BIG, YES! — AND WORKING!

What state in all the Union has the lowest percentage of unemployment — and hence the greatest percentage of "gainfully employed"?

Yes, you guessed it — it's IOWA! According to the published results of the recent voluntary census, the average unemployment for the nation is 4.7%. For our entire section (West North Central) it's 3.8%. For Iowa it's 2.5%!!!

What's another PLUS for Iowa, and for advertisers who use WHO — the only station that even gives you "Iowa Plus".

WHO for IOWA PLUS

Des Moines... 50,000 Watts

J. O. MALAND, Mgr. . . . FREE & PETERS, INC., Representatives
Breakfast Time Is KLZ Time
in the Farm Homes of the Rocky Mountain Region!

KLZ’S “Rocky Mountain Roundup” Corrals a Huge Early-Morning Rural Audience

- Six mornings a week, early-rising ruralites of the Denver-Rocky Mountain region (and urbanites, too) tune to this lively, live-talent show featuring their long-time top favorites, Captain Ozie and the Colorado Rangers.

Smoothly tailored to the measure of the Rocky Mountain area under the direction of one of the country’s foremost producers of farm radio programs, the “Rocky Mountain Roundup” wraps up weather, market, road and farm information of prime interest and importance to mountain folk in a package of breezy breakfast-time entertainment.

Evidence of this program’s popularity filled KLZ’s mail bag almost instantly . . . and has continued to increase.

With scores of locally produced shows of this same calibre and popularity supporting its strong schedule of CBS programs, KLZ offers a concentration of audience-appeal which makes KLZ-listening the most popular pastime in the Denver-Rocky Mountain region.

KLZ Denver

Evidence of this program’s popularity filled KLZ’s mail bag almost instantly . . . and has continued to increase.

With scores of locally produced shows of this same calibre and popularity supporting its strong schedule of CBS programs, KLZ offers a concentration of audience-appeal which makes KLZ-listening the most popular pastime in the Denver-Rocky Mountain region.

Evidence of this program’s popularity filled KLZ’s mail bag almost instantly . . . and has continued to increase.

With scores of locally produced shows of this same calibre and popularity supporting its strong schedule of CBS programs, KLZ offers a concentration of audience-appeal which makes KLZ-listening the most popular pastime in the Denver-Rocky Mountain region.
A bronzed farmer and his hired men worked feverishly in the hay field under the blazing sun. With not a cloud in the sky, they raced the weather for rain was on the way. How did the farmer know this? Radio told him, and in time to save his crop from harm...

The grim shadow of infantile paralysis stalked through a great city. All schools were closed to check its spread. Yet thousands of children went to school each day, in their own homes. Radio brought their lessons to them...

Down on the frozen rim of the world a little band of men defied the wind and the cold and the dark. They were scientists seeking secrets locked in age old ice. And though shut off from the world by thousands of frozen miles they were never alone. An invisible messenger rode out across the barren wastes to bring America to them, to bring their voices back to America. Radio needs no cloak against the cold...

Never, since the world began, has man possessed a messenger like this. It is bigger than individuals, or groups or races. It is the heritage of a whole people and must be used for their common good.

The instances above are lifted at random from the annals of American radio. They demonstrate not only what radio can do but what radio is doing every day, for us all. They picture the Horseman in the sky in harness to serve the interests of one hundred and twenty million people.

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

WSM
The Air Castle of the South
50,000 WATTS

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

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INC., NASHVILLE, TENNESSEE
WILL HOLD HORIZONTAL
AT STATION WTMJ

Again... more ears for the money! That's what WTMJ will offer this summer—a plus value that promises sustained dealer support and persistent sales.

What are we going to do to earn this sales-making distinction?

Nothing spectacular, really! We just aren't going to do what most every radio station 'round these parts will do. Like last summer, we're going to omit baseball from our broadcast schedule!

With the waveband practically circled with diamond chatter, we know (from last summer's experience) that non-baseball fans will flock to a spot on the dial where favorite features can still be tuned in.

A check-up of 1937 summer listening habits revealed that women, especially, were attracted to our afternoon and evening freedom from baseball clamor.

They welcomed 620 kilocycles as an avenue of escape. They learned to regard WTMJ as an oasis where they could listen in on pet programs that won their favor during the long winter.

The happy result is that WTMJ "box office" won't slump a bit this summer. Listener levels will hold pleasingly horizontal—because our winter tuners will still be doing business at the same old stands. Of the 92 out of every 100 adults who will be home during any average summer week, we'll reach our usual dominating percentage!

Advertisers who tie-in with WTMJ summer programs will thus enjoy dominating distribution and sales. By identifying your name and your product with a station that won't lose its own listening identity during the summer, you avoid the risk of becoming a market waif.

Dealers won't forget you—consumers either. And when autumn rolls 'round, you'll be in full competitive stride with this market... instead of being out-of-step with the product parade.

So schedule WTMJ now—for a selling summer in Wisconsin during 1938!
We’re not so young..
A notable Jesuit priest and scholar, by name of Athanasius Kircher, invented this broadcasting system in the 17th Century—so that the intrigued listener in breeches at (8) could hear everything said in the central court (L). The rest of the family could listen, too, with "loud-speakers" in each room. But that was only three centuries ago. Long before that — long before Athanasius Kircher struggled with giant trumpets—the point and purpose and power of broadcasting had taken form. In the living voice. Before history first was scratched on stone, the

BROADCASTING SYSTEM OF THE 17TH CENTURY—from the Bettmann Archives
voice had grooved an effortless, instant path into the mind. That path is re-grooved in every child today—long before he seeks any other communication with the world. And it grows with the adult. We did not need radio to discover this. Here is what Pliny the Younger said, over eighteen hundred years ago: "We are more affected by words we hear, for though what we read in books may be more pointed, there is something about the voice that makes a deeper impression on the mind." The truth of Pliny's shrewd observation has been amply confirmed in many laboratories of modern science. If you care to weigh the evidence for yourself, we will send you a copy of Exact Measurements of the Spoken Word.* It is a little book. But it summarizes the work of more than a score of psychologists who, for 34 years, have made comparative studies of the spoken and written word; and who have carefully measured the impact made by words, spoken and written. Their conclusions—which Pliny already knew—are a basic explanation of the response which so many millions of listeners make to radio, today.

Broadcasting System in the 17th Century. Athanasius Kircher (1601-1680) designed his "loud-speakers," such as at E and S, in the shape of ornately sculptured heads "with open mouths." This dramatic device helped make the entire idea very mysterious to 17th Century listeners. The principles of sound transmission and amplification did the rest!
What psychologists have said about

"EXACT MEASUREMENTS OF THE SPOKEN WORD"

Advertising executives are not the only readers of "Exact Measurements of the Spoken Word." Every psychologist whose work appeared in the book, and every university in the country, were sent copies of it—and invited to submit their scientific criticism of the work and its presentation. Below are typical replies. Really typical—for only one scientist who has seen the book had anything but warm praise for it! (And he would not give us permission to quote his letter.)

"I found 'Exact Measurements of the Spoken Word' very interesting, lucid, convincing and admirable in the scientific caution of its arguments...Let me compliment you again upon the compilation of a powerful, yet honest, presentation of the case for the ear." Dr. S. A. Switzer, Department of Philosophy and Psychology, Miami University, Oxford, Ohio

"I am sure that the psychologists who worked so patiently on the investigations here represented would be gratified to see their results being put to some practical use." Dr. Harry D. Kiston, Professor of Education, Teachers College, Columbia University, New York

"I trust that you will continue to send me any publications which issue in the future from your work. You are marking off a new field and I, along with your other friends, expect to learn much from you." Dr. J. Elliott Janney, Department of Psychology and Philosophy, Western College, Oxford, Ohio

"I have read this with great interest and profit. I, too, have been interested for quite a time in the general problem of learning by audition as compared to learning by vision in reference both to educational and advertising problems. This comes at an appropriate time because in just a few days I am going to discuss the problem with my class in Applied Psychology and I shall give full publicity to your excellent summary." Dr. R. W. Husband, Department of Psychology, The University of Wisconsin, Madison, Wisconsin

"I have looked through this work rather carefully, and am indeed impressed with the survey you have made of the literature in the field. You are to be complimented upon it most highly." Dr. C. H. Snellman, Associate Professor of Psychology, Temple University, Philadelphia, Pa.

"You have indeed succeeded in presenting the material in an attractive fashion, without, as far as I am able to tell, in any way detracting from its accuracy." Dr. Clarence Leuba, Psychology Department, Antioch College, Yellow Springs, Ohio

"This is certainly a well put up book, and the abstracts of researches are excellent in their brevity and in their accuracy." Dr. D. A. Worcestor, Professor of Educational Psychology, The University of Nebraska, Lincoln, Nebraska

"It is an interesting piece of work and useful as a reference source." Dr. H. K. Nixon, Columbia University, School of Business, New York

"I am interested in the results summarized, but I am also interested in the style of presentation which appears to me both unique and effective." Dr. Edmund S. Conklin, Department of Psychology, Indiana University, Bloomington, Indiana

"I have looked this over with much interest. It will, I believe, be of service in connection with our course in Educational Psychology." Dr. S. L. Pressey, Department of Psychology, The Ohio State University, Columbus, Ohio

It was pleasant to get so cordial a reception for this book in the psychological laboratories of the country. But then, it was Science recognizing an unadorned presentation of scientific data—welcoming, as a matter of fact, science's own exact measurements of the relative impact of the spoken and written word.
Within two months there will be a distinguished new address on the Pacific Coast—"Columbia Square, Hollywood."

A magnificent new studio and office structure, of modern-functional design, is now being completed for KNX and the West Coast division of the Columbia Broadcasting System. New production facilities of unequalled beauty and utility will soon be available there to all CBS clients on the Pacific Coast. And from this address will speed programs for Columbia's millions of listeners from coast to coast.

"COLUMBIA SQUARE, HOLLYWOOD"

KNX

50,000 WATTS—OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

REPRESENTED BY RADIO SALES—NEW YORK • CHICAGO • DETROIT • BIRMINGHAM • LOS ANGELES • SAN FRANCISCO
When you're due for a tumble, no amount of study or analysis can keep you from falling—you feel that you're falling, and you fall!

With all due regard to the laws of gravitation and the "laws" that govern successful advertising, we know it's true that feel—judgment based on past experience—is often a better guide than the data books.

Free & Peters have had six years of highly concentrated experience in radio—over 140 cumulative years in advertising and radio. We know American radio stations and their markets like you know your own front hall. We have all the data that's in the books—PLUS enough experience to write some more!

And all this dope is yours if you want it—whether it gives us a win, lose, or draw. When do you say, Sir?

"I'd better study Newton's laws..."

Exclusive Representatives:

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Pacific Coast

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FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO
120 N. Michigan
Franklin 6373

NEW YORK
110 E. 42nd St.
Lexington 2-0660

DETROIT
New Center Bldg.
Trinity 2-0444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

ATLANTA
BONS Allen Bldg.
Jackson 1678

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BROADCASTING • Broadcast Advertising
A New and Stronger NAB Is Organized

By Sol Taishoff

Board Names Loucks Temporarily and Plunges Into Search
For Paid President; McNinch Plans Network Inquiry

IN A WHIRLWIND two-day convention Feb. 14 and 15 in Washington, 350 broadcasters swept into effect unanimously a far-reaching reorganization of the NAB, to become immediately operative.

Superseding the old order, a new and inspired leadership from within the broadcasters’ ranks made plans for an aggressive trade organization to fight the industry’s battles on all fronts and to inaugurate a process of self-cleansing as a means of averting unnecessary governmental intervention.

Pending the engagement of a paid president, the new board of 23 members, which went into session the day after the convention adjourned, designated Philip G. Loucks, former NAB managing director and author of the reorganization plan, as special counsel to guide the association’s destinies during the transition period.

Board Plans to Hold
Next Meeting in March

The new paid president may not be hired for several months. The board decided to move cautiously. There is no thought of hiring a “czar,” it was emphasized, despite newspaper comments to the contrary. The purpose is to retain an executive of highest character, public esteem and ability to serve as the industry spokesman—but not as a dictator.

Many names have been bandied about, but none of them actually means anything at this stage. No individuals have been contacted for the job and no salary range has been established.

The new board, upon its adjournment Feb. 15, announced it would convene again in Washington Mar. 21 to consider “the situation in respect to the retention of a paid president.”

For whatever they are worth, a number of names have been advanced as indicative of the type of man that might qualify as the industry’s new head. Mentioned were Pat Hurley, former Secretary of War; Senator C. C. Dill, former United States Senator from Washington; John G. Winant, former governor of New Hampshire and former chairman of the Social Security Board; Stewart McDonald, Federal Housing Administrator; Edgar Kobak, vice-president of Lord & Thomas; M. H. Aylesworth, former NAB president, now with Scripps-Howard. Although his name has been mentioned frequently for such a post in the last few years, Mr. Aylesworth has repeatedly announced he is not a candidate.

With the sweeping into effect of the new NAB organization, Managing Director James W. Baldwin, storm-center of recent industry affairs, stepped out of office, concluding a three-year tenure.

His post was abolished. He had proposed what amounted to a reorganization plan of his own. It did not receive attention or come to a vote.

New leadership in the industry appeared to center around Mark Ethridge, general manager of the Louisville Courier-Journal and Times, operating WHAS, and Edwin W. Craig, WSM, Nashville, who introduced the reorganization resolution. Mr. Ethridge served as temporary chairman of the convention and became pro tem chairman of the new board of directors at the first meeting. Mr. Craig marshalled the reorganization plan through the convention with only minor amendments in phraseology.

Ringing in the ears of conventioneers were the speeches of Senator Burton K. Wheeler, FCC Chairman Frank R. McNinch and FCC Commissioner T. A. M. Craven. The first two delivered stirring addresses calling for a new order in radio. The upshot was the promise by Mr. McNinch, after Senator Wheeler had made the suggestion, that the whole network structure would be investigated soon. He said he would make such a proposal to the Commission.

A cost accounting system for broadcasting was promised by Chairman McNinch. He also indicated stricter regulation down the line but in a cooperative spirit. Monopoly, purported blatant advertising, station transfer, network ownership, leases and practically every issue in radio were treated by the first two speakers. The restrained voice was that of Commissioner Craven who dealt largely with allocation [Full texts of the three speeches appear in this issue].

Additional Funds
To Be Made Available

With the new board functioning, under broad powers, plans immediately will be started to staff the NAB with experts in particular lines. In its discretion the board can appoint a labor relations counsel, general counsel, technical director, public relations director and research director.

There will be a $250,000 fund—double that now available—for the reorganized NAB. That figure is based on a membership of 400, and
THE NAB has reorganized. But don't expect miracles. Problems can't be solved overnight.

A basically sound plan of reorganization was adopted with more than any other single individual, will mould policy. The industry never has been willing in the past to delegate real power to any one person, yet under the new order it must do just that—subject to the veto power of its duly elected board.

The convention was an unequaled event from many angles. There were three addresses, each carrying a challenge. The Wheeler and McNinch were extreme in their views; personal criticism was now the new era, a tighter regulation of radio. They diagnosed what they regarded as radio's weaknesses, such as monopolistic tendencies and programming fiasco, but the anvil had already been struck by way of study is necessary. Certainly they thought the body—

The convention also met with a large audience, which was well worth saving, for there can be no doubt that they reflected the temper of the people in wanting the present system maintained as a bulwark of democracy.

Those who observe the increasing centralization toward the Washington scene in almost all social and economic affairs, and who live with radio day in and day out, know the custom of legislators and regulators to cite extremes and deal in superlatives. They know too that this is done with the invariable thought of reaching middle ground. The broadcasting industry is wholly cognizant of its shortcomings and is willing to co-operate with the national authorities.

But the broadcasting industry does not want to see continued the one-way practice of harasseating it at every turn, threatening it with dire things, and calling it to account, with a whole lot better name, than it is. It isn't looking for glory, but it should get recognition for what it has done in providing service to the people, in culture and in recreation. For every monopoly and blatant ad charge, broadcasting can point to a dozen humanitarian achievements in time of flood and storm and stress.

It has been perhaps the most criticized of industries, and it certainly has not been articulate in its own defense. To be sure, the speakers at the convention did temper their sharp criticism with a few words with an occasional fillip to the broadcasters, but we didn't notice them in the headlines.

And here we pick up our theme. The industry has lacked adequate leadership and proper expression. Thus, the new era in the internal affairs of radio, paralleling what appears to be the new era in its regulation, is to be welcomed. The revamped, revitalized and refined trade association of American broadcasting, we fervently hope, will supply the self-esteem and the prestige radio needs and deserves.

indictions are that the roster will swell considerably under the new organization.

In turning over the temporary helm to Mr. Loucks, the committee deputed, when appointing him to the chairmanship of the Reorganization Committee in its work. He was instrumental in drafting the plan. In designating Mr. Loucks as special counsel, the board did so with the understanding that he would serve only until March 21. If the president is not named by then, which is probable, it is assumed Mr. Loucks will continue on a temporary basis, since he has steadfastly rejected a permanent assignment. Everett F. Recomb, NAB bookkeeper, was authorized to take care of routine affairs under the direction of Mr. Loucks until the permanent organization is set up.

The board invited FCC Chairman McNinch to a luncheon at its March 21 meeting, and accepting his offer to meet with him to discuss FCC regulatory activities. At its Feb. 16 session the board appointed an Editorial Committee, as prescribed in the new by-laws, which will function as a steering committee, along with the incoming president. Names were Mr. Etridge, temporary chairman, and Mr. Craig, as clear channel members; F. M. Russell, NBC, Washington vice-president, and W. J. Damm, WTMJ, Milwaukee, as regional members, and Herb Hollister, KANS, Wichita, and John Elmer, WCBM, Baltimore, as local members. The incoming president will become chairman of the board.

There was no discussion during the convention deliberations. The convention was well attended and so was the dinner which was held the night of the convention. It was apparent from the outfit that broadcasters generally were taking their problems and their industry more seriously than ever before.

Biggest Turnout Ever of Delegates

There was a gross registration of 439, of whom 350 were broadcasters or station alternates—perhaps the largest turn-out of voting delegates in NAB history.

The election of the board, which was held on April 1, was a fait accompli. The committee functioned intermittently until the new organization was completed. While no formal statement was made, it is understood that this committee will assume the responsibility of canvassing the field for the paid president. Action of the full board, however, is essential before any definite move is made.

Elelction of the new board was accomplished with less friction than anticipated. Seventeen of the 25 members were elected by the districts into which the country is divided under the new by-laws. Eight will serve two years. Nine were designated for a one-year term to keep a board nucleus next year, after which all directors will be elected for two years while the six directors-at-large are elected annually.

District directors will preside at district meetings to be held each year under the specifications in the by-laws (published in full in this issue). They will be the focal points of trade association activities in their particular districts and coordinate their movements with the national organization.

The administrative post of secretary-treasurer, provided in the new by-laws, was not filled by the board, as had been anticipated. It was felt there was no need for haste and that the paid president should be permitted to participate in the selection to avoid possible friction.

Just before adjournment, the board examined the work of the Sales Managers’ Committee and voted to continue it, with Lew Avery, WGR-WKBW, Buffalo, as chairman.

Treasurer Hough Reports a Balance

Harold V. Hough, of WBAP and KGKO, Fort Worth, in his final report as NAB treasurer, delivered Feb. 14, presented to the con-
NAB Invitations

INVITATIONS for the next annual convention of the NAB have been received from Houston, Tex.; Atlantic City, San Francisco, Po-land Springs, Me., and Sandusky, Ohio. President John Elmer announced at the opening session. Success of the Washington convention and the availability of speakers there, however, may result in selection of the capital city on a regular basis. This committee handled its work with celerity. It retained Mr. Loucks, and within a few weeks drafted its first reor-ganization plan in the rough.

A month later a revised reorganiza-tion proposal was drafted, encompassing the best views of sta-tions supplied to the committee. It was the plan that outlined the broad organization with its pro-posed paid president, regional di-rectors and specialists in various fields. Using its plenary powers, the Reorganization Committee in-structed the NAB board to call the regular convention in Washington to pass on the reorganization plan.

Prior to the convention, all sorts of wild rumors were spread, main-ly in the theatrical department; but dismem-bership in industry ranks, trends toward government ownership and kindred conclusions which tended only to create bad feeling and agi-tate anti-radio interests. The fallacy of these usually unfounded dope stories was exposed by the conven-tion itself, which settled down to the business of reorganiza-tion without pyrotechnics, drama or alleged "showmanship."

President's Letter Read

As Convention Opens

When the opening gavel of Pres-ident John Elmer, WCBM, Balti-more, sounded, there were 412 reg-is-trations for the convention. Ap-proximately 600 were in the meet-ing room. Following invocation by Father H. A. Gaudin, of Loyola University, which operates WVL, and the opening formalities, Chair-man Frank R. McNinch of the FCC read to the convention a let-ter of greeting from President Roosevelt.

"One of the greatest advantages of the system of licensing broad-casting, is that it is sufficiently flexible to lend itself readily to ad-

justment to meet our changing social and economic needs," the Pres-ident wrote. He emphasized the op-portunity of the broadcasting indus-try to serve the public but also pointed out that an important re-sponsibility rests upon it. "I have the high hope that the industry under the guidance of and in co-operation with the FCC will make itself to be worthy of the great public trust repose in it," he con-cluded.

In his opening address, Pres-ident Elmer asserted that "clear thinking and broad vision" were imperative at this convention. He pointed out that the responsibility was great and that the broad-casting industry had an opportunity to serve the public.

NAB Membership Rises

With 23 Stations Joining

The Membership of the NAB increased by 23 stations during the Washington convention, Feb. 14-16. Applications of 13 stations were approved by the old board which expired with the adoption of the organization plan while the new board launched its tenure by approve-ting 10 additional members. The total membership now stands at 419 stations and 8 associates. An increase of 100 stations during the year is anticipated by virtue of the reorganization.


NEW NAB BOARD—Just prior to the first meeting of the new board of directors of the reorganized NAB Feb. 16, this exclusive photo was made by Broadcasting. Left to right (front row): Edwin W. Craig, WSM; W. Walter Tison, WFLA; Harold V. Heugh, WAP; John Shep-ard, 3d, Yankee Network; Walter J. Damm, WTMJ; Mark Ethridge, WHAS; John Elmer, WCBM. Middle row: C. W. Myers, KIN-KALE; Frank M. Russell, NBC; Donald W. Thornburgh, CBS; Elliott Roose-velt, Hearst Radio; Herb Hollister, KANS; Edward A. Allen, WLV; John E. Petz, WKBZ; O. L. Taylor, KGN. Back row: Earl H. Gam-mons, WCOO (CBS); Harry C. Wilder, WSB; Clair R. McCollough, WDEL; Lambdin Kay, WSB; John J. Gillin, Jr., WOW; Ralph R. Brun-ton, KJBS. Absent were John A. Kennedy, WCHS, Gene O'Fallon, KFEL.

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ers should not let “prejudice or selfish motive affect fair judgment.” He expressed his thanks for the cooperation of the membership.

Senator Wheeler’s speech elicited salvo of applause, though it was an open challenge to the broadcasting industry and to the Commission to avoid the pitfalls that might lead to Government ownership. [His address appears in full text on page 12.] While he turned thumbs down on superpower, “monopoly” which he said could result from several “species of power”, and censorship and opposed clear channels, except in isolated cases, the chairman of the Senate Interstate Commerce Committee expressed NAB’s concern for the broadcasting industry as a whole and paid tribute to stations and networks for the basically good program job they have performed.

Criticizes Decision In Mae West Case

It was the first time the NAB had heard that kind of talk from a public official. He spoke intimately of the problem, in advocating a one-year license in lieu of the present six-month license and urging broadcasters to prepare for facsimile and television which he viewed as their rightful heritage.

Senator Wheeler played the FCC for the implications of its “Mae West” decision, asserting he did not believe that the Commission’s purpose was to penalize stations affiliated with networks when they had no control over the origin of chain programs.

Concentration of ownership of stations in the same hands was condemned by Senator Wheeler as a species of monopoly. He said that superpower placed in the hands of one licensee or one small group of men was a degree of economic and political force giving tremendous advantage over competitors and a potentially dangerous means of molding public opinion. In all these cases, Senator Wheeler said he felt the FCC should cope with the problems because he believed Congress had given it ample legislative authority. If regulation of radio has lagged in any particular, he said, it has been in relation to the networks.

Regarded as a liberal and one of the most influential members of the Senate, Senator Wheeler’s flat statement that he was opposed to Government ownership or interference with broadcasting was welcomed by the convention. He added, however, that “we cannot ignore the signs or the tempo of the times. Only broadcasting’s folly would make the threat real and that would evolve if we allowed any entities in the industry or outside it beckoning for entry, to become too large, too potent, to permit them to reach the point where the influence they exert is so great as to create political animosities and interminable strife that could only result in its destruction.”

Senator Wheeler said it would be “little short of radio suicide to permit any interests in the industry to acquire too much power; either through absorption of independent stations or dictatorship of the policies not in the interests of the local communities served.”

Transfers of stations were touched upon by Senator Wheeler when he observed that the license given a station is valid only so long as the broadcaster serves his listeners. He said stations were not given authority to transfer licenses to another party and that the FCC as the governing body must determine whether the new applicant is competent, qualified and responsible “and is not selling something for far in excess of the real value of the station.”

Omits Any Reference To Newspaper Ownership

Significant was Senator Wheeler’s failure to mention newspaper or any other forms. He referred his first member of Congress to voice an opinion on divestiture of stations from newspaper ownership and his remarks would cover those views.

Sentiment generally was that the Wheeler speech, while biting in its tenor, nevertheless came at a good time and would have a sobering influence on the industry and the Commission.

The most formal type of parliamentary procedure was voted at the Monday afternoon sessions which considered the Reorganization Committee report. Mr. Etridge, ex-office member of the Reorganization Committee, who in a short span has developed into a central industry figure, took over the chairmanship on motion of Mr. Craig, as the head of the Reorganization Committee. The convention then resolved itself into a meeting of the Committee of the Whole to consider the report of the Reorganization Committee, section by section, as included in the new by-laws. There were several routine amendments. After the Committee of the Whole had devoted two hours to reading and discussion of the report, it adjourned and the convention then was reconvened. The formality of adopting the certificate of incorporation of the NAB immediately preceded the vote on the reorganization plan, which required a

(Continued on page 10)

Banquet Windup

The two-day NAB convention wound up Feb. 15 in gastronome glory with the most pretentious banquet in its history. In the grand ballroom of the Willard Hotel, scene of Gridiron Dinner and other notable Washington events, there were packed some 850 broadcasters and distinguished guests, including members and staff of the FCC, members of President Roosevelt’s staff, members of Congress and others in public life. Mark Etridge, WHAS, temporary chairman of the new NAB board, was toastmaster. Entertainment included Kate Smith, the Elton Boys from CBS, Stoppnagle & Budd and Mario Cozzi from NBC, and Benay Venuta from Mutual.

Some of the 500 or More Attending NAB Convention in Washington

Mutual Asks More Time From NBC-Blue Outlets

A MOVEMENT to procure more time from NBC-Blue stations to permit them to carry Mutual commercials was launched during the NAB convention in Washington Feb. 14-15 by Mutual. Fred Weber, Mutual general manager, called conferences with the objective of rallying sentiment among the network’s outlets to demand additional time.

A guarantee of at least one half-hour per evening between 7 and 9 is sought, station executives reported following the final session Feb. 15.

In addition to time clearance, sales and network problems were discussed. Among those attending were Lewis Allen Weiss, Don Lee network general manager; Gene O’Fallon, KFEL, Denver; John Shepard 3d, and W. W. Warner, Colonial networks; Leonard Kaplan, WCAE, Pittsburgh; Al Gomier, WINS, New York; T. C. Streibert, WOR, Newark; Ed Burke, WBAL, Baltimore; and Samuel R. Rosenbaum and Don Withycomb, WFIL, Philadelphia.

Libel Exemption Bill

A BILL to exempt broadcast stations from liability for libel or slander was introduced in the New York State Assembly in Albany Feb. 11 by Assemblyman Phelps, of New York. It provides that no station shall be liable for libel or slander unless the station manager or operator expressly authorizes the use of the objectionable language.

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BROADCASTING • Broadcast Advertising
McNinch Warns Industry to Toe the Mark

Calls for Cleaner Programs; Plans Net Probe

Chairman Frank R. McNinch, of the FCC, addressed the NAB convention Feb. 15. He departed frequently from his prepared text. Broadcast-

ing herewith presents the full text of his speech as delivered on the convention floor:

When I took office as Chairman of the FCC, I had but little understand-
ing of the wide scope of the duties and responsibilities of the Commission in the licensing and regulation of the radio. Each week has brought to me an increasing realization of the importance of the Commission's duties as they relate to the public as well as to the industry. So intriguing and fascinating has the Commission's field of opportunity for public service become, that while, as it was expressed in the press, I was loaned from the Power Commission to the Communications Commission, for a period of a few months, I am now planning, gentle-

men, to continue in this work until I may have had a part in at least clearing a course of legislative regulation and the formulation of policies for the guidance of the industry and the solution of some of the more important problems inherent in radio and facing your in-

dustry.

In a remarkably short time radio has taken first rank as a means of mass communication. The very fact that radio has this power to carry its message direct and daily to so many of our citizenship, stamps it as a unique public utility which is affected with a peculiar and distinct public interest and one whose basic problems are social rather than economic. This chal-

lenging social significance lifts radio to a new and a different and a higher level of responsibility than any other means of communication. It stamps it, in my judgment, with an imperative dedication to the public service. You cannot es-

cape that. You dare not seek to avoid the fullest discharge of the public trust and the trusteeship that is yours incident to the li-

cense you hold. For while we no longer speak technically of the other, the radio frequencies are a part of the public domain.

Radio Essentially A Social Force

You enjoy a special privilege to use one of the most valuable re-

sources known to man which has been harnessed by the genius of man and made the servant of all of us. The importance of radio and its intimate nature coordinates all with deal with it that a democratic radio channel must be kept a demo-

cratic institution, that radio should and must respond to and reflect the values of our society.

I have said that radio is essen-

tially a social force. True, it has

its economic aspects and there is, gentlemen, a perfectly proper place under our system for the profit motive. But herein lies one of the gravest dangers to the future of the radio industry. For if you un-

wisely, as I would deem it, yield to the temptation to exalt profits over the public service, you may be sure that the public will in the course of time demand a reckoning.

Of all industries it seems to me that radio, because it is so essen-

tially social in its implications and effects, clearly calls for a leader-

ship that has social vision and a mature wisdom which understands and mistakes not the real public interest. A conscience quickened and sensitive to the interests of the public is a never failing monitor.

Public Quick to Recognize Vices

The leaders of this industry must be able to take the long view, and not look too closely and immedi-

ately at profit. A just public is always willing to pay a fair re-

turn for a valuable service ren-

dered, but that same just public is also quick to recognize the devices and the vices of those who would

profit upon the public resources. This resource is fiercely guarded by you, not for your primary benefit but for the largest good of the largest number of people. The public may be willing to return at a time that you shall have a fair re-

turn upon your investment and for your energies and your ability. If I believe (because I am somewhat of an idealist though I hope I am also practical), that in all business, but particularly in your business, there are larger dividends to be had in decency than in any-

thing that stops short of it, that there is more profit to be had in a genuine high-purpose service to the public than in any process which includes the cutting of corners or the taking of a short route to the glittering gold that may appear to lie so readily at hand!

PRESIDENT ROOSEVELT'S LETTER

The White House
Washington
February 12, 1938

Mr. McNinch, Chairman:

It is a pleasure through you to extend greetings and good wishes to the radio broadcasting industry on the occasion of the Six-

teenth Annual Convention of the National Association of Broadcasters to be held in the Capital of the Nation.

During the past year we have witnessed basic developments and progress in radio which will have a profound effect upon the ap-

plication of broadcasting in this country as well as on the North American Continent.

One of the greatest advantages of the system of licensing broadcasting is that it is sufficiently flexible to lend itself readily to ad-

justment to meet changing social conditions. It is a new field of public service such as that of broadcasting we may and should expect rapid progress in both the development of the art and in meeting the public requirements that this national resource shall increasingly contribute toward our social as well as our economic ad-

vancement. The broadcasting industry has, indeed, a very great oppor-

tunity to serve the public, but along with this opportunity goes an

responsibility.

I hope the forthcoming deliberations will be fruitful of wise judgment in dealing with the new and diverse problems that enter into the broadcasting industry.

Very sincerely yours,

Honorable Frank R. McNinch, Chairman, Federal Communications Commission, Washington, D. C.

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Chairman Lashes Out

FRANK R. McINNICH

men, as others in days gone by
may have deceived themselves about industries, that your
industry is different from others and
that this thing cannot hap
pen to radio. Face the stark re
ality that it has happened to
other industries, that it happened
so silently, so gradually, so ob
trusively, that no one could put
his finger upon the particular time
and place when unwieldy con
centration of control had spread its
influence like a blind upon the
industry concerned.

Say Radio Cannot
Survive an Insull

A member of your own industry
said to me not long ago, "Radio
cannot survive an Insull!" Indeed
it could not, as the people are even
more interested in and have a
more definite sense of proprietors
over radio than perhaps over
any other public agency. The
American public tumbled the pyra
mids of Insull and devastated the
financial empire he built, and you
may be sure that it will not toler
ate an Insull in this industry which
ouches so intimately the homes
and our social life at so many
hangs.
The people have a keen con
sciousness that radio belongs to
them. They are watching with an
intense interest to see just how
you administer that which is
loaned to you. They have high
expectations, as they have a right to
have, as to the kind and quality
of service they are to receive.
While the public is fair and
patient, it will ever hold to strict
accountability its trusted servants
who are entrusted any public resource
for their use.
I had the pleasure with you of
hearing Mr. Wheeler's great
speech to you yesterday and I
found myself in agreement with
many of the things he had to say.
He discussed the subjects of mo
nopoly of broadcasting, of con
centrated control and of pres
erving to the local communities
their pride and social and econom-
ical integrity of local broad
casting stations. He spoke with such
consummate skill and comprehen
siveness that it would be unpar
alleled for me to take your time in
a further general discussion of
those subjects. Instead, I shall, in
keeping with the office I hold and
with the responsibility which
is mine, undertake to make concrete
applications of principles including
some of those enunciated by Sen
ator Wheeler.

Commission's Duty
To Regulate Industry

I conceive it to be my duty—inde
ed it is a pleasure when I may
—cooperate with the industry with
which I have to deal officially
seizing on constructive solutions of
its problems. This, to me, is
much the preferred course and
I should like to feel, as I hope I
may, that the reason of this in
dustry will be found to be so pro
gressive, so public-spirited, so
genuinely cooperative, that you
may run somewhat ahead of the
editors and the mandates of regu
lations and I believe the Commission's
task the easier and your position
the stronger.
But, while I believe in coopera
tion and that you shall be re
quired to do so and that it shall
meet you as nearly half-way as the
law will permit me, I cannot forget that the Com
mission has the mandate of the
law to regulate this industry.
I shall not seek to escape that
duty. I hope I may find the courage
ever to do so. But the burden
of my duty in the exercise of the
functions that are entrusted to me.
I am not one of those who be
lieve that industry or the Provisional
regulation may safely be trusted
with the job of regulating itself.
I doubt if any of us really want to
be so naive as to believe that regu
lations will be trusted for their own
good as well as for the public good and hence I
believe in firm, courageous, yet fair,
judicious, practical, and judicial regu
lation directed toward the advancement of
the industry in so far as that is
compatible with the law.

Worst Storm in History of California
Wreaks Havoc With Station Equipment

THE Sacramento Valley's worst
storm in history, roaring through
the region Feb. 9, took its toll of
during the region Feb. 9, took its toll of
radio stations when the recently
installed tower of KFBK, Sacra
mento, and KQDI, Stockton, went
blown down and the stations forced
off the air. KFBK's tower was com
pletely destroyed, according to
report to Broadcasting by Guy C.
Hamilton, general manager of the
McClatchy radio and newspaper
enterprises. It was off the air from
12:45 p.m. Feb. 9 until the morn
ing of Feb. 11 when its engineers
were enabled to operate it with
horizontal antenna wires.

Using Temporary Antenna

Mr. Hamilton stated that KFBK
temporarily is erecting a collaps
ible steel-pipe pole of quarter
wavelength, and that it may take
several months to replace the
tower. The station in the mean
while is enabled to provide about
50-mile coverage.

