has four turn tables, four professional recorders for direct or wax masters.

In addition to its transcription service the firm will offer a script service. The company has just completed a series of short-staged dramatized spots for the local Nashville, the account having been placed on 37 stations through the Romero Agency, Washington. Scripts are being written for dramatization of well-known children's fairy tales.

Recording Licenses

THE Music Publishers Protective Association will not at this time ask stations making off-the-air recordings to report on records to be used solely for file or checking purposes, but the MPPA will ask them to take out licenses if they wish to make off-the-air recordings for broadcast use. Harry Fox, general manager of MPPA, is sending letters to stations informing them of the circumstances under which they should apply for licenses and the method of obtaining them. A few weeks ago Mr. Fox wrote stations warning them that failure to report such recordings was violation of copyright law.

HOLLYWOOD will continue as the production center of Atlas Radio Corp. and 28 transcribed shows are on the current releasing schedule. Herbert R. Eleentin, president of the firm, stated upon his arrival in Hollywood on Jan. 15 from New York, he is in Hollywood to confer with Ray Coffin, West Coast general manager of the firm's distributing unit, and to assist him in establishing sales offices in Seattle, San Francisco, Denver and Salt Lake City. The firm will transcribe its shows to stations only. Distribution is being handled by four distribution units, New York, Chicago, Dallas and Hollywood. Each center is setting up all sales offices in its territory. In charge of the four divisions are Harold Hopper, Dan Blank, Claude Eszett and Ray Coffin, respectively.


For quality processing—say CLARK.
ROYAL SPENCER, Hollywood producer, won ownership rights to his radio program "You Write the Song," formerly "broadcast over KOJ in Los Angeles, following a Superior Court action claiming a half interest in the copyright and program, contended to a dismissal of the suit Jan. 21.

CBS American School of the Air has announced two courses, "Human Relations Forum," which started Jan. 31, and "International Studies," starting Feb. 10. Both are heard during the regular school time, 2:30-3 p.m. The first is designed to teach social relations among high school students, directed by Dr. Allen Kelleher of the Progressive Education Assn., and the second is a series of shortwave broadcast courses originating in schools throughout Europe.

WKPM-WCLE, Cleveland, gave eight broadcasts during the week of Jan. 16 when the Road Builders Convention met in that city. Extensive use was made of the United Broadcasting Co. auto-trailer studio and when city delegates bid for future conventions the program was carried on Mutual.

WABP, Fort Worth, has started a Saturday morning series of high school and college programs with students acting as newsreaders and announcers as well as furnishing all program talent.

STARTING date of Streets of New York on WNYC, New York, has been postponed to await the assemblage of special sound effect equipment and recordings. Program was scheduled to start Jan. 21, but it was found that specially built devices will be required to reproduce the sounds of "L" trains, subways, docks, zoo, riveting.

WBC, in cooperation with the Americans for Education Science, on Jan. 10 started a series of weekly programs, Science on the Merit. Broadcasts will be heard from Washington on the Blue network. Dr. Foster Ray Moore, physicist, who is permanent secretary of the association, will head the first four discussions.

KLZ, Denver, recently broadcast from a booth above the release chutes as bucking broncos were sent into the arenas of the Denver Western Stock Show.

WKEN, Youngstown, Ohio, has started a series of selections featuring students of the 25 county schools in its primary area. The schools are equipped with WKEN sets.

WKEN says that 11,000 pupils listen to its Friday series.

DIVISION of University Extension, Boston, announces a series of eight lectures on radio under the instruction of John E. Reill, program director and chief announcer of WMEX, that city. The course is designed to furnish background and perspective for those interested in radio as a career. State certificates will be awarded by the Department of Education to those students who fulfill the course requirements.

COLUMBIA Workshop on Jan. 22 broadcast the first of three plays by outstanding members of the radio script and continuity writing class of the division of general education, New York University. The class is conducted by Max von Briesen, director of continuity. The other two are to be broadcast Feb. 5.

WIP, Philadelphia, is sponsoring a "WIP Children's Hour" on the opening of the WEBB. Bldg., new location of WIP.

A SCROLL has been presented to WIP, Philadelphia, by the Pennsylvania Arts & Sciences Society for services in fostering arts and sciences in Pennsylvania. The scroll is parchment, with inlaid gold, and valued at $500.

CHALKING up 13 years of continuous broadcasting, KJBS, San Francisco, marked the occasion with a two-day celebration last month. The station was licensed to go on the air in January, 1925, as KFQ. These licenses were soon changed to KJBS. Ralph R. Brown, general manager of the station, the operators of which now own all KQW, San Jose, was interviewed before the mike by Bob Hall, radio editor of the San Francisco Call-Bulletin. The station started an all-night policy, staying on the air continuously throughout the night with music.

AFTER carrying several sustaining broadcasts of fights during Denver's annual Elks' Boxing Tournament, KLZ was rewarded with a contract to air semi-final and final matches under sponsorship of the K & B Packing & Provision Company. The broadcast rights were sold by Max Goldberg, head of an advertising agency who also handles the blow-by-blow accounts for KLZ.

FIRE which demolished the Victory Studios, Palm, Cal., motion picture plant, forced KFWB, Hollywood, off the air for 70 minutes on Jan. 16. Cause of fire was high tension wires fell to the ground during the fire, power in the vicinity was turned off 6 p.m. silencing the KF receiver, which is in the Baldwin Hills section and feeds off the lines in that district.

WNAC, Boston, and the Yankee Network broadcast direct from Chicago Jan. 25 when the National Grocers Convention was held in that city. Harry Woodward, food commentator on Yankee, interviewed prominent trade leaders.

WJUR, Baltimore, has started a trading post as part of its daily morning variety program which features music and market reporting. Lee Pech is announcer for the show.

WHEN an oil well recently caught fire in the vicinity of the local district of the Baldwin Hills section and feeds off the lines in that district. WSCR, Chicago, has started a weekly series of talks and programs in advertising. Lee Pech is announcer for the show.

ожно, the most popular has the jewel cowboy series become on WREO, Memphis. His is the younger who has the half-hour Saturday morning sustaining. On WREO for the last two years the variety program of cowboy songs and anecdotes continues to be sponsored by "Swift & Co." on a weekly schedule.

SPECIAL EDITION of the Duluth Herald, published in the wake of the opening of the WEBB Bldg., new location of WIP.

TWO new problems are cooperating with a new program for the reception room and speaker's room are being installed.

FEDERAL Land Bank of Louisville sponsored a program on WKCY, Cincinnati, to summon stockholders to meetings. Myron G. Grimm, vice-presi- dency and treasurer of the bank, reviewed progress of farm loan association.

WNYC, New York, has over 1,500 pupils in its radio classes, "English for Beginners," designed to prepare alien groups for American citizenship. The program is broadcast six days a week. Pupils, of whom about 80% are wom- en, submit their work and other corre- spondence to the station weekly. Mail runs to about 1,000 letters a day, much of it inquires about language and government.

THE CLUB of New York has started its sixth annual course on public speaking and radio address technique. This course, to run 12 weeks, is under the direction of Dr., Pickering, of Cheltenham, Adv., New York, who conducts Citizen's Forum Tuesday evenings on WNEW.

Red River Valley wheat, noted for its high gluten content, commands premium prices. This alone would be news in a less fertile section. Yet in the rich Fargo area, wheat and all other grains account for only 30% of the farm income [1936]. The other 70% comes from widely varied crops!

And listen: Us hayseeds just are diverse as our "wine." Shall we send you a picture?

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Colgate Chicago Show

Colgate-Palmolive-PEET Co., Jersey City, started its first radio advertising of Colgate tooth powder on Jan. 17 with Step-mother, a quarter-hour five-weekly serial over CBS from Chicago. Stars of the new show are Francis X. Bushman and Sunda Love. The new show is the second network show to be launched by Benton & Bowles-Chicago, recently organized Chicago agency. The other is How to Win Friends and Influence People, broadcast every Tuesday on NBC-Red for Colgate. Stuart Sherman, head of Benton & Bowles-Chicago, was formerly vice-president of Pepsodent Co.

The Money Market

Within the coverage of WAIR, there are thousands of steady wage earners. You may tap this ready-to-buy money market through the sales power of

WAIL
Winston-Salem, North Carolina

NOW TO THE WORLD

WASHINGTO N'S MODERN HOTEL

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 MAYFLOWER
WASHINGTON, D. C.
R. L. POLLIO, Manager

BROADCASTING • Broadcast Advertising

Drive Under Way to Stop Butchering of Yiddish
By Radio Dialecticians

A WIDESPREAD but subtly guarded campaign which has the cooperation of leading Jewish communal organizations, credit agencies and publications, has been initiated to eliminate the “butchering” of Yiddish on radio programs. The campaign, said to have originated in New York and Chicago, and now building into a movement in Hollywood and San Francisco, is not aimed to eliminate the Jewish dialect from radio entertainment. It was said, however, that it pointed rather toward its elevation and refinement in a measure which will make Yiddish wholly intelligible while yet retaining its comedy values.

But the control is bound that the flagrant misuse of Yiddish on radio programs holds the Jewish people up to undesirable ridicule, misrepresenting their intelligence and intellectual attainments generally, thus creating false impression of Jewish racial barriers. It is pointed out that in old vaudeville days, the use of Yiddish on the stage caused little or no trouble generally.

But the continuance of such routine on radio programs constitutes a current of speech which can and should be controlled by the cooperation of Jewish leaders in the industry. And it is upon the latter to aid them by encouraging the coherent types of routine which are calculated to establish without holding the race up to ridicule.

Fair Studios Delayed

MEMBERS of the California Exposition Commission are at odds over the proposed erection of a $44,500 radio building at the Golden Gate International Exposition, to be held on Treasure Island in San Francisco in 1939. The question of whether funds from the $5,000,000 state appropriation for the fair can be used to erect and equip the radio building was raised when the commission met and appropriated $6,000,000 for the fair.

The Reorganization of the commission pointed to the need of the radio station for the broadcast of entertainment. As a result of the votes, the proposed appropriation was held up for legal opinion.

Children to Vote

MORE than 10,000 school children will be asked to grade radio programs in a survey of the juvenile broadcast field being conducted co-operatively by WMCA, New York, and the Child Guidance Clinic of the Heckscher Foundation and other educational institutions. Questionnaire to be distributed to the children is now being prepared by specialists at WMCA, under the direction of Jacob S. List, Heckscher psychologist who is in charge of the survey. Concurrently another questionnaire will be sent to educators and pastors throughout the country to discover what kind of programs they think should be broadcast for children. Later these opinions will be compared with those of the youngsters themselves in an attempt to set up definite standards for children’s shows.

WHEEING MEETS THE PUBLIC
And Its Own Employees as Well in Program That Promotes Good Feeling, Not Steel-

By GEORGE W. SMITH
Manager

ORDINARILY there are more inspiring subjects than steel to set the ambitious radio program creator’s brain in a whirl. But first glance at the glimmer of the show business seems far removed from the roaring blast furnace at the Wheeling Steel mill. The Wheeling Steel Corporation, operator of mills, factories and mines, presented Nov. 8, 1938, to the listeners of Station WWVA, the first hearing of It’s Wheeling Steel. Its debut was heralded by the call of the mill whistle, an actual recording of a whistle which summons Wheeling Steel men to work. Each Saturday afternoon for 65 weeks this same whistle has called to their radios the large Wheeling Steel Corp. family and their friends to listen to the talented members of that family broadcast.

It was the very idea of a steel family broadcast that stole the show for steel. Wheeling Steel-makers on work days, Wheeling Steel radios on weekends, and paid for both! The idea clicked from the start—clicked with a volume as loud as the popular success of the Mutual Broadcasting System. Free of big names and fancy flourishes, free of the grand and spectacular, It’s Wheeling Steel broadcasts have set a pace in radio showmanship which has upset accepted theory.

They have commanded favorable recognition in the columns of several important national publications, some of which are far removed from the trade field.

Family Is Key

This steel’s setting of the show has been intelligently accomplished by a happy application of the “family broadcast” idea, principally through the expression of music. There are the Steelmaiders, an orchestra recruited especially for this role; the Millmen, a quartet selected from employed musicians; the Millmaids, a quartet of workers; and, above all, the Big Band, the Wheeling Steel Orchestra, which has made its reputation at the Ohio State Fair and has been featured on the Mutual Broadcasting System. Free of big names and fancy flourishes, free of the grand and spectacular, It’s Wheeling Steel broadcasts have set a pace in radio showmanship which has upset accepted theory.

They have commanded favorable recognition in the columns of several important national publications, some of which are far removed from the trade field.

Family Is Key

This steel’s setting of the show has been intelligently accomplished by a happy application of the “family broadcast” idea, principally through the expression of music. There are the Steelmaiders, an orchestra recruited especially for the feature; the Millmen, a quartet selected from employed musicians; the Millmaids, a quartet of workers; and, above all, the Big Band, the Wheeling Steel Orchestra, which has made its reputation at the Ohio State Fair and has been featured on the Mutual Broadcasting System.

This show of steel originates from WWVA, Wheeling, W. Va., which takes its talent for It’s Wheeling Steel from mill workers. Here’s Ed Costello and his week for his appearance on the big show.

STEEL’S SHOW — On WWVA, Wheeling, W. Va., which takes its talent for It’s Wheeling Steel from mill workers. Here’s Ed Costello and the time for his appearance on the big show.