The storm also swept through
the San Francisco bay area where
several stations, including the 50-
000-watt KPO, were also thrown
off the air temporarily and have
been out of commission for some
hours. None lost towers, however.
KFBK's contract with the tower
manufacturers guaranteed its with
standing a 90-mile gale, whereas
the station's actual velocity was
55 to 60 miles. The tower will be
replaced by the manufacturer,
and in addition to that guarantee
was paid by wind insurance of
$15,000.

"The first result of the storm,"
said Mr. Hamilton, "was a failure
of one of our power lines. When
the power finally came on, we
found that we had a leak in our main
cable which we ourselves own and
which had been replaced. We then
finally turned the juice on, the
power in the wire was so great
that the osmulators blew out and
we could not actually get to broad
casting until this morning (Feb.
11)."

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(Continued on page 108)

www.americanradiohistory.com
H. C. Read, AT&T Co., R. E. Poole, Western Electric Co., H. A. Cowham, CBS.

I. Leslie Fox, KMBC, and M. Diane Fitzner, WDAF, are friendly rivals away from their home bailiwick of Kansas City.

Edwin W. Craig, WSM, Nashville, chairman of Reorganization Committee, rendering his report.

Bill Chint, WLS, Chicago, right, shows a candid of Lew Avery, WGR-WKBW, Buffalo, at sales managers meeting.

Maurice Clarke, WHEC, Roches ter, and Reed Fitzpatrick, W H D L, Olean, N. Y.

Carl Meyer, WGN, Chicago, and Ted Strobert, WOR, Newark.


Senator Wheeler Speaks

Earl C. Gammons, WCCO, Minneapolis; Edward Peter, St. Louis; J. Scipps, WJ, Detroit; Glenn Snyder, WLS, Chicago.

Evelyn Knight pins a Masonic carnation on Samuel Rosenbaum, WFIL, Philadelphia.

Earl H. Rutman, Washington; Clarence T. Cobb, KWK, St. Louis; Paul H. Raynor, Paul H. Raynor Co.; Naylor Rogers, International Radio Service; Bob Conney, KWK; Fred Brokaw, Paul H. Raynor Co.

Colin Rawlings, district attorney of Salt Lake City; Sidney Fox, KOVL, Salt Lake; John M. Baldwin, KOVL, Philip C. Lasky, KSFO, San Francisco.

Harry C. Wilder, WSTF, Syracuse; Father H. A. Godin, WWL, New Orleans; John Ewing, KWK, Shreveport; Father W. A. Burke, WED, St. Louis.
Trade Commission Gets Broad Power Under New Measure

By WALTER BROWN

THE House of Representatives on Feb. 14 adopted the conference report of the Wheeler-Lea Bill, broadening the powers of the Federal Trade Commission. Favorable action was taken on the Senate report, which is expected this week, will send the bill to the Senate for President Roosevelt's signature.

While the conference made a number of minor changes in the legislation, the main change is to cases where the injury may result from use of the commodity "untrue" or "false advertising." Where the conference retained the bill the section which exempts radio stations and advertising agencies, from any liability under the administration of the act provided they did not withhold information from the FTC relating to advertisers who may be considered violators.

Broad Discretion

The extent to which radio advertising will be affected by the new law will depend on how it is administered. The FTC in broad discretion in interpreting what constitutes false and misleading advertising. The measure itself does not define false advertising, but is a statement that it is misleading in any material respect.

In the section dealing with false advertisements, there was a provision that it is not an opinion among experts as to the truth of a representation in advertising. It was provided that such advertisement would not be held misleading if the difference of opinion were clearly stated. The conference report of the Senate which retained the advertisement thereof or under such conditions as are customary or required by law.

Clause Affecting Packers

The conference changed the wording of the bill relating to meat packers which provides that meat and meat-food products duly inspected, marked and labeled in accordance with rules and regulations under the Meat Inspection Act shall be "conclusively presumed not to injurious to health and shall have same leave official establishments.

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Avoid Monopoly, Improve Service: Wheeler

**Plugs Responsibility For Programs at The Source**

**Following is the full text of the speech delivered Feb. 14 at the NAB convention by Senator Wheeler (D-Mont.).**

It is a rare circumstance for a Senator to address an audience of broadcasters. Ordinarily a Senator or some other public official utilizes the facilities of broadcasters to talk to the public. I welcome, therefore, this opportunity to consider with you some of the vital problems of this industry—problems which are not only the concern of broadcasters themselves but which are likewise of great importance to all the people of the nation.

As licensees of the Federal Government, you broadcasters are the custodians of one of the people's most valuable natural resources. The magic of science has placed in your hands the temporary control of the greatest method of mass communication ever devised by the genius of man.

**Points to Danger In Abuse of Privilege**

I use the word "privilege" with purpose. Because this great resource, this indefinable something the engineers call "the ether" has been and should forever be inalienably reserved to the people. You are the trustees. To overlook or disregard this trust relationship is a breach that calls for a forfeit of your franchise. I am confident that all of you recognize your obligations as broadcasters in this respect. Yet I fear that we cannot emphasize too often the positive duties of those who hold a public franchise.

In fields other than broadcasting, perpetual grants by the Government to its individual citizens too often develop a false proprietary sense that results in an abuse of the granted privilege. So I remind you today of your responsibility to those you serve, not because I have any information that you are unfaithful of these obligations, but because I have the belief that among the many problems you have gathered here to consider, there may be interwoven the basic question of our Democracy's future.

America, as we know it, has thus far escaped the contagion which has spread among other nations of the world. Through a period of bitter economic strife, our democracy has survived. Free speech as exemplified by a free radio and a free press has made its contribution to this survival of our political system. Your recognition of your responsibilities in operating a free radio is an important part of the needed assurance that our cherished system will endure.

I need not indulge in a detailed comparison of the radio systems of this nation and those in which democratic principles have been abandoned. You are familiar with that story. In all of those countries where fundamental human rights have been subjected to the tyranny of dictatorship, radio is the exclusive instrument of the central government. To perpetuate these undemocratic systems, controlled propaganda is essential with radio, one of its most important mediums.

Therefore, my repeated emphasis of your duties as a trustee is based upon the fervent hope of maintaining our democratic processes through whatever crisis may develop, whether it be political or economic. That is and should be our fundamental consideration. While it is a necessary function of government to make information available to its citizens, political or monopolistic control of the media for distribution of information is inconsistent with basic democratic principles. The pattern of dictatorship, whether it be fascist or communist, is uniform in its centralized control by government of facilities for mass communication.

For obvious reasons, neither you nor I want to see government ownership in American radio; but we cannot ignore the signs or the tempo of times. Only broadcasting's own folly would make the threat real. And that would evolve if we allowed any entities in the industry, or outside of it becom- ing for entree, to become too large, too potent; to permit them to reach the point where the influence they exert is so great as to create political anomolies and internecine strife that could only result in its destruction.

**Fears Concentration Of Influence**

There are several species of monopoly that might get a strangle-hold on radio. All deal with power.

One is power in numbers—high power protected over unlimited areas—second is power in numbers of stations concentrated in identical ownership. The third relates to the power and the status of the networks. Each deals with the extent of influence, of coverage, in the hands of a single person or group. And in each case you have another element of "power," that which resides in radio because of its peculiar faculty in moulding public opinion—a unit of force and influence that cannot be achieved by any other medium.

**Inherent Influence In High Power**

If radio has any tradition, it is that of service to a particular community and its immediate contiguous areas. Many stations—the best of them—have acquired for themselves a definite status in their communities, a sort of local pride, attained because they have dedicated themselves to these communities and their advancement.

With high power a station immediately loses its local or state-wide status. It has no community to serve. The nation becomes its oyster. It is in direct competition with those smaller local units which theretofore performed an acceptable and commendable local or regional service. High power places in the hands of one licensee, one man or one small group of men, a degree of power, both economic and political, that gives him tremendous advantage over his competitors and places in his hands a potentially dangerous means of moulding public opinion.

As I construe this, it is contrary to those basic concepts of our constitutional and democratic form of government. Thus, I believe that the clear channel, as such, is undesirable, although it may be necessary in a few instances. The initial reason for the clear channel was rural coverage. That premise is no longer valid when we find that practically all of these channels now are assigned to the rostrum. In various moods of E. O. Sykes, FCC; John Elmer, Columbia commissioner; Thad H.
to the metropolitan centers of the country rather than rural areas and that the majority of them therefore serve a small geographical area over which they are merely giving a duplication of service.

The second species of monopoly is the concentration of facilities in the hands of large networks. This can happen locally or nationally; locally when all or practically all of the outlets in a given community are controlled by the same group. It can happen nationally through ownership by the networks, or by other groups of important stations in key communities. This danger becomes readily apparent when we find many of the most coveted facilities reposing in the hands of the major networks. This to me appears to be a matter with which the FCC should cope, for the Congress has given it ample legislative authority to do so.

Relation of Networks With Their Affiliates

The third form of monopoly may sprout from another type of power—and I refer to the power of the networks over the independently owned stations affiliated with them. This power has come to the networks in two ways—first, from the fact that a considerable portion of the affiliated revenue is derived from, and is under the control of the network. And second, that the stations in smaller communities are independent only in name, and there on the programs which the networks furnish them.

I do not want to imply that the networks have not some power. Nevertheless that power exists and both the networks and the affiliated stations are conscious of it. That power leads to inequitable bargaining ability between the two, and that unequal bargaining power, if abused, may lead to monopoly. Whether the networks have abused that power the independent stations know better than I.

Network broadcasting has contributed greatly to the public service. The networks are entitled to a fair return on their investments and to a reserve to serve as a cushion in case of overage of natural events for which they receive no pecuniary return. They have been important factors in the upbuilding and to this present giant and influential stature. I should be the last one to wish to see them reduced to the point of extinction. I know what the network programs mean to the people of my own State. But we cannot let this power of which I speak enable the networks either to absorb the independent stations or dictate policies not in the interest of the local communities served. That would be little short of radio suicide which neither you nor I want to see happen.

Resposibility Belongs At the Source

And while on the subject of networks, it seems to me that if regulation of radio has lagged in any particular, it is in the relation of these national entities. In this connection, I call attention to the Commission action when after receipt of complaints, made an investigation into the allegedly obscene or indecent performance of a motion picture actress over one of the networks. The Commission's ruling, while reprimanding the network, likewise reprimanded some 60 stations affiliated with the chain. Many stations have taken this as an open threat that if any other complaints were made against these stations they would be hauled onto the carpet to show cause why their licenses should not be revoked. I cannot believe that this was the Commission's purpose as they must realize that the stations affiliated with the networks have little if any control over the programs originated by the chains. They are in no position to censor these programs, or delete them in advance of their rendition. They may not cut off a program which transgresses the law, offends listeners, or is immoral until after the damage is done. In all cases such as this it seems to me the responsibility must rest squarely upon the shoulders of the station that originated such programs as it is there alone that correction in any broadcast can be made.

Equal Opportunity For Political Candidates

Perhaps the most important problem concerns the use of radio as a method of influencing public opinion. The networks are the dominant voice of radio and they must be answerable to public opinion. How well this process of selection is exercised under the “doctrine of fair play” is the important thing. A proper balance should be maintained between those who advocate and oppose questions important to the people and this “doctrine of fair play” demands equal treatment as to time, number of statements and other factors which will assure that both sides have the opportunity to reach the same audience. It is through that process that the instrument of radio can continue its development consistent with our democratic traditions.

One of the other problems which faces you and which you naturally look to Congress to help solve is the matter of bringing up to date a law enacted before broadcasting was even thought of—the copyright law. This is a matter which does not come before the Interstate Commerce Committee but is one that should be worked on by Congress. I hope it will be done in the near future.

Three-Year License Opposed at Present

Many of you have discussed with me the lack of stability in the broadcasting industry that has resulted from short term licenses—the six month tenure. You would like to have the day when you should have your licenses granted for a three-year term, the longest permissible under the Communications Act. I am sure that you do not feel it is yet time for this, even though I am mindful that (Continued on page 98)
Sees Business and Economic Gains From Treaty

The speech delivered to the NAB convention, Feb. 15 by Condr. T. A. M. Craven, of the FCC, follows in full text:

THERE are several pertinent matters which I desire to discuss with you in a spirit of constructive cooperation but nevertheless with complete candor. I hope that my quarter of a century of experience in radio both in the Government and in private industry may enable me to be of constructive assistance to the progress of radio service to the public as well as to the industry you represent in this convention. However, since I believe that the greater progress must be the result of voluntary action by the industry itself I have no ambition to be what is colloquially termed a "reformer."

Before offering you any suggestions, it should be understood that I consider the American system of broadcasting has been proved beyond peradventure the best for our country. I know of no sound reason for suggesting a radical change in the fundamental law enacted by the Congress of the United States.

The constitutional guarantees of free speech and free press are keystones in a democratically best of our country. I know of no sound reason for suggesting a radical change in the fundamental law enacted by the Congress of the United States.

The constitutional guarantees of free speech and free press are keystones in a democratically best of our country. I know of no sound reason for suggesting a radical change in the fundamental law enacted by the Congress of the United States.

It may be natural for broadcasters to become so engrossed in their day to day business routine that they lack the time to think clearly of the broader aspects of their business. Therefore, the broadcasting industry should be vigilant in developing an intelligent foresight and cooperation along broadvisioned objectives, else they may fail to achieve the ultimate success for which they have striven with such vigorous pioneering.

May I suggest that in this planning it is essential for each individual broadcaster to realize he is merely a part of an integral whole. This is a basic fundamental of broadcasting by reason of the inherent potential situation as well as the public responsibilities of each licensee. What a single individual does influences almost instantly, either directly or indirectly, the welfare of others in this industry. Peculiarly, broadcasting differs in this respect from other businesses. One significant difference between the broadcasting industry and other businesses is that in broadcasting there is an instantaneous contact with millions of the citizens of our country every day of the year and at all hours of the day.

These elements of difference should be taken into consideration in planning your future course of action. Also, it should be anticipated that a failure to realize and appreciate the social responsibilities devolving upon each broadcaster could very easily cause a public reaction which might force a change in the existing system.

Voluntary Improvements By the Industry

There is need for improvement in the broadcasting industry and I believe that each of you recognizes that improvements can be made. However, these improvements should be made voluntarily by the industry, with the cooperation of the Government, after there has been a thorough accumulation of facts to enable a clear comprehension of the economic consequences of any proposed change. Thus improvements in the industry must be evolutionary, and both the Government and the various elements of the industry should avoid radical panaceas or other cure-alls. At least all should have sufficient facts to enable far-sighted vision as to the economic and social results of any changes which at first may appear to be desirable.

I, therefore, hope that the industry will cooperate with the Government in obtaining many of the facts of an economic character which are now lacking. The careful accumulation of such data is essential to any rational effort to eliminate some of the economic inequalities which exist at present. It is likewise necessary before attempting the development of any constructive program of improvement in the social phases of the service which must be rendered to the people of the country.

In brief, there is much about this industry which must be learned by the Government. Also the industry itself should have a more comprehensive knowledge of some of its basic industry problems. I, therefore, bespeak your cooperation in providing us information which may be sought from time to time in order to enable us all to reach a more intelligent appreciation of many of these vital questions. Sound conclusions can be reached only when the facts are available and for my part, I do not propose to base any decision on any of these fundamental problems except after a careful examination of all the available facts.

Censorship In Any Form Is Opposed

There recently has been much criticism concerning program content. Some of this has been justified, while other criticism fails to consider some practical factors inherent in the American system. I am personally opposed to any form of censorship, either direct or indirect, but I do suggest that the public relations department of your organization might consider most carefully existing public reactions and seek to develop a constructive program of improvement, particularly with reference to advertising continuity.

There has been some notable progress in this direction, but it is a vexatious problem and involves consideration of the many different situations which exist between stations. If the industry as a whole would become the subject of an intelligent, dispassionate manner, it has the capacity to reach a sane, businesslike solution of the prob-
RECORDERS AND RECORDINGS—In left photograph is Fairchild exhibit, with R. C. Langlois and Ralph Wentworth of the public domain transcription firm, Fenberry and Jeffrey Abel, of the Kaufman Adv. Agency, Washington, and exhibits, with (l to r) C. V. Kettering, Fairchild Aerial Co.; Hal L. Reinhart, WRCA; R. J. L. Reinhart, WMMN; R. C. Langlois & Wentworth. Right photo shows Presto exhibit with Jack Hof, Ralph Powell and Tom Aldrich, of Presto Recording Co.

problem which will lead more quickly to social stability in the existing structure.

As heretofore stated, broadcast-ers have a great responsibility in keeping within the bounds of public communication to responsible groups who desire to use such facilities for reaching the public, particularly affecting the welfare of the nation, and there is a duty in seeing that broadcasting facilities are widely available rather than confined to the very few who have the price to purchase all of the time on all of the available facilities.

It is recognized that in many instances this involves a practical problem, particularly in view of the fact that you must render a balancing program in order to maintain continued interest of the public. In addition there are problems concerning libel or slander and the necessity of avoiding the demagogic utterances of irresponsible quacks who seek to arouse public passion and prejudice. Never-theless, in my opinion, this whole broad question is one of the problems which requires solution by the industry itself, and demands the most far sighted consideration from both social and economic standpoints.

Educational Programs

A Continuing Duty

The Commission has recognized the need for continuing development of radio as an educational medium. Under a recent order there has been allocated for the use of public and private educational systems a group of high frequencies which has been developed into a real instrument of public benefit. I can visualize great possibilities in the use of these educational frequencies which offer a new technique for instruction by radio, not only through broadcasts from a central station to the class rooms in a particular community but also to the individual homes in that community.

The allocation of these frequen-cies for non-commercial educational stations does not relieve broad-cat-ers from their continuing re-sponsibility to use their facilities for educational purposes. Because of the propagation characteristics of these frequencies statewide cov-erage cannot be expected from an individual station. Licensees of regular broadcast stations still have the duty to their communities and to the country at large to continue the efforts that are already under way to develop suitable programs that will contribute to the cultural advancement of our people.

Keep Pace With Labor and Technology

Today, in all industries there are many problems of labor and technology, and all thinking people are of the opinion that with the modern technological trends, it is essen-tial that the nation ascertain meth-ods to secure employment for people who have been displaced as a result of the applications of new inventions. Invention which caused a net increase of employment and upon which there has been founded a vast new industry. Hence, we should not forget that even in radio there is a responsibility upon those engaged in the business to plan future technological deve-lopment that consideration will be given to the social trends of modern times.

Since radio is such a young art, it will appear that there is a great opportunity for the industry to con-tribute toward the public welfare in establishing new phases of the industry itself. The fact that radio has taken up the slack of unemployment caused by other modern technolog-ical trends. To do this, the industry must plan on tremendously broad lines and utilize vision and economic planning of a character which has hitherto not been at-tempted by many in this country. Here is an opportunity which re-quires, however, greater coopera-tive effort on the part of individ-ual stations than hitherto thought possible. I am sure you must realize that I am referring to such new develop-ments as facsimile, television, and ultrashortwave broadcasting, and the consideration of the effect of these new developments upon the existing structure.

There have been recent occurrences which give concern as to the stability of the radio busi-ness. It is suggested that part of this instability has been caused by the industry itself. The fact that some of its individuals to recognize the inherent interdependence forced upon you by the very nature of the medium which you employ is a contributory factor. Other causes are perhaps due to misun-derstanding, and others by an un-warranted fear of possible harm to your business where in reality no real threat exists.

Ordinary logic, in many in-stances, would remove many of these uncalculated fears. Also, it is suggested that the industry some-times feeds very much upon base-less rumors of what somebody else is doing to detract from that the mission of the industry does or fails to do. Again, constructive thought, cooperative industry planning based upon facts and all well organized industry would go far toward increasing the stabili-ty of your business.

I have faith that all the ele-ments of this industry have the ability to work out their problems in a spirit of constructive coopera-tion because they have pioneered in the past with courage and I can see no reason why in the future they should not employ this same courage to solve the problems which now confront them.

Reviews Recent North American Pact

In the past, one of the factors which has contributed to the instability of the radio industry has been the North American radio situation. This was recognized by this Government as early as 1929. Since that date, in cooperation with other nations, there have been several attempts to arrive at a so-lution of this serious and basic problem. The underlying difficulty is caused by the fact that each na-tion of the world has a sovereign right to use radio.

In 1927 the United States, and all the other nations of the world recognized this fact and agreed that the standard broadcast band for all nations should be a portion of the radio spectrum between the frequencies of 550 and 1500 kc. When this was agreed upon, it was a perfectly sound and proper thing to do because it does not only give consideration to the services other than broadcasting which exist in every nation but also to the technical problems involved in the manufacture of broadcasting recalling sets.

However, when this agreement was made in 1927, no one antici-pated the full needs for broadcast service either in the United States or in other nations on the North American Continent, or the use by some of these foreign stations upon the service rendered by our stations in the United States. The radio waves as used at that time and services other than broadcasting were then, as now, tremendously important.

Subsequently, the other nations constructed broadcasting stations without regard to the technical question of radio interference. Thus, when it came to the matter of frequency assignment, these na-tions were compelled to use fre-quencies assigned to United States stations. Many attempts were made by foreign stations of frequencies assigned to our own broadcasters was not so noticeable because stations in the other countries were relatively few in number and of low power.

However, as time passed, the United States noted a vast increase in the number of stations in other countries, and also a vast increase in their kilowatt power—one nation having several stations with powers very much in excess of 50 kw. This situation causes havoc to the reception from many of the stations in our country, and is responsible for very much of the in-terference and poor signal service now rendered by some of our sta-tions.

Havana Conference

Viewed in Perspective

The situation had become so alarming to this Government that we accepted the overtures of Cuba for a preliminary conference to discuss informally methods to solve a situation now so far advanced that it was promised to destroy the usefulness of radio on the entire continent. This preliminary conference was held in Havana, Cuba, in March, 1937, when where engineering represen-tatives from Canada, Cuba, Mex-ico and the United States found it possible to agree upon engineering standards which might form the basis of a system of allocation of frequencies to stations on the North American Continent.

Thus, for the first time, there was created the possibility of solv-ing this international interference
problem and placing radio service in each of the nations on the North American Continent on a more secure basis. However, at the Preliminary Havana conference, it was ascertained that three of the North American nations desired channels to use exclusively as they saw fit.

Adding the total demands of these nations for exclusive channels, it was evident that the United States was expected to surrender the use of nearly half of the spectrum assigned to broadcasting between 550 and 1500 kc. Fortunately the United States delegation impressed the other nations with the impossibility of solving the international question by such proposals, and they accepted the recommendations of the Preliminary Havana conference as a basis of discussion for a formal conference, which, as you know, was held at Havana in November, 1937.

At the latter conference, the United States delegation was confronted with a most difficult decision. There were two broad courses of action to them. The first of these was, that in spite of the fact that all nations of the world had a sovereign right to use the broadcast band between 550 and 1500 kc, the delegation might demand from the other nations the right acquired by the contributions we as a nation had made as a result of our early pioneering in the technical development of radio.

Such a course would have placed the United States in a disadvantageous position for the future, because it was soon recognized that the other North American nations could not solve their legitimate domestic radio problems by agreeing to such a demand, and therefore would be forced to reject such proposals and would then determine to agree among themselves to use frequencies set aside for broadcasting by general international accord, without reference to the requirements of the United States.

If these nations had pursued this course, it would have been quite natural for them to choose for their high power stations the frequencies used by our low power stations. One nation and plate installed stations of 100 kw. or more. Thus the service of the vast majority of our local and regional stations might have been absolutely ruined by interference from foreign high power stations.

The other course open to our delegation was to endeavor to negotiate an agreement in which sound engineering principles were applied to secure a joint use of the spectrum among the nations concerned, reserving to the United States as much liberty, as was possible under the negotiation, to preserve every existing station in the country.

**Calls Havana Pact Eminently Satisfactory.**

The latter course was that which the delegation decided to follow, and it resulted finally in obtaining an agreement which in my opinion is eminently satisfactory to the United States and augurs well for the future stability of our radio industry. The delegation, in choosing this main course, might have taken either of two procedures: one, a complete and drastic reallocation without reference to the existing domestic situation; or else one which maintained, in so far as was possible, the existing domestic situation, but which left to future national action the determination of any necessary domestic readjustments.

In my opinion, the decision to choose the second procedure was sound, because it afforded the opportunity for the United States Government to solve its domestic problems by judicial proceedings which accorded fair treatment to all applicants or existing stations compatible with the principles laid down in the Communications Act of 1934. Had any other course been taken, the delegation would have been forced to determine every phase of the individual destiny of every single station in the country; and this, in my opinion, is impracticable in any international conference. I shall not go into detail with respect to the agreement which was reached, but I wish to emphasize the fact that it is an acceptable agreement. It eliminates destructive radio interference; it preserves chaos in radio, and it reserves to the United States the greatest possible flexibility, under the circumstances, to settle its own domestic

**OHIANS—Ganged up on H. K. Carpenter, WHK - WCLE, Cleveland (center), are the two wows from WADC, Akron. At left is Fred Bock and at right is E. A. Marschais.**


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**matter to pass domestic legislation or regulations prescribing the manner in which the treaty shall be applied; but to place reservations on the treaty itself, which reservations must be deposited with other nations, seems to me unnecessary as well as counter to the interests of the United States. It is only fair to state that nothing in the treaty prevents all the 35 disputed clear channels reserved for prior use in the United States from having power limitations placed upon them by our Government. There is nothing in the treaty which prevents a complete reallocation of the 32 channels among the various licensees, if, after proper hearing, the Federal Communications Commission so desires.

Furthermore, there is nothing in the treaty which prevents the FCC from making all of the 32 channels Class 1-B clear channels, or all of them regional channels, or all of them local channels. The latter can be accomplished under a provision in the treaty by taking advantage of the articles giving the United States priority of determination of its destiny, recognizing, however, that any lowering of standards, such as changing a clear channel classification to a regional or local channel classification, automatically gives other nations the privilege to use the same channels in the same manner.
How NAB Was Reorganized: Text of New By-Laws

ARTICLE I—NAME
The name of this Association shall be the National Association of Broadcasters.

ARTICLE II—OBJECTS
The object of this Association shall be to foster and promote the development of the art of radio broadcasting; to protect its members in every lawful and proper manner from injustices and unjust exactions; to foster, encourage and promote laws, rules, regulations, customs and practices which will be the best interest of the public and the radio industry.

ARTICLE III—MEMBERSHIP AND DISTRICTS
SECTION 1. CLASSES OF MEMBERS. The members of this Association shall consist of two classes, Active and Associate.

SECTION 2. ACTIVE MEMBERS. Any individual, firm or corporation engaged in the operation of a radio broadcasting station within the United States or its dependencies shall be eligible to Active Membership in the Association to the extent of one membership for each radio broadcasting station (licensed within the band 550 to 1600 kc) which it operates.

SECTION 3. ASSOCIATE MEMBERS. Any individual, firm or corporation engaged in any business directly connected with radio broadcasting, but not such as to come within the requirements for active membership, shall be eligible to Associate Membership in the Association. Associate Members shall not be entitled to any vote.

SECTION 4. DISTRICTS. The Active Members shall be divided into seventeen groups, which groups shall be designated District 1 to District 17, both inclusive. The seventeen Districts shall include, respectively, those Active Members of the Association having their main studios in the following areas:

District 1.—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont.
District 2.—New York.
District 3.—New Jersey and Pennsylvania.
District 4.—District of Columbia, Maryland, North Carolina, South Carolina, Virginia and West Virginia.
District 5.—Alabama, Florida, Georgia and Puerto Rico.
District 6.—Arkansas, Louisiana, Mississippi and Tennessee.
District 7.—Kentucky and Ohio.
District 8.—Indiana and Michigan.
District 9.—Illinois and Wisconsin.
District 10.—Iowa, Missouri and Nebraska.
District 11.—Minnesota, North Dakota and South Dakota.
District 12.—Kansas and Oklahoma.
District 13.—Texas.
District 14.—Colorado, Idaho, Utah, Wyoming, Montana, Idaho, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial; Nevada and Hawaii.
District 15.—California, excluding the counties of San Luis Obispo, Santa Barbara, Santa Cruz, San Benito, San Mateo, San Francisco, Alameda, Contra Costa, Marin, San Francisco, Napa, Sonoma, and Mendocino.
District 16.—Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, and New Mexico.
District 17.—Alaska, Oregon and Washington.

SECTION 5. VOTING. Each individual, firm or corporation admitted to Active Membership in the Association shall appoint and notify to the Secretary-Treasurer of the Association the owner, a partner, the officer, or an agent, who shall be actively engaged in the business of such member to be its representative in the Association and who shall represent, vote and act for the member in all the affairs of the Association, including the holding of office therein. There shall be one vote for each active member.

SECTION 6. ELECTION OF MEMBERS. Any individual, firm or corporation eligible to membership as provided in Sections 2 and 3 above, on making written application therefor, may be elected to membership. For such election a majority of voters of the Board of Directors is required.

SECTION 7. DURATION OF MEMBERSHIP AND RESIGNATION. Membership in the Association may terminate by death, voluntary withdrawal, as herein provided, or otherwise in pursuance of these by-laws. The right of a member to vote and all other rights, privileges, and interest of a member in or to the Association, its rights, privileges, and property shall cease on the termination of membership. Any member may, by giving written notice of such intention, withdraw from membership provided such member's dues have been paid to the end of the expiration. Such notice shall be presented to the Board of Directors at the next succeeding meeting of the Board of Directors.

SECTION 8. SUSPENSION AND EXPULSION. For cause, any membership may be suspended or terminated. Sufficient cause for such suspension or termination of membership shall be violation of by-laws or any agreement, rule or practice properly adopted by the Association, or any other conduct prejudicial to the interests of the Association. Such suspension or expiration shall not be without right of the member to present his case before a Board of Directors. Any member who shall have been expelled from membership shall forever be debarred from membership in the Association, or any other Association or corporation in good standing.

DISTRICT HANDBOOK

District 7—Kentucky and Ohio.
District 8—Indiana and Michigan.
District 9—Illinois and Wisconsin.
District 10—Iowa, Missouri and Nebraska.
District 11—Minnesota, North Dakota and South Dakota.
District 12—Kansas and Oklahoma.
District 13—Texas.
District 14—Colorado, Idaho, Utah, Wyoming, Montana, Idaho, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego, and Imperial; Nevada and Hawaii.
District 15—California, excluding the counties of San Luis Obispo, Santa Barbara, Santa Cruz, San Benito, San Mateo, San Francisco, Alameda, Contra Costa, Marin, San Francisco, Napa, Sonoma, and Mendocino.
District 16—Arizona, California, including the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial, and New Mexico.
District 17—Alaska, Oregon and Washington.

Official Welcome
GEORGE E. ALLEN, Commissioner of Washington and its semi-official Mayor, started the NAB convention off in typical fashion. He suggested that broadcasting conventions do away with welcoming addresses and instead substitute spot announcements at card rates.

Section 1. ANNUAL A. A stated or annual meeting of the members of the Association shall be held in each year on such day and at such place and time as is determined by the members at their previous annual meeting, or the Board of Directors shall fix such place and time of such meeting, and shall order notice of such meeting mailed to the last recorded address of each member at least thirty days before the time appointed for the meeting. At such meeting the Directors-At-Large shall be elected to succeed the Directors-At-Large whose terms then expire. At such meeting there shall likewise be transacted any other business that may be then properly and legally presented.

Section 2. SPECIAL. Special meetings of the Association may be called by the Board of Directors. Upon request of five members of the Association, the Board of Directors shall call a special meeting to consider a specific subject. Notice of any special meeting shall be mailed to each member at his last recorded address at least fifteen days in advance, with a statement of time and place and the information as to the subject or subjects to be considered.

Section 3. QUORUM. At any duly called meeting of the members, twenty per cent of the active membership shall constitute a quorum for the purpose of transacting such business as may come before the meeting. If less than a quorum is present a majority of the active members present may adjourn the meeting from time to time until a quorum is present.

ARTICLE VI—ORDER OF BUSINESS
Section 1. ORDER OF BUSINESS. The order of business of annual or special meetings shall be determined by the rules prepared by the board of Directors. The order of business for meeting of the Association, Board of Directors and executive committee shall be as follows:

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www.americanradiohistory.com
ARTICLE VII—DIRECTORS

Section 1. Number. The business and affairs of the Association shall be managed by a Board of Directors of not less than twenty members, to be selected as hereinafter provided, each of whom shall be an Active Member of the Association or a representative engaged in the business of an Active Member.

Section 2. Classification of Directors. There shall be one Director from each District, referred to hereinafter for purposes of convenience as District Director. There shall be six additional Directors, referred to hereinafter for purposes of convenience as Directors-at-Large, two of which shall be representative of large stations, two of which shall be representative of medium stations, and two of which shall be representative of small stations, operating power to govern these classifications.

Section 3. Election and Duties of District Directors. At least sixty days prior to the expiration of any District Director’s term of office, such District Director shall fix a time and place, and give proper notice thereof, for a meeting of all Active Members having the main and branch studios, which meeting shall be elected by majority vote one such Active Member as District Director for the ensuing two-year term. Such meeting shall be held at least thirty days prior to the next annual membership meeting.

The name of the Director so elected shall be sent to the Secretary-Treasurer of the Association immediately upon his election. In addition to his duties as a member of the Board of Directors, each Director shall preside at all meetings of members of his District and report to the Secretary-Treasurer all actions taken at such election.

Section 4. Nomination of Directors-at-Large. The District Directors and a nominating committee which committee shall meet in advance of the annual membership meeting and shall nominate two Directors-at-Large for each of the six Directors-at-Large as defined in Section 2 above. Such nominations are to be voted on by the membership during the first session of the annual meeting.

Section 5. Election of Directors-at-Large. Election of Directors-at-Large shall proceed as follows:

A. The President shall appoint an Election Committee of three persons.

B. The Election Committee shall prepare ballots upon which there shall be arranged the names of twelve nominees for Directors-at-Large in six groups of two names each.

C. The elections committee shall compile a list of Active Members eligible to be elected Directors-at-Large.

D. The Election Committee shall distribute ballots.

E. The Election Committee shall on the second day of the membership meeting announce a time and place for the election and shall supervise such balloting.

F. Immediately after the conclusion of balloting, the Election Committee shall proceed to count ballots and announce the results.

G. The nominee receiving the highest number of votes in each of the six groups shall be declared elected.

Section 6. Tenure. All Directors-at-Large shall be elected to hold office until the conclusion of the term of office for which they were elected. Each Director-at-Large shall continue to serve until the close of the second annual meeting after assuming office; provided that the District Directors elected at the 1938 annual membership meeting by District 2, District 4, District 6, District 8, District 10, District 12, District 4, District 1, District 11, District 13, District 9, and District 17, shall serve until the close of the 1939 membership meeting and that District Directors elected at the 1938 annual membership meeting by District 2, District 4, District 6, District 8, District 10, District 12, District 4, District 1, District 11, District 13, District 9, and District 17, shall serve until the close of the 1940 membership meeting.

Section 7. Board Meetings. The Board of Directors shall meet at least three times a year, one of which meetings shall be held immediately following the annual meeting. The President may call for a special meeting of the Board, issue a call for a special meeting of the Board, and only five days notice shall be required for such special meetings.

Section 8. Election of President. The Board of Directors by a two-thirds vote of the members present shall elect a President and a Secretary-Treasurer and shall have the power to fix the terms of service, duties and salaries and enter into contracts for such purposes. The Board of Directors shall have power to fix the terms and conditions of employment of all persons engaged in the Association engaged in the Association and to discharge employees and agents of the Association, to fix salaries, duties, and hours of employment, and to appoint committees or groups of members having common problems, and to do everything necessary and desirable in the conduct of the business of the Association and in accordance with the By-Laws.

Section 9. Travel Allowances. The Board of Directors shall have power to pay traveling expenses of officers, committees and members and others in cases where such expenses are incurred in carrying out the business of the Association.

Section 10. Annual Audit. The Board of Directors shall direct an annual audit of the books of the Association by competent auditors.

Section 11. Quorum. A majority of the Board of Directors shall constitute a quorum for the transaction of business and all other purposes unless herein otherwise provided. In the absence of the President the members of the Board may choose a chairman for the meeting.