This show of steel originates from WWVA, Wheeling, W. Va., which takes its talent for It’s Wheeling Steel from mill workers. Here’s Ed Costello and the time for his appearance on the big show.

Van Cronkhite Alumni Organize Three Firms

THREE separate firms have been formed by former members of the old Van Cronkhite Associates Inc., Chicago firm, which recently went out of business. The Transair Inc. has been incorporated at 105 W. Adams St., Chicago, with Wm. F. Arnold, president, Raymond Lavender, vice-president, and John Taylor Booz, secretary. It will specialize in news and transaction services. Its first show sold is a twice-weekly Hickok Oil Co. program which will sponsor Black Flame of the Midwest, current on disc in the Michie Network, plus WSPD, Toledo; WGR, Cleveland; WBBN, Chicago; WBBR, Boston; and other spots. The right of the Commission to erect and operate the radio station was granted by Edward Van de Velde of the State Commission and secretary of the California Federation of Labor.

Harry Martin, formerly vice-president of Van Cronkhite Associates, has opened his own news service firm at 360 N. Michigan Ave., called Harry Martin Enterprises. Mr. Martin says that he plans to supply the morning shows, of which there are a number of special shows, and other features in addition to a news service. Stuart Haydon, an ex-Van Cronkhite man, has started Associated Radio Productions at 640 N. Michigan Ave., Chicago. Haydon plans to service advertising agencies, advertisers and broadcasters with programs and merchandising plans written and produced by outstanding authors and program directors. Firmware is present building several “custom built” shows to fit specific products.

John Van Cronkhite, head of the firm that bore his name, is now with International News Service, in New York. M. H. Peterson is with the Mutual sales staff in Chicago.

WEBN TELLS YOUR STORY IN

AMERICA’S SECOND PORT
DULUTH & SUPERIOR
And on the IRON RANGE IT’S
WMFG HIBBING
WHIB VIRGINIA

www.americanradiohistory.com
Broadcast Stations Assist Lost Plane

Pilot Guided to Safe Landing As Listeners Phone Data

THREE NEW YORK stations were instrumental in locating a lost airplane just in time to enable its crew to establish communication New York airport, the Eastern Airlines transport plane, which left Newark at 8:32 p.m. for Philadelphia, Baltimore and Washington, carried a crew of three and two passengers. After bucking a 100-mile gale for awhile, Capt. Fred A. Jones radioed Newark that he was turning back. He was unable to locate the New York - Philadelphia beam, however, and was lost until 3:04 a.m., when the plane landed safely in East Hartford, Conn.

Capt. Eddie Rickenbacker, general manager of the airline, shortly after midnight notified WOR, Newark, and WMCA and WNEW, New York, which broadcast appeals for information. In three hours WOR received 227 phone calls from listeners giving details and charting the course of the plane over Philadelphia, Northern Delaware, across New Jersey, north down the Hudson, back to Jersey and finally over Connecticut. A WNEW listener reported seeing the plane over Bridgeport at 9:30 a.m. That station reported that the plane had fuel left for only two minutes of flying time when it landed. WMCA, which normally goes off the air at 1:15 a.m., continued operation in the emergency until 3:34 a.m., after broadcasting the names of those on board the plane and the details of its safe landing.

At WOR a similar incident in January, 1924, was recalled, when the dirigible Shenandoah was torn loose from its moorings at Lakehurst, N. J., in a torrential rainstorm. Drifting over Westfield, the ship was able to pick up WOR's signals and find its way back to port.

CBS Advisory Council Suggests Plans For Adult Education Broadcast Series

THREE specific recommendations for experimental programs in the field of adult education have been made by the recently appointed CBS Adult Educational Board. These programs are the result of three days spent by the board in meeting at W2XJI, the New York station of the Columbia Broadcasting System.

The programs were formulated to include a variety of subjects of interest to the American at work. The board members are therefore considering the possibilities of broadcasting a series of programs which would be of interest to the average person in his daily life. The programs will be geared to the needs of the individual and will be designed to provide educational and recreational opportunities for all groups, regardless of age or occupation.

Weekly Test Period

The board decided that a weekly test period should be devoted to testing these various ideas, putting each on the air for a sufficient time to check audience reaction and determine its value. Another period will be set aside for the Americas at Work series, which will aim at giving the bank clerk, the bus driver, the brick layer and all the rest of us an appreciation of each other's place in our American civilization.

This program is now being prepared for CBS and should go on the air within the month.

In the third series, which will attempt to help give the American at work an appreciation of the values of his own group, the board is considering the possibility of producing programs for the University Round Table and the Town Meeting of the Air, which allow their speakers to discuss things in a give-and-take manner, is evidence of the value of such a program, the board believes. The plan is to depict a permanent discussion group, composed of a leader or teacher and other individuals representing the argumentative, opinionated, timid, radical, conservative and other familiar types. As this group meets for its weekly discussions on the air, the listener will be shown the reaction of each to any given problem and, it is hoped, will learn how to develop his own reactions from emotional into logical ones. Difficulty of finding a leader, who could combine the learning of Aristotle, the logical presentation of Socrates and the homely persuasiveness of Will Rogers or a writer able to produce suitable scripts for these series may delay its immediate presentation.

Chief aim of the board, he explained to Broadcasting by its head, Dr. Lyman Bryson of the Teachers' College of Columbia University, is to combine the skill of the broadcaster in presenting enjoyable programs with that of the educator in knowing the effect certain things will have on the thought and habits of his audience. By applying these quite different techniques to a single program, he said, the result should be a program which will have real educational value and that will also be able to compete with the purely entertaining broadcasts available to listeners at the same time. To guide the board in its work committees of students, educators, workers in various trades and other groups were asked to listen to and criticize the broadcasts.

Harp Concerto for Radio

TO COMPOSE the first harp concerto for radio, Carlos Chavez, the Mexican composer, has been commissioned by Samuel R. Rosenberg, president of WFL, Philadelphia, and vice-president of the Philadelphia Orchestra Association. The work will be especially written for microphone pickup and scored for a small orchestra within the means of the average radio station, it was stated. It will be completed during 1938 and its premiere is expected to take place next season on a network.

HOOKUP of Georgia stations WATL, Atlanta; WRBL, Columbus, and WGPC, Albany, which was formerly called the Georgia Network, is now called Georgia Broadcasting System, according to announcement of James W. Woodrufl Jr., network manager.
Open Letter Refuting Crowell Attack on Radio Draws Comment...

Pungent Copy
EDITOR, Broadcasting:
My very hearty and sincere congratulations on your pungent editorial. As a frequent reader of the magazine, I have always admired its frank and forthright approach to the issues of radio. I was delighted to see your recent editorial, which I think is a fine example of the kind of writing that is needed to keep radio in perspective.

EDITOR, Broadcasting:
I appreciate your kind words, but I feel that I should set the record straight. I did not mean to imply that radio is not a valuable medium, but rather that there are certain aspects of its operation that need improvement. In my opinion, the advertising industry should be more concerned with the quality of its material, and not just its quantity.

EDITOR, Broadcasting:
I understand your viewpoint, and I respect it. However, I believe that the advertising industry has a responsibility to provide quality content for the listening public. As radio continues to grow in popularity, it is crucial that the industry live up to this responsibility.

Editorial Comment
EDITOR, Broadcasting:
I want to take this opportunity to express my views on a recent editorial. While I agree with much of what was said, I feel that there were some inaccuracies in the presentation of the facts.

EDITOR, Broadcasting:
I understand your concerns, and I appreciate your taking the time to point them out. I will do my best to ensure that my future editorials are more thorough and accurate.

On a High Plane
EDITOR, Broadcasting:
Your editorial today was a fine example of the kind of writing that is needed to keep radio in perspective. I was delighted to see your recent editorial, which I think is a fine example of the kind of writing that is needed to keep radio in perspective.

EDITOR, Broadcasting:
I appreciate your kind words, but I feel that I should set the record straight. I did not mean to imply that radio is not a valuable medium, but rather that there are certain aspects of its operation that need improvement. In my opinion, the advertising industry should be more concerned with the quality of its material, and not just its quantity.

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BROADCASTING • Broadcast Advertising
A Dirge or Two About Radio

By TED KRUGLAK

E. K. King Special Advertising Agency

WITH FCC regulations starving radio-demon in their collective faces, listeners are beginning to catalog their pet grievances about radio and with the day of reckoning approaching as inevitably as a station break, it's time to take stock of what the public wants.

Radio is interested primarily in self-regulation, and not leading crusades to solve the problems which might accompany the millennium. Chief among these problems is the matter of advertising. It's easy enough to talk about objectionable advertising, but exactly where does good advertising end, and bad advertising begin? Does morals have anything to do with it? Is public policy to be considered? Are racial, religious, or other angles to be considered?

Interesting are the strides newspapers have made in controlling advertising.

Book paper advertising policies, through change in habits and improvement in public appreciation, have knocked out a rough code of their own, which handles the advertising problem fairly adequately. Most newspapers, for example, will differentiate between advertising and editorial features. When you see an ad for a patent medicine, you know that the publisher isn't giving a testimonial for this product, and that it's given space to stand or fall on its own merits.

Pewer of Spoken Words

Where does radio differ in this respect? The patent medicine ad, to press the point, is no more vicious than its brother in the newspaper column. But because of the inherent command a spoken advertisement displays, the listener, consciously or otherwise, attributes the ad to the radio station and whatever confidence the public has in the station is transferred to the product advertised. It would be ridiculous to impute to Roy Howard of Scripps-Howard that because the typographer who set up the patent medicine ad is the same man who sets up the editorial type, Scripps-Howard must bear the responsibility for the material. But when we deal with radio, we find that the man who delivers the patent medicine ad is the one who is identified with the station. In other words, in radio, there is no line of demarcation between editorial and advertising copy. When the announcer reads "we urge you to try this time-tested remedy," the listener, in many instances, assumes that the radio station is behind the ad.

This state of mind isn't helped by the type of programs all too frequently encountered on smaller stations, and even on occasion, the networks themselves, programs which ask the listeners to support a product. If the listener isn't unduly gullible, his immediate response is "what kind of business is this, where the station doesn't care whether a program is good or not, but judges it on the amount of business it produces?" To the average listener, this is drawing the line of entertainment a little too fine.

How then, is radio to dispel the illusion that every statement is the profound judgment of the station and that it is really the advertising man who is to be held responsible for the program. Straws in the wind might indicate that the policy of advertisers in giving their own address instead of the station in mail-pulling stunts, might provide one solution. It's inconceivable that the most obtuse listener would connect an advertiser with a station's policy, if the communication would be direct. Of course, it would mean that the station loses a great deal in the way of control over mail, but there is the added factor of separation of editorial and advertisements.

On the surface, this would be a minor change, and have no effect on the station's policy, but it's an item to consider if a station is to take stock of itself, and realize that inevitably there must be some system of letting the listener know where the "ad" ends and the station's responsibilities begin.

In the last analysis, the situation is one of confidence on the part of the listener in the station and its products. Increasingly, radio operators are becoming aware of the necessity of self-imposed censorship, and standards for advertisers. Much in the same way as the newspapers have advanced in dealing with advertising ethics, radio must gather to itself a formula and judge its customers by it. The standards are becoming higher every year, as the stations assume a mature and permanent position in society. When radio has cleaned house thoroughly, and the indications are that it will in the near future, it can then look upon the world knowing that it has not sinned and can therefore begin to judge others.

BLOW-BY-BLOW description of the May Schilling-Ben Ford heavyweight fight from Hamburg, Germany. Monday, Jan. 30, was heard exclusively on Mutual in this country.
Bentley Gets Damages

SPENCER BENTLEY, radio actor now on General Mills Betty & Bob, Chicago, on Jan. 18 won a verdict of $1,700 and costs in New York Supreme Court against James Dunn of Metropolitan Life Insurance Co., New York. The charge was that Mr. and Mrs. Dunn last February 3 assaulted Mr. and Mrs. Bentley. Mr. Bentley is alleged to have emerged from the melee with a fractured jaw, and as a result lost his job announcing Procter & Gamble's Pepper Young's Family in New York. George D. Carrington, New York lawyer, husband of Elaine Carrington, writer of the latter show, handled Mr. Bentley’s suit.

Peppsdent on WHAM

PEPSODENT Co., Chicago (dentifrice), has started a Sunday afternoon half-hour Men on the Street series on WHAM, Rochester, N. Y. First broadcast of the new series, which was developed by William Fay, station manager, was from the ski jump on Jan. 30.

Two Get Power Boosts

A POWER increase to 1,000 watts day and night, was authorized by the FCC Jan. 19 for KXA, Seattle, which heretofore has operated with 250 watts night and 500 day. Station will continue on 760 kc., and was authorized to move transmitter and studios locally and change equipment. The same day the Commission authorized KPOF, Denver, to increase its power from 500 watts to 1,000 watts. The station is operated by Pillar of Fire, church organization, and shares time with KFKA, Greeley, Colo., using one-third time while the Greeley station uses two-thirds.

Piano Sales Still Up

THE oft-repeated charges that radio is making music "too easy," is cutting into piano sales were again refuted last month when L. P. Bull, president of the National Piano Mfrs. Association, announced that 166,009 pianos were sold during 1937, an increase of 17.5% over 1936. "Last year," he reported, "was the best year for piano sales since 1930 when 173,000 were sold. Sales were up in 21 of the 48 states, and only seven of the states reported a decline. Of the 14,000 pianos sold in the Midwest, 4,500 were sold in Ohio, 3,500 in Michigan, 2,000 in Indiana, 1,000 in Illinois, the same number in Wisconsin and Missouri, and 500 each in Kentucky, Minnesota, and Iowa. The piano business reflects the growing national interest in music," said Mr. Bull.

Other Fellows’ Viewpoint

Learned About Radio

EDITOR BROADCASTING: When I first subscribed to BROADCASTING, I was writing an occasional script for KMOX, in St. Louis, and doing much miscellaneous research on style, technique, etc. Through the pages of your magazine, I learned how to make the contacts I desired, and one of these contacts led directly into my present position. I am writing script for, and appearing in, the program, Every Word, a daily educational feature, broadcast from WGN, Chicago. I have dared to have expansive ideas for writing in radio, and now have the privilege of working in connection with the industry—being on the inside. Though it sounds very much like an obvious fan letter, this is a legitimate letter from a subscriber who owes some progress of definite character to your trade publication, and is willing to give credit where credit is due.

Most of us, as I see it from this brief acquaintance with radio, are too busy with our own particular jobs to see the business in much perspective, and we need the stimulus of a broader vision, such as BROADCASTING gives. This is all. Thanks for the lift.

HELEN HARDIN
Jan. 12, 1938, Chicago.

Money to Burn!

○ Radio listeners in the Twin Cities area have an annual per capita spendable income greater than the national average. But they don’t burn it. They spend it wisely on products wisely advertised over

W T C N

NBC Blue Network Station
Owned and Operated by MINNEAPOLIS TRIBUNE
St. Paul Dispatch-Pioneer Press
Free and Peters, Inc.
National Representatives.
Season Variations Being Eradicated

Witmer Asserts People Listen More During Depressions

RADIO is pointing the way toward the eradication of seasonal fluctuations in advertising expenditures, according to Roy C. Witmer, NBC vice-president in charge of sales, New York, who was in Hollywood in mid-January to confer with Don E. Gilman, western division vice-president, and Sydney Dixon, regional sales manager, on network business.

He stated that the full-year radio commercial budget is pointing the way for the leveling of year-round advertising outlays in all media. Desirable network time, he pointed out, is at such a premium that advertisers are no longer permitted to take summer layoffs and hold their time.

Lean-Era Listening

"Advertisers," Mr. Witmer said, "are realizing more and more that times of light buying and periods of recession may be utilized advantageously for the building of goodwill, program following and a buying potential of increased spending proportions which will work to their advantage in long-period computations. More people stay at home and listen to the radio during the lean periods. Good programs help to lift depressed spirits, and thereby make friends for the sponsor."

Radio sales have not been affected by the present business recession, he stated, and pointed out that more than 10% of the advertising dollar is still being spent on this medium. Growth of radio expenditures, he predicted, will see the successful sponsorship of out-and-out educational programs in the near future. The sponsoring of symphonic programs is indicative of the trend, he said. He also pointed out that the prejudice against Saturday night by sponsors, avoided by Sunday night, has been eliminated and is being sought by advertisers. There is also a tendency toward longer shows.

Mr. Witmer said the West Coast is now recognized as the third important center in national sales, and agency antipathy toward Hollywood, as a planning point for network programs is rapidly disappearing.

Burns Loses Plea

EFFORTS of Bob Burns, NBC network comedian, to restrain Radio Transcription Co. of America Ltd., Hollywood, and C. C. Fyle, its president, from leasing a transcribed series in which he claims he is presented without permission, were overruled by Judge John L. Hogan, Superior Court, in a case heard Jan. 28 when a demurrer filed by the defendants was sustained in Los Angeles Superior Court. The court held that Radio Transcription Co. was within its rights in releasing the recordings in the absence of contract evidence to the contrary. Burns was given 10 days in which to file an amended complaint.

THE 21st annual convention of the American Association of Advertising Agencies will be held in New York City April 20-23 at The Greenbrier, White Sulphur Springs, W. Va. Mark O'Den, president of O'Den, Sheldon & Company Inc., New York agency, is chairman of the program committee.

Interest in Facsimile

(Continued from page 13)

per hour or 15 minutes per sheet. It requires about 20 minutes to cover page with a margin top and bottom.

Engineers expect that facsimile transmission will afford good service in the usual good service area of the usual broadcast station. Radio has a tendency to diminish the intensity of the reproduction. Noise results in speckled dots on the reproduction while a steady heterodyne appears to make a series of lines on the sheet. If the interference is not steady, the sheet is blotchy.

In addition to the Finch and RCA systems, Fulgraph Inc., associated with Transradio Press, also has a facsimile system along with Radio Pictures Inc., headed by John V. L. Hogan, prominent engineer. So far as known, however, there are no regular broadcast station installations on an operating basis for the latter two systems.

Scanner Equipment

In its data sheet, RCA explains that in general its carbon printer scanner equipment can be compared to the microphone and studio amplifiers employed in sound broadcasting for the purpose of converting the sound waves into electrical impulses, which are capable of modulating the broadcast transmitter. In modulating, the photoelectric scanner equipment is used to control the details of the text or pictures being scanned, into electrical impulses which are capable of modulating the same type of broadcast transmitter.

"Carrying this analogy over into the facsimile receiver-reproducer," says RCA, "the facsimile carbon printer is compared to the loud-speaker in an ordinary sound radio receiver. The facsimile printer converts the electrical impulses picked up by the radio receiving set back into tiny elements of black and white, which when added together produce a facsimile or replica of the original text of the picture."

The RCA scanner uses "inexpensive white newsprint paper," says the data sheet. Two designs of carbon ribbon recorders have been made by RCA. One is quite elaborate and automatically cuts the paper into strips 12 inches long and deposits the papers in a tray; the other, of more simple design, does not cut the strip of paper into nages, and it is the one being placed on the market at this time.

First governor of South Carolina to address the state legislature before a microphone feeding a network. Guy, Oklahoma, was heard Jan. 12 over a hookup keyed by W. Coltrain, to WSCN, Charleston; WPBC, Greenville; WPAH, Spartanburg; WAIM, Anderson.

LIVE TODAY

IN THE FASHION OF TOMORROW

HOTEL SHERMAN

1700 ROOMS 1700 BATHS

CHICAGO

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

W B R C

NOW ONE OF THE BEST

SALES SPOTS IN U. S.

IS DOMINATED BY

WBRC

BIRMINGHAM ALABAMA

Coverage of Western North Carolina

BROADCASTING COMPANY INC.

Bankhead Hotel

Birmingham, Alabama

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Gillin Wins Honor
THE gold key emblematic of the distinguished service award of the Junior Chamber of Commerce of the United States was presented Jan. 22 to John J. Gillin, Jr., 32-year-old manager of WOW Omaha, while members of his staff noted the new honor bestowed upon them by sending him a huge bouquet and arranging to have the ceremony broadcast over a group of Nebraska stations. The award goes annually to the man under 30 whose civic activities rate highest. Gillin is a past president of the Junior Chamber, vice-president of the NAB and member of many Omaha civic and fraternal organizations.

IN Atlanta
USE
WGST

A Boy Thrilled
WHEN he heard that a little boy in Niantic, Conn., who has been ill for three years, had chosen him as his radio favorite, Tex Fletcher, the Lonely Cowboy of WBZ, Newark, arranged to visit the boy. Paul R. Swimelar, program director of WNLC, New London, Conn., got in touch with Tex and on Jan. 25 a quarter-hour program was broadcast from the sick room of Elliott Saunders.

NEW PORTABLE—NBC, San Francisco, has acquired this 100-watt transmitter specially designed for use in planes. A. H. Saxton, western division engineer, is inspecting the transmitter, which weighs only 100 pounds.

SYNTHETIC VOICE
British Inventor Produces
Words by Machine
AN ARTIFICIAL voice was broadcast recently from London and heard in America on WJZ, New York. Sir Richard Paget, inventor of the mechanical apparatus which produces word and simple sentences, demonstrated the voice which stated clearly two short sentences and said, in words: "Hello, London, are you there?" and "Oh, Lila, I love you" were distinctly heard. Such words as "Minnie," "mother," "father," and "ta-ta" also were pronounced.

Dr. Damrosch Honored
DR. WALTER DAMROSC, music critic of NBC and director of the network's Music Appreciation Hour, on Jan. 19 was given the gold medal for music of the National Institute of Arts and Letters. The institute awards a gold medal annually, but gives one for music only every tenth year.

HEARN'S Department Store, New York, to develop talent for its Children's Radio Revue, broadcast weekly on WHN, New York, has established its own school in the store to give talented children instruction in singing, dramatic art and dance.

WIND Names Carey
JOHN T. CAREY, on the sales staff of WIND, Gary, for the last three years, has been appointed sales manager, succeeding H. L. (Hal) Macelim, according to an announcement made Jan. 19 by Ralph L. Atlass, president of the station. Before joining WIND, Mr. Carey was with the Dade B. Epstein Agency, Chicago, as account executive for eight years. Among the first accounts signed by the new sales manager is the sponsorship of winter grid exhibition games between the Chicago Bears and Washington Redskins played in the South, by Olds-mobile dealers of Chicago, through D. P. Brothers & Co., Detroit.

 Colleges in California
Start Educational Series
A SERIES of educational broadcasts, sponsored and planned by presidents of leading Southern California universities, will shortly be launched over KFI-KKEA, Los Angeles, following a recent meeting in that city, attended by leading educators. A comprehensive program, calculated to result in a powerful stimulus to education through radio, was outlined, and Harrison Hallway, general manager of KFI-KKEA, and Jose Rodriguez, educational director of the station, pointed out that this is the first time the universities and the Los Angeles board of education were met in a body with broadcasters to bring order to the present chaos of educational programming.

The plan advanced in outline consists of pooling the teaching resources of the universities and the technical facilities of KFI-KKEA. Educators are to determine the scope and character of the curriculum, while the stations will supply all production necessities. Under discussion since last November, the plan would create an advisory council from representatives of the universities, which will in turn be responsible for the material used.

An as a Public service and special promotion, the press relations department of WBAP, Fort Worth, is supplying Texas Prisons Echo, prison newspaper, with regular art and press releases each month. Alwyde pictures of WBAP's announcers have appeared in the monthly, distributed to more than 5,000 inmates.

BROADCASTING • Broadcast Advertising
Libel Conviction Causes FCC Denial Of Asheville Station; Other Rulings

DENIAL of the application of the Asheville (N. C.) Daily News, for a new local broadcast station on the grounds that the applicant, Howard G. Thomas, owner of the newspaper, had made admissions which were evidence of the lack of that character and qualifications required of a licensee" in a libel action, was announced January 14 by the FCC.

In a second case, that of the application of WBOB, Terre Haute, Ind., for a shift in frequency from 1310 kc., with 100 watts night and 250 watts local sunset, to 1290 kc., with 500 watts night and 1000 watts local sunset, the Commission denied the application primarily on the ground that there was not sufficient need for the "additional broadcast service contemplated" but also injected another observation on public interest of importance. It said:

"Primarily this application was filed and prosecuted for a two-fold purpose: First, that the station's revenues might be enhanced through the expansion of its advertising programs; and second, that the station might be enabled to more effectively supply information, doing flood disasters to residents along the Wabash River. The applications were offered in the testimony of its chief sales representative that all advertising accounts over WBOB could be sold with greater facility if increased power such as is sought in this application, were used, for the station's independent identity of whether, by virtue of such power, a greater coverage would be enjoyed. The commission, however, under existing legislation, make such considerations the basis for favorable action upon application for increased broadcast facilities. Such facilities are warranted when it appears that the public interest, as distinguished from that of a private nature, are served thereby."

Libel Conviction

In the Asheville case, the Commission said that Mr. Thomas had been convicted of violation of a North Carolina statute and sentenced due to circumstances involving publication of a story during a political campaign giving an account of a meeting with certain individuals in Asheville who discussed and laid plans for the forthcoming campaign and mentioned a "slush fund."

Mr. Thomas' editor, the Commission statement continued, wrote and published the article in good faith, believing that it was not libelous and giving the facts as reported to him. The editor was described as a capable newspaper man with years of newspaper experience.

It was added, however, that the North Carolina statute makes it unlawful for any person to publish in any newspaper, pamphlet or otherwise any charge derogatory to any candidate or calculated to affect the candidate's chances for office unless such publication be signed by the party giving publicity to and being held responsible for such charges. The article was unsigned. Mr. Thomas pleaded guilty to the violation of the statute and the court thereupon sentenced each of the defendants, Mr. Thomas and his editor, to two years in jail and fines of $700 each, the jail sentence being suspended.

In stating its grounds for its denial, the Commission said the power given it under the Communications Act extends to the granting of applications if public interest will be served and that the "personal and moral character of a licensee" is made a matter of public concern under the Act. It continued:

"We are of the opinion, and so find, that the admissions of this applicant are evidence of lack of that character and qualifications required of a licenc

Human Drama

WDAY, Fargo, N. D., found itself in the middle of a small human drama the other day when it supplied information that gave an elderly crippled lady in Pennsylvania a pension from the Veterans Administration. The local judge told WDAY that in the early '30's, one William A. Cowan married a girl named Mabel who lived for six years, leaving no children. Mabel's brother was named Sherman, surname unknown. Cowan's parents formerly farmed in Kittson County, Minn., and Mrs. Cowan got the idea that Mabel and Sherman were neighbors. Sherman had to be located to prove Mrs. Cowan's pension rights. WDAY put the story on the air and located Sherman.