Section 12. Absence. Any member of the Board of Directors absent from a meeting shall send a communication to the President or Secretary-Treasurer stating his reason for his absence, and the membership of the Board in attendance shall decide in each instance whether or not such absence is excusable. In the event there shall be three consecutive unexcused absences on the part of any member of the Board of Directors, his membership on the Board shall be declared vacated.

Section 13. Vacancies. Any vacancies that may occur on the Board by reason of death, resignation, or otherwise, may be filled by the Board for the unexpired term.

ARTICLE VIII—OFFICERS

Section 1. President. The President shall be executive officer of the Association and shall preside at all meetings of the Association and of the Board of Directors and of... (Continued on page 108)
License Fees for Recordings
Are Described as Unavoidable

RCA-Victor Declares That Recordings Will Act in
Near Future; AFM Negotiations Halt Plans

A LICENSING fee, to be paid by the radio stations of the United States for phonograph records for the privilege of broadcasting these records, is "unavoidable and inescapable," in the opinion of RCA Mfg. Co., Inc. No specific plans regarding amount or form of such fees or the date they will be demanded by the recorders have been formulated, as far as could be ascertained, but it is probable that action in this direction will begin as soon as the recorders have completed their negotiations with the AFM.

 Asked whether the license fees would be on a per piece basis or on a flat annual payment plan, A. T. B. was understood that similar letters will soon be sent by other recording companies. Stations answering RCA's letter and requesting permission to continue to broadcast Victor and Bluebird records were sent a request form which, when approved by RCA, is expected that until further notice to the contrary their use of Victor and Bluebird records will not be made the basis of any claim against them.

Another interested party is the music publisher. Under the copyright law of 1909, a publisher who grants one recording permission to make a phonograph record of one of his numbers must give the same permission to any other recorder, at a minimum fee of two cents a record. The publishers are now contending that this fee was not intended to cover commercial uses such as broadcasting and threatening not to issue the original recording rights unless a more equitable arrangement is made.

Thus, whatever license fees the recording companies may collect from broadcasters will probably have to be divided: Among the recorders, who feel they are being treated unfairly by a competing medium; the artists, who likewise feel unfair treatment when their recordings are used on radio programs; the musicians who also object to competing with discs of their own making; and the publishers, who want to be paid for commercial use of their music. Unless these various groups are all satisfied, steps are threatened to end broadcasting of phonograph records by legal means if possible and if that fails by a drying up of the sources of new records.

Library of Broadcast Material Begun
At Michigan U. by Prof. Waldo Abbot

CONCIVED and directed by Prof. Waldo Abbot, dean of the broadcasting service, University of Michigan, has established a library of broadcasting with the purpose of gathering all material that will be of use to broadcasters, advertising specialists and students of broadcasting.

First contribution of material came in the form of 146 books and pamphlets from CBS. Radio in education and director of one of the leading broadcasting service cooperatives with existing stations, says he anticipates the material assembled in this library will attract scholars of Americana, educators and students.

Pamphlets and reports issued by networks and stations, by agencies and advertising companies of all types, scripts of sustaining and of sponsored programs, radio addresses, educational programs, commercial announcements, magazines, and books are being cataloged in the university's Morris Hall library as fast as they are received.

"Much of the broadcast material that has influenced national thought and speech has been thrown away after the programs have gone on the air," said Prof. Abbot. "It is the intent of the University Broadcasting Library to save for future research workers as much as possible of what is now being broadcast." Prof. Abbot appealed for cooperation from broadcasting interests, stating: "With this in mind the University of Michigan requests that you send to its Broadcasting Library, Morris Hall, Ann Arbor, all such material that you have that has been issued in the past, and that you place the Library on your mailing list to receive material of the kind policy of the Library is particularly interested in representative scripts of plays, both sustaining and sponsored, sponsored or scripts of addresses, outlines of programs, announcements, publicity, surveys, tie-in campaign material, annual reports, anniversary program scripts, news releases, books, and magazines.

All such material will be filed in fireproof cabinets and catalogued under your name. Your cooperation in this project is earnestly solicited and will be greatly appreciated.

The Elements of the Library of American History at the University of Michigan is one of the outstanding research libraries in the country, containing many rare and valuable materials, including historical letters, diaries, reports, etc. The Library of the University of Michigan is interested in acquiring all such materials that are in the nature of Americana, and the Museum of Art is interested in the works of excellence by American artists.

Cairo Conference Is Well Attended
Seventy-one Countries Listed Among the 285 Delegates

A TOTAL of 285 delegates from 71 countries and colonies have registered for the International Telecommunications Conference which convened in Cairo, Egypt, Feb. 1. While the conference will give the delegates attention largely to telephone and telegraph matters, broadcasting will be of some importance in connection with the allocation of international frequencies for shortwave broadcasting. There is the development of existing international rules dealing with interference.

In addition to the registered delegates, some 80 representatives from 42 operating organizations are attending, together with 27 observers for 14 nonoperating organizations. All told, there are about 400 participants in the work of the conference, exclusive of the Egyptian secretariat and the scores of delegation office workers behind the scenes. The American delegation, including delegates, technical advisors, staff members, representatives of operating agencies and their servers, and their families aggregate in excess of 60, all stopping at the Palace Hotel, where offices have been set up.

Division of Work
The American delegation, headed by Senator Wallace H. White Jr. (R-Maine), has divided its work into two sections in the face of all the conference procedure. One conference deals with wire telegraphs and telephones and the other with radio communications. Both will amend the international regulations governing telecommunications, subject to ratification by the Senate. It is expected that the conference will last some eight weeks. There appears to be the determination on the part of several major delegations to get through and go home by the end of March.

Hassan Sabry Pasha, Egyptian Minister of Communications, was unanimously elected president of the conference on the opening day. Pasha, general manager of the Egyptian State Railways, telegraphs and telephones, and brother of Edwar Webb, director-general of Egyptian telephone and telegraphs and telephones, was elected vice-president.

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SYNONYMOUS
... this year

HERE

THE PRAIRIE FARMER STATION
CHICAGO

50,000 WATTS
CLEAR CHANNEL
NBC AFFILIATE

BURRIDGE D. BUTLER, President

GLENN SNYDER, Vice Pres. and Manager
WITH RESULTS and Every Year

HERE

KOY

1,000 WATTS DAY AND NIGHT CBS AFFILIATE

THE VOICE OF ARIZONA PHOENIX

URRIDGE D. BUTLER, Chairman   FRED PALMER, Vice Pres. and Manager
FROM every source I'll beg and borrow, to give you more "Little Known Facts Tomorrow."

Thousands of Detroiters are familiar with that little couplet used as the signature of the Did You Know or Little Known Facts About Detroit program sponsored by the Industrial Morris Plan Bank.

Our bank was one of the first to recognize radio as an important advertising medium. We ran the entire gamut of program possibilities including spot announcements, musical entertainments, news commenting, news reporting, dramatic sketches—in fact we used almost every kind of program which we thought would fit into bank advertising. While we had been using these program methods we were not entirely satisfied, if for no other reason than that our program had the same character as other advertisers. Our problem was to find a new type of show.

An Idea Is Born

Have you ever tried to develop a new idea for a radio program? Then you know something about the barrenness of the field. You know too, about the flash of an idea you had just before you fell asleep and how the idea had cooled when you came to review it in the morning.

Have faith. Keep trying. Just about the time you feel that all workable ideas have been exhausted your muse or lady luck will come to your rescue.

In our case it was the application of an overheard conversation to our problem. These two conversationists were talking about a new program dealing with New York's Broadway. Now, we reasoned, if distant Broadway holds such charm for Detroiters, why wouldn't the story of Detroit carry a proportionately greater interest. So came the basic idea. There was still the problem of working out the many details.

Our radio commentator and I, after considerable exchange of ideas, decided to write a broadcast which had to do with Detroit's industrial, civic and educational institutions—always of course, from the human interest standpoint. In the development of this program we had several aims:

1. In bringing Detroit to the attention of those who live in its city is in direct proportion to his knowledge of that city.
2. We were at last pioneering a new program—one which couldn't be duplicated at every flick of the dial.
3. The Little Known Facts program was given a daily trial over a 13-week period. To say it was successful would be putting it mildly. Telephone calls, telegrams and letters came pouring in, commenting on the program and requesting copies of the broadcast. One day imme-

HAD THOSE who guide the advertising destinies of Detroit's Industrial Morris Plan Bank heeded the dire warnings of skeptical advisors, the bank might never have achieved the outstanding radio successes that have aroused nationwide interest.

It seemed that every time Morris Plan Bank had a hunch, someone was sure to sit on it. And every time someone sat, the bank stood up for its hunch. As a result, the bank has won a warm place in the hearts of Detroit listeners, its programs are "musts" listening in thousands of homes and its list of accounts has been nicely bolstered. Leading Detroiters praise the series.

troiers we were continuing the Industrial Morris Plan Bank's policy of service, which, by the way, is about the only thing a bank has to sell. A $10 bill in one bank has as much value as ten dollars in another bank—it's the extra plus of service that make the difference.

2. We were convinced that a cit-


diately after a talk on "Detroit the City Dynamic" we suggested that listeners might obtain copies of the broadcast by phoning the bank. Eight special operators received 160 calls in less than two hours. Lib-


tarians, school teachers, students, businessmen, housewives and labor-


ers, many of whom called at the bank personally, asked us to con-


continue the program. We continued for another 13 weeks. The second series was even more successful. As this article is being written another series based on the same general principle is being developed, called Did You Know or A Day in Detroit.

News From All Points

Our commentator made daily in-

terviews with heads of such large concerns as the Burroughs Adding Machine, U. S. Rubber, Frederick Stern, and Parke Davis companies and various automobile plants. We discussed such cultural and civic projects as the Detroit Zoo, the Library, Art Institute, Symphony Orchestra, etc. The police department furnished material for some ten broadcasts including the homicide squad, bureau of missing persons, bureau of weights and measures. One night our commentator spent the entire evening riding in a police cruiser gathering broadcast material. He also jour-


cyed two miles underground in the new Detroit sewage disposal proj-

ect, hunted rats with the depart-

ment of public works in their rod-

ent extermination program, and gathered news from the air in the Detroit News plane, "The Early Bird." Hospitals, special schools, government agencies, sports, even special days such as Thanksgiving, Constitution and Memorial Day came in for consideration. On spec-


tial holidays, charity drives, etc., we omitted the commercial as a generous gesture to the day.

The complete series was bound in printed form and sent to those who had made written requests. The demand was so heavy that we have been obliged to have a third re-

(Continued on page 54)
HARTFORD is our home, but within a radius of 30 miles there are more than a million listeners. People prefer WDRC because they enjoy the wide variety of good entertainment. Advertisers, both local and national, profit from this large listening audience by the direct sales made.

Fortunately, our coverage is not only large in size but rich in texture. People within our area are steadily employed... their tastes and needs are diversified. This combination makes an enormous buying power... and a steady market.

In short, it's the loyalty of our listeners plus the consistency of our advertisers that make WDRC powerful.

WDRC is Connecticut's Pioneer Broadcaster and a basic station of the Columbia Broadcasting System.

National Representatives
International Radio Sales

The only COLUMBIA Network Station in Connecticut
Proposed Terms of Recorders' License

License from American Federation of Musicians (To be referred to as the "License") for the employment of musicians by the licensor in making audio and electrical transcriptions and recordings of each other and without the Federation's consent in writing.

Fourth: That recordings, wherever specified by the licensor, and in the rooms and premises at which said recordings are made for advertising purposes, any sound effects or sounds produced by any instrument or music played for the purpose of advertising, shall be deemed to include all such recordings.

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Sixth: That musicians shall not be required to attend or to participate in any other meetings of the License Committee, if such meetings are held at hours other than the regular meeting time, or are held for any purpose other than the transaction of business with the Licensees.

Seventh: That all contracts between the Licensees and the Federation will be subject to the provisions of the License and to the conditions under which the License is issued, and that all such contracts shall be subject to the provisions of the License and to the conditions under which the License is issued.

NOTE: The above is a draft of the proposed License.

Brewers Delay Plans

UNITED BREWERS Industrial Foundation, New York, widely reported as about to start a network service called "Beer News," has temporarily postponed such plans until a larger number of stations have been included in the proposed campaign. The program will probably feature Richard Himer's "Beer News," which is aired on Monday, 8-9:30 p.m. spot is under consideration. Agency is Newell-Emmett Inc., New York.

Page 32 • February 15, 1938

Broadcasting • Broadcast Advertising

Devoe & Raynolds Co., New York City, has announced the authorized sales vice-Presidents of Pease-Gaultier Div., Louisville, Ky., the second week in March will be the first one-minute transcriptions, to be heard once and twice a week. The shows, containing music and dramatic commercials, will be heard on 25 stations: WSM WTBS WBAS WEPI WLB WFWA KFVJ KLKH PWL FWA WJAX. For Wadhurst Howland Div., Malden, Mass., five programs scheduled for the same date will be heard on 15 stations: WBEZ WBZA WBGK WBGW WBMP WBGU WBY WIZX WZAC. A. C. T. J. Stirring Getchell, New York.

Kelvinator Discs

KELVINATOR Division of Nash-Kelvinator Corp., Detroit, will use one-minute transcriptions as part of its spring campaign. Series of 20 one-minute discs, announced by Frank Gallup, have been cut by E. V. Brinkerhoff & Co. and will be used on the spring campaign. The discs will be released in March and will be used by all stations that advertise the Kelvinator disc campaign. Account is directed by Geyer, Cornell & Bailie, New York.

NOW \[NEW local stations in Texas, one in Louisiana and the other in Beaumont, were authorized by the FCC in decisions announced Feb. 25. Laredo station, which will operate with 100 watts night and 250 watts day on 1500 kc. Licensees are a partnership consisting of B. A. Steinhalter, former station manager of NBC's Laredo, Texas station, and his son-in-law, D. C. Proctor, former local concert, engaged in the wholesale drug business, and T. W. Whitehurst, an insurance man.

Laredo at present has no local outlet other than stations licensed by the Mexican government operating across the river in Nuevo Laredo. Beaumont has a regional station, KFDM, owned by the Magnolia Petroleum Co. but operated by David S. Gilliam, and the station in Beaumont, which heads the Cine Rex Mills of that city: D. C. Proctor, former local concert, engaged in the wholesale drug business, and T. W. Whitehurst, an insurance man.

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Stations KFAB Lincoln • Neb.
KOIL Omaha • Neb.
KFOR Lincoln • Neb.

Announce the appointment of
E. Katz Special Advertising Agency as National Representatives Effective March 1, 1938
A New and Bigger Library

100 New Selections Every Month
20 Hours of Continuity Every Week

Would you like to have a complete presentation of this new and revolutionary plan? A letter or wire to the nearest Standard office will bring it to you.

www.americanradiohistory.com
Standard Radio's
TAILORED TRANSCRIPTION Service

1. Standard Radio inaugurates a new epoch in the field of transcription library services. Now, for the first time, a service which is individually tailored ... made up to fit the specific and individual needs of each radio station!

2. STANDARD'S TAILORED TRANSCRIPTION SERVICE means that stations may now subscribe to a service which includes the types of talent which fit in with their other live talent sources and the preferences of their listeners and sponsors.

3. Stations desiring the full service, will find Standard Radio's new library augmented to a higher figure than ever before. Besides a substantial increase in the basic library, the service provides 100 new selections each month, and 20 hours of prepared continuity each week.

4. Starting from the full service, stations can now eliminate specific types of music. For this purpose, organized sections may be deleted, thus reducing both service and cost to meet the specific and individual needs of your station.

Standard Radio

180 N. MICHIGAN AVENUE, CHICAGO, ILL. • 6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CAL.
Join With Advertisers, Agencies to Banish Second 15% CULMINATING a movement against general station representation in Canada, the CAB has received its first impetus in 1934, the Canadian Association of Broadcasters at its annual convention Feb. 7-9 at Ottawa acted to abolish the gradually fading system of general station representation effective March 1, 1938.

Practical enforcement of the action comes about through cooperation with the Canadian Association of National Advertisers and the Canadian Association of Advertising Agencies, whose members have agreed not to recognize general representatives in the placement of time. CAB members combined, with few exceptions, to refuse business tendered through general representatives.

As a result, exclusive representation in Canada, already well established, gains new ground. It is expected that the exclusive representation field, led by All-Canada Radio Facilities Ltd. and Joseph Hershey McGilvra, soon will be invaded by several of the larger general representative firms.

Private Network Urged

Recommendations by N. P. Colwell, of Joseph Hershey McGilvra's Canadian office, for standardization of rates were considered necessary and adequate for full approval, and were referred to a fact-finding committee and are to be revised and put into force either June 1, 1938 or Jan. 1, 1939. All stations approved standardization.

In another unanimously adopted resolution, the CAB moved to propose to the government the establishment of a commercial network of privately-owned stations to replace the government-owned network. Under this proposal the radio set tax will be reduced from $2.50 to $1.00.

At a dinner to all delegates given Feb. 7 by the city of Ottawa and Dr. G. M. Geldert of CKCO, C. D. Howe, Canada's Minister of Transport, stated that he felt there will be a separation of interests between publicly-owned and privately-owned stations and programs as time goes on. Lt. Commander C. F. Edwards, Director of Air Service, was another speaker.

The growth of the organization and its increased expenditures and needs for expenditures were shown by the increase in the annual dues to the association, from twice-a-year payments of the peak hour rates, to monthly payments of the peak quarter-hour rate, practically doubling the fee. Three stations were admitted to membership: CFFR, Rimouski, CKFC, Vancouver, and CJCJ, Stratford.

The closed session with Gladstone Murray, CBC general manager, was reported as amicable. Subjects discussed were censorship, in which the CBC pointed out that stations should try to settle their own problems along that line, that the CBC did not want to become

HARRY SEDGWICK involved; transcriptions, with the CAB pointing out to Murray that transcription regulations of the CBC should be revised and allowance made for union transcription of orchestras, as well as for transcriptions for stations carrying French CBC sustaining programs in evening hours in English-speaking sections of Canada; politics, with Mr. Murray being of the opinion that the amount of political time on any one station should be left to the station's own judgment.

Intense interest in the convention brought 65 broadcasters, representing 65 of the CBC's 69 member stations, to Ottawa. Originally scheduled for two days, the sessions were extended another day.

Extra revenue from increased dues will be used to educate communities on the value of the radio and the place it occupies in Canada, with the hope of eventually using CBC line facilities for this education promotion.

Indicative of the interest of agencies and advertisers in Canadian radio, W. M. Ramsey, Proctor & Gamble, Cincinnati; President Sedgwick, in appreciation of three years of outstanding leadership, they chose a unique method of presentation. Al Leary, manager of CKL, entered the convention hall struggling with Frank Ryan, CKLW chief, for possession of the big weapon. President Sedgwick, coming to the rescue, demanded the shotgun—and got it.

Gun for Sedgwick

WHEN the Canadian Association of Broadcasters, meeting in Ottawa Feb. 7-9, tended a double-barreled shotgun to Hon. C. F. Sedgwick, incoming President for another term, the CBC chiefs and advertising executives present had every reason to be proud.

H. G. Love, CFRC, elected vice-president. Members of the board of directors are: Phil Lalonde, CKAC; F. H. Elph~

Canada Plans to Build Seven 50 Kw. Stations IN A REPORT tabled by the House of Commons at Ottawa, the Canadian Broadcasting Corp. indicated that when television becomes a reality in Canada it will be controlled by the government, which for practical purposes will be the CBC or its successor. The report also stated that when the CBC took control, only 49% of the Dominion's population received effective service. CBC now plans to increase the coverage to 84%, the report states.

Minister of Transport C. D. Howe, under whose jurisdiction comes radio, intimated in a defense of the CBC in Parliament on Feb. 8 that the CBC will erect seven 50,000-watt stations in 1938, to conform to the agreement made at Havana for the occupation of high-power channels assigned for Canadian stations.

Canadian Newscaster L. S. SHAPIO, New York correspondent of the Montreal Gazette, will broadcast from New York as a 15-minute news comment program as part of the Friday evening program of Imperial Tobacco Sales Co. of Canada Ltd., over a coast-to-coast Canadian network, special permission having been granted by the CBC to NBC for these broadcasts from Feb. 18 to March 18. The Canadian 1938 program includes news commenters from all parts of Canada, New York and European capitals, including: G. J. C. H. Hickey; H. R. McLaughlin, CJRC; Lt. Colonel K. J. Rogers, CFCY; J. Stewart Neil, CFNB. Arthur Evans was selected secretary-treasurer with offices in Toronto.

Roster of Advertisers at Canadian Annual Convention .

When the Canadian Association of Broadcasters met in Ottawa February 7th to 9th, Mr. H. G. Love, CFRC, was re-elected president. The members of the board of directors present were, Dr. M. M. Elliott, CFPC, Montreal; Frank H. Elphicke, CFPC, Edmonton, Alberta; Robert Moore, Transradio Press Service, New York; Philip Morris, CFPL, London, England; A. A. Murphy, CFSC, Saskatoon, Saskatchewan; N. Nathanson, CFJB, Sydney, N.S.; J. Stewart Neil, CFNB, Fredericton, N.B.


Canadian Broadcasters Convene in Ottawa

The meeting of the Canadian Association of Broadcasters included representatives from fifteen Canadian stations, eleven of which are in the Canadian Broadcasting Corp. and four are privately-owned.

The sessions were held in the Canadian Broadcasting Building.
Certain People


A. BRIXTON B: . . . Chairman of the Board, Tri-Continent Stone & Steel. Has everything. PROBLEM: Wants something. Specifically, public goodwill. Now sponsoring network symphonic serenade. Thinks world's greatest market, i.e., area WOR serves, not being hit hard enough. TREATMENT INDICATED: Network supplemental on WOR. Same or different show at different time.


Though the names, characters and businesses of the four men presented below have no foundation in fact, the problems they present are typical of those encountered daily at a station known as WOR. Perhaps your problem, too, is among those present on this page?
Sponsors Organize Baseball Schools
Kellogg and Atlantic Join in Sports Training Courses

BASEBALL schools for youngsters in Boston and suburban areas during the summer of 1938 were announced Feb. 4 by Atlantic Refining Co. and Kellogg Co., organizers of a testimonial luncheon in Philadelphia in honor of Connie Mack, manager of the Athletics. Test schools, conducted last year by both companies, proved successful and indicated a widespread interest in baseball schools under sponsorship of prominent coaches and players.

Philadelphia is one of the five major league cities where the schools are planned and Atlantic Refining will conduct a series of schools in minor league cities of the East. Announcement was also made that the home games of the Philadelphia Athletics will be broadcast under sponsorship of both companies. Atlantic Refining will broadcast the games on WIP and WIP's sister station, WJZ, will carry them to the Athletic National Baseball Network which consists of WIP, Harrisburg; WOAL, Lancaster; WWSY, Allentown; WEEU, Reading, and WPJW, Breinigsville. Philadelphia Athletics games will be broadcast on WFL, Philadelphia.

To Award Scholarships

Officials of the sponsors were emphatic in stating that commercial sponsorship will be a factor in the success of the schools. The youngsters will not be required to present a business background or similar proof of purchase. "We wish to encourage the youth of Philadelphia and suburbs in organized baseball," said R. W. Thomas, former catcher for the Athletics and coach. Beginning July 1 it is planned to start classes on city playgrounds. Another class will be held later in each week for suburban youngsters. All equipment furnished by sponsor and different play-balls will be used each week. Costs, games and expenses are jointly sponsored by Ray's Athletic and Ray's baseball school at Hot Springs, Ark., will be given the youngsters showing the greatest ability in each.

The luncheon was under the direction of C. Halstead Cottington, vice-president of N. W. Ayer & Son Inc., agency for the sponsors.

Detroit Tigers on WXYZ

BASEBALL games of the Detroit Tigers will be broadcast on WXYZ, the station that served the city, and the Michigan Radio Network, according to F. A. H. Alms, general manager, Harry Heilmann, retired outfielder, will handle the broadcast which will be co-sponsored by Kellogg Co. and White Star Refining Co. The broadcast will begin at 9 p.m. and will originate from a local division of the Vacuum. Only games not to be aired are those played in New York. Other out-of-town games will be re-recorded by the station.

BIOW Co., New York, has resigned as advertising agency for G. Kraeger Brewing Co., and expects to announce a new beer account shortly.

FCC Study of Leases And Managing Contracts Seen in WTNJ Ruling

INDICATION that the FCC contemplates a study of station leases and management contracts was given Feb. 8 when the Commission postponed for 60 days a hearing involving renewal of the application of WTNJ, Trenton, N. J., which is operated under lease.

Some 30 or more stations, it is understood, are operated by parties other than those to whom the licenses are issued. There has been no determination that such operation is improper. As a matter of fact the Commission in several cases has concluded that such operation is in the public interest. While no formal statement was forthcoming, it is understood the FCC law department is undertaking a study of all applications for renewal of license by stations operated under lease or management arrangements after which it will submit findings to the FCC.

Presumably, postponement of the WTNJ hearing, which was made on the Commission's own motion, was in line with the determination to make a study of all such applications. Similar action was taken on a hearing involving WSNW, Allentown, Pa., on Feb. 10.

Air Freedom Upheld

FREEDOM of the air was upheld to be equal to freedom of the press in a ruling by Judge Lockwood in the Superior Court in Atlanta. 

New York, Bryce Oliver, the station's news commentator, had said on the air that one man had been convicted of assault. Mr. Eisig, who has been charged with disorderly conduct as a result of striking his employees while they picketed, took exception to Mr. Oliver's choice of words. In spite of the question as to whether such behavior constitutes a misdemeanor or disorderly conduct, the judge said it is conceivable that the mind of a layman would not differentiate, and a jury might well say the justifying facts mean the same thing.
In the three nation-wide polls of newspaper radio editors recently announced, KSD programs continue to carry the leaders in popular entertainment. St. Louis' distinguished broadcasting station has listener preference because year after year listeners have tuned to KSD for the programs of radio's outstanding stars.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES
Vulgarity

Gallup Poll Reveals Few Find
Vulgarity in Broadcasts

A MAJORITY of radio set owners oppose government censorship of programs, according to a national-wide survey by the Institute of Pupil Opinion, directed by Dr. George Gallup, director of copy research for Young & Rubicam, New York.

The Institute, whose findings are syndicated to leading news papers, learned that 59% of set owners believe Government censorship of programs would be harmful and 41% believing it would "do good."

"Applied against the 24,600,000 existing radio sets, the poll indicates that 14,500,000 prefer to have no Federal censorship while 10,000,000 favor it."

The question asked of a cross-section of set owners was: "Do you think Government censorship of the radio would do harm or good?"

Few Find Offense

Another question was: "During the past year have you heard any broadcast that has offended you by its vulgarity?" The replies were overwhelmingly in the negative, only 15% saying they had been offended while 86% said they had not.

"The main objection, judging by comment from listeners, is that direct Federal censorship would be a dictatorial usurpation of power which would soon lead to censorship of other media besides radio," the institute said. Impairment of free speech was given as a further reason, with some fearing censorship would become a political expedient.

Both public opinion and broadcasting companies themselves are exercising a sufficiently effective censorship, others declared. In favor of censorship, it was suggested that better programs might result, with elimination of misleading advertising.

An analysis of the vote by income groups and area shows Federal censorship is particularly opposed by radio owners in the upper levels. Nevertheless, these high-income families and the upper 5% of income are divided about evenly. In the average and above average group, 64% say censorship would do harm, and 36% say it would do good. Among radio owners of below average income the vote is 59% against censorship, 40% in favor.

Martin to Hollywood

CHARLES MARTIN, in charge of network production for the Bow Co., New York, on Feb. 28 resigns to join Universal Pictures Co., Hollywood, with whom he has signed a seven-year contract as president, director and writer. Mr. Martin's writing and producing staff at the agency will remain but he is now working on scripts for NBC and CBS. Philip Morris shows after his departure. He was with WMCA, New York, for four years before joining Morris. Shows include "March of Time," "Five Star Final," "Then & Now," "Criminal Court," "Gibson Family," "Three Minute Thrills" and "Thrill of the Week."

YANKEE'S WEATHER FORECASTS

Network Organizes Elaborate Service to Provide Predictions for Its 14-Station Hookup

"We......

YANKEE'S—Own weather forecasts are prepared by Sal Pagliuca (top), seated in the network's Boston weather laboratory, where he can talk by radiotelephone to Yankee's observatory atop Mt. Washington (below), where the wind sometimes hits 200 m. p. h.

at 11:15 for 15-minute periods. Technical language will be eliminated as much as possible. In addition to weather conditions for New England and for the country as a whole, a complete report of main road conditions, winter sports summaries, tidal and water temperatures, ultra-violet index, and others will be given. That day and special warnings for motorists will be given.

The meteorological service is the first phase of extensive radio communications activities contemplated by John Shepard 3d, president of the Yankee Network, including experimentation in frequency modulation broadcasting in the ultra-high band. A 50,000-watt station to engage in frequency modulation operation is contemplated atop the mountain at a possible expenditure of $260,000. [Broadcasting, Jan. 15.]

Atop a Mountain

The 500-watt "apex" transmitter on Mt. Washington will be employed to relay vocally the weather information to the Yankee Network's chief meteorologist, Salvatore Pagliuca, located in a specially designed, heated observatory atop the Buckminster Hotel in Boston, where the Yankee Network is headquartered. Mr. Pagliuca was one of the original parties which set up an observatory atop Mt. Washington in 1932. For two years he was in charge of the mountain lookout and until recently was technical advisor, chief observer and forecaster of the Harvard University Observatory.

Beginning with the initial broadcast at 9 a.m. on Feb. 20, Yankee will present forecast programs every morning at 8:15 and every evening thereafter in 15-minute segments. Predictions for Mt. Washington are complete, and just beyond the observatory are year-round, in view of those anticipated difficulties presented by geological and weather conditions, but now that the tower is completed and the station on the air, those same conditions offer the most valuable sources of experimental research broadcasting available anywhere.

In order to install the turnstile antenna, foundation pits had to be blasted from the rock rubble of the mountain peak. Wind velocity sometimes reached nearly 200 miles an hour. Construction crews were forced to "lay low" until the winds subsided from time to time. The antenna is 100 ft. high. Although the station has 500 watts power, the peculiar type of antenna construction makes its output the equivalent of 2,000 watts. In addition to the transmitting equipment, Yankee has micro-beam photoelectric maximum-minimum thermometers and other instruments have been installed in the observatory building.

P & G BEST CLIENT OF NBC LAST YEAR

PROCTER & GAMBLE Co. was NBC's biggest client in 1937, with a gross expenditure of $4,400,000. For time on the Red and Blue networks, according to a breakdown of last year's figures by advertisers interestedly released by NBC this month, Network, which had declined to release individual advertiser and agency expenditures in January when comparable breakdowns were given out by CBS and MBS, gave out the figures without any comment on the change of policy. At the same time NBC also made public a similar table of agency expenditures, Blackett- Sample-Hummert leading with total expenditures of $5,086,077. Nine of NBC's 134 clients in 1937, had gross expenditures for time of more than $1,000,000. In addition to Procter & Gamble, these were: Standard Brands, $2,508,139; General Foods Corp., $2,322,192; Sterling Products, $2,162,912; Miles Laboratories, $1,467,470; American Home Products Co., $1,409,486; National Dairy Products Co., $1,276,202; Fessenden Co., $1,289,265, and RCA, $1,195,858. On the 1936 gross billings of NBC last year, all but $1,009,087 was billed through agencies, two clients, RCA and NBC, placing programs direct.

Of the 85 agencies placing business on NBC in 1937, ten placed 63.7% of the total expenditures. Following Blackett- Sample-Hummert in the list of total expenditures were J. Walter Thompson Co., $4,376,915; Lord & Thomas, $3,872,588; Compton Advertising Co., $2,916,620; Young & Rubicam, $2,772,680; Wade Advertising Agency, $1,457,407; Frank Crampton Agency, $1,290,476; Stack-Goble Adv. Agency, $1,192,569; H. W. Kastor & Sons Advertising Co., $1,142,865, and Lennen & Mitchell, $851,857.

List of present NBC sponsors who are year-round advertisers include: Just in 1937 NBC shows 44 clients in 1937 who sponsored programs on NBC 52 weeks in the year. Beginning with 1927, first year of NBC's existence, table shows that most consistent list of sponsors has been Cities Service and General Foods Corp., neither of which has missed a single show in the 11 years of NBC operation.

Postum on CBS

GENERAL FOODS Corp., New York (Instant Postum), on Feb. 28 will start Lum & Abner Mon., Wed., Thurs., and Fri., 6:45-7 p.m. While only a vocal order for time has been given, a percentage of the advertising will be "as many stations as we can get," according to the agency. The program will originate in Bloomington, Ill., where the team will conclude its broadcasts. For Horlick's Malted Milk on Feb. 25, Agency is Young & Rubicam, New York.

Maytag Shifts Agencies

MAYTAG Co., Newton, la. (washers and refrigerators), will place its account with McCann-Erickson Inc., effective March 31. According to its former agency, Chicago's Inter-American, which handled the business, the change is the result of the agency's Chicago office, no radio plans have been formulated.
In fact KGNC was the smallest of a list of 52 Stations but ranked 16th In Returns!

★ THE LETTER TELLS THE STORY

The remarkable direct sales increases achieved for national advertisers in the rich Amarillo market by KGNC has become common knowledge. KFYO, Lubbock, under the same ownership and management, is doing the same kind of a job in the fertile, prosperous South Plains area. Together these stations offer complete, dominating coverage of Northwest Texas.
Promotion of Latin Good-Will Sought in Shortwave Grants

World Wide and General Electric Get Facilities; Senate Bill Proposes Government Station

PROMOTION of friendly relations among the Americas by means of radio was given definite impetus the last fortnight with the introduction of a joint bill in the Senate for an international station, government-owned, at San Diego, and the allowance of F.C.C. licenses on a temporary basis of the so-called "Pan American frequencies" to two or three applicants.

The bill (S-3934) proposes a $3,000,000 appropriation for erection of a station in San Diego by 1940, by the Navy, but with program supervision under the Secretary of State. It also would permit any privately-owned commercial company to use the station without prior license, which in case of public intention to lease. Introduced by Senators Chavez (D.-N.M.), and McAdoo (D-Calif.), the bill is designed to supersede the motion of the last session by Rep. Celler (D-N.Y.) for a Pan American station in Washington, with program supervision in the hands of the Department of the Interior.

No Sponsor Mention

In allocating in a temporary basis the four remaining Pan American frequencies—two to World Wide Broadcasting Corp. of Boston, F. W. Billings, General Electric Co.—the F.C.C. imposed drastic restrictions on their use, precluding any possible commercialization. These restrictions are so stern, in fact, as to prevent even name mention of sponsors. The station license, however, would be required, under the new authorization rules, to identify itself.

These restrictions, it was stated, were deemed necessary because the frequencies, used by the Pan American conference of 1933 to be used in the interests of inter-American affairs, and the Buenos Aires conference of 1938, have recommended that there be established a Pan American broadcasting hour.

In allocating the frequencies on Feb. 1, World Wide, declared that it was an eleemosynary corporation headed by Walter S. Leman, was assigned the frequencies 11,750 and 15,130 kc., with 20,000 watts, but denied requested authority to use 9,050 kc., and 21,500 kc., which were given GE, with power of 100,000 watts. NBC's application for all of the frequencies with 50,000 watts, was denied outright on the ground that a selection had to be made between it and GE, to avoid a duplication of program service to the same territory. The Commission held that the proposed World Wide programs are likely to meet the taste and needs of the Pan American countries and that the proposals of NBC and GE regarding programs are substantially alike in that each contemplates for the most part the use of regular channel material of NBC.

The conditions under which the grants were made are as follows: (1) That the authority issued shall be experimental in character; (2) Said authority may be terminated at the discretion of the Commission without advance notice or cause; (3) That the programs transmitted by Stations WXE and WYF, and the frequencies herein authorized shall be directed to the Pan American countries; (4) That the character of programs to be transmitted shall be based upon the principles contained in the Buenos Aires agreement, and that programs furnished by the members of the Pan American Union shall be broadcast, and other cooperation with the Pan American Union shall be maintained; (5) That there shall be no commercial or advertising announcements of any kind in the programs broadcast during the medium of these frequencies, and that the names of program sponsors shall not be broadcast; (6) That full reports shall be given to the fact that the Montevideo and Buenos Aires Resolutions contemplate time-sharing with other Pan American nations; (7) That the stations shall be operated with the primary purpose of supplying reliable broadcast service to the Pan American nations; (8) That three hours of each twenty-four hours shall be the minimum time for use of the frequencies under the authority; and (9) That the frequencies herein granted shall be put to actual use within a period of thirty days from the effective date of this Order.