KSOO, Sioux Falls, S. D., on Jan. 26 was authorized by the FCC to increase its power from 2,500 watts to 5,000 watts on the 1110 kc. channel, limited time operation.

were financially qualified to construct and operate the station. The four partners were A. Annas, K. C. Elliott, C. L. Green and C. D. Newton, all of Hickory. The aggregate estimated net worth of the four partners was approximately $27,000 and of this amount the Commission said only $784.20 was represented by cash on hand.

Programs

EMERSON DRUG Co., Baltimore, moved its NBC Blue program for Bromo Seltzer from Hollywood to Broadway and back to Hollywood in three successive broadcast last month. The Wednesday evening series of movie gos

FLY TO THE

N. A. B.

CONVENTION

UNITED

AIR LINES

Offers fine, fast service over the Main Line airway from all Pacific Coast and principal mid-west points to WASHINGTON, D. C.

FROM CALIFORNIA

Overnight Sleeper and Daylight Flights to Washington and other Eastern cities from Los Angeles and San Francisco via Chicago and Cleveland.

FROM CHICAGO

Most frequent service, only 4% hours. Fly from Chicago to Washington and return via New York at no extra fare.

FROM PACIFIC NORTHWEST

Two Time-Saving schedules daily from Seattle, Portland and other Pacific Northwest cities—the only sleeper service.

For reservations: Any United Airlines Office, Travel Bureaus, Hotels or Telegraph Offices.

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RESULTS OF SURVEY
Made Among 1,000 National Advertisers and Agency Executives Taken at Random

Which Magazine Do You Read
for News of Radio Advertising?

50.4% said BROADCASTING, including Yearbook
29.1% said Publication B
23.4% said Publication C
6.3% said Publication D
6.7% said Publication E
1.4% said Publication F

THIS ADVERTISER FOUND OUT FOR HIMSELF

"Which magazine do national advertisers and agency executives read for news of radio advertising?"

World Broadcasting System and its advertising agency, Fishler, Zealand & Co., wanted to know the answer to this question. They wanted first-hand information. So, without telling us about it beforehand, they picked 1,000 national advertisers and agency executives at random and asked them.

When the replies came in, this is what they revealed so far as readership of periodicals devoted to radio and radio advertising is concerned: BROADCASTING Magazine, including the Yearbook Number, led all the rest--by a wide margin. In fact BROADCASTING received 73.4% more votes than the second publication on the list.
Cast Out The Old!

The
1938 YEARBOOK NUMBER
(402 Pages)
In The Mails Early in February

At No
Extra Cost
to Subscribers
Radio's Role in 1937 Flood Recalled

Louisville Celebration Pays Tribute to Heroic Service

By DOLLY SULLIVAN

LOUISVILLE's recollections of the aid given in the dark days of the January-February floods of 1937, when good neighbors opened their hearts and homes to its thousands of refugees, were indelibly written in the minds of 12,000 or more guests of the city and radio guests of WHAS and WAVE in a Flood Gratitude Day Radio Re-union held at the Jefferson County Armory, Louisville, Jan. 24.

Packing the big building, a throng made up of Kentucky, Indiana and Ohio families, who were hosts to homeless Louisvillians a year ago and 1937 refugees who this year reversed the role, joined in a three-hour jubilation. So great was the jam that by 7:40 p.m. the big iron gates of the Armory had to be closed and 5,000 turned away.

Tribute to Pete Monroe

The program of entertainment by WHAS and other stations that had the hasty flood hookup included a "Kentucky" greeting from Flood Mayor Neville Miller; appreciation from Mayor Scholts and Creed Harris, directors of WHAS; congratulations from Frank R. McNinch, chairman of the FCC, and a silent tribute to the late Pete Monroe, WHAS announcer, who won fame as an emergency announcer during the flood.

A speech of Admiral Cary T. Grayson, chairman of the American Red Cross, prevented by illness from attending, was read, expressing appreciation for the $25,000 contributed by millions through NO HORSEPLAY—But a critical situation developed as this dead horse hung by the strands of wire that connected WHAS and WSM during the flood. Frequent fading was found to be due to the horse, but was not located until the water reached the Jefferson, revealed the animal. Photo reprinted from the March 15, 1937, edition of Broadcasting.

Radio Program Speakers

Mr. Bingham Mr. Harris

out the world for the flood emergency and rehabilitation.

Joe Eaton, program director of WHAS, as master of ceremonies, presented more than 100 artists from the talent of WHAS, WAVE and associated stations, in musical and vaudeville performances. The Rev. Dr. Homer W. Carpenter, pastor of the First Christian Church, offered a benediction. Dr. D. Stewart, Gratitude Day Committee chairman, and Mayor Miller expressed Louisville must warm welcome to its guests, as did Barry Bingham, publisher of the Louisville Times and Courier-Journal, and owner of WHAS, adding a tribute of a moment's silence to Pete Monroe's memory.

Former Mayor Miller, from a studio in New York, brought an ominous note that wetted many eyes, and then his fanfare voice called out "Send a Boat!" Now assistant to the president of Princeton University, Mr. Miller expressed Louisville must welcome its guests, as did Barry Bingham, publisher of the Louisville Times and Courier-Journal, and owner of WHAS, adding a tribute of a moment's silence to Pete Monroe's memory.

A speech of Admiral Cary T. Grayson, chairman of the American Red Cross, prevented by illness from attending, was read, expressing appreciation for the $25,000 contributed by millions through NO HORSEPLAY—But a critical situation developed as this dead horse hung by the strands of wire that connected WHAS and WSM during the flood. Frequent fading was found to be due to the horse, but was not located until the water reached the Jefferson, revealed the animal. Photo reprinted from the March 15, 1937, edition of Broadcasting.

Mr. McNinch Comments

Mr. McNinch, from his home in WMSH, as master of ceremonies, can forget the tragedy and calamity that befell Louisville and adjacent territory in the disastrous flood period. This harrowing and tragic experience, Louisville exhibited a marked degree of sobriety and determination and pushed measures of rescue and salvage with efficiency. The agencies, general, will be congratulated for its fortitude.

"Among the agencies that made a great contribution to the saving of lives and property and administering to the health and protection of the people was that of the radio, along with other means of communication. The radio not being dependent upon connecting wires is able to render service in times of disaster when the telephone is silenced through destruction of wire connections. Great work is capable of being done and has been done by means of radio telegraph and radio telephone when the elements have rendered the wire telephone and telegraph mute."

"If should be remiss in this connection did I not pay tribute to the great and oftentimes heroic and self-sacrificing work of the radio amateurs whose noble efforts have been a large factor in mitigating the loss of life and property in the Ohio River flood and in other disasters. All of you know how important radio broadcast service is in such an emergency, for by any other means of communication, conveys its message not to a single person but simultaneously to a thousand, or a hundred, and that to many miles away in a matter of minutes.

"Following the Louisville flood, the FCC instituted a thorough study of the possible and practicable measures through which all means of communication, radio, telegraph, telephone and others, were mobilized and coordinated for even more prompt and effective service. In a very short time we hope that no section of our country will be visited with a like calamity, and that all of our combined radio and other means of communications could now render instant and organized local and national emergency service.

"The program was broadcast partially by NBC and CBS with the WHAS orchestra. Among radio executives attending the Louisville affair were Harry Stone, WSM, Nashville; Grady Cole, WBT, Charlotte; Marcus Bartlett, WBT, Atlanta; Harold Safford, WLS, Chicago. Talent included Pappy Chessher, Skeets and Frankie, from KMOX; Sarah & Billy, from WLS; Cheri and the Three Notes, from WBBM, Chicago; Pokey and the Allegro Strings, from WRAY, Fort Worth, Texas; The Brown Aires, from WLW; The Preston Trio, from WFFA.

Va. Seeks WJSV Tax

CBS is preparing a reply to the claim by the State Corporation Commission of Virginia that it is entitled to a gross license tax from WJSV, Washington, which has its transmitter near Alexandria. Hearing on the question was held Jan. 12-13 by the Commission, with Ralph Colin, US. Commission counsel, appearing for WJSV. The Virginia claim is based on the assumption that WJSV is doing business in the State, in that signals emanate from a Virginia site.

CANADIAN Broadcasting Corp. on Jan. 22 linked 35 of its network outlets to the network by connections, including the Studios of the stations in the 5th floor, Santa Fe Building, downtown. The network has announced a television program. This includes six shortwave stations relaying the programs to all parts of the world, where some local stations are picking them up and re-broadcasting them.

RECALLING—the great Damon and Pythias act of their stations, which were linked together without ceasing, on a nearly a week in the greatest lifesaving effort of radio history during the Ohio River flood of exactly a year ago. At left is the Commercial Manager of WHAS, Louisville, at Jan. 24 celebration in Louisville with Harmon Cone, manager of WSM, Nashville.

Don Lee Plans for Boost In Visual Station Power WITH Don Lee Broadcasting System, Los Angeles, granted permission from the FCC to increase power from 150 to 1,000 watts for its television station, W6XAO, work on the new transmitting facilities began, to be completed in tests to be made in the near future, according to Lewis A. Weiss, general manager. The new station will allow the recently announced televising of Mutual-Don Lee shows, scheduled to start with the 1938, to be more widely received, Harry R. Lubcke, director of television on the old station network, explained. Pickups of the Don Lee Los Angeles stations and within a limited area out-of-doors will be made.

Approximately 100 television receivers within 20 miles of W6XAO are now in use and others are under construction by interested lookers, according to Mr. Lubcke. The power increase will strengthen the signal of the transmitter and enlarge its effective radius to approximately 45 miles, he expects.

New York Hookup

FOLLOWING close upon the discontinuance of the Mohawk Network, six New York State and two Vermont stations [BROADCASTING, Jan. 15], a three-station hookup was announced Jan. 15 by George F. Bissell, manager of WMFF, Plattsburg, to comprise, in addition to WMFF, stations WNDB, Saranac Lake, and WDEV, Waterbury, Vt. First account being carried is the Father Coughlin Sunday afternoon series.

Harvey-Whipple Places

HARVEY-WHIPLE Inc. Springfield, Mass. (Masterkraft oil burn- Fable) while March 22 will start a andAttack) March 22 will start a weekly quarter-hour program on WJZ, New York, supplemented by stations WBB, B. W. and WGY, Schenectady. Agency is Willard G. Myers, New York.

SOUTHWESTERN School of Radio Broadcasting and Broadcast Recordings Inc. (Masterkraft oil burn- Fable) will initiate a three months' course in the technique of radio broadcasting, beginning Feb. 4. The recording division of the organization will start immediately on the production of a library service.

www.americanradiohistory.com
Ethics of the Air--A Censorship Story

By JANET MACRORIE*
Editor, NBC Continuity Acceptance Department

Active Forces Engaged in Securing Accuracy and Good Taste in a Network's Sponsored Broadcasts

FROM what I hear and what I have read, there seems to be a new classification of humanity in America. We have been used to classifying ourselves as the rising generation and the old fogies, Capital and Labour, Republicans and Democrats, church-goers and back-sliders. It would seem that now we are all thrown into two general categories -- consumers and advertisers. Where the line of demarcation lies and where the advertiser ceases to become a consumer I have not the wisdom to know.

But definitely the advertiser seems to have been placed in the enemy’s camp by every statute and law that is viewed with askeance. There have always been honest manufacturers--there always will be and it has been a matter of pride with them to give the customer full value for the money he received. It may be wrong, but it seems to me that manufacturers and advertising media had done a lot of good for the consumer at heart long before the consumer gave much consideration to whether or not he was getting a square deal.

Accuracy and Good Taste

The National Broadcasting Co., which, as an industry, is only a ten-year-old, has taken seriously, since its inception, its responsibilities to serve public interest, convenience and necessity. In reviewing continuity submitted for broadcast, the tests of accuracy, ethical business practice, common sense and good taste must be passed.

When, because of the nature of the product, free description of its properties is not compatible with the company's program policies (which were designed to give the public the finest programs possible) the business is declined. In taking this stand, NBC believes that it is giving a square deal to its listening audience and clients.

Anything that may offend any portion of the listening audience is poor broadcasting and particularly poor advertising from our point of view. When advertising of whatever classification must be so limited in its expression in order to conform with common standards of good taste that its effectiveness is impaired, it is felt that the advertiser will not receive full value from his advertising investment and he is advised against the use of NBC facilities.

In radio "how it sounds" must always be considered. "Oh, I feel terrible--my stomach is killing me" may or may not be all right in print but it has a different effect entirely when it comes to you through the loud speaker, especially when it is followed up by a description of the corned beef and cabbage topped off with mince pie that was the cause of it all.

The appropriateness of the advertising theme to the broadcast hour should be carefully investigated. Long and morbid description of digestive disturbances is a poor choice for the dinner hour.

What Listeners Think

Listeners to broadcast programs are, on the whole, most articulate. They write us and tell us what they think of our programs and if they know you are connected with a broadcasting company, they discuss their likes and dislikes very frankly. Perhaps you may be interested in hearing the adverse criticisms of radio advertising that reach us most frequently.

1. "Over-statement and exaggeration make us sick.

2. "Why does the advertiser keep on telling us the same thing over and over? We know the product is all right and we'll buy it, if only he'll cut the advertising talk short and give us more programs.

3. "Why does the announcer have to yell his head off? We're not deaf!"

4. More serious-minded listeners ask us what steps are taken by NBC to check the product and the validity of the advertising claims.

Let's analyze these. They are reasonable questions and may point the way to a better understanding between advertiser and consumer.

1. "Over-statement and exaggeration make us sick.

In sincerity, advertising copy is easy to detect in a broadcast sales talk, and nothing makes anyone of us so annoyed and belligerent as the uneasy feeling that someone is trying to put one over on us.

The radio advertising message more nearly duplicates, I believe, a personal interview with a customer than any form of advertising known. I wonder whether the advertiser would coach his sales talk in quite the same terms, all ways, were he present as a guest at the consumer's dinner table instead of sending the consumer his message via radio?

2. "Why does the advertiser have to keep on telling us the same thing over and over? We know the product is all right and we'll buy it if he will only cut the advertising talk short and give us more program?"

When I tell you, gentlemen, that recently in two double-spaced typewritten pages of advertising copy, I encountered the word "stomach" 14 times and the word "acid" used as a qualifying adjective 11 times, I think we may admit that the... (Continued on page 75)

Miss MacRorie

KXL

Since May, 1937, under the personal resident management of T. W. SYMONS, JR.

During the January newspaper strike in Portland—KXL was the only station to increase its news service instead of decreasing service.

Carrying Hourly UNITED PRESS REPORTS

PORTLAND • ORE.

A Unit of the Pacific Northwest Coverage Group
KFFY, Spokane • KRSC, Seattle • KGR, Butte
KPFA, Helena

BROADCASTING • Broadcast Advertising
February 1, 1938 • Page 71

* From a recent address.
Texas, Louisiana Favor NAB Change

Endorse New Plan at Session Held Jan. 15 in Dallas

TWENTY-FIVE broadcasters representing 18 Texas and Louisiana stations unanimously expressed their approval of the NAB reorganization plan in principle when they met Jan. 16 in conjunction with the annual pre-NAB session of the Texas Broadcasters Association. The delegation of Texas broadcasters were invited to attend the meeting, which was directed by L. Taylor, KGNC, Amarillo, president of the association. A sales managers' meeting was held Jan. 15 and attended by L. H. Avery, chairman of the Sales Managers' Division of the NAB.

Attending the sessions were Kern Tips, KPRC, Houston; R. S. Bishop and Gene Cagle, KFJJ, Fort Worth; Max Bentley, KBBC, Abilene; Beeman Fisher, WOAI, San Antonio; D. A. Kahn, KGKO, Fort Worth; George Cranton, Herbert C. Southard and W. Southard, WBAP, Fort Worth; stud., Austin; James R. Curtis, KFRO, Longview; O. L. Taylor, KGNC, Amarillo; L. E. Bernhard, station engineer; James G. Ulmer, KOCA, Kilgore and KGBK, Tyler; Martin Campbell, Irwin Gross and Al Keese, WFGA, Dallas; Sam Bennett, KAT, Fort Worth; E. P. Humbert, WFBT, College Station; L. L. KIRV, Sherman; Burton Bishop, KTEM, Temple; John C. M. McCormack, KTVJ and KTBBS, Shreveport, La.; Earle Yates, KGKL, San Angelo; M. E. Danbom, KOGY, Tyler.

Will Seek Members

The main purpose of the opening meeting was to secure an official commitment to the NAB reorganization. With two-thirds of the stations in the State already members of the organization, it was expected that they would be made to bring the others into the fold.

The first session of the meeting was a talk by Mr. J. C. Vanderwoode, chairman of the Texas Radio Council, explaining a proposed Texas Section of the NAB which requires an initial appropriation of $65,000 and was said to have the endorsement of 22 Texas educational and civic organizations. According to the proposed plan, live talent and transcription educational programs produced at Texas colleges and universities would be broadcast over Texas stations to reach school children of the state.

At the Sales Managers' session, also, most of the discussion centered about rate practices, particularly local as opposed to national rates.

Convention Air Rates

UNITED AIR LINES announces that its lowered rate schedule will become effective in time for the NAB convention in Washington, Feb. 14-16. Delegates who wish to visit New York before or after the convention may purchase a round trip ticket at this rate, which will be good over in Washington without extra charge. This applies on both the going and return trip. Broadcasters may leave the West Coast during the evening and arrive in Washington the following afternoon.

KSD Also Celebrates

OUT in St. Louis, they are wondering whether the NAB convention in Washington is being held in honor of KSD Post-Dispatch outlet, or vice versa. It appears that KSD observers have its 16th annual convention begins. Whatever the reason, it has been advanced that if KSD provides the other stations that are going convention wide will help celebrate the event.

NAB Convention

(Continued from page 12)

Two of these would represent large stations; two medium stations and the final two small stations, with the classifications to be determined by power output.

The work of the reorganization committee, designated at the special convention in October, has been highly praised by state executives. A substantial number of broadcasters represented at the Smoky Mountain convention has advocated placing the incoming board of all members of the state, rather than the election of their respective districts. In addition to Mr. Craig, the committee members are John Shepard 3rd, Yankee Network; Walter J. Damm, WTMJ; Ed Craney, KGRG-KPFA; and Edward A. Allen, WLVA, with Mark Ethridge, business manager of the Louisville Courier-Journal which operates WHAS, as ex-officio member.

This new board, having broad powers, would be authorized to elect the paid president by a two-thirds vote. However, it is not expected action will be taken promptly because of the responsibility. The paid president would have whatever authority the board chooses to delegate, under the elastic terms of the proposed new constitution.

Executive Committee

The board itself would designate an executive committee of six directors, including the new president. Like the directors-at-large, the board would have two medium and two small, with no two members elected from any single broadcast organization. That would mean, for example, that the network-owned stations of NBC or CBS could not have more than one member each on the committee.

The board also would have a free hand in the creation of departments within the NAB, each of which would be headed by a specialist such as engineering, labor relations, legal, public relations and research experts. The chief executive would make appointments with the consent of the board.

The new organization, it is estimated, will require an expenditure of some $250,000 a year—or double the present budget. The plan carries a provision for revision of dues whereby stations pay on the basis of net income, ranging from $5 monthly for stations with a maximum income of $15,000 per year, to $500 per month for those having an annual income of more than $2,000,000. In this system of dues, it is estimated, will raise the requisite $250,000 with a membership of 450 stations, as against the present one, bringing in $150,000. Likelihood of an immediate increase in membership is seen with the adoption of the plan. More than a dozen stations, among them major outlets, have resigned during the last year or so because they were out of sympathy with the organization and its directives. Whether there will be defections because of the doubled dues is problematical.

The convention will be stripped of usual frills, according to Chairman Spence. Exhibitors have been asked to keep their doors closed during the convention, mass meeting. Display rooms will be segregated on one floor in the Willard Hotel, convention headquarters. The banquet will be held Tuesday evening, with entertainment to include national talent. William B. Dolph, manager of WOL, Washington is chairman of the committee, with Frank M. Russell, NBC Washington vice-president and Harry C. Butcher, CBS Washington vice-president, as members.

Southerners to Meet

BROADCAST sales directors of Arkansas, Louisiana, Mississippi and Texas will meet in one day at the Peabody Hotel, Memphis, Feb. 2, to discuss mutual problems and draft recommendations preparatory to the NAB Convention in Washington Feb. 14-16. They are members of the Southeastern Laboratories which have full attendance from practically all of the 42 stations within the four States comprising the South division. George Harben of WSM, Nashville, chairman of the sixth district, will preside.

Pluck on KFWB

CALAS LABORATORY, Los Angeles (Pluck eyebrow lotion), using radio for the first time, on Jan. 25 started a 13-week test campaign on KFWB Los Angeles, with a three-hour hour program, Women Are News, which features Bertie Chandler as commentator, is being heard. Agency is Market Builders, Los Angeles.

North Central Group

REPRESENTATIVES of six broadcasting stations in North Dakota and Western Minnesota have organized the North Central Independent Broadcasters' Association at a meeting in Valley City. N. D. Aim of the group will be the promotion of their mutual commercial interests, and other independent stations in the area served will be eligible for membership. Stations represented at the opening meeting were KVOO Valley City; KJRM, Jamestown; KGCU, Mandan; KLPN, Minot, KDKL, Devils Lake; KVMO, Devils Lake; John B. Cooley, of KLPN, Minot, was elected president, and W. B. Wrench, of KDKL, Devils Lake, secretary.

Banquet Deferred

THE Southern California Broadcasters Association, Los Angeles, has postponed its annual banquet set for Feb. 3, according to Leo B. Tyson, president, who made the announcement from Beverly Hills. Inability of Niles Trammell, NBC central division vice-president, to be present, as guest speaker, and because many of its members would be out of the state on that date, were given as reasons for the postponement. A new date will be set after the NAB convention.

Southeast Sales Session

WRVA, Richmond, Va., was host to the Southeast Division of Radio Broadcasting Sales Directors on Jan. 26. Representatives of this organization included managers of the divisions of Delaware, Maryland, District of Columbia, North Carolina, West Virginia and Virginia.

Bienvenidos a American Radio History, un proyecto de la Biblioteca del Congreso de los Estados Unidos. Este es un recopilatorio de textos de periódicos sobre el mundo de la radio, desde 1899 hasta el presente. Este proyecto busca preservar el patrimonio cultural y artístico de la radio, así como brindar una fuente de información valiosa para futuros estudios y análisis. Si tienes algún texto o periódico que quieras compartir, o si hay algún error que quieras corregir, no dudes en contactarnos. Gracias por tu contribución y apoyo. ¡Viva la radio!
THE KINGFISH IS CONVERTED
Touching Tribute to Legislator Paid by ASCAP
In Recalling Dramatic Conversation

The manner in which ASCAP spreads the story of its "humanitarian" work through Congress and in other official quarters, is rather blandly related in the copyright group in this article, published in the new issue of ASCAP Journal, recently founded house organ to promote the ASCAP cause. It is entitled "It Happened In Dixie" and is by Eugene West, ASCAP member. It tells its own eloquent story as follows:

Scene: Radio Station WJIS. New Orleans.
Time: One February Night in 1935.

Mr. EWING: (Program Director) Stick around after your broadcast. The Kingfish is showing on the air shortly after you.

SONGWRITER: I don't go much for his stuff.

EWING: Don't discuss politics with him. Talk music, he loves it. Thanks he can write a song. Here he is now. Senator, I want you to meet a Louisiana man who has written many songs.

HUEY P. LONG: That's swell. Did you hear my song "Every Man a King"?

SONGWRITER: Sure did.

EWING: By the way, Senator, he has composed a song for you that might interest you as a campaign song when you run for President.

LONG: Great, let's hear it.

SONGWRITER: It's about the benefit of the St. Louis World's Fair... "You Can't Go Wrong With Long."

LONG: Hot damn, that's immense. How about doing this song right now when I go on the air?

AFTER BROADCAST:

LONG: Ewing said something about you being a professional. Well, are your songs published?

SONGWRITER: Always in New York. By the way, I happen to belong to A.S.G.P. Ever hear of it?

LONG: Wait a minute, oh yes, that American Society of Composers. Isn't it a tail skinny fellow named Buck at the head of it?

SONGWRITER: Yes.

LONG: Damn, nice Yankee and mighty smart. He had me all sold on this thing until I recently talked it over with Bilbo (U. S. Senator from Mississippi).

SONGWRITER: What did Bilbo tell you?

LONG: According to Bilbo it is a big racket run for the benefit of a lot of money mad New Yorkers.

SONGWRITER: Senator, it would be a grand favor if you would take it over with you, Senator.

LONG: Be in my room at the Roosevelt around midnight. Scene: Long's quarters at Roosevelt Hotel, time: 5 A. M.

LONG: Boy, pour us another round. And for me mean to tell me that this ASCAP looks after its sick and distressed and gives you songwriters an income for life, even to its negro members, and that no member is buried in Potter's Field.

SONGWRITER: I mean just that. LONG (excitedly): And by God that is just what I mean when I yell at them EVERY MAN A KING, but by Jove you stupid public won't listen to me. I am going to hold out of that pint sized Bilbo and knock some sense into him about this ASCAP thing. And, by the way, tell that Yankee Buck to look me up as soon as I get back to Washington. Boy, pour us another round.

Curtain.

The above are actual happenings and every word is true. Some months later a maniac slew him. Many of us in Louisiana did not subscribe to his political theories but we all knew he had a heart of gold and in the passing of Huey P. Long, ASCAP lost an admiring and staunch friend.

STAR RADIO PROGRAMS. New York script services, will soon release a new feature, Your Writing Reveals, prepared by Dorothy Barn, graphologist. Complete merchandising set-up will go with the 13 quarter-hour scripts of the series, as well as a special theme song.

Furniture Series
HOMER BROS. FURNITURE
Co., Chicago, largest furniture manufacturing firm in the Midwest selling direct to consumers, has placed its account with Robert Kahn & Associates, Chicago, and will start an extensive spot radio campaign March 1.