Promotion of Good-Will

Senator Chavez, who has Spanish blood, said one of the chief reasons why he proposed to introduce the bill was to fully acquaint the people of Central and South America with the Spanish background of a large part of the people in the United States. He believes this will be highly beneficial in promoting good-will between the countries of the Western Hemisphere.

He explained that the location of the superstation was fixed at San Diego because it was a naval base and because the station could be used by the navy to a good advantage.

He added that he had discussed the bill with the department, and thought it was a good idea, and the FCC before it was introduced and all were sympathetic.

He asserted, however, that they had not approved it. Because of the character of programs which he thought should be broadcast over the station, he placed control with the State Department.

The senator stated he had conferred with various members of the Interstate Commerce Committee to discuss the bill, and they had found strong sentiment for it.

He expects the Committee to hold early hearings at which he will present a full case in support of the legislation. The federal agencies involved have been asked for their opinion on the bill.

Mr. Chavez intends to confer with the State Department. The senator also announced that he would write to Rep. Celler regarding House sponsorship.

Senator McAdoo said the bill was drafted by Senator Chavez and he joined in introducing it since the station is to be located in his state.

He added that he was in hearty accord with the proposal.

Cleveland School Board First to Seek Educational Station on New Frequency

FIRST application for shortwave educational facilities under the recent FCC grant of 25 channels in the high-frequency band (3000 and 42,000 kc.) has been filed by the Cleveland Board of Education. The application asks for 41,500 kc., 500 watts, unlimited. Boards of education in New York City and Chicago, already have asked for information concerning available frequencies.

Room for Many Stations

The U. S. Office of Education announced that hundreds of inquirers have been received by the educational facilities division of the office on problems of equipment, personnel and programming. Suggestions have come to the Office of Education that the Armstrong frequency modulation method be used in the newly-opened education band from 3000 and 42,000 kc. [BROADCASTING, Jan. 15.]

"Tremendous possibilities for American education and for program life," was the reaction of John W. Studebaker, U. S. Commissioner of Education and chairman of the Federal Radio Education Committee, to the new allocations. "The reservation of 25 channels means that a large number of allocations can be made to educational groups throughout the United States," he said. "Engineers point out that a minimum of about 50 stations in various parts of the country may use each channel. The ultra-high radio waves are distinctly local in character. This indicates that there is room in the sector reserved for at least 1,250 local non-profit educational radio stations.

"The new frequencies will be stimulating the interest of students in the field, and they would not ordinarily be eager to learn. Detroit is presently engaging in such broadcasts. There will be broadcast classes, to classrooms as there now are to science classes in Rochester. Model lessons broadcast by especially experienced vocalists and in various subjects will gradually improve classroom teaching. Cleveland is only city doing this, and the practice. The University of Wisconsin's radio classes in singing doubtless will be duplicated in many other areas. Chicago and Long Beach have made emergency use of radio to reach students in their homes when schools were closed."

"These frequencies can be a great gift to the isolated school district in the country or city, or even to a school with its one or two teachers. At present county superintendents or supervisors may be able to visit each school in the county or district only once or twice a year. Under this plan constant contact may be maintained with all schools."

"The newly allocated frequencies are distinctly local in character. They will be available on a radius of 5 to 15 miles from the transmitter. A radio tower on a property line will be the characteristic adjunct of many American schools in the not-too-distant future."

Dr. Studebaker emphasizes the fact that "swift acceptance of this shortwave educational organizational idea is not to be expected. Educational agencies will have to study the problem of equipment, personnel, channel, programming and budgeting for this new service.

"Thus far the office has greeted the educational efforts of commercial broadcasters is conclusive proof that educators can make good use of these frequencies reserved by the FCC if they will put adequate effort, energy and imagination in the task of using them," he concluded.

More British Shortwave

BRITISH Broadcasting Corp. will construct twenty-five high power shortwave transmitters at its Empire station, Daventry, according to arrangements reached with the U. S. Department of Commerce. The purpose of increasing the number of Directorate licenses to 25 is to utilize the expanded foreign language schedule, the report stated. A full-time program service to Asia and South America is planned as well as a special series of Turkish programs in cooperation with the Turkish government.

Nestle Latin Discs

NESTLE & ANGLO-SWISS Company (Nestle's export), will place recorded concert programs on 12 South and Central American stations. Thirteen quarter-hour divisions will be cut by NBC Electrical Transmission Service, were produced by L. Rodriguez, Nestle's export manager. The company's stations will be used in Colombia, Costa Rica, Dominican Republic, Cuba, El Salvador, Honduras, Puerto Rico, and Venezuela.

NEW FOREIGN language agency in English Language & Spanish Language, WTEL Bldg. Felix Miller, partner in the firm, announces the Polish program on WNBC total 10 hours weekly. Walter Dixon is in charge of sales.

Page 42 • February 15, 1938  BROADCASTING • Broadcast Advertising
WE ARE speaking of the Italian Market—2,500,000 Italo-Americans living about one hundred miles around the city of New York. Ordinary sales, advertising and merchandising plans, do not affect this market. If a manufacturer wants it, he must go after it definitely. There is hardly a major market in this country in which brand preference is so confused. For example, if we take the food field, we find this situation: There are 7500 groceries serving the Italian population of New York, New Jersey, Connecticut, Pennsylvania and Delaware, and doing a yearly business estimated well above 200 million dollars. About 80% of this business is done in American goods and only 20% in imported products. It seems incredible, but in this tremendous amount of merchandise, at the present time, in the Italian Market, there is no brand of any of the following kinds of products that has an outstanding preference—milk, butter, sausages, biscuits, pies, candies, salt, canned fruits and vegetables, domestic tomatoes, cereals, and sugar. In the beverage field there is no outstanding brand of beer or soft drink that is preferred; the brand that is used is that recommended by the grocer. The same is true for cigars, clothing, clothing shops, hats, toilet articles, electrical appliances, automobiles, hardware, etc. An examination of these facts quickly brings to light the ease with which it is possible to capture this market—to create a leadership for a particular brand with a very modest expenditure, for such an enormous potentiality. Radio Stations WOV, WBIL, WPEN reach and dominate this entire market. Since 1932, without a single exception, any product that has first been advertised through the medium of WOV, WBIL, WPEN, is now a leader in its own field. Here is a market for you, and 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 your 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 whatsoever on your part.

INTERNATIONAL BROADCASTING CORP., 132 W. 43rd St., New York, Tel. BRyant 9-6080

WBIL WOV WPEN

NEW YORK, 5000 Watts NEW YORK, 1000 Watts PHILADELPHIA, 1000 Watts
The Moving Story of a Radio Station

By H. M. FEITIS
Commercial Manager, KOMO-KJR, Seattle

The KOMO-KJR presents the Pacific Northwest.

With those words flashing across the screen, KOMO-KJR inaugurated the use of sound motion pictures to portray dramatically—forcefully—convincingly—to Eastern and buyers the potentialities and meaning of the great Pacific Northwest.

The idea originated in discussions with Birt Fisher, general manager of KOMO-KJR, of plans for the station's participation in the 1937 conventions of the PACA in Salt Lake City and the NAB in Chicago.

Chas. A. Baille, KOMO-KJR's research expert, and C. E. Arney Jr., the station's public relations director, were called in to begin the task of gathering the statistics about the area we serve. The U. S. Department of Commerce, Chamber of Commerce, trade publications, banks of many industries, advertising agencies, and other organizations supplied reams of statistics and supporting data.

Essential Data
Then came the task of analyzing this material to determine essential facts regarding those industries from which the majority of our population derives its income and livelihood. We selected all the desirable points that make the area attractive and create a desire in the audience to view it for themselves.

It was discovered then that there are 21 major industries. Time was allotted to each in proportion to its importance. It was found that determining what was to be made of each industry and what scenic attractions would be included.

We then obtained the services of a professional aerial photographer. The plane carried the camera from Seattle over such scenic spots as Snoqualmie Falls, Index Peaks, Mt. Baker and the cities in between. Out then over the San Juan Islands in Puget Sound, circling back over the Olympic Peninsula, past Mt. Olympus, Hoods Canal and the Puget Sound Navy Yard at Bremerton. On to the south over the state capitol at Olympia and the western Washington cities went the cameraman, then around lofty Mt. Rainier, back to Tacoma and Seattle again. Those who have seen pictures have pronounced them the finest aerial plane views ever collected of the State of Washington.

With the film all out of the way, the camera crew began the ground work, traveling from the Canadian border to the Oregon state line, including the Olympic Peninsula—1200 miles were covered in this part of the work. Meanwhile, "shooting" continued on the pictures of the KOMO-KJR studios, the transmitter installation and all the activities of the various departments. Of the three reel film, one reel is devoted to the facilities of KOMO-KJR; the other two to the market and scenic attractions in the Pacific Northwest.

A Day in Radio
The KOMO-KJR sequence carries the typical family through the stations. While the narrator explains operations in detail, the camera records a day in radio. Opening with the station's technical panorama of meters, dials, control panels and similar subjects, the photographer follows the mail clerk on his round with the day's mail. The general manager, Mr. Fisher, is shown in conference with one of the directors, and then the commercial manager in the sales department talking with two clients.

The individual salesmen, research staff and sceneographers are depicted in natural working activities. Into the auditing department, then the program department, where the program manager, William W. Warren, is shown auditioning a program. The continuity department, traffic division and the operations department are then reviewed.

Next is shown recently-installed electrical transmission facilities, music library, artists' library, programs in production in the large studios and the smaller ones, the studio rooms, the news department, and shots of various remote control broadcasts going on the air.

The final segment of the entire technical, going from the control room to the transmitter and closing with a picture of KOMO-KJR's 670-foot self-supporting antenna.

In the other reel, KOMO-KJR's market area in the Pacific Northwest, its industries and scenic attractions are depicted for the benefit of time buyers. A series of views from the air and ground of high spots in the region form a close to the industrial sequences. First is the lumbering and aviation industry with the vast Boeing Airplane Company plant, shots of the lumber mill that produce over ten billion feet per year on an average—35% of all United States production. The rapidly expanding pulp and paper and the Douglas fir plywood industries supply many interesting scenes and much amazing data. Then comes fishing, canning salmon for the world-wide markets and oyster culture.

The farm sequence informs buyers that the agricultural buying power in the Pacific Northwest is 41% above the national average, and includes episodes on dairying and livestock, the wheat industry, horticulture in the famous Wenatchee and Yakima valleys, poultry, meat-packing and other food industries.

Washington, A Playground
Following scenes of ocean commerce and Seattle's harbor come views of Washington's tremendous power developments—Grand Coulee and Bonneville on the Columbia and Seattle's municipal plant on the Skagit river with charts showing that the area is 137% of the national average in per capita farm-electrified homes. Railway, highway and airway transport facilities are shown in the next sequence with a chart revealing that the Pacific Northwest is 27% above the national average for ownership of passenger automobiles.

In the other sections are shown the region's recreational wonderland, mining and smelting scenes, durable goods industries such as steel and cement manufacturing, residential building and urban views, concluding with charts showing that the Pacific Northwest is 20% above the national average in point of telephone subscribers; that radios are in 97% of Seattle's homes; that home ownership in the Pacific Northwest is 21% higher than in the rest of the nation; that the area is 19% above the national average for per capita retail sales; that per capita wealth of the region is 35% more than the national average; that the population growth in the Pacific Northwest is 28% more than the national average.

The balance of the film shows flashes of interesting points as the narrator goes into a sales talk on the Pacific Northwest, concluding with: "Here is the nation's greatest test market." Due to lack of time before the conventions, the film was rushed through in order to make the deadline. Because of this haste, there were a few rough spots in the film, some due to editing, narration and photography. However, the film was shown to a limited number attending the convention and to a few agency men in the East.

Back in Seattle, the film was re-built and shown for a period of two months. This time there was no haste and every precaution was taken for a satisfactory job. The show of the entire film was staged for the leading business men in Seattle, and the managers of KOMO-KJR departments to obtain reactions. All were more than agreeably surprised at the scope of the picture.

Schools View Film
After this showing and some publicity in Seattle newspapers, requests for the film came from clubs, service groups and educational organizations until at the time of this writing 26,264 persons in the Pacific Northwest have seen the film. The film so impressed the public relations director of the Washington Egg & Poultry Association that he immediately contracted to buy a print to be shown at all the meetings of the association throughout the state. When this project has been completed, it will have gone before nearly 15,000 members of this association throughout the entire state of Washington.

What is regarded as a high compliment came from the manager of the Egyptian theatre. When he saw the film, he immediately booked it for a week's showing. During the run, more than 17,000 persons attended—one of the largest audience periods the theater enjoyed in many months. Several announcements were made that KOMO's film was performing the public that the films were being shown at the theatre. Recently, the censor committee of the Seattle school system asked to view the film to determine whether it would be shown at each of the city's schools. After seeing the production, it was approved without hesitation. The committee's (Continued on Page 94)

Graphic Motion Picture Depicts Plant, and Market Area

COMMERCIAL MANAGER, KOMO-KJR, SEATTLE

TALKING pictures make a market live. So said KOMO-KJR, Seattle, after its photographer had flown above Washington's mountains, shot the fast growing industries of that state and went into the studios for a vivid presentation of how radio is run. Facts that ordinarily are stiff and formal come to life when sound motion pictures tell the story of a State once the last outpost of pioneers but today one of America's richest markets. More than proving to be an expert method of explaining market data, the film has brought not only to the community but also the stations' personnel a new perspective of radio's importance. Moreover it has given vistas of what is yet to be done. Here is a story of what radio can do when the minds behind the mike are alert.
WTIC's Fertile market as shown by the Jansky & Bailey survey

.. of this rich Southern New England market

Tapping this Southern New England market has put a worthwhile plus on many a sales record. And Station WTIC is practically a must if you want to make the most of it for your product. As a market, WTIC's primary and secondary coverage areas include some 4,000,000 people living in Connecticut, Western Massachusetts, Eastern New York, Vermont and New Hampshire. Government figures show their income to be 15% above the national average as far as spendable dollars are concerned. And they account for 23% more retail sales and 50% more food sales per capita than the country at large.

Ross Federal's thorough check of their listening habits shows that WTIC fits this rich market like a glove—with 60.72% of these families listening to WTIC at a given time compared to 24.37% for the next most popular station. This 149% greater coverage can assure you a full measure of profits when you dip into this market with Station WTIC.

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

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

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

National Representatives: Weed & Co.

CHICAGO  DETROIT  NEW YORK  SAN FRANCISCO

BROADCASTING • Broadcast Advertising  February 15, 1938 • Page 45
Publication Issued To Rural Audience
Clear Channel Station Group Behind New Periodical

RURAL RADIO, a new publication catering to rural listeners and as such, espousing the cause of clear channel stations, made its appearance last week accomplished by a corporation of the same name as an independent publishing enterprise, the magazine.

E. M. Kirby, sales promotion manager of National Life & Accident Insurance Company and editor of the recently launched WSM, is editor, and E. M. Allen, Jr., of Nashville, publisher of the two-color monthly magazine, is in charge of the entire operation.

Mr. Kirby and Mr. Allen are the principal owners of the magazine. Mr. Allen is general manager of the Marshall & Bruce Publishing Co., of Nashville, and is underwriting the venture, with financial assistance from Mr. C. Carmichael, of Vanderbilt University, and an incorporator.

The publication, "Rural Radio," deserves the "48% of American's living in rural communities" the publication in its initial editorial, emphasizes the indispensability of radio to the rural and remote listener. Replete with photographs of radio performers on clear channel stations, the initial issue also included references to foreign language radio stations.

The Contents

There is included a section on technical service and a "news time dial" showing news broadcasts on clear channel stations such as WLS, WBAP, WFAA, WHAS, WFOX, WBOI, WEZ, WSM, and WHAM.

Pointing out that no other magazine is publishing news bursts on technical service and news time dial, the magazine features a "news time dial" showing news broadcasts on clear channel stations such as WLS, WBAP, WFAA, WHAS, WFOX, WBOI, WEZ, WSM, and WHAM.

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Mr. Kirby's editorial headlined the magazine's first issue, "Rural Radio," in the following manner:

"Rural Radio," the publication of the magazine, is in charge of the entire operation.

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The contents of the magazine include:

- Editorial: "Rural Radio"
- Technical Service: "News Time Dial"
- News Broadcasts: "Clear Channel Stations"

Concentration

We of the International Broadcasting Corporation, realized that we had to concentrate on a particular segment of the market. With the advent of one group considered the best as far as its potential commercial and cultural values are concerned. After months of deliberation, we decided to concentrate on the segment of the market that we felt had the greatest potential for growth.

The Clear Channel Group, formed several years ago to pro-
tect the interests of clear channel stations, had under consideration a campaign to promote the growth of clear channel radio. The Group's objective was to make clear channel radio self-supporting, and beginning with its March issue, will carry classified advertising. National advertising will not be accepted until the circulation reaches a point where establishment of a rate structure can be determined.

"The initial issue, in addition to its editorial content, will have a "news time dial" showing news broadcasts on clear channel stations. As a result, Mr. J. D. Jordan, program director of WSM, a program article by Mr. D. Jordan, will be featured.

New Head of KKXY

RICHARD K. PHELPS, an assistant district attorney in Kansas City and a brother-in-law of Sam Pickard, vice-president of the company which holds the charge of station relations, has been named general manager of the station by Mr. Pickard. He is a graduate of Notre Dame and holds a minority interest in the company.

Court on Discs

IRONIZED YEAST Co., Atlanta, sponsor of Good Will Court on Musi
center, a joint venture of the networks. Sunday, as part of its regular program of events, will feature the program in the following manner:

"Rural Radio," the publication of the magazine, is in charge of the entire operation.

The contents of the magazine include:

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At-A-Glance Account of a

DRAMATIC SUCCESS STORY!

... a story headed "Achievement" in new program standards for radio ... recorded in welcome black on the ledgers of advertisers ... written by an alert staff of quick-thinking people ... a story whose sequel is showmanship and modern merchandising. A "best seller" with two million loyal listeners in the KMBC Market, and on leading stations of the country!

KMBC Success Story Author:
ARTHUR B. CHURCH
President
J. LESLIE FOX
Director of Sales
GEORGE E. HALLEY
Director National Program Sales
FRAN HEYSER
Production Director

"TEXAS RANGERS"—Long time all-family favorites, now on coast-to-coast CBS network Su. mornings. Songs the people love, folk music dear to the hearts of millions.

"LIFE ON RED HORSE RANCH"—Transcribed music-dramatic series with a record of two success sponsorships behind it. A sure bet for the all-family audience.

"ACROSS THE BREAKFAST TABLE"—Early morning show that steals the audience for the story of any product the family buys. Twenty-six big weeks for Household Finance.

"HAPPY HOLLOW"—Always a first in the hearts of millions of listeners, for months top sustaining mail puller on CBS. A truly all-family program, one of the first of its kind, and still "first" in audience popularity.

www.americanradiohistory.com
American Pickups By CBC Based on Merit of Programs

Brockington Says That Profit Motive Is Not Involved

By JAMES MONTANES

PROPOSALS made Feb. 8 by private Canadian broadcasters that the publicly-owned Canadian Broadcasting Corp. be replaced by a 25-station, independent national network with license fees of $1 instead of $2,500, were met by government leaders in parliament with arguments that CBC was being attacked "not because it is a failure, but because it is a success."

C. D. Howe, minister of communications, defended the CBC against the charge that it was using too many U.S. programs and praised the calibre of American programs. He pointed out that of the 98 hours of network programs broadcast weekly on CBC there were 18 hours of American advertising as compared to 25 for the remaining hours of radio. He added that in the national broadcast, on CBC weekly and spoke highly of the operatic and symphonic programs that compose most of these latter.

Picking as an audience producer one of the American programs which have started another possible radio investigation in Canada, Chairman L. W. Brockington of Canadian Broadcasting Corp. followed Rudy Vallee's Royal Gelatine program Feb. 3, from Winnipeg, to Toronto. "Vallee's" is the whole story of the CBC. He told of its commercial plans for the future and of how it is attempting to set up a broadcasting service for all Canada, its financial dealings and the reasons for a license fee increase.

Commercial revenue for the current fiscal year ending March 31 was set at $400,000, of which $120,900 comes from U.S. commercial network programs. The total for the fiscal year is estimated at $2,685,000 as against $2,015,000 in the previous fiscal year. A surplus was shown for last year and a surplus has been budgeted for the current fiscal year.

No Desire for Profit

The CBC, he stated, was not operated for profit, nor for loss. "Beyond the figure of $600,000 (a year) of commercial revenue from network and local stations, it is not the desire nor the intention of the corporation to do, and that only until we are self-supporting from other sources," he announced.

He stated that United States commercial programs paid on the CBC network of CBC-owned and private stations, were picked because of their variety and entertainment value; that the CBC was not going wholly commercial as shown by its standing sale of $25,000 turned down $250,000 of United States commercial network business because entertainment value was not adequate; that programs going over the CBC from American advertisers were conducted practically all of which are made in Canada and employing over 9,000 Canadians. He pointed out that contrary to rumor the CBC was not selling the Canadian air to United States advertisers at wholesale rates but at rates based on the same consideration as newspapers, rates which on a population percentage basis were far lower than those in the United States. He considered an exaggeration the statement made by some antagonists of the policy that listening to Charlie McCarthy would Americanize the Canadian population.

Canadian commercial network programs accounted for 3/4 hours weekly.

The increase in the listener license fee from $2 to $2.50 a year was necessary, he stated, because of additional expenses in connection with improvements, replacing of obsolete equipment and the building of two more 50,000-watt transmitters, one in the Maritimes and one on the Prairies. It is the opinion of various governmental commissions that the state alone the high-power broadcast facilities give adequate service not only to those in the cities, but also to those in the remote parts of the Dominion.

The talk, one of a series of "Chats to Listeners" by the CBC board of governors and executives, was induced by a campaign being waged by many daily newspapers, financial weeklies and other Canadian publications. Municipalities and the church have also stepped in to combat the CBC. In 1931, the station was necessary, he stated, because of the lack of news reports during the summer. The station was sold for $3,290,000 to cover preferred dividends, earnings applicable to common stock are equal to 4% cents per share. While RCA does not break down the revenues of its component companies, the important place of its business operations in 1936 is indicated by the fact that NBC-Red represented $27,171,965 of its gross income last year while NBC-Blue represented $11,479,521. This total of more than $35,000,000 includes network time sales only and excludes the revenues from the 18 NBC-owned, managed or leased stations. It is estimated that broadcast operations can well cover one-third of RCA's gross revenues.

Hickock Oil on Discs

Hickcock Oil Co., Toledo (gasoline), through Transair, Inc., Chicago, on Feb. 14 started a fiveday-quarter-hour transcribed educational adventure series, Black Flame of the Amazon, on 11 Midwestern stations. The series, featuring Harold Noice, explorer, was written and produced by J. B. Downe, with cutting by Aegean Corp., Hollywood transcription concern. Sponsor has a three year option on the series and will add to the list. Stations are WXYZ, WOOD, WDFD, WJIM, WBCM, WGAR, WSPD, WJW, WKBN, WHBC, WIBM.

BroadcastOperations Run

Third of RCA 1937 Gross

GROSS income of RCA from all its operations during 1937 amounted to $122,650,000 during 1937, compared to $101,186,300 in 1936, according to the annual statement to stockholders released Feb. 9 by David Sarnoff, president. Total income is not yet complete, indicated net profit will amount to $5,000,000, an increase of approximately $2,844,100 over the preceding year. After showing $3,290,000 to cover preferred dividends, earnings applicable to common stock are equal to 4% cents per share.

While RCA does not break down the revenues of its component companies, the request of the board of governors and executives, was induced by a campaign being waged by many daily newspapers, financial weeklies and other Canadian publications. Municipalities and the church have also stepped in to combat the CBC. In 1931, the station was necessary, he stated, because of the lack of news reports during the summer. The station was sold for $3,290,000 to cover preferred dividends, earnings applicable to common stock are equal to 4% cents per share. While RCA does not break down the revenues of its component companies, the important place of its business operations in 1936 is indicated by the fact that NBC-Red represented $27,171,965 of its gross income last year while NBC-Blue represented $11,479,521. This total of more than $35,000,000 includes network time sales only and excludes the revenues from the 18 NBC-owned, managed or leased stations. It is estimated that broadcast operations can well cover one-third of RCA's gross revenues.

Hickcock Oil on Discs

Hickcock Oil Co., Toledo (gasoline), through Transair, Inc., Chicago, on Feb. 14 started a five-week-quarter-hour transcribed educational adventure series, Black Flame of the Amazon, on 11 Midwestern stations. The series, featuring Harold Noice, explorer, was written and produced by J. B. Downe, with cutting by Aegean Corp., Hollywood transcription concern. Sponsor has a three year option on the series and will add to the list. Stations are WXYZ, WOOD, WDFD, WJIM, WBCM, WGAR, WSPD, WJW, WKBN, WHBC, WIBM.

Newspaper-Radio Test in Portland

Interestin Demonstration of Two Media Is Provided

THE recent strike of printers in Portland, Ore., causing a suspension of some week of newspaper publication and a reliance by the public on radio for its news, caused a "laboratory test" of the relationship of radio and newspapers in an editorial Jan. 22 in the Oregonian, the operator of KGW and KEX in that city.

In the result, said the newspaper, showed that the newspaper-radio argument should subside so far as Portland is concerned. "They are as complementary as the eyes and the ears in our heads," it stated.

"It was not entirely a complete test," according to the Oregonian, "because the radio stations of Portland, while they had an average of 171/2 hours of broadcasting during the period when the newspapers were suspended, did not extend and organize their hands in a manner that they would have done if there had been reason to think the suspension would be longer."

The newspaper went on to say that radio is "one dimension" and newspapers are "another dimension," that radio has only length, as against the length, breadth and thickness of the newspaper; and that radio lacks selectivity and the visual features.

"The radio has its own high service to perform," said the editorial, "in entertainment, advertisement and as a supplement to the daily handling of the news. The newspapers cannot bring to the world the voice of an Edward Hickock, president of the United Kingdom, or of an American president chattering at the White House fireside. They, as the Americans, can, drop headlines like bombshells into practically every home in the land instantaously."

"Where the news is so important that everybody wants to know about it at once, the radio has become indispensable. But immediately news gets beyond those rare headlines in which everyone is interested, the radio program comes into play, and there must be a medium which permits of such diversity."

"In the light of the laboratory test, the assumption that press and radio are in conflict should be forgotten. They are as complementary as the eyes and the ears in our heads."

In addition to the Oregonian's operation of KGW and KEX, the Portland newspapers had a Sunday night quarterly-hour news period on KNX, Hollywood. A censor is Franklin Bruck Adv. Corp., New York.
FULL TIME NBC AFFILIATE

KGKO
AFFILIATED FORT WORTH STAR-TELEGRAM

Will Cover
Fort Worth and Dallas
WEST AND NORTH TEXAS

The Southwest's Greatest Market
AT ONE REGIONAL COST!

With Transmitter located MIDWAY BETWEEN FORT WORTH and DALLAS, KGKO will easily cover the SOUTHWEST'S GREATEST CONCENTRATION OF WEALTH, POPULATION, and RESOURCES.

3,078,558 PEOPLE
IN KGKO's PRIMARY DAYTIME AREA

READY MAY 1
CHOICE TIMES NOW BEING RESERVED

ADDRESS ALL INQUIRIES DIRECT TO STATION KGKO

570 KILOCYCLES - 5000 WATTS DAY - 1000 WATTS NIGHT
Address: KGKO, Fort Worth Star-Telegram Bldg., Fort Worth, Texas: Phone 3-1234
ASCAP Requests Wide Use of Index

Data Being Supplemented With Additional Information

With shipment Feb. 5 of the second installment of the ASCAP index of copyrighted musical compositions, E. C. Mills, vice-president of ASCAP's Executive Committee, made a plea to stations not already having the great service to sign themselves up for it of their own benefit.

Since the offer of the index last year designed ultimately to include 25,000 titles, some 200 stations have requested it. "At least 300 stations should be making use of this material and they should in their own interest, set up this index, properly honor and exploit their studio elements," Mr. Mills asserted.

Preparatory to shipment of the stations' orders, Mr. Mills notified all licensed broadcasting stations of their availability and wrote J. W. Balch, president of the American Federation of Musicians, expressing the hope that the stations equip themselves with the index. Declaring that the fulfillment of the necessary filing cabinets and indexes might be a problem in certain cases, he added that there will finally be "no making up the program building department without the ASCAP index."

Will Add More Data

Mr. Mills said ASCAP is planning to add to the index a substantial amount of informative material for use in connection with the checking of copyright ownership, licenses, etc. For instance, he said that the index now contains the indexing of songs for special occasions, holidays, significant contributions and religious, laws and other items. When a station starts now with the installation of the index, he said, when this material has been completed, it will be more difficult to equip the broadcasting department properly and to check the ownership of the works. "If the station starts now and "makes the preliminary plunge," subsequent additions can be made without much of a burden.

The second shipment included a box of 191 pages of listings, giving the title name and additional data about music publishers in the United States as shown by ASCAP records and the records of the Copyright Office in Washington, along with 16 pages of restricted compositions, supplementing similar material sent with the first installment. A second box contained 608 pages of the supplementary index to be sent to stations for signature cards. Regarding the restricted compositions, Mr. Mills said he assumes that all stations will sign up to-date the cards which cover such compositions, with proper notation as to time of use.

In a letter to broadcasting in which he discussed the value of the index, Mr. Mills declared that for publicly performed use of copyrighted musical composition, the obligation is upon the station to secure a license and to ascertain the copyright ownership and see that the station has a license to reproduce the works. "We do not limit the index to works in

UP AND DOWN—Or the tall and short of it in this picture are (left) station manager, WMAZ, Macon; and best bet, 6 ft. 7 in. discussing Florida radio with Norm MacKay, commercial manager, WQAM, Miami (6 ft. 6 in.)

CRITICAL PASTOR RETRACTS

Baptist Cleric in Georgia Lambasts Radio But—Later Says He Really Didn't Mean It

"Of course," he said, "the station at all times is in accord with free speech but I don't think that Dr. Sampay used very good judgment in saying what he did. It very obviously shows that Dr. Sampay is not well acquainted with the fine work that radio is doing every day throughout the nation for religious, civic, and educational organizations, as well as outstanding work for relief and charity.""Evidence shows Dr. Sampay does not realize that through the selling of toothpaste and soap by radio, as he puts it, that radio is able to exist now, while these facilities as were tendered him. Radio is not ashamed of the products or firms it advertises over the air."

A Matter of Judgment

A few days after the incident, Dr. Sampay wrote Mr. Cargill that his position in the market was already in the public eye and as a consequence did not write his speech in full but used notes. He stated that, with his intention to "single out the radio as falling more than the movie, the automobile, the airplane, and other recent inventions." Adding he thought radio has made mistakes, he went on to say, however, that he wished the commercial element "might not play so large a part in what comes to us over the air."

He regrets that any sentence in my letter to broadcast journalist should have seemed to lift undue prominence any weakness of our radio programs. It would be more to my liking to express my warm appreciation of the beautiful and inspiring things which come to us over the air.

New Musicians Contract Brings Marked Increase For Los Angeles Union

A MORE than 10% increase in employment of musicians by network stations in Los Angeles is the result of the agreement which has already come into effect at the agreement with the American Federation of Musicians made by the Assemblyman Jack Tenney, president of Los Angeles Musicians Mutual Benefit Association. He reported that CBS, which owns and operates KNX, Hollywood, will expand approximately $150,000 worth of union agreements. This includes an increase of $60,000 over 1937.

NBC's quota is $60,000 which is $12,000 more than last year. KFKE, Los Angeles affiliates of NBC, have extended the agreement for a 14-piece orchestra directed by Earl Towner, ending a long battle, which started $1,000. KKH, Don Lee station in Los Angeles, has signed to increase employment by $4,000, making a total now of $11,000. LHK, which has definite union agreements, has increased their rate from $1,000 to $20,000. KKH has added a 14-piece orchestra for the NBC network in Los Angeles county amount to approximately $35,000. He explained that KFW, Hollywood, a link in the California Radio System, had been facing the new scale for several weeks, before the rate went into effect, and no increase is contemplated. The next step, he said, would be to contract the remaining independent stations, in Los Angeles county.

AFM Plans to Extend Contracts to Dominion

Canadian broadcasters this year are expected to sign contracts with the Canadian locals of the American Federation of Musicians similar to the agreements in the United States, according to W. M. Murdoch, head of the AFM in Canada. "Jack Rapoport, manager of WMAZ, has indicated that conversations to this end have started with NBC, CBS and MBS affiliates. As soon as possible, will make arrangements with the Canadian Broadcasting Corporation, and after that with the remaining privately-owned stations."' All negotiations will take some time, and no definite date when all the contracts will be signed could be given, but all contracts would be retroactive to Jan. 17, 1938, when current contracts expired. Each local was to make its own arrangements. Few live talent musical shows are put on by stations outside of the big cities. Canadian locals are located in the following cities: Brantford, Calgary, Edmonton, Hamilton, Kitchener, London, Montreal, New Westminster, Ottawa, Quebec, Regina, Saskatoon, Sault Ste. Marie, St. Catharines, St. John, Stratford, Toronto, Vancouver, Victoria, Windsor and Winnipeg.

ONE of the China war's "refugees" in January joined an independent musical staff of KOIN, Portland, Ore. He is Elan Uchis, who was leading his own orchestra in Shanghai, China, until it was closed by the Sino-Japanese war. Leo Skipton, for six years with the Portland Symphony Orchestra, has also joined the KOIN staff.
In a recent advertisement we promised an important announcement. Here it is!

Radio advertisers and advertising agencies have long been insistent that Associated expand its activities to produce individual programs for clients of the same High Quality that has made Associated Recorded Program Service and Associated Library "A" the "sterling" standard by which other recorded programs are judged.

Consequently we are happy to announce the construction of our own studios for individual program recording in the heart of New York's theatre district. We expect to be "open for business" not later than March 1.

Our main studio is 20 by 40 by 60 feet—sufficiently large to accommodate full orchestras or big performing units. On the second floor are several studios which may be used for smaller groups of musicians and dramatic productions. Naturally, all studios, cutting rooms, monitor rooms, and sponsors' audition chambers are built with the latest developments in acoustics and sound proofed and air conditioned throughout.

The engineering department will be under the direction of Mr. Gordon Jones, assisted by Messrs. H. Roberts, Jr. and F. J. Raufer. Mr. Gordon Jones, six years with Electrical Research Products, Inc., American Tel. & Tel., and Bell Laboratories; Mr. H. Roberts Jr., four years a mechanical expert with Bell Laboratories, pioneered on talking pictures, one year with Vitaphone and ten years with ERPI; Mr. F. J. Raufer, United Electric Light & Power, three years Bosch Magneto Co., eight years with ERPI, and recently transmission engineer with Muzak, Inc.

The recording equipment is especially designed for these studios and Associated will continue to operate under Electrical Research Products, Inc., license as well as under license agreement with Independent Research Service Co., Inc.

How best may we serve you?
Retail Advantages
Of Radio Outlined

NRDGA Told How Medium
Can Help Clear the Shelves

RADIO and what it can do for the retail
merchandising manager were discussed by NBC's
Mr. W. M. Boyd, vice president and sales manager;
Betty Goodwin, fashion editor; J. K. Mason, merchandis-
ing manager; and J. D. Black, author of Textile World,
New York, at the sales promotion division of the Na-
tional Retail Dry Goods Association, meeting in New York Feb. 3.

Mr. Boyd told his audience of the immediate acceptance given
to radio, and the results obtained from radio advertising in a few in-
stances. As one of the latest success stories of obtaining distribu-
tion, in the retail field, he cited Adam Hats. "For years Adam Hats
have been sponsoring prize giveaways over small New York stations for
their retail stores here. Their business on $2.95 hats grew to a point
where they could launch a semi-
national campaign late last fall. Haberdashery shops, men's stores
throughout the country began writing in to know if they could take
on $2.95 hats also. Many people asked for Adam Hats."