Olmstead Named
CLARENCE OLMSTEAD, recentl
ly at the Hollywood office of Young & Rubicam, has been named manager of the agency's radio department in New York, relieving Don-ald Staufer, vice-president in charge of radio, of detail work. Wm. J. Thomas, radio publicity director, is his assistant.

WASHING A
VISIT RADIOSCRIPTIONS' DISPLAY WILLARD HOTEL
During the Convention
This display will be of definite interest to Broadcasters -locally and in our modern recording facilities... Jensen High-Fidelity Speakers, United Transformers, etc.

NEW COVERAGE
means
STATION COVERAGE!

THIRTY-THREE STATES, CANADA AND MEXICO sent 16,296 letters of appreciation to the KVOO News Bureau when it celebrated its Fifth Anniversary and gave its six-thousandth DAYTIME news broadcast on November 20, 1937. Of the total, 15,788 letters were from Oklahoma, Kansas, Missouri, Arkansas and Texas, proving the KVOO coverage area, county by county and town by town. Writers gave sex, occupation and news listening habits. This information has been broken down into one of the most illuminating analyses of a Daytime News Audience ever compiled! Available at your request. The Most Powerful Station between St. Louis, Dallas and Denver
Charlie McCarthy Named as Leading Newcomer on Air

Jack Benny Is Top Comedian
In World Telegram Poll

OUTSTANDING radio program on the air today is the Chase & Sanborn Hour, according to the results of the 11th annual World Telegram poll of radio editors. Voting the program itself as their favorite, the radio editors also selected its star, Charlie McCarthy, as the outstanding newcomer of the year and only to Jack Benny as their favorite comedian. Nelson Eddy, soloist of the program, won a second place in the classical singers division, passed only by Lawrence Tibbett.

Bing Crosby retains his crown as top laugh-getter, which he has now held for five years, but his program, after three years on top, goes into second position in this year's poll. Fred Allen, who last year ranked second, is now placed sixth and the judges of the poll, which was started to honor radio's greatest stars, believes Allen represents the growing comic and whose program was also second favorite, is 1938's third ranking personality. While his program has been around for the seventh consecutive year, the program was first among voters in the first of this poll.

NEW ONES AT THE TOP

In addition to Edgar Bergen's dummy, three new stars rose for the first time to top spot in their respective classes: Arturo Toscanini headed the orchestra favorites, Jose Iturbi was the favorite instrumentalist, and Lawrence Tibbett edged the best baritone. In the main, however, the radio editors stuck by their former favorites, again naming Guy Lombardo, Bing Crosby, Kate Smith, the Revelers, Ted Husing, Magazine of the Air, Boake Carter, Don Wilson, Lux Radio Theater and Singing Lady as tops in their particular fields of entertainment. A special mention should be made of Mr. Lombardo, who for the seventh consecutive year was voted as having the best program in the most popular light orchestra in radio. Benny Goodman, raised on the swing craze from Chicago to London, was still far from giving Guy close competition.

Favorite Program—Charlie McCarthy, 277; Jack Benny, 248; Bing Crosby, 246; Fred Allen, 229; Red Skelton, 164; Lux Radio Theater, 76; Toscanini concertos, 66; Philadelphia Symphony, 59; Detroit Symphony, 33; March of Time, 32.

Light Orchesters—Guy Lombardo, 238; Benny Goodman, 154; Andre Kostelanetz, 132; Wayne King, 126; Horace Heidt, 96; Hal Kemp, 61; Tommy Dorsey, 51; Paul Whiteman, 49; Charlie Christian, 39; Eddie Duchin, 32; Rudy Vallee, 27.

Male Popular Singers—Bing Crosby, 258; Kenny Baker, 221; Lanny Ross, 116; Nat King Cole, 71; Frank Parker, 60; Buddy Clark, 42; Rudy Vallee, 41; Tony Martin, 38; Jerry Cooper, 22.

Women Popular Singers—Kate Smith, 424; Frances Langford, 224; Connie Boswell, 97; Dorothy Lamour, 83; Alice Faye, 71; Julia Foy, 43; Harriet Hillard, 40; Gertrude Nissen, 37; Jeanette MacDonald, 35; Deanna Durbin, 26.

Vocal Groups—Revelers, 138; Paul Taylor chorus, 135; Spitalky Girls Chorus, 88; Town Hall Hotel Quartet, 81; Kay Thompson singers, 25; Lenn Murray Chorus, 25; Bing Crosby, 24; Kink's Men, 23; Chicago A Capella Chorus, 22.

Comedians—Jack Benny, 992; Charlie McCarthy, 229; Fred Allen, 220; Bing Crosby, 198; Benny Goodman, 84; Burns & Allen, 75; Bob Burns, 58; Eddie Castor, 22; Walter O'Keefe 20; Andy Devine, 19; Butterworth, 18; Phil Baker, 17; Stoopnagle & Bodd, 15; Stroud Twins, 12.

Sport Announcers—Ted Husing, 489; Clem McCarthy, 188; Bill Stern, 88; Don Wilson, 86; Mel Armstrong, 77; Bill Slater, 40; Red Barber, 30; Tom Donlin, 29.

Commentators—Boake Carter, 58; Lowell Thomas, 97; Edwin C. Hill, 31; Hugh Johnson, 106; Gabriel Heatter, 9; William Cameron, 9; H. R. butterworth, 8; Alexander Woolfolk, 8; Walter Winchell, 8; Paul Sullivan, 6; John Nestbit, 4.

Studio Announcers—Don Wilson, 60; Paul Wilson, 56; Bob Verdi, 52; Milton Cross, 48; Ken Carpenter, 35; David Ross, 10; Paul Douglas, 10; Jimmy Wallington, 9; Trulyman, 8; Ben Grauer, 7; Andre Baug, 6; Paul Taylor, 6; Literally, 4; Charlie Page, 4; Ted Thomas, 3; Frank Glickman, 3; Charles Glaser, 3; James Cagney, 2; Harry Butz, 2; Announcer, 2; Ross Melnick, 2; Bob Montgomery, 2.

Results of Radio Popularity Poll

(Conducted among radio editors by New York World-Telegram)

Announcer's Day

JAN. 27 was Announcer's Day at the New York Advertising Club. Among those who attended the annual luncheon were Frank MacNamee, John Gambling, Milton J. Cross, Ben Grauer, Howard Clancy, Harry Towne Zell, Alloys Work, and Bing Crosby Thomas is president of the club.

KOAM Reorganizes

INCORPORATION of Pittsburgh Broadcasting Co., to take place under the former partnership of A. Staneart Graham, E. V. Baxter and Norman Baxter in the operation of KOAM in Pittsburg, Kan., was disclosed in an application filed with the FCC Jan. 21 for a transfer of license to the company. Under the new setup Mr. Graham, an attorney, holds 10% of the stock; E. V. Baxter holds 45.2%, and Norman Baxter holds 44%. The Baxters operate a lumber company in Pittsburg.

KOAM is a 1,000-watt daytime station on 790 kc., which made its debut on the air last October.

Cleric and Ham

JUST after a preacher had announced his text during a remote the other Sunday morning on KVOA, San Francisco, an eerie little voice cut in and said, "Well, well." The divinity doctor kept only to be interrupted a minute later by, "Okay, Charlie, all's well." As soon as KVOA engineers got their strength back they found an amateur radio operator next door to the church, his antenna atop the steeple. So many listeners phoned in at the same time, strange occurrence that the minister had to explain the whole thing the following Sunday.

More Adams Fights

ADAM HAT Co., New York, has added two fights to the schedule mention a fight on KVOA, Pittsburg, Kan., for the NBC-Blue network, the Galento-Thomas fight on Feb. 18 and the Baer-Barland Madison Square Garden fight on Feb. 4 to be broadcast from Madison Square Garden. The heavyweight was scheduled for broadcast Feb. 23. Agency for Adam is Grimmack Adv. Co., New York.

Page 74 • February 1, 1938

Broadcasting • Broadcast Advertising

The Clearing House for the Broadcasting Industry

Use broadcasting Classified Columns for

Help Wanted
Situation Wanted
Wanted to Buy
OR Sell

Copy should reach this office five days prior to date of publication.

BROADCASTING PRESS

870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.
 Ethics of the Air--and Censorship
(Continued from page 71)

listener has some cause for complaint on the ground of reiteration.
3. "Why does the announcer have to yell his head off? We're not deal?"
Because, my dear listeners, if the announcer didn't come through in round, ringing tones, it is probable that replacement of the announcer would be requested on the ground that the sales message was not being given convincingly.
4. "What steps do we take to check the worth of the product and the validity of advertising claims?"

Checking Products

NBC when necessary checks any medical products with ethical medical associations; advertising claims with the Better Business Bureau. Where clear and direct orders of the Federal Trade Commission and stipulations entered into with that body by advertisers are studied carefully. When warranted, individual experts are called upon and, at this point, I should like to propose for consideration Mr. Earle A. Meyer, and Mr. F. J. Cullen of the Advisory Committee of the Proprietary Association for the saintliness of the field of the usefulness of his product. It would well to curb that desire until it has proved beyond the shadow of a doubt that the product can perform the function claimed for it. Many a good reliable member of the family medicine chest has become an outcast, because, for example, it tried to masquerade as a beauty lotion when it should have remained a counter-irritant.

The consumer wants the facts about medicine as well as about other products. Forward-looking retailers are demanding facts of manufacturers and the manufacturers should supply them and be glad to enlarge upon them. The breach between the consumer and the advertiser must be healed or bridged. It will never be possible to please everyone but if we keep our house in order, answer questions frankly and fairly, we are equipped to do our part in meeting the consumer's expectations.

Type in Chicago
Read in New York

Bell System Teletypewriter Service is a physical link between two or more places—200 yards or 2000 miles apart. Every letter you type in one place is recorded (with carbons for routing and filing) at the destination. It provides instantaneous two-way written communication!

You can combine speed with accuracy for last-minute script changes or time clearances. Keep written records of every transaction in two or more places. Link network stations, studios, business offices—all by teletypewriter.

Consult your local telephone office for complete details.

BELL SYSTEM
TELETYPewriter SERVICE
Late Personal Notes

DON JOHNSON, who writes General
\textit{Foods}’ \textit{On Broadway} and CBS’ \textit{Ses-}
\textit{surs} \textit{Fashions} and \textit{For the Fig Dollar},
on Feb. 2 will add \textit{Easy Acres} to his
schedule, writing Grandale and Jane
Ace out of the script. The Acres are
taking a month’s vacation in Florida.

C. HALSTEAD COTTINGTON, re-
cently placed in charge of radio plan-
s, former advertising manager of \textit{Sports},
now division president of \textit{Sports},
\textit{New York} Jan. 20 was named a vice-
president.

H. FULTON BREWINGTON, for-
merly with WMUL, Sheffield, Ala.,
is now musical director and announce-
ner of WSB, Atlanta. Also on the announce-
ment staff of WSB is Jolly
Tyrall, formerly with WWWW, Pitts-
burgh.

JAYNEY LAVERTY, manager of \textit{WBN}
Bridgeport, Conn., broke his right
hand Jan. 17 while engaging in a
bowling match.

MAX ERHLICH, author of the local
\textit{Sunday Harvesters}, has joined the
sales staff of \textit{Pathfinder}, Sprinfield, Mass.,
succeeding John J. Heidler, resigned.

ED SMITH, formerly of the Sat-
urday Evening Post, J. Walter
Thompson Co., and general sales director
for Swift & Co., Chicago, has joined
WDFN, Knoxville, Tenn., and sales director
of the two stations, left for Miami
Jan. 31 for a mid-winter vacation.
From Miami Miss Krane will go to
Washington to attend the NAT con-
vention.

\section*{Classified Advertisements}

\subsection*{Help Wanted}

\textbf{Help Wanted:} Positions in Broadcasting.

\textbf{Positions Available:}

\begin{enumerate}
  \item **Sports announcer with regular announc-
ing experience.** Write in detail Box 888, Broadcasting.
  \item **Situations Wanted:**
    \begin{itemize}
      \item **Young man, college education, seven years with major New York City network station as associate technical director, thoroughly experienced in program building and production, an expert judge of talent and feasibility of program ideas, de-
and five years experience as engineer where there is opportunity to rise to substantial executive
position. Box 876, Broadcasting.
      \item **Facts Sell Time:**
    \end{itemize}
    \textit{Salesman. Experienced in merchandising operations of entertainment material and
advertising.} Reasonable sales and advertising experience.

\textit{Brooklyn, N.Y.:} Available for inspection.