"At the start of their program on Feb. 26 they had 400 outlets, 350 in New York City, which
were their own stores. The rest were agencies in the East. They had
almost had a try-out mailing force, and by the third broadcast they
had to organize a new department to handle requests from people
wanting to sell their hats. They had expressed a desire to obtain
requests from stores wanting to start a campaign, and they now are
accepting new accounts at a rate of 15 per day. They have in-
creased their radio budget from first to second quarter, a result of
entire advertising appropriation."

Miss Goodwin told of the demand from fashion editors for photo-
graphs and descriptive features, because of the great public interest in
what radio stars wear. In sum-
mary, she said, radio is "the fashion through its networks; through the
prestige of its artists and through its coined language found in maga-
Zines and newspapers and by its fashion editors."

J. K. Mason told in some detail the experience of Meier & Frank,
department store in Portland, Ore.,
conducting a "Radio Week." Thirty-
one NBC-advertised programs were featured in display windows and
the stores daily radio programs were
devoted to the event; two pages of newspaper tie-in copy were
used. Approximate increases in sales were as follows: cologne,
200%; foods, 400%; foods, 300%; soaps and
shampoos, 200%; drinks and toiletries, 500%; each.

Mr. Mason stressed that the retail's point of view, of Mr. Black's
observed, that using radio to tie up their programs 100% with all other
store promotion, to work with the sales promotion division of the at-
tractions; not to buy coverage too far from the location of the programs with the programs of the brands the store sells; to exploit fully all, to publicize the personality and its executives, on the air,
and to watch television, which "will bring the most powerful sales
weapon we have ever known."

ENERGY FLOWS THROUGH A PIPE
Bell Laboratories Shows How Pipe Could Replace
Coaxial Cable for Television

POSSIBILITY of replacing the almost prohibitively expensive coaxial cable with a simple hollow metal pipe as a means of transmit-
ting television signals from city to city was demonstrated on Feb. 2
by Dr. George C. Southworth of Bell Telephone Laboratories, at a
meeting of the Institute of Radio Engineers in New York. Hold-
ing a receiver at the end of a long flexible pipe, Dr. Southworth
showed that energy was flowing through the tube, no matter how it
was blocked. But when the tube was blocked the tone from the receiver
stopped, showing that the signal actually was being guided through
the tube and not flowing through the free space outside.

Difference in Waves
Standing in front of a black-
board, Dr. Southworth demonstrat-
ed by an electric probe that energy was coming through the blackboard at four different points. By adjusting the probe he was able to delineate the energy-areas and by holding up a reflector a foot or so
away from the blackboard, he was able to set up standing waves. Measurements made on the spot showed that the wave length was about 20 centimeters, correspond-
ing to a frequency of 1,500,000,000 cycles per second.

That the waves coming through the four different areas were not all alike was shown by two dis-
tinct methods. By the first of these, it was shown that certain of the waves would pass through relatively small pipes whereas others could be transmitted only through relatively large pipes. By the other
method, the probe was held close to the blackboard and oriented in various positions to give maximum signal. A plot of these positions, drawn with chalk on the black-
board, showed plane waves of dis-tin-
guishing characteristics. From one of these, for example, it could be deduced that if the wave were visible to the eye, it would look like a series of smoke rings blown from a pipe.

A striking demonstration was that in which Dr. Southworth held in front of one of the areas a brass grating perhaps an inch deep made of a sheet of brass strips on edge and spaced about an inch apart. In one position, this grating offered no barrier to the waves but if given a quarter turn it would almost completely suppress them.

To show how the waves could be transmitted over appreciable distances, Dr. Southworth had a flexible metal pipe some 25 feet long leading to a receiver on the opposite side of the platform. When the other end was plugged into the transmitter 80% of the power was given off by the receiver.

To make the point that the waves demonstrated, while they originate with high frequency elec-
tric currents they are decidedly different from radio waves. Dr. South-
worth showed that radio waves move with the velocity of light through free space. His "guided" waves move with the velocity of light through the pipe, so that the end of the pipe was ahead of the other at distances, and a discontinuity would be found at the surface of glass, rubber or other insulating material. Dr. Southworth plugged a solid rod of rubber into his oscillator and showed that the waves followed it vigorously down to the end.

FCC Assignments

UNDER routine assignments for the month of February on the FCC,
Commissioner Case has jurisdiction over routine broadcast applica-
tions and emergency broadcasting au-
thorizations. Commissioner Brown is handling the motions docket and other legal formalities; Commissi-

ioner Craven, certificates of public convenience and necessity and wave
extensions; Commissioner Walker, aviation, police, marine, geophys-
ical, experimental and emergency radio-telegraph; Commissioner Sykes, tariffs, and Commissioner Payne, who is assigned to Ward
ingham Feb. 1.

Rep. Fish, Cut Off Air, Repeats Speech in Studio

BROADCAST of Representative
Hamish Fish (R-N.Y.) from Carnegie Hall on Jan. 30 on WMCA, New
York, was cut off by the act of
the request of his hosts when Com-
munists in the audience took ex-
ceptions to some remarks. Rep. Fish
before the Non-Sectarian Anti-
Nazi League, his topic "Persecu-
Fish denounced Communist as well as Nazi and Fascist dictators. A de-
nunciation of Nazi and Fascist dictators resulted, and the League requested WMCA to discontinue the broad-
casting.

Radio Commission Urged
By Interests in Mexico

CREATION of a Radio Commissi-
nion for Mexico, to regulate broad-
casting stations, was suggested here, has been proposed to the Mexican government, and one of
its first projects may be a require-
ment that broadcasting stations reserve one hour each day for educa-
tional purposes. Radio is now regulated in Mexico by the Ministry
of Communications.

Emilio Azcarraga, operator of the POOW in Mexico City, which plans to use 250,000
watts, is opposing the one-hour-per-
day proposal on the ground that
radio "belongs to relaxation, not education." He asserted that the program was too short, and that "Radio Mexi-
canos," and declared the "people re-
sent being educated by radio be-
cause they consider broadcasting a
medium for entertainment."

Sugar Firm to Expand

CALIFORNIA & Hawaiian Sugar
Refining Corp., Chica-
go, is launching a
WJJD, Chicago, its program of recorded
were played back over WJJD, Chicago, a few hours later, has been so suc-
From the AT&T's point of view, of Mr. Black's stores using radio to tie up their programs 100% with all other

AT&T Spots on WMAS

AMERICAN Telephone & Tele-
graph Co., New York, is sponsor-
ing a test campaign on its long dis-
tance service, on WMAS, Spring-
field, Mass. Eighteen programs a
week, one 15-minute announcement, one 100-word announce-
ment, and one five-minute radio by N. W. Ayes & Son, New York.

Test by Fire

STANDARD FIREX Co., Los An-
geles, manufacturer of the fire-
tors of fire extinguishers, new to radio, and placing direct, on Jan. 31.
Tests got under way on KMPC, Beverly
Cal, using a daily quarter-hour
noon newscast, with Baron von Egidy as commentator.

PIPED WAVES—Tiny electromagnetic waves were passed through this tube by George C. Southworth (left), research engineer of Bell Laboratories. The waves, so small that they approach light itself, are believed to offer vast communications possibilities.
*WKBN—about two months ago—finished its Big 1937 Expansion Program. A complete new transmitting plant and 350 ft. vertical radiator—representing the latest advancements in radio engineering—are now in operation.

WKBN, with its former facilities, DOMINATED its Primary Market (shown on the map below) with the strength of its signal. THAT SIGNAL STRENGTH IS NOW THREE TIMES STRONGER THAN BEFORE!

To get the ear of this huge market representing WKBN's primary coverage—the great Mahoning Valley, 100 miles wide, incorporating 57 towns and 900,000 potential purchasers of your product—YOU MUST HAVE WKBN!
A Detroit Bank’s Pronounced Success

Hometown Broadcasts Bring Customers And Good Will

(Continued from Page 50)

printing which is already exhausted.

Successful pioneering is liable to make one bold and the Industrial Morris Plan Bank dared to enter the much disputed field of educational radio and sponsored a program on pronunciation. Radio critics in no uncertain terms deprecated the idea of trying to educate the public stating that diets would be switched to other stations. Their predictions became more alarming when they learned we were taking time Sunday afternoon, and a half-hour at that.

We at the bank were conscious of the new national emphasis on speech. Talking pictures and radio plus the fortunate death of the old pronunciationists set the stage for a new program. We believed the public was ready and the time was ripe. The contests are open to five groups: grade school children, high school and college students, those 70 years of age and over and residents of the county (open class last year), and a division known as the open class with any one 21 years or older and a resident of Michigan eligible.

To show the popularity of this contest I have only to state that in the open class over 40 different trades and occupations were represented. There were housewives, embalmers’ assistant, a policeman, nurse, photographer, retired business man, cosmetologists, stenographers, welfare workers, dentist, radio announcer—and a host of other representatives.

The bank offered prizes totaling $1,000 and ranging from $100 to $25 to winners in each division. The contest was held in conjunction with the annual Detroit-Michigan Exposition running in Convention Hall. Eliminations reduced the contestants to groups of 15. Before an audience of 5,000 the contestants passed before a microphone, looked at the word held before them and gave the pronunciation. Professor A. W. Vernor, of the University of Michigan, critic-judge of the contest, ruled as to whether or not the pronunciation was correct. Webster’s Intercollegiate Dictionary, 5th Edition, was used as the authority. The audience was supplied with word lists so they might follow the contest closely. The word programs were distributed after the contestants were on the stage.

Since the first Pronounce-a-down many others interested in the event have written to the bank requesting further details. Some have asked that R. A. McFall, our commen-
tator, who is conductor of the Pronounce-a-down come to their city and aid in the organization of a similar contest. He has also been asked to make program records for other commercial accounts. Mutual network is considering the show for national consumption.

In the Pronounce-a-down the Industrial Morris Plan Bank pioneered an educational contest unique in form, acceptable to the public and acclaimed by educators everywhere as an ideal combination of education and entertainment.

The fact that an audience of 25,000 people (five nights and an attendance of 500 each night) witnessed the contest makes the direct publicity value self-evident. This type of publicity is especially valuable because industrial banking differs from commercial banking in that it caters to the masses. An industrial bank, by its very name, is a bank for all the people.

Easy Commercials

Up to this point, we have not mentioned the word “commercial” as a specific factor in these broadcasts. It is our belief that the strictly commercial part of any radio program should be geared directly to the subject at hand. We spend a great deal of time and thought in getting the commercial to flow from the broadcast as a continuation of the general theme. There are those who pay little attention to their commercial message even going so far as to write one commercial and allow it to remain through 13 weeks of broadcasting. The president of the Industrial Morris Plan Bank sits in on each reading of the commercial and makes valuable suggestions concerning the bank’s policies and the psychological tone of the commercial itself.

Since the series Little Known Facts and Pronounce It! have been launched, Mr. McFall has been speaking every week before various service clubs among which are the Adcraft, Kiwanis, Lions, Optimists, Extension, Credit men, as well as school and church groups. All of which fits into our thought that a radio program should go beyond the actual broadcast and lend itself to some phase of audience contact. In other words—no ramifications;—no program (see page 51).

As a further follow-up, whenever a broadcast was given we called those who had a direct interest, invited them to come over later and sent them a copy of the broadcast.

So runs the story of our pioneering efforts in radio. Will they work in your case? That isn’t for us to say. We only know the ideas presented in this article have worked out admirably for us in the face of expert opinion to the contrary. We are used to pioneering. Our bank was first to pioneer industrial bank loans and the first bank in the country to accept automobiles as bank collateral.

Shifts by Camel

R. J. REYNOLDS Tobacco Co., Winston-Salem, N. C. (Camel cigarettes) has stated that on March 28 it will start sponsorship of Eddie Cantor, to be heard Monday nights over CBS. On March 22 the current Camel program of Jack Oakie on CBS will be dropped. Benny Goodman, saxophonist, will discontinue Camel on Tuesdays at 9:30-10 p.m., moving back a half-hour into the spot now occupied by Jack Oakie. Mr. Oakie has the Monday 7:30-8 period on CBS is now unsponsored for the first half, and Bobbe Carter for Philco is heard at 7:45-8. Carter on Feb. 28 starts for General Foods Mondays through Fridays at 6:30-4:45. Tex-axo, Cantor’s present sponsor, will put a new show in its Wednesday night slot. In that connection, Louis Witten, vice-president in charge of radio of the agency, Buchanan & Co., frankly in favor of making it permanent for the West Coast where he will remain until March 1. The Camel agency is Wm. Estey & Co., New York.

Cinco Returns


LIGGETT & MYERS Tobacco Co., New York (Cigarettes) is discussing an NBC show to start in April. Agency is Newell-Emmett, New York.
erects new antenna... while the sales volumes of its advertisers go skyward, too! KOIN is...

... the only Columbia Broadcasting System outlet for Oregon and southern Washington.

... one of the few stations in the United States that so completely caters to listeners as to refuse all spot medical advertising.

... the station that builds prestige and friends thru consistent public relations activities. For example, KOIN's Art Kirkham, one of the foremost air personalities of the West, has in 3 seasons personally addressed 34,000 people in 180 meetings.

... the station that has the largest musical, vocal and production staff in the Pacific Northwest.

... first in showmanship.

... first in volume of local business.

... first advertising "buy" in the Oregon market.

KOIN transmitter embodies latest engineering principle known as "Class B" modulation ensuring high fidelity, high-level, 100% modulation without distortion.

In addition to MBS attractions and excellent local productions, added audience is gained from such famous transcribed programs as "Orphan Annie" and "Jack Armstrong".

Dollar for dollar, KALE is unexcelled as a medium to reach the Portland Metropolitan and suburban territory.
This year's FEATURE PROGRAM

From Hollywood, the motion picture capital of the world, comes radio's newest COPYRIGHTED feature on electrical transcriptions—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, whose daily jobs bring them face to face with death...The Suicide Squad...the Movie Stunt Men...The Daredevils of Hollywood.

Twenty-six quarter-hour shows—each with thrilling, dramatic, human interest appeal for everyone. Three spots for commercial announcements on each program. Effective promotional helps and merchandising suggestions available.

"Daredevils of Hollywood"

Send FOR AUDITION RECORDS NOW!

GENTLEMEN: Send me 2 audition programs of "Daredevils of Hollywood" for which I will deposit $3.00. It is understood deposit paid will be refunded upon return of records prepaid within 30 days.

FIRM NAME __________________ ATTENTION OF __________________
ADDRESS __________________
CITY __________________ STATE __________________

RADIO PROGRAMS DIVISION WALTER BIDDICK CO.
58 CHAMBER OF COMMERCE BLDG., LOS ANGELES, CALIFORNIA

Daily Use of Sets Growing Steadily

Craven Says Public Will Not Tolerate Bad Programming

DAILY use of radio sets is steadily increasing, so that the average for all sets in use is in excess of four hours each day, FCC Commissioner T. A. M. Craven told a nationwide CBS audience Feb. 6.

In discussing his recent report on social and economic factors of broadcasting [Broadcasting, Feb. 1] Comdr. Craven reiterated his views about supremacy of American broadcasting, but also delved into program content, which he did not cover in his report. It was his first microphone appearance, although he has spent a quarter century in radio and wireless communications.

Not an Apology

Asserting that the endorsement of the present system by the Engineering Department was not "in the nature of an apologetic justification," Commissioner Craven said: "I am certain that most people will agree that a critical audience is the best assurance of continuously improving radio programs. Broadcasters and sponsors will not, and under a competitive system they cannot, long tolerate a type of program that does not win public acceptance. And for my part, I would prefer to entrust this progressive improvement to the collective judgment of the great mass of radio listeners rather than undertake to authorize any governmental agency to lay down fixed and rigid requirements of program content."

Pointing out that progressive broadcasters already have recognized the advantages of limiting advertising content as to time and writing sales messages in a manner which brings results to the advertiser without irking the listener. Craven said all broadcasters would do well to emulate such standards. He added he believed it the function of broadcasters, with the help and advice of government to pioneer the new and undeveloped potentials of the use of radio "as an instrument of public benefit even as they have blazed the trail in its scientific and physical development."

Commenting on criticism of networks, he said that while "there is need for improvement", he felt that networks perform a sound and essential method of program distribution in our broadcast structure. Charges of "monopoly," "favoritism" and "abuse" made against radio, result largely from misinformation, he said, adding that the report was not designed to answer any of these charges, but was intended to organize, in an objective manner, available data as a guide to formulating conclusions.

Admitting that much of the information is inadequate, he concluded that "it was learned that there is "no dogmatic formula upon which to build intelligent progress."

GLEN BUCK, head of the Chicago advertising agency bearing his name, died in Chicago on Feb. 2 at the age of 61.

CLIFFORD B. REEVES, executive director of Doremus & Co., New York agency, since 1938, has been elected a vice-president and director.
PIONEER OF THE AIR

Founded in 1919, the Radio Corporation of America has completed 18 years of pioneering effort to develop and improve the uses of radio. Starting "from scratch," RCA has created a world-wide communications system with direct circuits between the United States and 42 foreign countries, and with ships at sea. It has created a nation-wide broadcasting system of endless cultural possibilities, now rapidly expanding its services by short-wave to all the world. It has created essential instruments for the radio transmission and reception of sound, of code messages, and of facsimile reproductions, and for the recording and reproduction of sound on records and on motion picture film.

It has created countless radio devices indispensable to modern science, industry, medicine, telephony, and public safety. It has created the basis for a system of electronic television, forecasting the day when radio sight, added to sound, will perform a useful public service.

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

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

ONE of the first commissions to compose music especially for radio has been given Carlos Chavez, distinguished Mexican composer, by WFIL, Philadelphia, and vice-president of the Philadelphia Orchestra Association. Mr. Chavez will write a harp concerto for microphone pickup and scored for a small orchestra within the means of the average station. The work will be done during 1938 and is expected to have its premiere next season on one of the networks.

Pattern Spots


WEN: Thomas Jefferson High School, with pupils in charge of Ximena J. Wolf, a student of the summer university classes conducted in Texas by B. H. Darroux, educational director of WBEN, Buffalo, and founder of the Ohio School of the Air. One of Miss Wolf's 25 radio pupils describes students day at KTSA.

By MENDEN MARKS, Jr. Thomas Jefferson High School San Antonio

QUIET! A hushed whisper, a hurried glance. Thomas Jefferson High School is on the air! A student announcer makes public the fact. Student performers stand nervously near the mike attempting to look nonchalant. Student salesmen, student continuity writers, student managers and secretaries and office boys had worked two days in advance that Thomas Jefferson might go over the ether.

For the past two years San Antonio, Texas, has had what is officially known as "High School Take-Over Day." On this occasion high school students of the city are permitted to operate KTSA in its entirety. School work is temporarily interrupted and education through experience is the experiment of the day, that the field of radio may be investigated.

Two days before, high school salesmen had gone to the station ambitious and excited. They had obtained official blanks for selling "commercials" and had gone out over the city in search of advertisers for the one-day venture. They had no memorized sales talk, nor practised campaign. They returned for lunch weary, smiling, with enough 50-word and 30-word spots to insure a successful broadcast schedule.

The following day came the continuity writers chosen from the journalism department, who wrote copy for the commercials sold the day before. Thirty-word gems, 50-word masterpieces, such phrases as "It will pay you to pay them" things only a high school scholar could think of, turned the regular continuity writers from amusement to amazement.

Try-outs for announcers were held the evening before "the big day." Would-be Jimmy Wallingtons were given something to read, then graded and chosen. Continuity was written and waiting to be read. Announcers were picked. And "Take-Over Day" for KTSA and Thomas Jefferson High School drew closer.

Came the day, came the hour, came the minute, came the performer to sing, to dance, to act as Jefferson's contribution to bettered entertainment. News flashes were flashed by flashy youngsters. School girls gave "Hints to Women." Faces shown with the excited contentment of proud, dancing eyes. Hearts beat very fast but very silently... for Thomas Jefferson High School was on the air!

Symphony Group Plans Radio Appreciation Body

TO MEET increased appreciation of classical music by radio listeners, members of the Philharmonic Symphony Society met in New York early this month and formed the Philharmonic Symphony League. Membership in the league is open to any one interested in the development of good music and the league's immediate goal is 10,000 members.

An annual fee of $10 will include one or more private concerts each season, lectures on the orchestra and its repertoire, private recordings not to be sold publicly, tickets for one of the Sunday afternoon subscription concerts, six monthly bulletins containing advance program listings and news of music.

Deems Taylor, musical consultant of CBS, spoke to the league and emphasized the importance of radio in music, pointed to the growth of musical appreciation in America resulting from radio and praised the merits of the Philharmonic Society.
Amperex tubes are not fashioned along design and engineering principles of a previous decade.

Independent research and experiment has resulted in the application of new engineering principles and an advanced concept of vacuum tube mathematics, to the design of the exclusive Amperex types, and to the redesigning of the older models.

The unquestioned leadership of Amperex in the design and production of U.H.F. tubes such as the HF 100, 200, 300, 849H, the popularity of the redesigned older models and the wide acceptance of the newly designed water-cooled line, containing structural and design improvements and refinements which enhance their efficiency and increase their longevity, are mainly due to this modern engineering.

AMPEREX ELECTRONIC PRODUCTS, Inc.
79 WASHINGTON STREET
BROOKLYN, NEW YORK
TRANSCRIPTIONS may well be the point at which your radio campaign is won, or lost! Your transcriptions definitely affect the value of every dollar you spend on time, talent and advertising brains. No matter how you plan your radio campaign, recording costs represent only a small percentage of your total expenditure. That is why WORLD says, "It's false economy to buy anything less than the best!"

Tops in transcriptions is the Vertical-Cut Wide Range recording produced only by WORLD, at Transcription Headquarters. Back of this amazing method* stand years of research by the scientists of Bell Laboratories, the engineering genius of Western Electric Company, and the unequalled experience of World Broadcasting System in the highly specialized art of radio recording.

120 advertisers in 1937 bought more than 30,000 hours on 485 stations to broadcast their WORLD recorded programs. This time was valued at more than $10,000,000. As of
February 1, 1938, over 450 stations (437 in U. S. and Canada) had installed special equipment to broadcast WORLD'S Vertical-Cut programs.

Insist on WORLD Vertical-Cut for your program, and you can be sure that you have done everything possible to protect your radio investment. WORLD'S Vertical-Cut Wide Range quality is your radio-advertising insurance!

* "Hearing is believing!" An audition at any WORLD office, or any WORLD-affiliated station, will prove to you that there's nothing else on the air to compare with the beauty and realism of Vertical-Cut recording and reproduction.

WORLD BROADCASTING SYSTEM
Transcription Headquarters

ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON
A familiar and adequate phrase—its meaning is exact. That's what an SRC record is—exact—in every detail. Be it a Symphonic Orchestra or a Swing Band, the whisper of Violins or the blare of Trumpets, it is there engraved upon a record.

We know and concede that the subject of recording and methods of such are of a controversial nature; however, we contend that results are the only proof that can determine the merits of any method.

The COMPARISON TEST is our proof. SOUND REPRODUCTIONS CORPORATION, in competition with other leading transcription companies, has never lost a job. Quality is our best salesman.

SOUND REPRODUCTIONS CORP.
17 WEST 46th STREET
NEW YORK CITY
BRYANT 9-8265
URGE BOYCOTT OF RECORDINGS

BY LEON LLOYD
Chief Operator, KGHI, Little Rock, Ark.

First of all, let me say that the opinions expressed in this statement are in no way those of any station with which I may have been or may be employed, but are merely my personal opinions derived from my experience through working at many stations, network and strictly local.

The situation on which I would like to express my opinion is that of a new Red-actor’s boy in the ventriloquists’ playing of their phonograph records by radio stations. And in the connection we would like to call attention to the fact that RCA by so doing will harm its own sales. The situation is not very different from the one that came up when Warner Bros. tried to prevent pithecanthropin copywrite fees. Broadcasters won then and they can now.

If all such situations will carefully exclude all RCA Victor and Bluebird records from their programs, the records will find themselves in the same place as Warner Bros. from which people who enjoy music, listen to the radio and buy records.

We distinctly recall that it was only a few years ago, that sales of phonograph records went to nothing...then broadcasters began to publicize and play records, and everyone in the music industry began to admit that broadcasting was the best hypo that had ever been shot into the bloodstream of dying record sales.

And there’s a story of local sales that can be told by many record dealers and small broadcasters of a particular recording of some old, half-forgotten melody made popular over the local air channels, and told with joy while local sales of something that would never have happened had the local station not played it. Here other record companies fail to suit in this RCA move, they will find their records and artists growing steadily in popularity.

It is hard to discern at this distance, just what intentions may be back of this movement to control completely the radio performance of the 78 rpm records. If it is motivated by a desire to work out a special line of record broadcasting arrangements between recording companies and broadcasters to end suits by artists, copyright hopefuls, etc., then it is a good thing. But if it is just another stunt to get money from broadcasters without making any return, millions of listeners won’t like it...and they’ll buy it by the way they buy their records.

ACTORS’ GUILD ELECTS

LEO FISCHER, executive secretary of the American Guild of Musical Artists, on Feb. 4 was elected international treasurer of the Associated Actors and Artists of America. He succeeds Otto Steinkert, resigned. On Jan. 29, the Actors’ Guild executive committee of the Screen Actors’ Guild, was elected second international vice-president of the A.A.’s, succeeding Dorothy Bryant, also resigned.

MISS BACKUS RESIGNS

RESIGNATION of Georgia Backus as chairman of the board of Radio Events Inc., was announced Feb. 14. Miss Backus, president of the producing group. Miss Backus, retains her stock interest and will continue her Radio Events Inc. as writer, director and actress. She feels that executive responsibility and other activities have been too much of a burden. No other change in the operation of the organization is contemplated.

ENDS FAST—Dixie, Boston terrier pet of W. Carey Jennings, manager of KGW-KEX, owned by the Emmis Co., was killed in his first square meal, having her first meal after a four-day fast. A strike at the Oregonian forced Jennings to take time out only to talk over the chain gang situation in Georgia.

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Headline Hell-Bent

ASIDE from the major topic of reorganization pervading the NAB convention, there developed another subject of discussion which might be briefly in the words, “Why all the shooting at radio lately?” The question was asked at every turn. The answer, we think, is relatively simple.

Radio’s rapid rise, its potent influence in American life, have aroused jealousies. In addition to the sniping from competitive media, it is suffering from influences seeking to bore from within, sometimes successfully. Show business particularly has gone to extraordinary lengths to gain a foothold, and it seems almost as if there were more show business dollars being waved in the faces of station owners than there are flakes in a snowstorm.

The elbowing-in of the movie moguls and theatrical impresarios and their spokesmen has even introduced the press agency and the crude jargon of the rialto into radio. Flamboyant publicity, bold headlines, circus tactics, cheap gossip—all seem to be working their way into radio. Theatrical trade journals, on the spurious premise that radio is merely show business and nothing more, attempt to sensationalize, provoke issues that do not exist, permit themselves to be used as sounding boards for antagonistic elements, poll here and canvass there on non existent issues.

Politically, it seems to be the smart thing to attack radio. “Trust busting” and “profiteering” and “censorship” attacks are sure-fire headline getters. Yet no one arises to bespeak radio’s enormous public service; to tell about the magnitude of programs put on by stations and networks for which they get no pecuniary return yet which represent huge outlays of capital; to point out the steadily increasing number of educational, forum, special events and similar nonprofit public service broadcasts being offered daily.

Radio stations generally are devoting at least one-third of their operating hours to noncommercial broadcasts. Yet we haven’t heard any of the politicians pay it tribute for that, since only attacks win headlines.

Broadcasting is a profession. It is growing, but it is building a tradition. Station and network executives realize theirs is a business cloaked with a public obligation far transcending mere showmanship. They should see to it that their business is conducted on a plane in keeping with that maintained by other professions; not down to the level of side shows.

CONTEMPLATING the Boylan $1 per watt bill, the Celler committee shortwave station bill, the several investigation bills and now the Herring censorship bill, broadcasters may well suggest a Bill-of-the-Month Club in Congress, where it is hoped the reorganized NAB will make itself so well known in telling radio’s history to untold side of the story that no Congressman can ask, as one recently did, “NAB? What’s that?”

Pot Shots & Pie Charts

EVERY depression, and now this recession, seems to awaken our colleagues of the publication advertising field to the need of finding a “goat”. Radio has been their quarry in the past; now they are picking at radio again.

As years in radio are counted, the “press-radio war” was waged in medieval times. There may be a few smouldering embers but fears of the press that the radio goblin would wreak ruin have been totally dispelled. Yet all of us in radio remember the press campaign to scuttle radio as an advertising medium, the howls and groans of some trade publications about competition, the ostrich-like attitude of others who called radio a fad destined to go the way of the bustle and the ear-trumpet.

Today there are 211 stations owned in whole or part by newspapers, and 17 more that newspaper publishers are asking the FCC for authority to acquire. And 493 of the 691 stations on the air subscribe to press association news [Broadcasting, 1938 Yearbook Number].

The Radio Book Shop

A COMPREHENSIVE treatise of the history, practice and procedure of radio law by Clarence C. Dill, former U. S. Senator from Washington and co-author of the Radio Act of 1927 and the Communications Act of 1934, has been published under the title "Radio Law by Radio" (National Law Book Co., Washington, D. C., $6). The volume includes a detailed discussion of the legal and legislative steps leading to the 1934 Act, cites numerous cases that have crystallized radio policies. One section of the book describes the technical and engineering aspects of radio, written in lay language, while another presents the problems of state and municipal regulation of radio.

A UNIFIED and almost wholly new text on radio engineering is provided in Fundamentals of Radio, by Frederick Emmons Terman, professor of electrical engineering at Stanford University [McGraw-Hill Book Co., New York, $3.75]. A new chapter on television is provided as well as other new material.

to have whetted the desire to find a “goat”.

The report is current that the Periodical Publishers Association has before it a project for a promotional campaign to be aimed largely at radio. The futility of calling names is self-evident. What can any important factor in the advertising business hope to gain from an attack on any other important factor? The answer is simple: Magazines won’t increase their volume by trying to undermine radio, which advertisers are buying because it brings results.

The ASCAP Index

WITH these words we shutter precedent. In these columns as far as we recall, we have seldom made favorable comment about ASCAP. While we have refrained from injecting personalities into our columns, we nevertheless have criticized as strongly as we could the manner in which ASCAP has handled its business with broadcasting stations, the strong lobby it has maintained in Washington and throughout the States, and the way it travels under the guise of a “humanitarian” organization.

We still feel that way about its mode of operation. We still feel that the antiquated copyright laws should be amended to give a degree of protection to the users, so they can acquire their music in a competitive market, rather than through the small end of the ASCAP funnel, at arbitrary prices established by ASCAP under pain of a statutory $250 minimum damage clause.

There is just one good move that ASCAP has made so far as we can discern. That is the ASCAP Index of copyrighted musical compositions which it is making available to stations gratis. It is a start toward a card index on copyrighted compositions. Perhaps it isn’t all-inclusive, but it is a step in that direction. Some 200 stations have availed themselves of the offer made last year by ASCAP and purchased the necessary card-index equipment. Hopefully, they are paying for this service, so why not accept it? We think it is a mighty small concession by ASCAP, but at least it is something.
DONALD DERBY DAVIS

NO ONE familiar with the business side of radio needs to be told that the medium has been a major factor in putting a daily bowl or two of Wheaties before millions of hungry Americans. Nor is it necessary to use the devices of the orator to establish the fact that Gold Medal, Bisquick and Softasilk owe much of their widespread distribution to broadcast facilities.

With the vanguard of major and minor baseball teams already limbering up in balmy training camps in South and West, Mr. Davis' company is winding up details for another season of diamond broadcasts—a mode of promotion incidentally, at which the firm is the recognized leader. Meanwhile announcers in all parts of the land are oiling their larynxes for training camp and regular league contests.

But while it is well known that Donald Derby Davis, president of General Mills Inc., provides fodder for kilocycles as well as stomachs, and from his considerable warehouse there are many who have little realization of the part he has played in the development of the radio industry.

Almost as old as commercial broadcasting itself is Donald Davis' radio career. It was back in 1924, when only a timorous few had dared to use the ether as an advertising medium, that he took the lead in the construction and operation of WCCO, in Minneapolis. Freshly vested with the title of treasurer of Washburn Crosby Co., and director of its advertising, he set up WCCO as an experimental laboratory in which to test the relation of kilocycles and enzymes.

In the halls of this pioneering laboratory were born many of the basic theories of radio advertising. The year 1924, for example, marked the debut of Betty Crocker, a name that today symbolizes the last word in the technical cuisine to countless housewives.

Every idea that seemed at all worthy was studied on a test on WCCO, early experiments ranging all the way from Eddie Dunstedter's organ and the Wheaties Quartet to daily talks on the state of the nation by a mysterious Hiram Jones.

All through the 13 years of his radio career, Donald Davis has taken an active part in his company's use of the medium. Every plan suggested by the advertising department or by agencies has come under his scrutiny. Frequently he has been the chief source of ideas, and General Mills has tried as many—or more—ideas than any major buyer of time.

But while by his very nature he is an experimenter and pioneer, Mr. Davis is a marketing student, a distribution engineer. From the start he has measured radio advertising by facts rather than opinion. The path is back and the approval of friends and associates have not brought glows to his cheeks. Rather they have induced puckering of the brow, for any program he enjoys is likely to receive some suasion.

What does the public think? Will they buy? Does the program perform as a demonstrably desired service to listeners?

These questions are ever before him and he has utilized his extensive marketing and accounting experience to build up a system of testing public reaction. Every success, he has discovered, breeds competition and increased costs, and Mr. Davis insists that no program can long remain both outstanding in its popularity and commercially profitable. Consequently General Mills can be depended on to supply more than its share of other innovations. His Betty & Bob, almost unique less than five years ago, now has a score of successful imitators.

A biography of Donald Davis, done in the Who's Who style, must cover at least these high spots: Born Sept. 19, 1888, in Wyomin, Ill.; graduated University of Michigan, 1911, as an engineer; employed as tender at Hayes Wheel Co. while in college and became its first engineer upon graduation; now has a score of successful imitators.

PERSONAL NOTES

W. B. BAILEY, formerly sales manager, has been named station director of WAYS, according to an announcement by George P. Manchester, manager. In addition to being general manager, he will continue to handle the commercial department. He was formerly with KOOL, Omaha, and WJAW, Topeka, and at one time was radio director of Schwin- ner & Scott agency.

ROBERT E. INGSTAD is now manager and program director of KOYX, Valley City, N. D., assuming the position formerly occupied by Mr. Cran- dall and Albert E. Stephens Jr., respectively.

GEORGE C. CASTLES Jr. on the sales staff of WMCA, New York from July 2, 1938, has been named sales manager for San Francisco. In the interim he was vice-president and director of sales for Supreme Beauty Laboratories, New York.

EARL G. THOMAS, with Henry Souvaine Inc., New York, radio programs, for three months, has been named general manager in charge of sales.

GEORGE REAGAN, formerly head of L. B. Washburn Broadcasting Co., has joined KFAC, that city, as account executive. He succeeds William S. Mitche& in January to become manager of KABC, San An- tonio, Tex.

EARLE C. ANTHONY, head of KFKEA, Los Angeles, and Mrs. An- thony sailed on the Normandie July 7 for Rio de Janeiro.

L. B. WEST, San Francisco representative of Honolulu Broadcasting Co. (IKIN, Inui, and KIHI), has been named secretary of the Pacific Division of the Banana Association. He succeeds M. E. (Bob) Roberts, who recently resigned the post. S. F. Robertson, former KGGC, San Francisco, is president of the Association.

WALTER H. SHURICK, general manager of WDGY, Minneapolis, on Jan. 31 became the grandfather of a baby girl. The father, Edward F. Shurick Jr. is assistant advertising manager of Minneapolis Honeywell Regulator Co.

with Suffern & Son, New York cost accountants; has similar experience with Detroit Trust Co.; factory manager of Hale & Kilbourne, Philadelphia; helped organize Mill- ing Division Food Good Adver- tising during war under James F. Bell, now General Mills chairman; personnel manager, Crosby Co. in 1922, and treasurer and advertising director in 1924; became vice-president and treasurer of General Mills Inc. in 1928 when it was formed by consolidation of 20 millioning companies; assumed presidency four years ago.

As an executive Mr. Davis is a patient and courteous listener, but makes decisions rapidly. He likes, and gets, fast action; the man having to take life with ease and calm. He vests subordinates with respon- sibility as well as authority.

He is married and has three chil- dren; likes all kinds of sports and plays hard;.wields a tennis racket and often goes horseback; enjoys riding; avidly, particularly for small-mouth bass; performs expertly at the bridge table, and knows his backgammon and bocce; collects air mail stamps; takes an ac- tive part in Minneapolis civic life. He is a member of the Minneapolis Chamber of Commerce; is a director of the newspaper association, will tell you that he is the only citizen of Min- nesota who bets on Michigan when his alma mater plays Minne- sota.

MEFFORD R. RUNYON, CBS vice-president, was in Hollywood in early February for a two-week visit and conferences with Donald Davis, network's Pacific Coast vice-president. Line Dollar and Mr. Runyon, CBS New York station relations staff members, were in Hollywood to confer with network officials.

NORMAN MORRELL, NBC New York assistant sales manager, was in Hollywood in early February to confer with Sidney Dixon, western division sales manager, and advertising agency executives.

RALPH EHRENSMAN of the staff of WMBD, Fort Wayne, III., has rejoined from an extensive tour of Eu- rope.

AMORY L. HASKELL, president of Donahue Broadcasting Co., recently elected president of the Na- tional House Show Assn.

H. G. HORNER has been appointed managing director of 2GR and ZEL, Sydney, Australia, and managing di- rector of Broadcasting Service Assn. Ltd., that city pleasure trip. He will re- turn about March 1.

MAX S. CARRUTHERS and Charles C. Holder have joined the sales staff of KNOW, Quad-Cities, O. He has been named KNOW chief ac- countant.

R. H. BRUCE, formerly of WCHV, Charlottesville, Va., has joined the sales staff of WRTD, Richmond.

PERCY WINNER has resigned as di- rector of the United Nations Radio Division, which handles the shortwave broadcasts to Europe and Latin America, Mr. Winner, who has headed the division for several months, was formerly a member of the press department. He will do a series on for- eign affairs over WQXR, New York.

RALPH W. MOSLEY has been named the Kingsport Radio di- odes of WOBP, Bristol, Tenn., to succeed Ray Atkins, resigned.

WENDELL G. OSBORN, formerly assistant supervisor superintendent with the Michigan Bell Telephone Co., has joined WNIR, Detroit. He is a graduate of Culver Mili- tary Academy and the U. S. Naval Academy.

BIBLICAL SPARKS, formerly of NBC sales promotion in Chicago, has been named sales promotion manager of WOVO-WGL, Fort Wayne.

DONALD FLAMM, president of WMCA, New York, for the fourth year has led the banquet committee for the Jewish Com- mune relief Society of Denver, a committee that raised $36,000 for the care of the Jewish tuberculosis, at Spiva, Colo. The ban- quet will be held in New York City March 20.

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www.americanradiohistory.com
ZELLA DRAKE HARPER, who under his name of "JIM CROSS" directed the Home-makers Club of WIP, Philadelphia, for the last 24 years, has resigned and after a short vacation expects to join another station under her own name. She has been in radio since 1922 when she started with KDKA, Pittsburgh, as the "Kiddie's Poetry Link.

FRED WEBER, announcer of WFIL, Philadelphia, has returned to work after a prolonged illness. Betty Vanucci has joined the WFIL publicity department.

THOMAS J. CONNELLY, of the sales promotion staff of WTVX, M. St. Louis, Ill., has announced his engagement to Miss Margaret Alice Meisburger.

WALTON NEWTON, formerly of KNX, Austin, Tex., has joined the announcing staff of WIP, Philadelphia.

VERNE SAWYER, special events announcer of KGVO, Missoula, Mont., has returned to work following a serious illness.

ROSS SMITHERMAN, former announcer of stations in Mobile, Ala., and Albany, Ga., has joined the announcing staff of WCOA, Penacola, Fla.

DAVID BANKS, formerly production and publicity director, has been named chief announcer and studio director of WNYW, New York. In this capacity he will direct the station's "Pineapple" which will extend its broadcasting to the entire New York area.

ALLAN FORD, formerly of Passedena Playhouse, has joined the announcing staff of WNOH, Plainview, N. Y., as announcer.

AL PRIDDY, announcer of KDYL, Salt Lake City, has been named assistant news editor.

HOWARD MILHOLLAND, who some years ago was program manager of KGNO and then NBC, San Francisco, and his wife, Elva, have moved to Boca Raton, Florida, new to radio, has joined the announcing staff of KXOL, San Antonio.

LIVESAY, chief announcer of KXNO, Kansas City, has joined the announcing staff of WNOH, Plainview, N. Y., as announcer.

JACK McKEE, formerly of WCCO, Minneapolis, has joined the announcing staff of WMJ, Milwaukee, as assistant announcer.

CHARLES'S IN TOWN

CAMPAIGN slogan in South Milwaukee, Wis., is "Charlie McCarty for Mayor" petitioners have put him in nomination for mayor of that city. The nomination paper, signed by enough citizens to put him on that city ballot to run in the primary election, was duly filled with H. W. Daehling, city clerk, H. C. Fisher, qualified elector, executed the petition. According to the petition, McCarty will run on a platform of "the truth and nothing but the truth.

HARRY JACOBS, former director of WTMJ, has been named campaign manager.

ROBERT ROGERS, son of Naylor Rogers, has been named music director of KXNO, Hollywood, now head of the Chicago Office of International Radio Sales, has joined WSAI, Salisbury, Md., as announcer and assistant program director. Naylor resigned last year from University of California, southern branch.

MENDEL JONES, formerly program director of WKW-WLCE, Cleveland, has been named production and promotion manager of WCKY, Cincinnati.

HILTON HODGES, announcer of WWI, Toledo, Kan., has been promoted to the continuity staff.

CARL A. KOPETZKY, formerly with Standard Transformer Corp., Chicago, has been named managing editor of Radio News, a Ziff-Davis publication.

IRA SMITH, farm reporter of KSPO, San Francisco, in addition to his microphone duties, is likewise editing a new four-page trade magazine titled Farm-Market-Reporter, sponsored by wholesalers and produces in conjunction with his daily radio column.

TED MAJONE, who formerly handled "Between the Hookeys," CBS program, has joined WOR, Newark, as a continuity writer.

ED SUPPLE, of the CBS publicity assigned to Columbia Artists Bureau, resigned effective Feb. 7. He is succeeded by Al Metzer, former New York manager for George Lottman, publicity.

PAT KELLY, former NBC producer in San Francisco, has been named assistant manager of the Hotel St. Francis, Miss Betty Belle, traffic manager of KAY, has resigned to accept a position at the hotel, being succeeded by Miss Josephine Avis.

BOB DUMM, special events producer at KSPO, San Francisco, is the father of a baby girl, born recently.

CLIFF WILLIAMS has joined the announcing staff of WNOG, Charlotte, N. C. Charles Bickis, WSGC program director, who is overseeing after a new building will open in North Carolina. He will return to the studio in March. Ron Jenkins is acting program director.

PAUL JOHNSON has been named musical director of WMBD, Peoria, Ill.

LLOYD THOMAS, commentator of the Advertising Club of New York, has been made general chairman of the program committee of the 39th annual convention of the Advertising Federation of America, to be held at the Hotel Statler, Detroit, Jan. 15.

CHARLES H. SMITH, formerly manager of radio research for Crossley, Hollywood, has joined the announcing staff of WOR, Newark, replacing Bill Perry, who is on the West Coast with Mutual's Elizabeth Arden Show. Mr. Breen was previously with WOR in Chicago and CBS in New York.

MICHAEL WARDELL, author and producer of WKN's new dramatic series, first of which was "Bungalow 412," has been signed to a contract with WNYW. He will write a new drama each week.

JAY HANNA, for eight years a radio director with CBS, has been named assistant director of the "50% Cross" directed the Homemakers Club of the NBC Southern Division course in radio continuity writing, starting in March.

JANE BARRETT, for several years secretary to the manager of KFY, San Francisco, resigned recently.

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JANE BARRETT, for several years secretary to the manager of KFY, San Francisco, resigned recently.
Quality recordings require quality processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings. For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate masters get careful skilled supervision. They come out right when CLARK does them.

For quality processing—say CLARK.

CLARK PHONOGRAPh RECORD CO.

MAIN OFFICE
NEWARK, N.J.

216 High Street
Humboldt 2-0880
CLARENCE M. PETTY, formerly with the Baldwin Piano Co. in Denver, on Feb. 15 joins KOA, Denver, in charge of sustaining programs. Larry Sprong continues in charge of commercial programs.

ALFRED C. COURTNEY, who has handled Jockeyman program on WNEW, resigned Feb. 10.

Z. WAYNE GRIFFIN, KJH. Los Angeles, producer, is the father of a baby boy born Feb. 2.

BOB CARTER, chief announcer of WOHA, New York City, March 1 will publish Pointers for News Announcers, based on his background and on his experiences in contacting beginners.

DUCAN GAITHER, who resigned recently as program and account manager of KOIL, Omaha, has been appointed program director of WAAV, Omaha.

ERNEST JARVIS has been appointed assistant to Marion Kall, KNN, Hollywood, continuity editor.

EARL TOWNER has been appointed musical director of KPI-KKEA, Los Angeles. He was formerly CBS, San Francisco musical director, and prior to that held a similar post with KFRC that city.

J. C. MORGAN, production manager of KFEG, San Francisco, spoke before an assembly of women following a training class on the Stanford University campus on Feb. 10 on What Farmers and Radio Experts Need.

LUCY CUDDY, in charge of dramatic presentations at KSFQ, San Francisco, recently returned to the studios following an illness.

HARRY HOFF has resigned from Consolidated Radio Artists Inc., New York, to become director of the sales department of Sam Hammer Radio Production Co., New York. Mr. Hoff was formerly in charge of sales for Cleveland B. Chase Co., New York.

WILLIAM JACKSON, secretary to B. J. HERN, NBC manager of station promotion, resigned Feb. 15 to marry.

BREWSTER MORGAN, formerly CBS production executive, has re-joined the network's Hollywood staff after a six-month M-G-M writing assignment.

DON BERNARD, CBS Hollywood producer, has been placed in charge of the network's weekly Hollywood Showcase program.

JACK LIEBER, of the CBS New York publicity staff, who is also often heard on the network's Saturday Night Special Club, is in Hollywood on a combined business and pleasure trip.

WINTHROP C. SHERMAN has been named announcing staff of KNX, Austin, Tex.

CY FEUER, former musical director of KEHE, Los Angeles, has joined Republic Productions, Hollywood film studios, as assistant musical director.

ROBERT SWAN, program director of KTRC, Los Angeles, is instructing a class in radio at the University of Southern California, that city, along with his station duties.

R. B. McALISTER, sports commentator of KFTO, Lubbock, Tex., married in Dallas. Mrs. McAlister is a major in the local Junior Chamber of Commerce participating in outstanding civic work in 1937. He conducts, in addition to his duties, a program called Soap Box and led a local crusade against gambling.

ROBERT COLVING, formerly of KGA, Spokane, and KORE, Eugene. Oregon, has joined the announcing staff of KOIN-KALE, Portland.

BRUCE QUENEBERRY, special events director of WMJH, Jolnlin, Ill., has been awarded a $500 bond by the local Junior Chamber of Commerce outstanding civic work in 1937. He conducts, in addition to his duties, a program called Soap Box and led a local crusade against gambling.

RUTH BARNARD, traffic manager of Don Lee Broadcasting System, Los Angeles, was seriously injured in a recent automobile accident.

SAM PIERCE, writer-producer of KJH, Los Angeles, is the father of a baby boy, Samuel III, born Jan. 7.

CLINTON JONES has resigned as consultant and news editor of KEHE, Los Angeles, to join the KNX, Hollywood newswriting staff. His successor is Leroy Grandy, formerly of KOI, Seattle.

LOIS COWAN, secretary to Leo R. Bryne, director of KMPC, Beverly Hills, Cal., has been appointed Lee Art's career, Hollywood, Is succeeding Edith Blank, resigned.

RONALD THOMPSON, Hollywood radio writer, has been assigned to write the "Dick Tracy" motion picture serial for Republic Productions.

BOB GIVON, a senior at North Carolina C., has joined WPIT, Elmhurst, N. J., as part time announcer.

WILLIS M. PARKER, KPI-KKEA, Los Angeles, continuity writer, has re- signed recently to complete a novel and a transcribed serial.

HOMER GRIFFITH, Chicago, the "Friendly Philosopher," is now in Hollywood.

AROLD AXINE, of the University of Minnesota, has joined WLS, Chicago, as news writer assisting Julian S. Tripp.

BILL GOWDOIN, Hollywood announcer-producer, and Phillipa Hilburn. 20th Century-Fox actress, have announced engagement.

AMORY ECKLEY, formerly of Field- man, Blum Corp., Beverly Hills, Cal., talent agent, has formed his own organization in that city under the firm name of Amory Eckley Radio Talent Agency, with offices at 5757 Sunset Blvd.

AGNES DONOVAN, formerly of Gene Furgason & Co., New York rep., has joined the Chicago office International Radio Sales, as secretary.

JEANNETTE BOYER, has been appointed radio manager of Ruby Crawford, Inc., formerly Beverly Hills, Cal., talent agent.

MAX M. SCHALL, formerly head of the Music Corp. of America national production department, Los Angeles, has been appointed manager of the Thomas Lee Band, Hollywood, a subsidiary of the Don Lee Broadcasting System. He succeeded Robert Braun, resigned. With Guisendurfer, in charge of radio and picture contracts, has also left the agency.

TOMMY GREENHAUSE, formerly with Columbia Pictures in Hollywood and Fred Levine's, a former New York magazine writer, has been added to the Hollywood office of Tom Findlay Inc., Chicago publicity firm.

PIXTO TAMEIRAO, Brazilian radio and film writer, with the broadcasting and advertising departments of the Montreal Star and Toronto Saturday Night, and prior to that had been a telegraph operator.

FROM SCHOOLROOM
KLZ Brings Series Liked by Many Listeners

AFTER FIVE weeks of test operation, a cooperative educational series of school-room broadcasts arranged by KLZ, Denver, drew spontaneous, enthusiastic applause from students alike, with the result that the entire student body participating in the series sent to the station a signed petition expressing gratitude. The series, titled Youth and the Modern World, was arranged by the students, aided by the school faculties in cooperation with the KLZ program staff.

Besides the test operations, the series has proved entirely practicable the series will be continued throughout the school season. Norman Smith, of the KLZ production staff, supervises the series for the station.

Extra Staff Money
EACH STAFF member of WIP, Philadelphia, receives raises ranging from $5.00 to $25.00 per week, turned in to the program department. In announcing the new schedule payments, James Allen, WIP program director, said that the money would be paid for each new idea on the air. "To work, just turn it in," Mr. Allen told the staff.

John E. Pearson Named KWTO Sales Manager
JOHN E. PEARSON, former national accounts manager of KAY, Los Angeles, has been promoted to sales manager, according to an announcement by Ralph D. Foster, manager of KWTO. The new appointment has occupied various positions with KWTO-KGBX including market reporter, newscaster and announcer. In assuming his new duties he has been replaced as news editor by Floyd M. Sullivan, long time editor of the "Springfield Leader and Springfield Press," whose Radio Spotlight program is one of the most active in Springfield. Mr. Pearson has been manager of KWTO, according to Manager Foster. Mr. Pearson is married and has one son.
Where High Fidelity is the Keynote...

Stations from Coast to Coast Look to Johns-Manville to Assure Faithful Reproduction of High-Quality Broadcasts

Radio technique is constantly reaching new peaks. Improvements in transmitting and receiving equipment emphasize any acoustical faults in the studio. Today, more than ever, program success depends on perfect studio acoustics.

WICA is one of many stations where Johns-Manville Acoustical Engineers, employing J-M Sound-Control Materials and Methods throughout, have played a major part in creating, and safeguarding, true high-fidelity reproduction.

If you are not entirely satisfied with the quality of your broadcasts, we suggest you avail yourself of Johns-Manville Acoustical-Engineering Service. With a background of experience extending back to the pioneering days of radio broadcasting, this J-M service has helped many a station solve its acoustical and sound-control problems efficiently and economically.

May we send you complete details? Write Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS-MANVILLE

Sound-Control Materials and Acoustical-Engineering Service

Actually it costs no more to use the best acoustical materials.

www.americanradiohistory.com
A NEWS PLAN
that delivers the audience
consistently

WIRE believes that GOOD NEWS broadcasts gain and hold the audience. The NEWSpaper-trained operators of WIRE know NEWS. They know its value and the proper way to edit and present it. They know the value of a thoroughly competent NEWS-gathering set-up. Possibly these are the reasons why WIRE's eight daily NEWS broadcasts enjoy the constant loyalty of a vast Hoosier audience and do such an outstanding job of producing results for their sponsors.

WIRE's NEWS broadcasts (emphasizing Indiana NEWS) are established on a schedule that insures the best possible NEWS-coverage with the least repetition. Time, WIRE NEWS is actually NEWS... never rehashed... never stale... never uninteresting. Here's the regular WIRE-weekday NEWS schedule:

- 7:00-7:05 A.M.          ...Coffee Cup News
- 8:00-8:15 A.M.          ...Morning News
- 12:45-1:00 P.M.         ...Noonday Headlines
- 2:55-3:00 P.M.          ...Hoosier News Review
- 4:30-4:35 P.M.          ...Rapid Reviews of the Day's News
- 6:30-6:45 P.M.          ...Dinnertime News
- 7:00-7:10 P.M.          ...Headline News
- 1:00-1:05 A.M.          ...Nightowl News

WIRE NEWS FLASHES
A service that means a double-guarantee of constant listener-interest. WIRE averages 18 NEWS flashes daily... brief reports of important NEWS-breaks. Each is on the air as a chain-break or local-program-break within a very few minutes after the NEWS is received and verified by the WIRE NEWS staff. Of course, each NEWS flash leads the listeners directly to the next regular scheduled WIRE NEWS broadcast.

For information concerning the special low rates on WIRE NEWS broadcasts or NEWS flashes write WIRE or

W. G. RAMBEAU COMPANY
National Representatives
New York * Chicago * Detroit

WIRE
INDIANAPOLIS

WHO Begins Facsimile
And Claims to be First
On a Scheduled Basis

INAUGURATING its facsimile broadcasting service on its regular frequency of 1,000 kc. on Feb. 3, WHO, Des Moines, claimed the distinction of being the first station to engage in such regularly scheduled transmission.

Using Finch facsimile equipment, the service was titled "WHO Radio-Photo News". The broadcast is being conducted nightly from midnight to 1 a.m. under an FCC experimental license. A total of 50 receivers will be placed strategically in the Midwest as soon as deliveries are made by Finch Telecommunications Laboratories.

WHO will operate its experimental facsimile system in collaboration with WGN, Chicago, and WSM, Nashville, on a staggered schedule.

The first copy transmitted through the Finch facilities was an editorial by Col. B. J. Palmer, president of Central Broadcasting Co., operating WHO. In the typed message he said that WHO adds another "first" in radio in transmitting the first facsimile radio editorial ever written and published. He said that the "brute beginning" was historical and that WHO hoped to contribute toward the development of facsimile just as it had in audio radio.

VOR Starts Facsimile
WHO, Newark, on Feb. 10 began facsimile experiments on its regular broadcast channel during early morning hours. Employing the Finch System, developed by W. G. H. Finch, former FCC assistant chief engineer, the initial broadcast was to a facsimile receiver located at L. Bamberger & Company's store in Newark. The finished product will be on display during the month-long New Jersey State Exposition. A two-column description of facsimile and future possibilities titled "VOR Radio Print" was the first copy transmitted. Also transmitted was a two-column picture. The experiments are to be continued intermittently from midnight to 6 a.m. under the direction of J. R. Popple, VOR chief engineer.

Nebraska Promotes
ALL BUT two Nebraska stations have joined in a 12-week program to "sell Nebraska", the series getting under way from WOW, Omaha, on Feb. 6. Other stations are KOR, KJMO, KGFN, WAAA, KOFW, WJAG, KGKV. Time is contributed. Bozell & Jacobs is assisting in production. The series is part of a nationwide campaign sponsored by Associated Industries of Nebraska and includes 26 pages in Time magazine.

The programs of the joint series will be recorded and presented on stations in other States.

A SOUVENIR book of the Toscanini Saturday night series over the combined NBC networks is being prepared for distribution at cost. It will contain portrait studies and sketches of the maestro and his colleagues.
Gear RADIO to the picture age with Finch Facsimile

RADIO'S MOST DRAMATIC FORWARD-STEP OF THE YEAR!

Facsimile Recorder which, early in 1938, pioneer broadcasters will place in test homes for experimental transmission. Not quite more than a foot square; complete in a single unit; automatic; works on any radio.

Facsimile Copy as it issues from the Recorder. Two columns wide; carries news bulletins, photographs, advertising, opening up tremendous new sources of revenue to broadcasters. Recorder holds week's supply of dry paper; no liquids or carbon transfers; standard papers give black and white or black and orange copy. Paper cost approx. 20¢ week.

Electric "Pen" Recorder, which, actuated by signals from broadcasting station, swings to and fro in automatic step with transmitter, silently printing while citizens sleep. With few moving parts, these simplified Recorders make facsimile possible in remote districts.

Facsimile Copy as it issues from the Recorder. Two columns wide; carries news bulletins, photographs, advertising, opening up tremendous new sources of revenue to broadcasters. Recorder holds week's supply of dry paper; no liquids or carbon transfers; standard papers give black and white or black and orange copy. Paper cost approx. 20¢ week.

Radio facsimile as a vital public service is here now. Under Finch patents the following stations have been licensed for experimental use of regular frequencies, full power, from midnight to 6 a.m.:

- WGH — 250 watts — Newport News, Va.
- KSTP — 25,000 watts — St. Paul, Minn.
- WHO — 100,000 watts — Des Moines, Iowa.
- WSA — 50,000 watts — Nashville, Tenn.
- WRAK — 2,500 watts — Cleveland, Ohio
- WCLE — 2,500 watts — Cleveland, Ohio
- WGN — 50,000 watts — Chicago, Ill.
- WOK — 50,000 watts — Newark, N. J.

The laboratories are open to licensed broadcasters for demonstration, by appointment. Call Plaza S-6720.

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THE BUSINESS OF BROADCASTING

WBAP, Fort Worth
Mabry's Sugar Chocolates, San Francisco, 7 sp, thru Doremus & Co., San Francisco.
Dodge Bros. Corp., Detroit, 6 sp, thru Routhfaulk & Ryan, N. Y.
Beren & Partners, St. Louis, 1 sp, thru Johnson Seel Co., St. Louis.
New Departure Mfg. Co., New York (cooler blank), 46 sp, thru Lord & Thomas, N. Y.
Swift & Co., Chicago (margarine), 70 sp, thru J. Walter Thompson Co., Chicago.
American Pop Corn Co., Des Moines, weekly sp, thru Coolidge Ad Agency, Des Moines.
Anderson Co., New York (Steele Matches), 26 sp, thru Schwartiz & Heatty, Chicago.
Smith Bros. Co., Poughkeepsie, N. Y., 30 sp, thru Brown & Tarcher, N. Y.
WGN, Chicago
Cleveland Cleaner & Paste Co., Cleveland (wall paper cleaner), 6 weekly sp, thru Campbell-Sanford Adv. Co., Cleveland.
Aurora Laboratories, Chicago (Clarys), 2 weekly sp, thru Aubrey, Moore & Wallace, Chicago.
WHN, New York
Technicians Institute of New York, 13 sp, thru Winer Co., N. Y.
Home Diathermy Co., New York, 6 weekly sp, thru Roger B. Reikoff Co., N. Y.
WJJD, Chicago
M & R Dietetic Laboratories, Chicago (Sof-Kurd milk), 36 weekly sp, thru Reineck, Ellis, Youngren & Flink, Chicago.
Merchants National Bank, Chicago, (bank), 6 weekly sp, thru Bozell & Jacobs, Chicago.
KECA, Los Angeles
Carter Products Inc., New York (liver pills), 5 weekly sp, thru Street & Finney, N. Y.
WHRB, Rock Island, Ill.
Pillsbury Flour Mills, Minneapolis, 5 weekly sp, thru Hutchinson Adv. Agency, Minneapolis.
Truss-Strap Coal Co., Chicago, 6 weekly sp, thru Harry V. Milla & Associates, Cincinnati.
Chicago Telephone Works, Chicago, 13 sp, thru James B. Lanke & Asso- ciates, Chicago.
WAAB, Boston
D'Arrigo Brothers Co., Boston (Andy boy brochures), 15 sp, thru Pare F. Lewis, Boston.
Vadoco Sales Corp., New York, (distribution of American Drugstore), 52 sp, thru Albert Moss, N. Y.
G. S. Cheney Co., Boston, (proprietary), 26 sp, thru C. Brewer Smith, Boston.
WNAC, Boston
Holland Furnace Co., Holland, Mich., 20 sp, thru Routhfaulk & Ryan, Chicago.
United Drug Co., Roxbury, Mass., (proprietary), 24 sp, thru Street & Finney, N. Y.
American Tobacco Co., Louisville (Twenty Grand cigarettes), 75 sp, thru McCann-Erickson, N. Y.
WQXR, New York
Cody Inc., New York (cosmetics), 20 sp, thru Brown & Tarcher, N. Y.
American Corporation, New York (pianos), 2 daily sp, thru Brown & Tarcher, N. Y.
KFRG, San Francisco
Dr. Frank R. Robinson, Moscow, Id. (religions), weekly sp, thru Izard Co., Seattle.
KBCO, San Francisco

WCKY, Cincinnati
Richman Bros., Co., Cleveland (clothing), 12 sp, thru McCann-Erickson, Cleveland.
Carter Medicine Co., New York (liver pills), 300 sp, thru Street & Finney, N. Y.
Longines Wittnerauer Co., New York, (liver pills), thru Arthur Rosenberg Co., N. Y.
RCA-Victor Co., Camden, 15 sp, thru Loel & Thomas, N. Y.
Procter & Gamble Co., Cincinnati (Ivy), 5 sp, thru Compton Adv. Inc., N. Y.

KCRK, Milwaukee

WHB, Washington, D.C.

Drawing for Broadcasting by Sid Hix

$1,000 a Performance I'm Paying Her—and She Gets the Hiccupps!

WHO, Des Moines
Sterling Casualty Insurance Co., Chicago, 2 weekly sp, thru Frankel- Rose Co., Chicago.
Dr. Hite Inc., St. Louis, 32 sp, thru Wirttenberg & Co., St. Louis.
Consumers Cooperative Assn., Kansas City, 20 sp, thru Russell C. Conner, Kansas City.
Penn Tobacco Co., Wilkes-Barre, Pa., 2 weekly sp, thru Sturdivant & Ryan, N. Y.

Assn. of Pacific Fisherman, San Francisco, 60 sp, thru J. Walter Thompson Co., San Francisco.

KJH, Los Angeles
Williamson Candy Co., Chicago (Oh Henry candy bars), 5 weekly sp, thru John H. Dunham Co., Chicago.
National Oil Products Co., Harrison, N. J. (Adcosane shampoos), 5 weekly sp, thru Chas. Dunsmuir Co., Harrison, N. J.
Dr. Frank R. Robinson, Moscow, Id. (religions), weekly sp, thru Izard Co., Seattle.

KFI, Los Angeles
Dr. Frank R. Robinson, Detroit, Mich. (motor cars), 52 sp, thru J. Stirling Getchell, N. Y.
Chas. H. Knight Gelatin Co., Johnson, N. Y. (gelatine), 2 weekly sp, thru Reenweisz & Charvat, N. Y.
Breakfast Club Coffee Inc., Los Angeles (packaged coffee), 2 weekly sp, thru Philip J. Meany Co., Los Angeles.

NEW, New York
Zonite Products Inc., New York (Lur- nex moth-destroyer), 6 weekly sp, thru Dunsmuir-Erickson, N. Y.
Aztec-Fisher Tobacco Co. Inc. (20 Grand cigarettes), 45 weekly sp, thru McCann-Erickson.
Craferity Theater, New York, 104 sp, thru United Drug Co., Boston, 5 sp, thru Street & Finney, N. Y.
Bernard Permuters, St. Louis, weekly sp, thru Sel Johnson Co., St. Louis.
R. B. Davis Co., Hoboken, N. J. (O. K. Baking powder), 26 sp, thru Chas. W. Hoyt Co., N. Y.
Rosy Custom Clothes, New York, 6 weekly sp, thru Guosso-Kahn, N. Y.

KJBS, San Francisco
Del Monte Creamery, San Francisco (dairy products), 3 weekly sp, thru McCann-Erickson.

KJAS, San Francisco

Del Monte Creamery, San Francisco (dairy products), 3 weekly sp, thru McCann-Erickson.

WEAF, New York
INTERNATIONAL RADIO SALES

An Advanced Representation Service for Stations

Now Representing

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

Effective March 1, 1938
WDRC ... Hartford
WORC ... Worcester

In addition to the many well established advantages of special representation, International Radio Sales has introduced new benefits of service and revenue which radio stations have long wanted but have found unavailable. The book, illustrated above, describes International Radio Sales, its people, its functions, its aims and ideals so that stations may better gauge its ability to serve them. Copies are available for station owners and managers. Address:

INTERNATIONAL RADIO SALES
20 EAST 57th STREET
NEW YORK CITY

OTHER OFFICES: CHICAGO - DETROIT - LOS ANGELES
TOWNSEND National Recovery Plan Inc., Chicago, on Feb. 1 started a quarter-hour weekly radio campaign in Chicago. Contract is for a six-month period. Discs are being assembled for two stations in Wisconsin and Detroit. Stations in Indiana and are currently running on WDQ, Peoria, and WBF, Pleasant Island, Burton-Keith Co., Chicago, handles the account.

SWISS FABRIC Group, of New York, and St. Gall, Switzerland, on Feb. 15 sponsored a 30-minute broadcast over WJZ, New York from the Swiss Fabric Style Show, held in the Rainbow Room, Rockefeller Center.

EL DORADO Devins, manufacturers of coconut milk, laced milk and vegetable concentrates, has appointed Brewer-Weeks Co., San Francisco, to handle its advertising.

SUPERIOR SEA FOOD Co., Los Angeles (Seafood, frozen fish, seafood), has named Hillman-Shane & Co., Inc., that city, to service its account, agehi}. Broadcasting radio programs on Feb. 21 will start daily participation in the Producers League on KNX, Hollywood, for 12 weeks.

HECKER PRODUCTS Co., New York (Gold Dust, Silver Dust, spon- sorers of the Beatitudes Hour on CBS network, stations WJZ and WOR, will be wired for transcriptions of the programs on 11 stations, will air the Feb. 25 unit next fall. Agency is BBDO, New York.


EASTERN WINE Corp., New York, has appointed Alvin Austin Co., New York, to direct eastern radio. Win- plans are indefinite, radio will be used, according to Emil Mogul, account executive.

NESTLE'S MILK PRODUCTS, San Francisco (Alpine Coffee), on Feb. 15 started a 12-week participation on the Woman's Magazine of the Air program. The programs are aimed at the 23 Red network stations in the West, Tuesday afternoons, 2:30 p.m. (PST). Regular Woman's Magazine of the Air program has been assembled. The agency is Leon Livingston, San Francisco.

PACIFICO PIANO Co., Berkeley, Calif. (garden supplies, etc.), has started the Garden Guide on two NBC-Red network stations in New York (WOR, KFWI), on Sundays, 10 to 10:15 a.m. (PST). The company is presenting a garden campaign for the second year on the NBC stations. Program, to run for 13 weeks, placed through Thomas Machen-Elliott, Oakland, Calif.

CYCLONE MFG. Co., Urbana, Ind. (garden supplies), has appointed Louis E. Walld, Inc., as advertising agency, with John Wagner, as account executive.

ERIE CLOTHING Co., Chicago (clothing store), has placed its ac- count with Albert Kirchner Co., Chicago. Programs on NBC stations are being continued. A. S. Glennon Jr. is account executive.


NBC announces that hereafter it will use the following signature in signing off all educational programs: "This has been an NBC Educational Fea- ture. This is the National Broadcast- ing Co."

SALES DIRECTORS—Of Michigan, Ohio and Kentucky met recently at Toledo for the Central Regional conference attended by (seated) Emerson C. Krauthers, WLW; E. A. Marchal, WADG; John Fetzer, WKOZ; Fred Bock, WADC; Harry Bannister, WWJ; Leonard Reisch, WHIO; (middle row) E. Y. Flanigan, WSPD; Jack R. Payne, WCOL; Billy William, WKRC; Forrest Owen, WELL; H. H. Hoessly, WKRC; H. M. Steed, WMBC; (top row) Guy Stewart, WKOZ; Mikeon, the Brown Co., Chillicothe, WSKM; D. A. Brown, WHIO; Don Jest, WSPD; Eugene Carr, WGAR.

Southern Broadcast Group Commends Reply to Crowell's Anti-Radio Drive

A RESOLUTION condemning the Crowell Publishing Co., attack on radio in advertisements released in trade and general publications, and declaring that "the quick and vigorous action" of BROADCASTING in an- swering it, was adopted by the Broadcast- ing Executives Agency, Los Angeles, California.

E. Watson, head of the agency is Leon Livingston, San Francisco.

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COURSES in television and amateur radio will be offered by the spring term at New York Univer- sity. H. H. Sheldon will teach television and Lawton M. Cook will teach amateur radio. Radio News, will conduct a course on amateur radio stations.

COSMETICS CLAIMS SHARPLY LIMITED

CLAIMS that cosmetics will remove wrinkles, rejuvenate the skin or keep it young if it is massaged or massaged or rubbed must not be broadcast over NBC net- works, Janet MacRorie, continuity acceptance editor of NBC, told the Advertising Executives Club of New York at a meeting Feb. 1. Describing the care with which cosmetic ad- vertisers are handled by the ad- vertiser's own chemist, the Federal Trade Commission, the bureau of standards of the Great Lakes Association, and frequently by other laboratories operated or engaged by advertising media, Miss Mac- Rorie listed her own taboos as follows:

Claims that a product will remove, or erase, or correct wrinkles and lines are not accepted, since we have no scientific evidence that anything short of plastic surgery can accomplish this miracle. Claims for 'rejuvenation of the skin and restoration of natural oils are out, since we have no evidence that external application of a cream or lotion or massage will do more than a temporary ef- fect.

"Claims that a cream or lotion will keep the skin free from blemishes are not accepted since skin blemishes do result from an internal disorder and external application cannot offset the condi- tion. Although we have not used radio as an advertising medium for several years, we sincerely believe it has a place in the advertising business. We only wish we could increase our advertising to Jack Benny, a Phil Baker or a Charlie McCarthy." Albert F. Schaal, president, head of Mark- et Research of Cleveland, expressed his thanks for the open let- ters: "We have continued: 'Working, as do the various programs seen on television, radio programs, this mat- ter is aproved of great interest to me. It has always been my opinion that when we change in the form of advertising a company uses to a large de- gree, should they also supplement with other formats. Certainly both radio and publication advertising not only have their respective places in the field but should have the greatest value if used mainly in one form or another."

"Under Good Apple Tree"

Frank W. Ferrin, director of radio, Henri, Horst & McDonald, Chi- cago, said: "I read with much in- terest your answer to the Crowell attack on radio in your last issue, and would just like to add that 'There are always a lot of clubs under a good apple tree.' When a boy wants apples, he doesn't throw clubs at the scrubs. That's why you always find a lot of clubs under good apples trees. It is true the world over—not only in apple or- chards."

"I don't think the boys in radio are letting it worry them. Right now the world seems to be in a knocking frame of mind, but that doesn't change the fact that every knock is a boost. The other fellow wouldn't throw clubs at you if you didn't have something he didn't have. Radio is a good apple tree and isn't mad about anything."

Herb Devins, of J. Stirling Get- chell, said the letter was "a honey." Harrison B. Sales, advertising man-ager of KFI-KECA, Los Angeles, wrote to "compliment you gentle- men on your campaign in answer- ing the China Shaving Company's ridiculous 'Angels' ad." Arthur B. Church, president of KMBG, called the reply "classic." He said it was "a real contribu- tion."
TRANSCRIPTIONS

programs recorded
by us at
29 West 57th Street,
New York, N. Y.
are being broadcast
all over the map
Mr. King said, “Radio has been a popular medium through a period in which hundreds of stations have been increasing their service. Under the Veteran Wireless Operators Association of America, many stations have been dealing with the AFM. There have been many changes in the past six months. The new ‘tailored’ plan of our service is one which will fit the needs of any of these.”