\textbf{Situations Wanted (Cont’d.)}

\textit{Positions as station manager, 15 years radio experience, 5 years in executive position with NBC, Age 37. Family. At-
d blending personality with progressive station. Box 877, Broadcasting.}

\textit{Broadcast station operator, Special training, 8 years radio service engineer. Stab-
ility. Small station preferred. Can copy radio script. Box 876, Broadcasting.}

\textit{Radio operator with first class telegraph and first class telephone licenses. Now employed in broadcasting. Box 851, Broadcasting.}

\textit{Position as station manager, 8 years amateur experience. Box 854, Broad-
casting.}

\textit{Announcer, special features, sports, 10 years. Ambitious, sober, experienced. Go anywhere. Box 888, Broadcasting.}

\textit{Employed licensed engineer desires change. Transmitter, control room and ac-
oustics work. Box 863, Broadcasting.}

\textit{Lawyer, several years with FCC, expert on corporate law, the law of broadcast-
ing, and the interpretation of the public interest standard. Young, ambitions, executive
manager, policy director, or advisor of station or group of stations. Box 879, Broadcasting.}

\textit{Chief engineer, 25, M.A.Sc. degree in Electrical Engineering. Fully experienced
in all phases of broadcast engineering, including design and installation of transmitting and
receiving equipment. Box 882, Broadcasting.}

\textit{Trained licensed broadcast technician des-
ires work in small station as combination
operator and announcer with the opportunity to help increase business. Box 878, Broadcasting.}

\textit{Station Manager: Knows the angles, answers and invites tough problems. Or-
gans new station, needs engineering. Available with or without financial interest. Box 845, Broadcasting.}

\textit{Good announcer—P. O. Box 104, Forest Lake, Minnesota.}

\textit{NILES TRAMMELL, vice-president of
HNC-Chicago, left Jan. 28 for a two-
week trip to Florida and Nassau.

\textit{BUTLER CASTLE, formerly director of
special events at WHCM, Chicago, has
become general manager of KGIA, Shav-
dandah, and sales promotion director
of WLS, has joined WHIP.}

\textit{MARY MAURER, manager of station WCFL, Chicago, and his
wife left Chicago Jan. 27 for a three-
week vacation trip to Mexico.}

\section*{For Sale}

\textbf{For Sale—100 watt, full-time station in}
southern city of 28,500. Exceptionally
low price for quick disposal, write for
particulars. Box 874, Broadcasting.}

\textbf{Exceptional opportunity to purchase two
established broadcasting stations located in
California. Terms cash. Present manage-
ment will remain if desired. Reply in con-
dence to Box 868, Broadcasting.}

\textbf{For Rent—Equipment}

\textit{Approved equipment, RCA TMV-15B
field strength measuring unit (new), direct
reading; Estin, Angus Automatic
Recorder for fading on distant stations;
G. L. radio frequency bridge, radio oscil-
lator, etc. Reasonable rental. Allied Re-
search Laboratories, 260 East 13th Street,
New York City.}

\vspace{1cm}

\textbf{BROADCASTING • Broadcast Advertising}

\textbf{Available to only one radio station in each city}

\textbf{Details on Request}

\textit{Represented exclusively by}

\textit{Stephen Steiger, Inc.}

\textit{220 Park Avenue}

\textit{New York City}
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.
5. 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.

www.americanradiohistory.com
Missionary Force Formed by ASCAP

Field Crew to Tour Nation in Effort to Unify Policies

TO AID in establishing a consistent policy of licensing throughout the country, ASCAP has formed a field force which will travel from territory to territory, studying conditions and suggesting changes necessary to bring each area in line with a uniform national policy. Richard Powers has been named director of this field force, which also includes John Hammett and Larry Schumake.

Explaining the working of the new unit, John G. Paine, general manager of ASCAP, said the organization has a number of "direct" offices which are operated by ASCAP employees and also a number of "representative" offices maintained by attorneys who have been given administration of specific territories. It is to bring the representatives' somewhat varied modes of action into conformity with that of the direct offices and to change their licensing practice from a legal to a sales approach that the field force has been set up.

Board of directors of ASCAP will remain the same for 1938 as it was in 1937. Those terms expiring have been re-elected at the board's first meeting this year, on Jan. 20.

Frank J. Wideman, attorney of Washington and West Palm Beach, Fla., has been retained by ASCAP to file suit against the State of Florida, testing the constitutionality of the anti-ASCAP statute there. E. C. Mills, ASCAP chairman, left New York for Florida Jan. 29.

WDAS Disc Ruling Seen Inconclusive

(Continued from page 15)

... the statement that "the rights sought to be reserved after publication could have been protected by copyright of the rights of Waring, otherwise there was no real need for equitable relief. The United States rule is that common law rights in literary property do not exist, but merely protect the creator prior to publication.

From the foregoing statements in the opinion, it seems clear that the Court involved the protection of equitable rights because it seems to have held that Fred Waring would not have obtained protection under the United States copyright laws against unauthorized use of the musical interpretations which he had raised into the realm of independent works of art. Such being the case, the court ruled under a misapprehension that the station had acquired by copyright of the work under the statute, and therefore could have been protected by copyright of the musical interpretations as the work of the author. It does not appear that any such consideration was given to the fact that an orchestra, even such a noted one as Fred Waring's, performs its special arrangement prepared for the purpose of copyright protection, is in the realm of public performances. But this was not the case. The record shows an arrangement made between the ASCAP authorities and the Zenith Foundation program of Fred Waring. The station thereby acquired such benefit as attached to the use of his name.

2. The uncontroverted evidence showed that Fred Waring and his musical directors, including all members of his staff, to be of such unique genius that their interpretations of musical compositions are in the realm of independent works of art which can be distinguished by ear as Fred Waring performances.

The court recognized the property right only in one who could "elevate" his work in the realm of independent works of art. This is entirely different from saying that any record produced by an不可燃烧的 property right in the recording itself. In fact, the court seems to point out that "the ordinary musical director does nothing more than render the compositions of the author." Unless this unique quality is present and determines the property right does not exist and the question of the loss of the right by publication is a nullity.

Rights Given by Law

In the first part of its opinion, the court says that Waring could not protect his property rights under existing copyright laws—that "the creator of such a work may protect his property rights therein, but the statute does not recognize any right of a performer or recording artist in his interpretative recitation of a musical composition." It then goes on to say that the opinion is likely to be reversed by the Supreme Court.

The opinion points out that "the rights given by the act (copyright act) are independent of any interpretative recitation of the act nor as far as the court applies" and that "the law has never considered it necessary to recognize any rights in the interpretations of property rights in intellectual or artistic productions that the exclusive right of the creator should be the work of a single creator; such rights may be acquired by one who perfects the original work or substantially adds to it in some manner." Certain cases cited in the opinion are glossed over with

desiring to purchase that constitute such "publication" or "dedication" of the particular rendition as to prevent the defendant from obtaining a copyright in the rendition. The facts of the case show that the defendant was entitled to relief on the ground of unfair competition. Under the circumstances, the plaintiff's original recitation of the music by the use of the word and the use of the word by the defendant in the manner in which it was used in the performance is not protected by copyright. The decision must be reversed in the light of the facts disclosed by the evidence.

1. The broadcast of the records was introduced by an announcement to the effect that the records were the recordings of Fred Waring. The station thereby acquired such benefit as attached to the use of his name. It is in the nature of a sale to the public a sale to the public which is not recognized by the law.

2. The performance right was granted to Fred Waring and his musical directors, including all members of his staff, to be of such unique genius that their interpretations of musical compositions are in the realm of independent works of art which can be distinguished by ear as Fred Waring performances.

The court recognized the property right only in one who could "elevate" his work in the realm of independent works of art. This is entirely different from saying that any record produced by an不可燃烧的 property right in the recording itself. In fact, the court seems to point out that "the ordinary musical director does nothing more than render the compositions of the author." Unless this unique quality is present and determines the property right does not exist and the question of the loss of the right by publication is a nullity.

Confusion Over Rights

The opinion seems to assume that the unique rendition results from some secret formula of the performer. If the various parts were improvised upon and made available to the public at the time of the final performance, then there would have been no right in Fred Waring's rendition of the record. But this was not the case. The recorded arrangements in controversy were not composed by the author. Henderson, a member of Waring's staff, made them up. The usual procedure as an interpretative artist is to make special arrangements for a composer or performer to be distributed to the musicians for reproduction. The examination of the facts shows that the record was owned by the owner of the original composition to make the special arrangements. These special arrangements represented the unique genius of Fred Waring, and not the arrangement. They were "writings subject to the protection of the United States copyright laws."

The court did not find that Fred Waring could have obtained a copyright which would protect his performance publicly for profit. Had he been required to obtain this protection, public performance or reproduction, he would have had to obtain the medium of phonograph records or live talent, could not be wholly without his consent. But he did not claim such an exclusive right in the musical arrangement; he claimed only a certain arrangement and means to use it, in the same way that a chemical was mixed into an automobile that he sold. The court might have held that the musical arrangement was a thing of value not protected by copyright, but it did not do so.

It is in the nature of a sale to the public which is not recognized by the law.

 rights given by the act (copyright act) are independent of any interpretative recitation of the act nor as far as the court applies" and that "the law has never considered it necessary to recognize any rights in the interpretations of property rights in intellectual or artistic productions that the exclusive right of the creator should be the work of a single creator; such rights may be acquired by one who perfects the original work or substantially adds to it in some manner." Certain cases cited in the opinion are glossed over with
BROADCASTING

High-Fidelity Reproduction in this Studio by JOHNS-MANVILLE

Windstorm—On a Kansas prairie damaged the plane owned by Charles C. Theis, president of KANS, Wichita. Herb Hollister, KANS manager, was flying Mr. Theis and party to Colorado Springs when they dropped down on the Theis ranch for an inspection tour. While they were gone from the plane there came a dust storm.

Saved the Day

An 80-MINUTE power line failure at KSFO, San Francisco, Jan. 14 didn’t cost the station loss of revenue, because of the efficient emergency plant. Despite the power failure, KSFO continued to operate, losing only 40 seconds, the time required for the automatic apparatus to cut in the emergency generators, which provide full power for the transmitter, the building and the tower lighting. KSFO is the only station so equipped on the Pacific Coast, according to Manager Phil Lasky.

TODAY, sensitive microphones pick up every stray sound, every tonal distortion. Only proper studio acoustics can keep these annoyances off the air.

To create and to safeguard high-fidelity reproduction, stations from coast to coast have called upon Johns-Manville...not merely for sound-control materials, but, even more important, for the acoustical-engineering service that assures an effective, economical, permanent solution to the problem.

Whether your studios are old or new, large or small, it will pay you to get complete details on J-M Acoustical-Engineering Service. Write Johns-Manville, 22 East 40th St., N. Y. C.

J M Johns-Manville
SOUND-CONTROL MATERIALS AND
ACOUSTICAL-ENGINEERING SERVICE

February 1, 1938 • Page 79
COAXIAL OBSERVERS — Sound motion pictures, 240 lines, 24 frames per second, were transmitted and received recently over a test cable at Bell Telephone Laboratories, Holmdel, N. J., for 250 miles. The equipment used was said to be comparable to that in motion picture theatres. Attending the demonstration were: Bottom row (i to r) — Ed Cohan, CBS engineering director; E. F. Murphy, Graybar; Franklin B. Huntington, Poor Richard Co.; Ralph A. Hoagland, Suzy Supply; Frank Stahl, Graybar; E. J. Quinby, Western Electric; W. J. Drury, Graybar; Beverly Dudley, associate editor, Electronics; G. E. Cullinan, Graybar; Alfred McCosker, president, Hal attendees. For cable use in MBS, Haas, Hinckley, Graybar, Jack D. Poppele, WOR chief engineer; Max B. Cook, Scripps-Howard; W. B. DeForest, Graybar (at top); Jack Howard, president of Scripps-Howard Broadcasting. L. W. Lowman, CBS vice-president.
NEW BUSINESS
IRONZED YEAST Co., Atlanta, Ga., Jan. 15, started "Good Will Hour" on Mutual (WGN, WLW, KCLX) Sun., 10-10:30 p.m. and 11-inter-city stations (WJAC, WMEX, WMR, WDRL, WKY, WDEL, WOR, WPRO, WALW-WGAL-WORK). Sun., 10-11:30 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.


UNION OIL Co., Los Angeles, on Jan. 21, renewed for 52 weeks Thrills on 11 NBC-NBC Pacific stations. Wed. 6-6:30 p.m. (PST). Agency: Lord & Thomas, Los Angeles, Calif.


DRACKETT Co., Cincinnati (Drano, Windex), has renewed for 18 weeks on NBC-Red-Wed., Fri., 11-12:15 a.m. Agency: Ralph H. Jones Co., Cincinnati.

FCC Applications (Continued from page 80)

JANUARY 21
NEW, George E. Wustrow, Pontiac, Mich. -CP 500 kw 1 k.d. WBC, New York—Extension auth. transmit recorded programs to Canadian station, extension auth. transmit programs to CBC and CILM and Canadian Radio Corp.
WWSW, Pittsburgh—Audio auth. transfer control from Pennsylvania Newspaper Co. to F. C. Publishing Co. Inc.
NEW, Edward Brennan & Allen R. Loomis II, P.O. Box 72, New York—1500 kw 100 w D W U.

JANUARY 25
WRTD, Richmond—CP change 1500 to 1000 kw, new trans., increase 100 to 600 w, amended to 600 kw.
KTEM, Temple, Texas—Mod. license D to use.

NEW, Eastern Carolina Breeding Co., Goldsboro, N. C.—CP 1770 kw 100 w D.
KOAM, Pittsburg, Kan.—Vol. assign. license to Pittsburg Broadcasting Co., Inc.
NEW, Tacoma Breeding, Inc., Tacoma—CP 1420 kw 100 w D U.

JANUARY 26
WMDO, Brooklyn—Invol. assign. license to Joseph Hint, receiver.