Church Radio Study

STUDY of radio undertaken by the Federal Council of Churches of Christ in America is nearing completion, but decision as to what use will be made of the material will not be forthcoming until next meeting of Council’s executive committee, scheduled for late March, was stated at Council headquarters in New York. No information could be obtained regarding the nature of the aim of the survey.

New 50,000-Watt Transmitter for WHAS, Louisville

40 Stations Hear Broadcasts From Ultra-modern Station

WHAS in Louisville brought to its listeners the supreme achievement in modern radio engineering, when it put its new 50,000-watt broadcast transmitter on the air with a program heard in forty states.

Representing the last word in design, manufacture, and installation, costing some $600,000, the equipment offers advertisers a marked increase in both coverage and clarity.

One of the world’s pioneer commercial stations, WHAS, owned and operated by the Courier-Journal and Louisville Times, is conceded the most popular, with the network reaching into every area. Edward Petry & Company are national representatives for the station.

Firestone Tribute

WHEN word was received of the death of Harry Firestone late in the afternoon of Feb. 7, Alfred Wallenstein scrambled the program prepared for that evening’s Voice of Firestone broadcast, added 42 musicians to his orchestra, bringing it to a total of 88 men, between 6 and 8 p.m. got them to the NBC studios and rehearsed them right up to broadcast time at 8:30 p.m. All commercials were dropped from the program, which opened simply with a “This is the Voice of Firestone” announcement. The orchestra played Schubert’s “Unfinished Symphony” and Wagner’s “Entrance of the Gods to Valhalla”; then an announcement was made, “At the same hour next Monday you will hear the famous songs of the late Harvey Firestone, our beloved founder, who died suddenly today.”

Twenty Grand Discs

AXTON-FISHER Tobacco Co., Louisville (Twenty Grand cigarettes), whose plans for a three-minute program were previously announced (BROADCASTING, Jan. 15), will place three-quarter-hour WBS discs on 41 stations, starting March 14. The program will feature Martin Block, announcer of WNEW, New York, Joe E. Brown’s orchestra, and guest artists. Agency is McCann-Erickson Inc., New York. Contracts will run for 26 weeks.

AN INCREASE in power from 500 watts night and 1,000 watts day to 1,000 watts night, and 5,000 watts day local, for WMN, Fairmont, W. Va., was authorized Feb. 12 by the FCC, to become effective Feb. 14.
The world's greatest news staff working for radio!

Some of the Star International News Service reporters and writers whose dispatches are broadcast daily by 150 U.S. radio stations.

International News Service
235 East 45th Street, New York

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New Operator’s Rules

AMENDMENT of rules governing the scope of authority granted under licenses issued to radio operators effective April 1, 1938, have been announced by the FCC. At present the third class operator license is generally valid for the operation of radiotelephone stations of 50 watts or less power and with certain exceptions for other radiotelephone stations. The amended rule removes this power limitation but specifically provides that stations manned solely by personnel holding a radiotelephone third class operator licenses must be supervised and maintained from a technical point of view by personnel holding a second class license, whether radiotelephone or radiotelegraph.

New WJR Equipment

REQUIREING some four months to manufacture, speech input equipment of new and unusual design will be installed at WJR, Detroit, 60,000-watt, by Western Electric Co. Designed by Bell Laboratories to meet specifications of A. Friedenthal, engineer in charge of WJR studios, the installation will include two type 23 speech input units, with arrangements for handling programs from three stations and for handling network, remote and electrical transcriptions. It includes a two-way talk-back system, accompanied instantaneously without operation of switches or keys.

WCKY, Cincinnati, has adopted as mascot a dog that wandered into the station’s offices. L. B. Wilson, owner of WCKY, has named the pooch “Wicky”.

KABC, in San Antonio, Moves Into New Quarters

KABC, San Antonio, moved this month to new studios on the second floor of the Milam Bldg., where it installed new Western Electric speech input equipment. Three studios are included in the layout, auditorium, solo and announcers’ studios providing for all program needs. New RCA dual speed turntables have been placed in operation, and news is received from Transradio.

Personnel is unchanged, with William McCabe, who recently returned to San Antonio after several years with major stations on the West Coast, as the KABC general manager. Other officers are Charles R. Ray, Business Manager; P. Rumble, formerly of WNEW, New York, chief engineer; Pearl Sohn, in charge of commercial continuity. On the announcing staff are Guy Savage, John Alderman and Charles Belfi. The control force includes Fred Neidert, Travis Chapman, Stanley Cox, K. C. Gates. In the commercial department are W. E. Remy, Sam Goldfarb, Pat Reuter, Tony Mennella and John Sullivan.

PATENTS covering television devices were issued by the U. S. Patent Office Feb. 20 to Vladimir K. Zworykin (No. 2,107,694) and to Philo T. Farnsworth (No. 2,107,762). Former assigned his patent to RCA and latter, whose patent covers a radiation frequency converter, developed in collaboration with Donald K. Lipinsco, Larkspur, Cal., assigned to Farnsworth Television Inc., San Francisco.

WAVE BRINGS 'EM BACK ALIVE AND SOLD!

According to a recent one-week program check, Louisville merchants seeking live prospects by radio use nearly six hours on WAVE for each one hour on any other Louisville station! These merchants know that the 355,350 souls who live right here in Jefferson County (Louisville) furnish the bulk of the Louisville Trading Area’s buying power—that WAVE brings these people to the local merchants’ doors, and keeps them sold at low cost, without waste! An N. B. C. Outlet.

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.
From the very beginning, Blaw-Knox Antennas have been intimately associated with the growth of Radio.

The first Vertical Radiator was a Blaw-Knox development.

The most advanced designs in up-to-date Radiator construction contributing to present broadcasting efficiency are concededly Blaw-Knox.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY

2038 Farmers Bank Building
Pittsburgh, Pa.

If you plan to increase the efficiency of your antenna...... it will pay you to consult Blaw-Knox
New WGAU, in Athens, To Take the Air April 1
ITS EQUIPMENT ordered, the new WGAU Athens, Ga., 100 watts night and 250 watts day on 1310 kc., expects to be on the air on or about April 1, according to A. Lynne Brannen, one of the five equal partners in the group which was authorized last Dec. 31 to construct the station to replace the old WATL of that community which was moved into Atlanta last year and is operating there as WAGA. Mr. Brannen, former manager of WATL and before that with KWKH, KWEA and WATL, will manage the new station.

Collins transmitter equipment and a vertical radiator will be installed. A feature of the studios will be the color scheme of all equipment, which will be red and black, those being the colors of the University of Georgia, located in Athens. All letters were also selected to designate Georgia University. Melvin Gorman will be assistant manager and studio director, and the rest of the staff is now being mustered. With Mr. Brannen as partners in the enterprise are Dr. J. K. Patrick, druggist; Tate Wright, attorney, and chairman of the Clarke County Board of Commissioners; C. A. Rowland, seed merchant and Earl Braswell, publisher of the Athens Banner-Herald.

CLARENCE—Thought to be radio's first ventriloquial dummy, posed for this picture in 1927, a year after he started broadcasting. Harry Lawrence, Clarence's vocal director, kept him company on the air until 1929, when Lawrence joined NBC's writing staff and Clarence retired. Lawrence now writes the Kaltenmeier's Kindergarten series.

Oldest CBS Affiliate
WJAS, Pittsburgh, which claims to have been the first CBS affiliate station, having signed in 1928, on Feb. 13 extended its affiliation with the network for five years. The contract was signed by Hugh J. Brennan, president, with Herbert V. Akerberg, CBS vice-president.

HOLLYWOOD PLANT of NBC FLEXIBLE
NOT KNOWING if the trend toward Hollywood will continue, NBC is building its new studios in that city accordingly, Lenox R. Lohr, president of the network, announced when on the West Coast in early February for a series of conferences with Don E. Gilman, western division vice-president, and other executives. He pointed out that a short time ago Hollywood was just a flag stop as far as radio was concerned, but today it is an important broadcasting center.

"In spite of the fact that we are erecting a large new Hollywood building, it will not take care of half the shows," he said. "We are doing this with our eyes wide open. For the present we will retain our Melrose Ave. plant and operate it in conjunction with the new studios. This is not particularly efficient operation because studios, controls and personnel are divided, but until we find out definitely whether the trend toward Hollywood is going to continue, we will operate this way. Our new Hollywood building may be big enough, if the shows go back to New York, to take care of our needs. If not, and if in a year or so we find that more shows are coming out here, we will abandon the Melrose Ave. building and enlarge our new construction. We have five acres of ground at Sunset Blvd. and Vine Streets.

Mr. Lohr announced that the official name of the West Coast headquarters will be known as Hollywood Radio City.

WCAE BACKS FACTS WITH ACTS
REBuILDS STUDIOS; STARTS AD SERIES
Pittsburgh, Pa.—WCAE acted effectively in past ten days to increase its lead in Pittsburgh radio.

Studios were completely rebuilt with latest acoustical material as station started daily and Sunday Pittsburgh newspaper advertising campaign. Ads will run for a year.

WCAE is using daily copy, listing PRODUCT advertised in commercial programs, along with five column smash display on Sundays. Latter stresses number of poll-winning features in Pittsburgh's favorite station.

Buy WCAE in Pittsburgh and get the MOST for your radio dollar!

WCAE, PITTSBURGH, PA., NBC-RED
INTERNATIONAL RADIO SALES
20 E. 57th St., N. Y. C.
Western Electric's NEW 5KW has the DOHERTY CIRCUIT, too!

In the new 5KW (as in the new 50KW) the famous Doherty Circuit increases power amplifier efficiency by more than 100%—cuts operating and maintenance costs—saves space. One more proof that Bell Telephone Laboratories and Western Electric are continuing to set the pace in better equipment for broadcasters!

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT
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The New Fairchild Recorder

WITH

Center Drive turntable and Synchronous Motor guarantees that “Fourteen minutes and twenty-nine seconds” of recorded disc will play back in exactly the same time.

Crystal Cutter Head, by Fairchild, puts a higher signal level on the record, thereby reducing surface noise materially.

Fairchild users expect and GET quality that meets the highest broadcast requirements.

It Sounds As Good As It Looks

1. Precision in design and performance.
2. Sufficient Mass and consequent inertia to completely neutralize any tendency to “resonance” in the cutter head.
3. Equal spacing of grooves (avoids “echo”) at 50, 110, 130, or 150 lines per inch and easily varied depth of cut, from inside or outside without extra feed screws or parts—the “last word” in flexibility.

For further information address

SOUND EQUIPMENT DIVISION

FAIRCHILD AERIAL
CAMERA CORPORATION
88-06 Van Wyck Blvd.
Jamaica, Long Island, N. Y.
NOW- Your Subscription to BROADCASTING Brings You . . .

BROADCASTING
1938 YEAR BOOK
NUMBER

A COMPLETE INDEX OF COMMERCIAL BROADCASTING

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BROADCASTING
National Press Bldg., Washington, D. C.

Send me BROADCASTING for one year and mail YEARBOOK Number at once.

Name: ____________________________

Address: __________________________

Firm: ________________________ Title: __________________

$3 covered    Send bill

Washington, D. C. 20045
They Call This An Antennae, too!

This unsuspecting myriapod doesn't know a wave-length from a microphone ... but he enjoys every right to say his “antennae is efficient”. And most likely those two projecting “feelers” will serve their purpose until “something better” comes along.

What about YOUR Antennae?

Did you know that something better HAS come along? An antenna new in design ... new in efficiency ... new in economy. No station engineer or executive can really afford to overlook the new possibilities that the new Lingo Tube Radiator has effected ... and the new standards it has introduced to the broadcasting field. The Lingo Vertical Tubular Steel Radiator is the latest achievement in antenna performance ... giving 97% EFFICIENCY AT HALF THE USUAL COST!

If you're interested in efficiency ... reliability and lowered costs, send us necessary details on location, optimum performance required, and we can quote you complete prices in advance and also show you how Lingo can answer your radiator problem.

Write for our interesting brochure, “New Standards for Vertical Radiators”. Of course, there is no charge or obligation.

JOHN E. LINGO & SON, INC. Est. 1897 CAMDEN, NEW JERSEY

Melody Puzzles Contest Draws 100,000 Scripts

AMERICAN TOBACCO Co.'s NBC-Blue show for Lucky Strike, Melody Puzzles, drew 100,012 scripts from the radio audience the first four weeks it was broadcast, and about 15,000 scripts on the first day of the fifth week. Listeners submit scripts in which the name of a current song hit is concealed. When the sketch is broadcast, members of the studio audience are asked to name the song. Prizes to correct guessers are $10; writers of the script receive $25.

Scripts submitted by listeners in the week following the first broadcast Jan. 10 totalled 16,334. The second week this figure doubled, reaching 31,643; the third week the total was 24,422; the fourth, 28,118, and on the first day of the fifth week the incomplete count shows 14,675 scripts received. The program also was carried on WOR, Newark, the first three weeks. It started on NBC four days after it was booked. Agency is Lord & Thomas, New York.

Changed Specifications Delay Television Start

By CBS Until Summer

CBS experimental television broadcasts, which the network had hoped to start early this year, will not begin until the latter summer of this year at the earliest. Changes in specifications for transmitting equipment mean that RCA will not have the transmitter ready for inspection before April, and its installation in the Chrysler Tower and preliminary testing will occupy several months.

Plans for the television studios in Grand Central Palace have also undergone considerable change. Instead of building permanent studios, as was originally proposed, the plan is to leave space more or less open, using portable scenery and effects until such time as experimental broadcasts may provide data for permanent television studios. The feeling is that it will be easier to start with a large space and condense as necessary, than to construct a number of smaller studios which might soon have to be demolished and replaced.

Gilbert Seldes, CBS director of television programming, and Dr. F. C. Goldmark, in charge of television research for the network, are continuing their pre-broadcasting studies.

Meanwhile, any hopes of commercial television in the near future are being discouraged by all companies experimenting in the receiving set field. In the first place, they are fighting the growing attitude of owners of obsolete sound receivers to put off replacing them with modern receivers on the theory that they might as well wait for television. Another reason is to discourage premature sale of television stock to the public.

Harbord World Tour

Maj. Gen. James G. Harbord, board chairman of RCA, left Feb. 14 for Los Angeles, where he will sail March 9 on the Monterey on a trip around the world, inspecting RCA facilities and services. He will stop at Hawaii and New Zealand before arriving at Sydney, Australia, where he will be guest of honor at the World Radio Conference, April 4-14.
Networks Agree to Stop Monthly Billing Reports

AGREEMENT to stop issuing monthly gross billing figures was reached by NBC and CBS early this month at a meeting attended by Victor M. Ratner, director of sales promotion, and Dr. Frank Stanton, manager of the research division, CBS, and E. P. H. James, manager of the promotion division, and H. M. Bevill Jr., chief statistician, NBC. MBS was not represented at that meeting but it later announced that it would concur and would likewise withhold its billings from publication.

Networks will continue to furnish expenditures of individual advertisers to Publishers’ Information Bureau, however, so this information will be available to advertisers and agencies subscribing to that service.

Mutual gross billings for January, before agency and frequency discounts, totaled $267,812.94. Mutual’s earned rate billing for December, 1937, was $214,038 and in January, 1937, $212,566.

New Series for NAM

A NEW series of weekly programs for the National Association of Manufacturers is being transmitted by NBC Transcription Service, it was announced Feb. 11. The 15-minute recordings present discussions of current events and trends in the economic picture by George E. Sokolsky, writer, lecturer, and commentator, and are being offered on a monthly billing basis to one station in each community. NBC said more than 236 stations already have scheduled the series.

Vis-O-Phone Portable

VIS-O-PHONE SALES Co., Chicago, will market a portable turntable which can be carried by station salesmen to play transcriptions for prospective sponsors. One model will weigh not more than 20 pounds with other models ranging from 18 to 35 pounds. The turntables will be complete with WBS microphones and two speeds. National sales representatives for Vis-O-Phone is Radiad Service, 612 N. Michigan Ave., Chicago.

Columbia U. Program

FOR the fourth consecutive year Columbia University alumni meetings in 96 foreign countries and about 75 alumni groups in this country heard NBC’s broadcast of proceedings of the tenth annual “Round-the-World Columbia Day” on Feb. 12. Nicholas Murray Butler, president of the University, spoke. In addition to the NBC-Red network, the program was broadcast on shortwave station W2XAD, Schenectady.

Rap-I-Dol Test


TULSA DRUGGISTS

Join Merchandising Plan

Started by KTUL

MERCHANDISING plan, whereby 50 independent local druggists of Tulsa, Okla., sponsor an institutional program on KTUL and promote the sale of drug items advertised on other KTUL programs, has been announced by Beryl Lotttridge, KTUL promotion manager.

The 50 druggists, members of the Tulsa Retail Drug Assn., sponsor a five-weekly afternoon program on KTUL designed to outline the consistent, personal service given by an independent druggist and the part he plays in the community. This program advertises no particular product.

They have agreed to cooperate with KTUL in displaying merchandise advertised on other drug programs, to furnish confidential information on the sale of any particular item and its competitor, to survey their customers on listener response. An outline of the program held by each drug item in a local market has been prepared by KTUL. Wholesalers and manufacturers are asked to send display material to KTUL for placement with the drug stores.

The plan has been tested with Pine Balm and Colgate toothpaste with satisfactory results, according to KTUL.

DON KERR, master of ceremonies and announcer of WMCA, New York, Feb. 6, will be presented with a pair of diamond-studded gold wings by the Flying Devil Squadron of Jewell Benne Airport, having been chosen as the squadron’s favorite m.c.

RADIO STATION GOES TO SEE!

Baltimore Radio Group Here to Make Bermuda Recordings

Transcribed Interviews Will Be Featured Over Station WFBR

Bermuda Broadcasts To Be Heard From Baltimore Next Week

Re-Broadcasts Next Week

Showmanship -- that's why --

IN BALTIMORE THEY LISTEN TO

A TRIP TO Washington

FIRST of all, reserve your room at the hotel best suited to your convenience and purpose when in Washington — the modern, downtown, Willard, "The Residence of Presidents."

A major building program just completed, makes the Willard Washington’s newest in equipment and beauty.

TULSA DRUGGISTS

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AAA Pacific Branch
The American Association of Advertising Agencies has established a new sectional council, called the Pacific Council. The present Western Council will be known as the Central Council. Officers and governors of the new council are: For one year, David M. Botsford, Botsford & Co., Portland; Constantine & Gardner, Portland, chairman; Hunter H. Vinton, Gerber & Crosseley Inc., Portland, secretary-treasurer; for two years, Edman M. Pitts, J. Walter Thompson Co., San Francisco, vice-chairman; August J. Brunn, McCann-Erickson Inc., Los Angeles; Richard F. Mine, Mine & Co. Inc., Seattle.

The Key to Your Sales Problem in the Rich Southwest

Radio Station KFH
Wichita, Kansas

Basic Supplementary, CBS National Representative, Edward Petry & Co., Inc.

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BROADCASTING • Broadcast Advertising
INTERNATIONAL Radio Sales, New York station rep, has been named exclusive national representative of WDRC, Hartford, Conn., and WRC, Worcester, Mass., according to Murray Grishbord, INS general manager.

WEED & Co., Ad, Mem. & Allied, has been named American representative of the following Canadian stations: CKPH, Port Williams, ON; CFAR, Plin Flos, Man.; CKBK, Prince Albert; CCHB, Red Deer, Alberta, immediately, and CHHS, Halifax, N.S., effective Feb. 21.

JAMES BINGHAM, of the Chicago office of Howard H. Wilson Co., Chicago, and Helen May Sensenbrenner, of Neenah, Wis., were married in Chicago Feb. 5.

Hugh K. Boice Jr., formerly with the New York office of Transamerican, on Feb. 21, will join the New York sales staff of Free & Peters Inc.

E. KATZ Special Advertising Agency has been appointed as the exclusive national representative of KANS, Wichita.

KVDA, Tucson, Ariz., has appointed Walter Bidolck Co., Los Angeles, its Pacific Coast representative.

KMIC was inadvertently listed as being represented by the Howard H. Wilson Co., Chicago, in the Feb. 1st issue of Broadcasting. It should have been KMPC. Three Michigan stations being represented by the Wilson firm were also unintentionally omitted. They are WKZO, WJJK and WeCM.

Schillin to WINS

A. B. SCHILLIN, president of Schillin Adv. Corp., New York, on Feb. 8 resigned to become sales manager of WINS, New York, where he started Feb. 15 under contract. Mr. Schillin has been actively engaged in radio advertising for the last five years. He will take over the sales organization to the station with him, including S. Fink, W. Kaufman, M. Proyan, A. Carter, A. Bratter, H. Pinfer, C. Isham, and N. Beck. The agency, meanwhile, will continue until the expiration of present contracts. Louis Tappe, radio director, and Bertrude Friedlander will handle accounts, which run for six or eight months; both will then join WINS, and the agency will be bolstered by a former known as Bess & Schillin until the resignation of Herman Bess 10 months ago to become sales manager of WNEW, New York.

Lucky Spot Series

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on Feb. 13 started an announce-

ment campaign in New England. One-minute RCA transcriptions of the call of the tobacco auctioneer, which opens the Lucky Strike network broadcasts, have been placed by Lord & Thomas, New York, for 10 times weekly for 13 weeks on the following stations: WTAG WNBC WJAR WPTT WFAA WLBZ WCSS WMAY WXEN.

THE University of Chicago Round Table on NBC-Red, oldest educational program still on the air, celebrated its eighth birthday Feb. 13.

Long to Radio Sales

APPOINTMENT of Dewey H. Long, former sales manager of WBT, Charlotte, as director of a new office of Radio Sales, division of CBS, opened in Birmingham, was announced Feb. 8 by CBS. WAPI, Birmingham, recently joined CBS and also has pending a long-term lease arrangement under which WBT would become the station. Mr. Long will handle radio sales activities in the deep South as well as WAPI’s national spot.

Field Joins WPTF

APPOINTMENT of John H. Field Jr., of Free & Peters, Inc., and vice-president of the affiliate company, Free, Johns & Field Inc., as sales manager of WPTF, Raleigh, was announced Feb. 9 by Richard H. Mason, general manager. Mr. Field assumes his new post March 1. Well-known in advertising Mr. Field was formerly connected with Scott Howe Bowen Inc. in the earlier days of station representation and also has had extensive experience in the sale of advertising with both the New York Times and the New York World. He succeeds Royal Penny, who recently joined WBT, Charlotte, as sales manager.

CBS Earnings Up

A PRELIMINARY report Feb. 2 to stockholders of CBS, setting forth earning figures for 1937 that are still subject to audit, indicates that net earnings for the year were approximately $4,207,500, the equivalent of $2.52 per share, as compared with net earnings of $3,755,560, equivalent to $2.29 per share, shown for the fiscal year ended Jan. 2, 1937. Per share earnings for the two years are calculated on the 1,077,518 shares of $2.50 par value now outstanding or to be outstanding upon completion of the sale to the old $5 par value stock. CBS during 1937 sold $28,722,118 worth of time, a 24% increase over its 1936 total of $22,168,148 [Broadcasting, Jan. 15].

Broker’s Survey Reveals Radio Far in the Lead

TO TEST the actual number of new accounts resulting from its program of market quotations on WBB, Boston, Peine Webber Co., New York brokerage firm recently mailed questionnaires to 176 of its new clients.

Among the questions were those designed to indicate the extent to which radio or newspaper advertising had resulted in the accounts. Of the 91 replies received it was found that accounts totaling $40,986 had resulted from the radio advertising while accounts amounting to $56,025 were traceable to newspaper advertising.


GOING PLACES!

WAIR’s rapid progress is in a large degree, due to its determination to give to the people in its territory exactly the type and quality entertainment they demand, plus a news service that is second to none.

For Sales at a Profit

WINSTON-SALEM, North Carolina

Bryant, Griffith & Brandon

National Representatives

'Best Show?'

SURE—IT'S THE ONLY ONE!

WDAY is the one and ONLY network station in the entire Red River Valley—the richest section of the Northwest! In fact, the nearest chain station is more than 150 miles away!

Such a non-competitive set-up as this may seem incredible. It helps explain those miraculous success stories our advertisers are telling these days . . . . Shall we send you some of them—or will you ask Free & Peters?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FARGO

N. D.

940 Kilocycles

500 Watts Day

1000 Watts Night

FREE and PETERS, INC.

NATIONAL REPRESENTATIVES

590 On the dial 1000 Watts

Michigan’s ONLY Test Market

Representative: HOWARD H. WILSON CO.

CHICAGO • NEW YORK • KANSAS CITY

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www.americanradiohistory.com
Signoff Prayers

CALLING it the station's "expression of an editorial policy", Donald Flam, president of WMCA, New York, announced Feb. 13 that WMCA would sign off with a prayer for the oppressed people in other lands. The prayer is preceded by the national anthem and is set to appropriate music. Similarly, a new practice in signing off each night has been started at WMBH, Joplin, Mo. The 15-minute transcribed Slumber Hour of soft music is followed by the announcer reading the Lord's Prayer.

Blanket Libel Coverage Plan For Stations Offered by NAB

Fees Would Be Based on Gross Sales Under the Proposed Protection Offered by Insurer

A PLAN for blanket coverage of broadcast stations against losses resulting from libel and slander uttered over their facilities, was announced Feb. 12 by the NAB just preparatory to the annual convention.

John Elmer, NAB retiring president, made the announcement in the form of correspondence exchanges involving the Maryland Casualty Co., Baltimore, which has agreed to underwrite the policy, provided a sufficient number of stations subscribe. A rate of $2 per thousand was quoted, based upon the gross business done per station during its prior year. Liability of the company would be limited to $80,000 in the aggregate for any one broadcast, whether made over one station or over a network. The blanket bond would be placed at $1,000,000 for any one year.

Under the premium plan, a station doing $250,000 per year gross business would have to pay $500 per annum for the coverage. It was added that smaller stations whose annual gross income is less than $50,000, would be given the protection for a flat $100 per annum.

Mr. Elmer pointed out that the plan contemplates the extension of coverage, under certain conditions, to television stations which may be possible under a reduction of the rate. Moreover, he said, it contemplates the introduction of the sponsor into the picture "thereby making it possible for the broadcaster to pass the costs of this protection on to the advertiser." He added he approved the recommendation of Manager Director James W. Baldwin that the administration of the plan be left to those stations interested and that specific purpose and not related to the NAB. Mr. Baldwin made this recommendation because of the experiences with the NAB Bureau of Copyrights and because not all stations are in position to participate.

The basic plan was outlined in a letter dated Feb. 7 from Bertrand H. Bratney, vice-president of Maryland Casualty, transmitted to the NAB through Ralph P. Dunn, Washington, insurance man with the plan, and to whom inquiries are to be directed.

Text of Proposal

In further consideration of the problem which you and we have been con- cerned about for so long, I believe it is your suggestion that we now present to you the outline of a plan by which we propose giving a blanket coverage to those broad- casters, stations, to obtain protection against loss resulting from libelous or slanderous remarks for which they should be held liable, growing out of broadcasts made over their facilities.

For obvious reasons we are not setting out here in full the form of bond to be written, but the plan calls for coverage as follows:

Such stations, after having made part specific to the Association, or some corporation, set up specifically for this purpose, for distribution to the station or stations sustaining loss by reason of any action, upon the premium, after a claim is received under this protection would be afforded for a flat coverage of $100 per annum.

Gertrude Berg Honored

GERTRUDE BERG, author and leading character of the CBS dramatic serial "The Goldbergs" has been named "dean of radio script writers" by students of Columbia University and CBS in a radio script writing conducted by Erik Barnow. Miss Berg, a graduate of the Journalism of Columbia University, will be guest instructor of the classes Feb. 28. She estimates that she has written 2,000 scripts of 500 words each for The Goldbergs.

George W. Sutton

GEORGE W. Sutton, father of George O. Sutton, radio attorney, was killed Feb. 12 by a hit-run driver who ran amok in Washing- ton, leaving a young girl injured in his wake. The elder Mr. Sutton, a former attorney general of Ten- nessee, and buried 69 feet as he stood in a safety zone on Pennsylvania Ave., Washington.

Cash and Cigarettes

AMERICAN TOBACCO Co., New York (Lucky Strike) on its Kay Kyser Musical Klass from Chicago Tuesday nights on NBC-Blue and Mutual, is giving away $35 as first prize to winning contestants guessing most song titles, theme songs, radio stars, etc., $20 to the second prize winner and $10 to the four remaining contestants. In addi- tion each of the contestants receives a carton of Lucky Strikes while each one attending the program presented by WGN studios, receives a package of Luckies. Lord & Thomas, New York, handles the account.

WWW

WE EARN A MILLION DOLLARS A MONTH

Reach this Huge Paying Roll through

WOW!

A million dollars a month goes into the pocket- ets of Omaha's 12,000 packing house and stockyards employees—money for food, clothing, automobiles, all the things that YOU have to sell. The spending of this huge live- stock industry payroll is influenced strongly by the spoken suggestion of advertisers on their favorite radio station. Recent surveys show tremendous listener preference for WOW—preference that means RESULTS for advertisers.

WOW

590 Ke.
OMAHA, NEBRASKA
5,000 WATTS
John Gillin, Jr., Mgr.
John Blair Co., Representatives
Owned and Operated by the Woodmen of the World

KFRU

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

KFRU

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

The coverage further provides that the Sponsor proposing to use the facilities of a station or stations for the purpose of a broadcast, will enter into a contract with such station or stations specifically indemnifying it or them any libelous or slanderous remark uttered or broadcast by its agents or representatives. This contract further declaring that its enforce- ment will be indemnified by the insurance company, which is re- quired, to be specifically made and in- sured which, is an important contract. Such a condition could be inserted and made a part of the general contract for use by the sponsor and the broadcast station.

The idea of the drastic need for such protection, and have further advised us of the interest shown by a number of your associates in this protection. It is per- haps needless to say that such coverage could not be given, and such plan could not be effective unless a plan number definitely and of all themselves the opportunity to ob- tain such coverage. It is with this un- derstanding that we are now able to quote a rate of $200 per thousand based upon the gross business done per station during its prior year. In the form of "the gross business of the station," it is perhaps obvious that the income derived from advertising and the annual use of the station is to the amount of the gross income of the company, and because the rate of the premium is quoted, based upon the gross income only.

It is possible that should a sufficient number of subscribers wish to obtain this coverage, that we might in such event be able to reduce the premium to some- what lower than quoted.

It might not be amiss to mention here that this plan is for smaller stations whose annual gross income is less than $50,000, protection being included for a flat coverage of $100 per annum.

www.americanradiohistory.com
5000 WATTS
1480 KILOCYCLES

ON CHICAGO'S SOUTHERN BORDER

New Western Electric Transmitter with three tower directional antenna

for 10,000,000 listeners
in America's rich midwest market...

Sort of a LUSTY VOICE
for a big youngster less than one year old to make listeners respond like this:

800 letters a day on fifteen minutes daily 1:00 to 1:15 P.M.
2000 letters in a week on fifteen minutes daily 9:30 to 9:45 A.M.
176 requests from kiddies on two announcements 12:15 to 1:15 P.M.
120 letters weekly requesting prices from one spot announcement daily
150 letters weekly for hillbilly—no request

And We Can Do The Same For You, Too, So—

WHIP
HAL R. MAKELIM, Manager

WHIP COVERS
1. Entire Chicago audience at lowest cost.
2. Mid-America's biggest concentration of radio sets.
3. The Calumet Region, one of the most important skilled worker areas of the world.
4. A four state population group with one of the highest dollar income ratios in the U.S.
NY listener may submit the outstanding memory of his life for dramatization on "Thanks for the Memory," a new CBS Sunday night show originating on Koin, Portland, Ore. Written by Henry Swartwood, the show is based on factual experiences of listeners. The musical ensemble of the show is under the direction of Joseph Sampietro.

Build Audiences With WRWR Performance.

Women At Play

Blenheim Furniture Store, Milwaukee, wanted to cash in on a re-opening hall that it had built in its store for women's clubs and societies to hold their parties. Grant Sandison, WTMJ salesman, got announcer Bill Evans to interview the ladies at play during Homemakers' Studio. Sales went up so fast that the sponsor has increased his schedule to 13 weeks, five quarter hours weekly.

For a Change

Shopping problems from a man's point of view furnish fun on KGB, San Diego, five times weekly. Called Man of the House and written by George Putnam, the program is sponsored by the local Marion Co. department store. David Young produces the show and KGB says the trick of directing the program to men pulls a strong listener following.

Stable Broadcast

Blimp broadcasts are rare, especially those from a blimp above the sea. Announcer Bill Pennell of WIOD, Miami, Fla., recently described sharks at play while he was flying off the Florida coast.

Radio Station

WPTF Raleigh, North Carolina

Announces

The Appointment of

JOHN H. FIELD, Jr.

Formerly of Free & Peters Inc.

as Sales Manager

effective

March 1, 1938

BROADCASTING \ Broadcast Advertising

Cleveland College Contest

A three-hour college course in Cleveland College is offered on WHK to the listener who answers questions asked during a new series which presents five local professors in discussions of social problems. For example, one lecture will discuss social manners and questions will be asked about the history and development of manners. Listener who writes in the best and most nearly correct answers will have his choice of any three-hour course of instruction.

Purley Programs

Numbers Game

WSGN, Birmingham, has started a new oddity program. Listeners are invited to participate by sending in their names, addresses, age and phone numbers. These are added and the last four numbers are used to select a number from the transcript of the previous program. The program has unlimited possibilities to interest a varied audience, as one number picked each day may be by the Philadelphia Philharmonic orchestra and the next may be done in Bing Crosby's best swing manner.

Claims Were Paid

ACCIDENTS resulting in the payment of insurance claims are dramatized on WAIM, Anderson, S. C., in a weekly series called Sounds of Industry. Each program begins with sound effects recorded by Roger Skelton, WAIM engineer. Some local industry. G. Paul Browne, publicity director of WAIM, handles the script for Lawrence Ainslie, local insurance sponsors.

Junior Reporters Open to every Philadelphia youngster from 8 to 15, the Junior Reporter Club of the Air has started on WPIL. Club members are required to write an account of some incident they witnessed during the preceding week while at school, home or play. Limited to 200 words, entries are entered in competition with cash prizes for the five "star" reporters of the week. Each winner tells his story on the air and every story entered automatically makes the writer a member.

How to Debate

Designed to assist highschool debate teams and their coaches, KGVO, Missoula, Mont., has started a new series of programs in cooperation with James N. Holm, director of the radio extension department of Montana U. Model debates will be aired to show high school debaters how material should be organized and high schools throughout the state will be tuned in.

Answer It

NEW children's program on WOR, Newark, is called Answer It and consists of a question game for children. Clubs are being formed to compete in cash prizes. The Saturday afternoon show is sponsored by the local Colonial Laundry.

From the Window

Remote from the sponsor's show window is Southern California Musi-cale, a 12-week series on KSB, San Diego, Cal. Sponsored by the Southern California Music Co. (musical instruments), that city, the series features a concert pianist. Dave Young, KGB production manager, has charge of the series.

Lady and Dummy

NOT to be outdone by that guy Charlie McCarthy, KFRO, Longview, Tex., features "Willie Talk," a clever dummy on the knee of Miss Joan Thompson, one of the few women ventriloquists. Willie is an East Texas favorite, says KFRO.
Fun with Puck
SOMe wise guy at a recent hockey game in Wausau, Wis., threw a roll of black friction tape on the ice during a hot battle for the puck. One team scored the puck and the other scored the friction tape and Joe Killeen, sportscaster for WSAU, almost went crazy explaining the whole thing to his many listeners.

California Bread
WITH ITS mobile truck painted like the sponsor's delivery wagon, KSPQ, San Francisco, has started a daily man on the street broadcast from 46 different shopping areas to tie in with products of the Holsum Bread Co. sponsor. Dean Maddex is emcee of the show and stages his programs in front of stores carrying the sponsor's bread.

Welcome
EXILES from their native land who have become proficient in dramatics, music and literature, are featured in a new program, Talent in Exile, on KMPC, Hollywood. Rene Williams' orchestra supplies the musical background. Manning Ostroff produces the series under the personal direction of Harry Maizlish, station manager.

Homemade History
HISTORY is dramatized before a studio audience of children in a weekly series on WINS, New York, called Let's Get Together. Conducted by Lewis Wolfe, public school teacher, the program is based on the belief that dramatized history is more impressive to students than textbook history. A question-answer period follows each program.