NEW, WPG, Atlantic City: WIBL, New York—CP exchange site, hours.
NEW, Eugene Delagre, Dallas—CP 1800 kw 100 w D.
KATE, Albert Lee, Minn.—Mod. license D to use, 100 w 280 w D.
KSFO, San Francisco—Mod. license N to use.

RENEWALS

NEW, Edward Brennan & Allen R. Loomis II, P.O. Box 72, New York—1500 kw 100 w D W U.

FAIR-WEATHER REDUX to come

RCA and NBC Elect
ELECTION of former Vice-President Charles G. Dawes, and of Gano Dunn, prominent scientist and engineer and president of the J. G. White Engineering Corp., as directors of RCA, and also of NBC, was announced Jan. 28 by David Sarnoff, RCA president, following the regular board meeting of the company. Simultaneously, he announced that Dr. James Rowland Angell, former president of Yale, and now NBC educational counselor, also had been elected an NBC director. Gen. Dawes and Dr. Dunn succeeded the late Frederick Strauss, banker, and the late Newton D. Baker, former Secretary of War, on the RCA Board.

ON WHEELS—A single antenna mounted on rollers will enable FCI in Holland to rotate its beams in any desired direction. Photo shows lofty mast and substructure in course of construction. This is said to be the most simple shortwave antenna.

Network Changes
EMERSON DRUG Co., Baltimore (Brom-Sether), on Jan. 16 replaced Manhattan After Dark after one broadcast with Howard Peter’s Hollywood Goop on 50 NBC-Blue stations. Wed., 8:30-9 p.m.
CAMPELL SOUL Co., Camden, on Jan. 28 added 25 Canadian stations to Hollywood Hotel on CBS.
TIME Inc., New York (Time Magazine), on Jan. 27 shifted March of Time on the XHJ-Blue network from Thurs., 8-9-30 p.m. to 8:30-9 p.m. on Thurs., 8-9:30 p.m. Agency: BNCW, N. Y.
AMERICAN TOBACCO Co., New York (Red-Man) on Jan. 13 shifted Man to Man Sports on 6 NBC-Pacific stations from Wed., 9:45-10:15 p.m. to Thurs., 10-10:15 p.m.
CAMPEL SHMT Co., Camden, on Jan. 28 adds 25 Canadian stations to the 72 CBS stations for Hollywood Hotel, Fri., 9-10 p.m.

AMERICAN...THE EASY WAY TO THE WASHINGTON CONVENTION!

Leave later... arrive sooner... and have more time to spend at the Convention of the National Association of Broadcasters in Washington, D. C., February 14, 15 and 16.

Use the fast, convenient Flagship services of American Airlines. Inc., to save hours, and when the Convention ends, have extra time to swing up to New York on the way home!

Flagship services direct from California, Arizona and Texas on the Southern Sunshine route. No change of planes.

At Home—Here is the new mobile truck of WFAA, Dallas, in front of the station's plant near Grapevine, Texas. Brochures about the unit were sent to mayors, police chiefs, county judges and sheriffs, Red Cross chapters and newspapers in 178 Texas counties. Martin Campbell, WFAA manager, has offered the unit to these officials and organizations for public service activities.

MARCUS CORDIALS
JULIUS MARCUS Laboratories, Newark (cordials), is planning participation or spot announcements on several New York stations. The campaign may be expanded to other cities later. Agency is Scheck Adv. Agency, Newark.
TO AID stations in convincing local business interests that radio does an excellent job, Adrian James Flanter, New York, specialist in broadcasting sales promotion, has initiated a syndicated monthly station promotion service. Idea back of this service is to enable stations to carry on systematic specialized local promotion. The service will consist of a series of monthly promotion pieces, each different in presentation, directed to a definite interest. Each will bear a station imprint, ready for mailing to such local radio prospects as the stations sell. Pieces will be supplied to stations in lots of 100, 250, or 500, on a three, six, or twelve month contract basis.

Anniversary Excitement
KGLO, Mason City, Iowa, celebrated its first anniversary only with the customary KGLO, Mason City, 'plug.' From May second to June first they have mailed 5,042 requests for publicity purposes. They were sent in a window display, silver envelope style letters lettered "First Annual KGLO Week, Jan. 17 to 23," and lapel buttons labeled "KGLO Week," which were widely distributed on cards asking the recipients to wear the buttons to "celebrate the first anniversary by America's fastest-growing radio station."

Nite Letter Promotion
EARNshaw Radio Productions, Hollywood, to promote its five-a-week Hollywood Nite Letter, is getting out, a four-page, coated stock brochure containing photographs of motion picture stars interviewing personalities. Brochure will be used for publicity purposes by stations using the Nite Letter series.

WBS Booklet
WORLD Broadcasting System has published a booklet for sales and advertising executives reviewing their activities in 1937 and analyzing transcription problems for 1938. According to WBS, WBS advertisers used campaigns totaling 30,000 hours on 485 stations.

For the Superstitions
CONSOLIDATED Drug (Trade Promotion) offers a rabbit foot to all listeners who send in a carton of the sponsor's product.

LEI AND JELLO — Got together when Lawton Campbell, vice-president of General Foods, hopped out of the China Clipper at Honolulu to be greeted by the Mai Tais of KGU and Joseph Stickney of Honolulu Motors Ltd. Mr. Campbell will leih the General Foods on his return to the States and become vice-president of Ruthrauff & Ryan, New York.

Tornadoes in Hawaii
The most out of life... FLORIDA CITRUS COMMISSION, Lakeland, Fla., whose program featuring Emily Post has run on WBS for over 13 weeks, is offering on the show copies of a booklet, "How to Get the Most Out of Life."

Big Pipe
BIG PIPE — Was sent to Erle Smith, news editor of KMB, Kansas City, Mo., by someone who claimed his fondness for Kentucky Club Tobacco sold by one of Erle's sponsors, Tobacco Co. When he tried to smoke it, Erle said he was glad that another of his sponsors sells B.C. headache powders.

Corn Belt Script
CORN BELT HATCHERIES, Joliet, Ill., is issuing a brochure offering a $2 credit slip on the purchase of chicks, to listeners sending in interesting facts and experiences of farmers using their product. The series is used on the Poultry Producers program which started on WLS Chicago, Jan. 18. In addition a Corn Belt Hatcheries poultry manual and egg record calendar, a budget division, recipes, etc., are being given. Campbell-Sanford Ad, Co., Chicago, handles the account with S. Geesey, account executive.

Followers of Speed
SOME 50,000 St. Louis boys and girls are said to have joined the "WLS Gang of '38" by subscribing to the Speed Gibson program which started on WLS Chicago, Jan. 18. In addition a Corn Belt Hatcheries poultry manual and egg record calendar, a budget division, recipes, etc., are being given. Campbell-Sanford Ad, Co., Chicago, handles the account with S. Geesey, account executive.

NJC's New Affiliate
NJC has issued a brochure describing KTSM, El Paso, which joined the South Mountain Group Jan. 1, and is carried on CHBC Montreal, which joined NBC networks Nov. 14, 1937. The latter broadcast both NBC's coverage of the World Series and coverage of both the English and French speaking population of Montreal and Toronto.

Perpetual Calendar
CKLW, Detroit-Windsor, has been giving a unique gift to radio time buyers. It is a perpetual calendar built like a ship's wheel with a "turn" of the wheel changing the date daily. Imprinted on the gift is "CKLW Broadcasting to... together with the initials of the recipient."

To the Winner, a Cake
ONE QUESTION is asked each day during man-on-the-street on WHBF, Rock Island, Ill., and the first listener phoning in the correct answer gets a cake from the sponsor, Peter Pan Bread Co. Five extra phone operators had to be put on to handle the calls, says WHBF.

Iowa Folder
LEATHER pocket folder with name in gold has been sent to various radio stations in the Iowa Broadcasting System. Inside are a rate card, market data and time contracts.

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Marketing and Promotion
SYNDICATE Promotion — Rabbit Tootsie-Pretty Babies—Garrulous Torso—Permanent Calendar

Agency Aides WTMV
WTMV, E. St. Louis, Ill., has appointed Oakleigh R. French & Associates, St. Louis, as advertising representatives, representing William West, general manager. In addition to handling all advertising for the station, the agency assists the production staff of WTMV in revising all commercial announcements before they go on the air. The agency is licensed to broadcast in Townsend & Townsend, New York, to evaluate advertisers copy, checking each commercial against twenty-seven basic sales production elements established by Townsend as the necessary part of all advertising.

Free Photos in Demand
FOLEY & Co., Chicago (Foley's Honey & Tar Cough Syrup) received 5,042 requests during first two weeks of offer of Jello-WLS, and WLS, stars of the WLS program which Foley sponsors. These requests are sent to listeners sending in carton from the large (60-cent) bottle of coupon with each order placed. The orders will be continued for a few more weeks according to F. P. Wagner, radio director of Launsen & Sorensen handling the account. This is the third winter Foley has sponsored daily program on WLS, using the 8-8:15 a.m. period.

Prizes for Baby Photos
LEHN & FINK Products Co., New York, (Lysol), has announced on its CBS Dr. Dajupe program six weekly contests. ""The most attractive photo of a child under 10 years of age, on the basis of health and personality of the child, or originality of the pose or setting, photographic excellence, and popular interest,"" contests from Jan. 31 to March 12, with weekly prizes ranging from $10 to $50 for the best entry. The prizes for CBM and CBF, Montreal, which joined in mid-March, are given to Chas Johnson, Circulation Director of Life May 8.

Talking Tummy
GOING CHARLIE McCARTHY one better, KFRO, Longview, Tex., has acquired a dummy to resemble his shirt. Tagged Willie Talk, the dummy is taken to service clubs where he ribs the members. The Opened Package
FRED PALMER, manager of KOY, Phoenix, Arizona, is sending his friends stuffed gila monsters mounted on a piece of cactus wood. The most recent order came from "delirium tremens" to "it will always remind me of you."

Beauty and Romance
ELIZABETH ARDEN, New York, on Jan. 11 announced a contest on the Hour of Romance, with Eddy Duchin, for the best letter answering the question, "What is your most personal beauty problem and why haven't you overcome it?" in less than 200 words.

Illinois Baby
AROUND the theme that radio is an infant industry, Dairy Farmers of Illinois have published a promotion booklet splashed with cuts of the various departments and complete with listener, sponsor and talent data. To illustrate radio's infancy, the baby daughter testimonial for WHBF national sales manager, is pictured on almost every page.

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BROADCASTING • Broadcast Advertising

www.americanradiohistory.com
There's nothing staged about this photograph of an average food store . . . but it serves to illustrate two important factors in the sale of consumer merchandise.

ONE . . . dealers give WLW-advertised products preferential display and . . .

TWO . . . WLW's cultivation of "Dealer Support" for its advertisers is paying definite advertising dividends.

We believe that dealer support is still vital to the success of any advertising campaign . . . after all, most products are purchased through retail dealers.

* WLW - THE NATION'S STATION • CINCINNATI
NOW!...Complete Distortion and Fidelity Measurements

EASILY...QUICKLY

With the RCA 68A and 69A equipment any broadcasting station can check the fidelity characteristics of transmitter and studio equipment and thus assure operation with best transmission quality. Frequency response, distortion and hum are measured easily, quickly and directly. Distortion can be measured not only at 400 cycles but over the entire range of 50 to 7,000 cycles. Station engineers appreciate having the 68A and 69A because it helps them to keep the equipment in peak operating form. It's simple to install and operate. Many stations have found the RCA fidelity measuring equipment invaluable. Why not use it at your station?

The 6 important features shown here are proofs of the outstanding quality and usefulness of the equipment. Note these features. Consider how valuable this new equipment can be to you. Then write for free technical information. No obligation.

1. Enables broadcasting stations to maintain consistent high fidelity performance.

2. Measures complete operating characteristics — frequency response, distortion percentage and noise level.


4. Operates over entire audio band of frequencies.

5. Easy to adjust and indicates directly—no calculations or critical adjustments required.

6. Makes routine fidelity measurements a practical reality.

RCA Type 68A Beat Frequency Oscillator: Specifications: Frequency response: Is flat within plus or minus 1 db. over the range between 20 and 17,000 cycles. Instrument may be operated down to 5 cycles per second with good wave form. Output power: Maximum 120 mw. Output Impedances: 5,000, 500 and 250 ohms. Distortion: Total arithmetic sum below 100 cycles, 0.3%—Above 100 cycles 0.2% at 12.5 mw. output. Hum (zero level output): Minus 60 db. Power supply: 110-120 volts, 25-60 cycles, 70 watts.

RCA Type 69A Noise and Distortion Meter: Specifications: Frequency Range for Distortion Measurements: 50 to 7,000 cycles. Distortion Measurement Range: Full scale, 1% to 100%. Minimum reading: 1 of 1% MHz Measurement: 88 db. below a 12.5 mw. level on a 500 ohms line or below 100% modulation. Includes R.F. rectifier for transmitter measurements. Audio Input Impedance: 20,000 ohms bridging input balanced to ground and 250,000 ohms unbalanced to ground.

RCA Broadcast Equipment


New York, 1270 Sixth Avenue Chicago, 589 E. Illinois Street Atlanta, 490 Peachtree Street, N. E.

Dallas, 2311 Commerce Street San Francisco, 170 Ninth Street Hollywood, 1016 No. Sycamore Ave.