The Local Government
TO ACQUAINT listeners with the various departments of the city government, KFWB, Hollywood, has started a weekly quarter-hour dramatization series called Your Government Speaks. The programs are presented each Friday evening under the auspices of the New York Board of Trade. A member of the cast is the moderator who is also the director.

Ex-Glee Clubbers
WINS, New York, on Feb. 13 started a new program, Men's Lyric Chorus, conducted by Edward F. Lucia and composed of ex-members of high school and college glee clubs. Lawyers, medical students, pharmacists and businessmen are among the vocalists.

STEP LADDER—Had to be used by Wally Ford, man on street for KPRO, Longview, Tex., when he interviewed the man on stilts. A local florist gave the bouquet that Paul Wilson, KPRO announcer, is handing to the stilt man.

Home Town Slant
KROC, Rochester, Minn., has started a series of 20 out of town programs called News and Views. Movie trailers in local theatres plug the shows and Newswriter Holty Holton plays up local human interest features that are announced by Jerry Wing and Dwight Merriam.

All Aboard!
WREN, Kansas, Kan., has a new program called Kilocycle Limited, a variety show which plugs the station in the continuity by reference to a mythical train.

Dog House Blues
DESIGNED for men whose wires have them in "the dog house" a new show called Two Little Sheep has started on KTUL, Tulsa, featuring Jack Hoffman and Ken Linn. The idea is to keep the fun going so that during the program any disliked husband can get away with misdemeanors listed during the show, such as, dropping ashes and putting your feet on the table.

Tourist Clearinghouse
EVERYTIME WJW, Miami, Fla., hears of a new tourist in town it rings the bell on its morning program called Tourist Radio Register. The program features weather reports from tourists' hometowns as well as a clearing house for tourists whose names are announced so that friends can get together.

News that Was
WHN, New York, has started This Was News, dramatizations of events which were page one news in the past. First program described the sinking of the Lusitania and the war-time speeches of President Wilson.

Lessons in Songs
WQXR, New York, on Feb. 6 started a series of recitals designed to foster a better understanding of songs and opera. The programs will be conducted by Leon Rother, basso, of the Metropolitan Opera Co. Guest stars from stage, screen and radio, will appear.

Everywoman
MEMBERS of the Advertising Women of New York Inc., are interviewed on WMCA, that city, by Anice Ives in a series called Everywoman's Hour. Buying and advertising from a housewife's point of view are emphasized.

Bills and Business
IMPORTANT legislation at Washington and Albany, and the activities of the New York City Council are discussed in a new series over WHN, New York, called Business Speaks. The programs are presented each Friday evening under the auspices of the New York Board of Trade.

Ex-Glee Clubbers
WINS, New York, on Feb. 13 started a new program, Men's Lyric Chorus, conducted by Edward F. Lucia and composed of ex-members of high school and college glee clubs. Lawyers, medical students, pharmacists and businessmen are among the vocalists.

How to Make
SINCE WCOA, Pensacola, Fla., has increased its daytime power to 1,000 watts its coverage has been extended to a dozen more cities in Alabama, Georgia and Florida. New series of programs saluting each town has been started. We're making a lot of new friends, says WCOA.
SIGNING THE TOUGH PROSPECT

Georgia Group of Stations Creating Reservoir
Of Ideas for Different Types of Sponsors

By JAMES W. WOODRUFF, Jr.
Vice-President, General Manager
WRBL, Columbus, Ga.

STATIONS in State networks, or stations under the same ownership or joint operation in reasonably close communities, may find it advantageous to give consideration to the adoption, in the same or modified form, of the Program Idea Contest recently initiated by me and now effective in the three stations of the Georgia Broadcasting System.

While fundamentally a program idea contest, the plan actually serves three important purposes, namely: (1) Potential commercial gain for the stations adopting it; (2) an incentive from which station personnel will derive direct financial gain as and when programs by the individuals participating in the contest are sold; (3) the creation of a reservoir of programs, or program ideas, suitable for sale by the stations to diversified specific retail interests.

Three a Week

The contest works in this way: Each Monday night a staff meeting is held at each of the three stations constituting the Georgia Broadcasting System, WRBL, Columbus; WATL, Atlanta; and WGPC, Albany. Each eligible person, excluding station manager, draws a number from a hat, said numbers being a secret to all except the person drawing it.

Each week three classifications—potential sponsors—are determined by a simple process. To particularize: WATL may have a potential sponsor—a bakery—represented on the dotted line, yet unsigned. The staff has been unable to submit a program which meets with favor. The same situation may apply to WRBL in selling a laundry, or to WGPC with respect to WGPC. The bakery, laundry, bus line constitutes, therefore, the three classifications for the week. Each station suggests one potential account each week.

Following the drawing of numbers, each station lists the three potential accounts in classification only—bakery, laundry, bus line. These classifications are placed upon the bulletin board. The staff members participating in the contest may submit program ideas on one, two, or all three of the classifications, before noon on Saturday of that week. A suggested script of the first broadcast is required.

All program material thus presented is studied carefully for sales effectiveness. The copy of each script is forwarded to WATL and another to WGPC. The manager at both WATL and WGPC does the same in transmitting copies of script to the other two stations.

With, say, 25 staff members writing on three classifications each week, the law of averages is bound to provide several ideas on each classification for the future use of each station, with the result that each staff will have on hand, as this program idea contest progresses, a complete file on many types of accounts.

If and as any one of the program ideas is sold at any one of the three stations, the member of the staff who submitted the idea will receive a percentage royalty on the revenue returned to the respective station where the program is sold. Inasmuch as each station will have a complete file on all program ideas, if any member of the staff at WGPC in Albany, for instance, submits an idea which is sold at WATL in Atlanta, that member will still have to his credit this idea and will, therefore, receive royalty for the value the program is to WATL in revenue received from its sponsor.

AMERICAN Institute of Food Products, New York, has started a daily half-hour program on WINS, New York, conducted by Glenni Strickland, home service director of the Institute. Scheck Adv. Agency, Newark, is in charge.

Prizes for Children

COLUMBIA Laundry, Newark, on Feb. 12 started Answer It on WOR, Newark. The weekly show consists of a question and answer game for children, with cash prizes given on each broadcast.

Neck and Twist

THE question of how to create the sound of a man’s neck being sharply twisted by a masseur recently faced NBC’s sound effects technician J. Curtis Mitchell, on a broadcast of Your Health. In illustrating the cause and care of arthritis, Mitchell finally hit upon the answer. He held his ankle to the microphone and turned it around. The resulting sound was satisfyingly brutal and realistic.
Sorry, I can’t disturb Mr. Fiditch now. He’s holding his semi-monthly conference.

PEEP, specializing in keyhole coverage, goes on the market with this issue. Its purpose, to take a sly peep or two at the reading habits of advertising executives—the men who buy time. Its subscription rate, gratis, to every reader of BROADCASTING. Its circulation, 7300. So, for a picture of life behind closed advertising doors, we recommend a look at PEEP. We hope it will click with you.

You can’t get the most out of the business of broadcasting without the 1938 YEARBOOK. It’s hot off the press. Have you received yours? It goes only to regular subscribers to “Broadcasting”.

BROADCASTING

Broadcast Advertising

National Press Bldg.
WASHINGTON, D. C.
Radio Burglar Alarm

EDITOR,.Broadcasting:
In your issue of Jan. 15, on page 57, you carried a story of an "invention" by James O. Houston of Freewater, Ore. The "invention" was described as being a "burglar alarm...it automatically..." as soon as a circuit is broken and is picked up by police cruisers.

This is to advise that Mr. Houston's "invention" is about three years late. As a matter of fact, a similar device --- and successful, was perfected by the author, now a member of the WMBD, Peoria, Ill., staff and Lieut. Harry Mackley, head of the Peoria police department radio division in November, 1934.

No attempt was made to market the device at that time because the then PRC would not grant a license for an automatic transmitter. Briefly, it consisted of a recorded voice alarm which was touched off either by direct button or by an electric eye. At the end of the recording, the machine automatically turned off the small transmitter.

In proof of this contention, I enclose enlarged photo of the title of a new reel story built around the device...narrated by Edwin C. Hill and photographed by Norman Alley, recently in the headlines for his Panay bombing shots.

Brooks Watson Peoria, Ill.

Mobile, Not Apex

EDITOR, Broadcasting:
We note on page 62 of your issue of Jan. 15, the letter of Robert L. Coe, May we state that our original letter was not intended to register our formal entry into a field of competition with an apex distance record. Ours is not an apex station.

WAXF is simply a mobile unit consisting of a 110-watt transmitter for relay broadcast purposes, mounted in a motor truck with a 7½ ft. antenna mounted on the top, and operating on 31,100 kc. In no sense do we expect this equipment

Moving Story of a Radio Station

(Continued from page 44)

approval called for both the facilities and market sections to be shown at all junior high and high schools, and for the market section to be put on the screen for the elementary and intermediate schools. The stations regard this endorsement with the utmost satisfaction.

Other organizations which have seen the film include the Seattle and Tacoma Ad Clubs, Washington University School of Journalism, Washington State Progress Commission, Pi Kappa Delta, Sigma Delta Chi, Seattle Junior Chamber of Commerce, the Washington State Economic Federation, the West Seattle Lions Club, the Schools, and the employees and officers of the First National Bank of Seattle, the Junior Ad Club of Seattle and the Seattle Association of Classroom Teachers.

Bookings for the month of January called for showings to the Mountaineers Club, the Northwest Industries Study Club, The Puget Sound Power & Light Company, the Washington State Press Club, the Annual Convention of Newspapermen, the Republican Club of King County, the Northwest Industries Club, the Scandinavian American Democratic Club, the Rainier Masonic Lodge, the Seattle Central Lions Club and the Ellenburg Public Schools.

The efforts of KOMO-KJR to show the living market of the Pacific Northwest has been well rewarded by the appreciative manner in which the people of this area have received the picture. Almost without exception, whenever the film has been shown, many have asked if it were going to be shown to the people of the East. Many more have said that the pictures brought home to them for the first time the rich endowment of many areas in the Pacific Northwest.

The entire project has been a revelation to us, and the market statistics unearthed to build the film have supplied added ammunition for sales drives. Not only has the production sold Seattle on KOMO-KJR, but it has sold KOMO-KJR's personnel on itself. It has given KOMO-KJR renewed impetus to sell its market, and it has helped other advertising media to sell not only their media but the market as a whole.

A gratifying percentage of the half million radio families in the country's fifth largest market listen regularly to WHK and WCLE in Cleveland. And WHK-WCLE listen too, not so much to station programs but to the listeners themselves.

WHK-WCLE executives make it a daily habit to use the "stethoscope" on listeners. They listen for favorable reactions to existing programs, sound out listeners on what new programs they prefer, make daily surveys in homes picked at random.

No small part of the success of WHK-WCLE in Cleveland is due to this constant effort to make their programs second to none. And sponsors prefer to buy time from stations that do so much to keep listener interest at high levels.
Who's Responsible for Radio Programs?

Anonymous Critic Bemoans Intrusion Of Outsiders Into the Industry

WHERE does the responsibility for the radio program belong? Station? Advertiser? Agency? In this able dissertation the history of program development is traced. And the responsibility is placed squarely upon the broadcaster, along with the blame for permitting the advertiser and his agent to usurp that function. The identity of the author cannot be divulged because of the position he occupies in the broadcast advertising picture.

T
e RECENT 'Adam and Eve' program controversy has focused attention on an argument of long standing among broadcasters and agencies for advertisers. Stated briefly the question is: "Where does the responsibility rest for the creation and production of commercial radio entertainment?"

The critics of radio programs are loud in their denunciation of mediocre and objectionable programming. Last year at a convention of educational leaders one of the speakers made the statement that about 80% of all radio programs are 'tripe.' Many of the newspapers that never lose an opportunity to criticize radio, gave this statement and speech front-page publicity.

The leaders of women's clubs, parent teachers associations and other civic groups have issued lengthy reports and made dramatic speeches of criticism against radio programs. This type of publicity has naturally interested the public, especially that portion of the public with a growing audience that is never satisfied, more critical.

Came the Bomb

Then came 'Adam and Eve' and the bombshell exploded. The newspapers pounced on this story like a pack of hungry wolves. The critics were quick to rise to a body and shouted "I told you so!" And the motion picture producers, who have been the target for public criticism for years, chuckled with glee and suggested a Legion of Decency for radio.

The network, agency and advertiser all apologized for the mistake and assured the public that it would not happen again. The FCC reaped the network and station involved and reserved the right to hold this incident in obedience for possible consideration in connection with proposed licenses or any favors or applications made by these stations in the future. For the time being the situation is technically closed, but the argument about responsibility still goes on.

It would be just as foolish to say that radio programs are above reproach as it would be to state that the critics are wrong and that criticism of radio is unjustified. There will probably be programs that will entirely please everybody. There will always be something to criticize.

But the most significant fact in this whole argument is the element of growing dissatisfaction among broadcasters, agencies and advertisers. When a program is produced and the results are not satisfactory, who is to blame? In many cases there is a round robin of fees and fanning.

The broadcaster blames the agency for its poorly written or produced program, and the advertiser for lack of merchandising support. The agency blames the client for poor talent or improper production or the advertiser for suggesting the idea in the first place. The advertiser blames either the station or the agency or both. And the public voices its opinion by refusing to listen to the program. Who is right?

The advertiser gets an idea and passes it along to the agency. The agency builds a program around the idea and forwards it to the station. The station examines the program and informs the agency it is not good radio. The agency insists that the program be produced exactly as outlined. The advertiser is a large national concern and the station needs the revenue and so the program goes on the air. The program fails to satisfy the audience, the buck passing starts again. Who is right?

Onward They Quibble

The agency has an idea and presents it to the advertiser. After numerous changes and alterations the program is forwarded to the station. Once more the station files protests, but the reply from the agency is the same, the program must be produced as is. However, without notifying the agency, the station changes a part or all of the program and it fails. Who is right?

In desperation the station goes to the agency and arranges for a "local tested" program that is very popular with the station's local audience. Both the advertiser and agency suggest certain changes that can be made. New talent is substituted and a contest with extra long copy is inserted. When the program is finally produced the audience doesn't recognize its old favorite and the results are unsatisfactory. Who is right?

Then one of these routines produces a popular and successful program. Each one concerned congratulates himself on being smart and everyone is happy. Who is right?

What is good radio entertainment? What is good commercial radio entertainment? How long is an effective announcement? What is meant by good taste in entertainment and copy? Who is best qualified to pass judgment on what the radio audience wants? If there is a program to the interest, convenience and necessity of the radio audience, whom is the license to broadcast granted? Who is really responsible for radio programs? It's time to stop buck passing and to start straight thinking. The question of final responsibility is obvious. But there seems to be a large faction of those who refuse to face the facts.

In the early days of broadcasting, between 1920 and 1927, the government issued permits for the building of radio stations, assigned definite wavelengths and granted these stations permission to broadcast. This was the birth of a new venture in commercial communication. Both from an engineer and program standpoint the work was experimental and broadcast advertising.

In the first years of this period there were few agencies and advertisers who gave this new medium serious consideration. The station owners assumed the responsibility for producing radio programs. These pioneer broadcasters, with their high salaried big-name personalities, studied the problem of radio entertainment and produced the programs that carried the industry through its most critical stage of development.

If a station broadcast a program that was objectionable the listening public would be corresponded with an avalanche of letters of protest. In many cases the station owners were summoned to Washington and were forced to compete with the incidents which would come in from a withdrawal of their licenses. The stations were fully aware of this responsibility and those who abused the privilege were taken off the air.

Sound and Finances

Then came the problem of placing this new industry on a sound financial basis. The maintenance and operation of a radio station was expensive. The station owners knew that newspapers and magazines were receiving large revenues from advertisers. Radio was also a medium of public contact that would be suitable for the advertiser. But, radio was new and it was far from easy to sell the advertiser and especially the agency on the idea.

The station was unable to prove 'circulation.' Both the advertiser and the agency knew what to expect from publication advertising, but this radio business had no proof of results. However, a few progressive advertisers decided to try radio and sponsored the pioneer commercial programs. Many of these trials were successful and broadcast advertising was on its way. The era of interference had not arrived. The advertisers knew that radio entertainment needed organization and were content to let the stations build and produce the programs.

Next came the organization of the National Broadcasting Co. and the idea of broadcasting a program over a network of stations at the same time. In the case of the local stations, the network assumed the responsibility of creating and producing the programs. Famous orchestras and artists appeared on the air and the national manufacturer saw how it could capitalize on this new medium.

It is interesting to recall that most of the different types of programs heard today were originated by the networks. By 1927, with the development of dramatic sketches, plays, serial stories, comedy, grand opera, light opera, popular dance music, variety and music shows, home economics, farm hours, man-on-the-street programs were on the daily station schedule. These early broadcasts were responsible for building radio programs for the radio public.

When the publications discovered that radio was diverting advertising appropriations they organized a bitter opposition, but their efforts were unavailing. Radio continued to grow in favor with the public and advertisers.

Then came the Radio Act of 1927 that established the Federal Radio Commission. This law placed full responsibility on the stations and networks to produce programs that would be to the best interest, convenience and necessity. As in the past, when renewals of licenses were considered the stations were asked to show why they should continue to enjoy the privilege of broadcasting.

The stations began to pay more attention to balancing the day's program schedule. Service features, civic and religious programs were given more prominence. It was recognized that a schedule predomiating in commercial programs was not fulfilling interest, convenience and necessity. Yes, the broadcasters were definitely responsible.

The Desire to Please

The national advertisers gave radio broadcasting a chance and grants and many of their agencies were forced to give radio its proper recognition or lose accounts. Radio departments in agencies were hastily created. In some cases the directors were selected from broadcasters, and in others advertising men, account executives, actors, singers, publicity men and television bookers with very little if any actual radio experience were given the title of radio director.

This last one suddenly stepped to the front and said to

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BROADCASTING • Broadcast Advertising

February 15, 1938 • Page 95
Who's Responsible for Programs?

(Continued from page 95)

the broadcasters: "Although we who know very little about radio we are going to assume the responsibility of producing your programs." Naturally, the broadcasters objected. But these men represented large national agencies with large national accounts. While the broadcasters presented this interference they also were anxious to please the national advertisers and secure the cooperation of the agencies. And the first link in the chain of responsibility was broken as the agencies assumed the right to supervise and produce radio entertainment.

It is well to remember at this point that in all the years of publication advertising the newspapers and magazines have not permitted the advertisers or their agencies to dictate their policies or produce their news and editorial copy and fictional reading matter. The advertisers and agencies prepare their copy and advertising layouts and the news staffs of the newspapers and editorial staffs of the magazines control the type of reading matter they know will please their readers. So what has been denied to advertisers and agencies by publications has been willingly or unwillingly relinquished by the broadcasters. Who is right?

Not only have the advertisers and agencies demanded the right to produce programs but they have gone a step farther and demanded merchandising assistance far beyond the limits of common sense. Merchandising is a power for the advertiser and not the broadcaster. This is a paradoxical situation, merchandising which is the responsibility of the advertiser is turned over to the station and the production of radio programs, which is the responsibility of the station, is turned over to the advertiser. Who is right?

Then the motion pictures and Hollywood loomed on the horizon. For years the motion picture producers have looked up at radio as a serious competition. They reasoned that if people stayed at home and listened to the radio they would not be available to the movies. Then some of the producers hired radio actors and put them in pictures. The movie stars appeared on radio programs and benefited by the publicity.

Hollywood or Bust

The advertisers began paying these stars large salaries, in many cases more than these same stars were getting for working in pictures. Here was a new opportunity for talent exploitation and the gold rush for Hollywood was on. Advertisers and agencies went into a scramble to compete for the services of favorite stars. The motion picture companies finally decided to get their share and built public relations programs that were created and bought by advertisers. Why should the motion picture companies contribute anything to radio by producing their own programs when they are able to get advertisers to foot the bill? Now almost every movie star...

BOB AND EDDIE-Men on street for WOOD, Grand Rapids, Mich., had a problem one day when two commercial picks-up followed from points a half mile apart. They asked their station if they could be two places at the same time and while Robert H. Smith (wearing hat) kept "talking" to Edward H. Denkem (script in hand) as if he were present, Eddie got in a cab, dashed the half mile and picked up the continuity so smoothly that local listeners kept WOOD's switchboard busy for an hour explaining its agile announcers. Ain't they the ones, says WOOD.

This agency and others have set up legal barriers and red tape that make it almost impossible for outside writers and program producers to submit material for consideration. For years station managers have tried desperately to get these same agencies interested in their local programs. The networks and stations have had the experience repeated many times of trying to sell popular sustaining programs. Finally an advertiser decides to take a chance and the program is successful. Who is smart?

Further in the above conversation with this same agency executive, an idea was suggested that would offer his company an opportunity to contribute to the study and development of better radio programs. His reply was: "We are not interested in spending any of our 15% to contribute to the development of radio programs. Let the networks and stations do that."

What He Could Say

Again, he might have said: "I am perfectly willing to let the broadcasters have the full responsibility for maintaining and developing programs that satisfy the radio audience and the PCC. But when I am ready to produce a program for one of my clients I insist upon and demand that you turn over this responsibility to my agency. My program producers have had little if any actual experience as legitimate broadcasters, but they know the show business and that's all that's necessary."

If the development of the radio industry had depended on this type of support there would probably be no radio today. And by the same line of reasoning we must recognize the fact that the future development of radio must come from the broadcasters.

The broadcasters cannot shirk any responsibility by passing the buck to the agencies and advertisers. Many stations seem to have forgotten these three important

The Clearing House for the Broadcasting Industry

Use Broadcasting Classified Columns for:

★ Help Wanted
★ Situations Wanted
★ Wanted to Buy
★ OR Sell

Copy should reach this office five days prior to date of publication. 7c per word for Help Wanted and Situations wanted. All others 12c per word.

BROADCASTING
870 NATIONAL PRESS BLDG.
WASHINGTON, D. C.

Page 96 • February 15, 1938
Commenting on this subject of station responsibility an executive of a large national concern that is one of radio's big clients made this statement: "I think that we all agree that radio advertisers need to know a lot more than they now do about program production, and that the decline of program activity in the stations passes the buck squarely to the advertisers. I have a feeling that most of the radio people are a good deal like ostriches, and because they have their heads buried in the sand they are convinced that they are hidden from the enemy. If there is a Congressional investigation, the broadcasters are going to be a good deal startled by some of the things that will be said."

At the NAB Convention in Chicago last summer the radio director of a national syndicator of a syndication agency that gave the broadcasters what was termed a verbal spanking. His references to poor programs, lousy copy, stupid announcers, program directors that are broken down baritones, were delivered and intended as a sweeping condemnation of the entire radio industry as applied to the broadcasters.

Well, Mr. Broadcaster, you turned over your responsibility to the outsider and you have no one to blame but yourself for all the criticism, abuse and condemnation that has been fired at you. The Government that represents the American people has given you temporary permission to operate a radio station to the best interests of your community. You are directly responsible for the program that you originate or broadcast. You cannot pass the buck to the advertiser, agency or network. You know, or should know, what has happened and what is going on. You have a valuable franchise that gives you the power to dictate what you believe is to the best interest of your station and audience. But, if you prostitute this privilege by turning over this responsibility to every Tom, Dick and Harry you are likely to wake up some morning and find that you are no longer in the broadcasting business.

This is not a sweeping condemnation of all broadcasters, all advertisers or all agencies. In the three groups with whom we talk on broadcast—was a gigantic exploitation where billing and commissions are of paramount importance. The problem has developed into a vicious circle that has spread over the industry like a plague. The cause and effect are apparent, Mr. Broadcaster. Are you going to wait for the Government to step in and take this control away from you? The responsibility is yours. So what are you going to do about it?

WNEL to Rescue

EDITOR: BROADCASTING:

Recently we have heard and read a great deal about the service rendered by broadcast stations in time of flood and national emergencies.

I am giving you a little story that has a slightly different slant.

The pleasure yacht Beverly, which is maintained by WNEL, as a floating base for its three broadcast pickup stations when it is necessary to contact some incoming celebrity or famous ship, was sent to St. Thomas, Virgin Island, recently to bring back certain key food products which were necessary in strike-bound San Juan.

There has been a strike here for about a month which has tied up all shipping. The island, which grows very little of its own foods, has had to tighten its belt and do without many foods ordinarily shipped in. There is sufficient flour in the island to last a short time, but the supply of meat and other ingredients necessary for the making of bread became exhausted.

At the request of Pan American Standard Brands Inc., the owner of WNEL, Juan Pica, consented to loan the pleasure yacht to Standard Brands to bring into San Juan a cargo of yeast and other commodities to insure the island's bread supply. The writer took the ship to St. Thomas without incident and loaded it to the gunwales and left St. Thomas for San Juan early last Sunday morning accompanied by Harold Brown, local manager for Pan American Standard Brands, and one sailor.

As luck would have it the heavily loaded boat ran into a real old time northeaster. The wind was blowing with full gale force and the mountainous seas soon drowned out the motor. By diligent operation of the bilge pumps and under what can-vas the boat could carry with that wind, we finally made Fajardo, Puerto Rico, late last Sunday night.

It struck me that this type of service is something new in the broadcasting field and that you might find it interesting.

WILLIAM N. GREER, WNEL, San Juan, P. R.

SURE! NORTH DAKOTA is a good market BUT...

Here is a market with almost the same population—AND, a per capita spendable income almost half again as large. "The heart of Illinois" is not only a rich agricultural area but a booming industrial center—with wages up to new peaks. Folks are SPENDING now for the things they want and need. If you want to make advertising dollars go results, cover this market with WMBD—the only medium that gives complete, economical coverage. Now with increased power (5000 watts daytime—1000 watts night) WMBD is a better buy than ever before.

FREE, JOHNS & FIELD, INC.—National Representatives

BROADCASTING • Broadcast Advertising February 15, 1938 • Page 97
Wheeler Warns Against Monopoly

(Continued from page 20)

some of you are doing outstanding public service work with your stations. I do not believe that a three year license is yet justifiable. Radio broadcasting is still in too unsettled a state. The course has not yet been clearly charted for the future, as I have attempted to indicate to you. I do not say, however, that longer licenses should not be issued—perhaps for a year at the start—as a means of encouraging investment of sounder nature in broadcasting. Possibly that would be a desirable move. Also the Commission by the terms of the act, would have if it function can revoke licenses for cause at any time, after due notice and hearing, and it is not necessary for it to await a license renewal period to take punitive action.

It is a relatively easy matter to pick flaws. It is the stock in trade of most of us in Congress. In radio broadcasting there is much that has been done that deserves the plaudits of the people and of government. Many stations—the vast majority—have kept their ears open and are doing outstanding jobs in the broad field of public service, in giving freely and willingly of their facilities for the entertainment and education of the people.

During the disastrous floods of just a year ago, radio performed an outstanding service which, I believe, won the spontaneous approbation of the entire nation. However, more time, money and thought must be devoted to programs and service to your communities.

It is true many of your programs are excellent but you have not yet learned to keep all the cheap and mediocre sort of things off the air. I refer to those offerings of old-time stage comedians whose stock in trade is the double entendre or downright smut. This is not good for radio. Entertainment which transgresses the standards of decency and good taste undermine the prestige of radio and subject listeners to a risk which they need not assume. I do not believe that the public will long tolerate the use of radio for a type of program which violates fundamental concepts of decency and which is not acceptable at the family fireside. I believe that the moral standards of our people have experienced a definite change during the post-war years. Individuals and nations seemed to suffer a kind of moral disintegration which is reflected in the undesirable and bloody human conflict. This reversion of moral principles expressed itself in many foreign countries that had flagrant disregard of human liberties. In America we had the dizzy stock market boom and witnessed the increasing concentration of power in the hands of a few. Many business men cast aside their previous concepts and sharp practice became common. The economic collapse of the early thirties seemed to have a sobering influence and our people seem to be returning to an appreciation of time-tested values.

Our concern today is whether radio will keep pace with these times. By and large, I think all will agree that many radio programs meet the standards we all desire and recognize as necessary.

There is and should be a real distinction in the standards to be met by radio programs and other types of entertainment. While one can always turn the dial just as one can select what plays and pictures one will see, radio, nevertheless, is a family institution. Anything should be broadcast that is offensive to any member of the family circle. This job of maintaining high program standards that meet the test is, of course, that of the licensees and the networks. And I believe the sound instincts of the radio audiences will reject any use of the radio that violates such standards. If a minority persists in broadcasting that which is mediocre or offensive, all radio will suffer.

Whether or not the public demands such programs, I think it is the duty of the broadcasters not only to meet the standards of decency and of morality, but also the standards of public service. We of Congress and you of radio—both dedicated to the public service—have a definite mutual interest. In the solving of present and future problems I am always happy to receive your ideas either from you as individuals or from your industry as a whole.

Urges Improvement

In Commercials

I have observed that the complaint against commercial announcements has diminished in recent months. But many advertisers continue to use the stilted manner of advertising which is so far too blatant for the good of the advertisers themselves. I fully appreciate that the frequencies on which you operate were used before you made investments and put them into service. Because you did put them into service does not, however, give you a property right. They still belong to the people and only as long as the public is properly served may they remain in your charge. Because of your investment and labor in making these frequencies of value, you are permitted to make a profit and earn a livelihood from that investment and labor, that is, as long as you are still serving your listeners. You are not, however, given any authority to transfer your license to another party. The Communications Commission, as the governing body, must determine whether the new applicant is competent, qualified and responsible and is not selling something for far in excess of the real value of the station.

The future of radio—facsimile and television—are intriguing to all of us. Current experiments in facsimile will be watched closely, and television, which promises to give radio a new dimension, stager's one's imagination. During the years of infancy and in the years to come before the practical development of television to a point of perfection where it can be made useful to the public, you in the broadcasting business are undergoing a process of learning. In broadcasting you pioneered and expanded with the new medium. You are the ones who expect of us in return the permit under which you operate.

Telecasting is far more advanced than was broadcasting when some of you first started in the business. Yet today, we find the broadcast within the confines of the laboratory. However, by the time it is ready for release I suire you in broadcasting of aural radio will be so skilled in your knowledge of service to the public that the visual method of broadcasting safety may be placed in your hands.

And in closing, again let me say, our problems are alike. We must keep away from all tendencies toward monopoly in any form. We must improve our programs. We must keep our microphones open for free and uncensored discussions of our problems, with equal facilities to hear the constant reports of our problems and in the early stages of our problem. We of Congress and you of radio—both dedicated to the public service—have a definite mutual interest. In the solving of present and future problems I am always happy to receive your ideas either from you as individuals or from your industry as a whole.
Craven Sees Technical, Economic Gains
(Continued from page 28)

broadcasters in this country but also the entire public of this nation. This agitation with respect to clear channels is brought about by the economic factors involved in the competition between clear channel stations and stations of other classes. I recognize that these economic factors exist, but I believe that if there are inequalities the solution must lie in corrective measures differing greatly from those suggested in the report submitted to you by your managing director. This is a domestic situation, and above all, should be handled only in any way be complicated with international problems.

While I am on the subject of clear channels, I wish to call your attention to the fact that the Engineering Department of the Commission, under my direction, has recommended a change in the former extreme conception of the function of clear channels, not only in the supposed rights of each clear channel station, but also in the number of clear channels hereafter considered necessary.

It is recognized that some of the areas hereetofore primarily served by clear channel stations are now also being served by smaller stations, many of which are receiving network programs. The changes suggested by the Engineering Department constitute one of the steps which must be taken in the direction of solving the inherent economic difficulties involved in the use of the various classes of stations.

However, I believe that the 40,000,000 people in the rural areas of this country who are largely dependent upon the secondary coverage of clear channel stations for their daytime radio service must not be forgotten, and as an engineer as well as a member of the FCC, I for one cannot agree that any solution of the economic factors involved in competition between stations is a sound public policy if it deprives these millions of rural listeners of good radio service.

In my opinion such a course would result in disaster to the entire radio industry and would lead inevitably to Government operation of radio broadcast stations; and in this connection, I do not believe that Government operation of radio broadcast stations is the desire of the country.

I recognize that the use of clear channel stations may have some disadvantages of an economic character to other classes of stations, but to me the social responsibilities of not only the Government but also the industry itself are paramount to some of the economic disadvantages to a group of broadcasters. However, I recognize the real need of local facilities and the necessity for local stations to operate at a profit, and I would recommend that the industry, in cooperation with the Government, seriously study the ways and means to alleviate the economic disadvantages which at this time may appear to be inherent in the existing system.

Urges Economic Studies By the Industry

Recently there has been submitted to the Commission a report of its Engineering Department on the social and economic factors of radio broadcasting. Since it was fully realized that there are so many facts lacking that final conclusions could not be reached on many of the social and economic factors, this report was submitted as a basis of discussion only.

It seems to me that the industry itself should inaugurate studies of its own on the various economic phases, with the view of obtaining factual data, but also of ascertaining ways and means to rectify, in an evolutionary manner, many of the inherent disadvantages in existing practices. It is my hope that the Commission can cooperate in this study, with the objective of arriving at a sound conclusion leading toward an improved application of radio to the service of the public in the future.

In conclusion, it is my earnest hope that the broadcasters will be able to reconcile their individual differences and effect a cohesive organization which gives full recognition to all of the broader phases of the industry and its social service to the public. I hope that you will avoid the pitfalls involved in ill-considered panaceas for improvement or illogical rectification of any existing inequalities.

I fully realize that in order to be successful, the industry must operate at a profit, but that in order to operate at a profit it must also recognize the responsibilities it holds to the public. And finally, you have a right to expect Government cooperation toward the objective of improved application of radio to the service of the public on a sound economic and technical basis.

The habit of complaining about our public institutions is a typical American characteristic. We all of us criticize policies of government and we have the best government in the world.

Criticism of radio from many sources is not novelty and we have the best radio system in the world. Such criticism of government, of radio and of all our public institutions is a wholesome thing. It tends to prevent stagnation. Indeed, free and open discussion of all these problems is our most essential democratic process.

In a world where such free discussion is being stifed in many quarters, let us continue our traditional habit of frank and honest criticism. Such discussion encourages progress and best serves our democracy.
Registration at NAB Convention in Washington Feb. 14-16...

WITH 94 station sales executives in attendance, broadcast sales directors held the annual NAB Convention at the Willard Hotel, Washington, Feb. 13, just prepara-
tions for the annual NAB Convention. Problems confronting the sales executives of stations, includ-
ing "how to sell," "what are the ideas and standards of procedure," were discussed.

The meeting was presided over by chairman Lewis H. Avery, WGR-WKBW, Buffalo. The morning session was devoted to reports of 15 district chairmen, covering the one-day meetings held during the preceding month in eight of the districts, the 15 district executives attended these conferences.

The afternoon session was given over to discussion of sales problems. No formal resolutions were adopted.

Present were:

D. D. Davis, WGR, Buffalo; H. V. Anderson, WJBO, Baton Rouge; Edward W. Grabhorn, WDS, Detroit; Don Aber, WTMJ, Milwaukee; El-

Sales Group Holds Own Convention, Considers Plans to Beat Recession...

D. B. Davis, WPHR, Kansas City.
G. C. Davis, Pate & Davis, Washington.
Elrod L. Dewing, WCBS, Springfield.
W. H. Dewo, WGR-WKBW, Buffalo.
D. E. Duker, Rockville, Conn.
John D. Ewing, WKKH, Shreveport, La.
D. S. Ellis, WWSN, Washington, N. C.
Howard Easby, International Radio Pro-
ductions, New York.
J. S. Gregory, Westinghouse Co. Spring-
field, Mass.
C. W. Grignon, WINS, Milwaukee.
John H. Gidley, WINS, Nashville.
James W. Gun, Washington.

E. E. Edgar, WGH, New York.
Douglas, WINS, Ash-

H. Guerard, WGR-WKBW, Buffalo.

H. E. Guerard, WGR-WKBW, Buffalo.

E. H. Hannum, WSB, Atlanta.

W. W. Harben, WSB, Atlanta.

W. F. Harris, WJDX, Jackson, Miss.

M. H. Haas, WWO, Birmingham, Ala.

E. H. Haas, WTR, Baltimore.

W. W. Hearn, WTR, Boston.

Dean A. Bailey, New York.

J. H. Damani, WJDI, New Orleans.


E. W. Bedford, WJDI, New Orleans.

J. E. B. Ballard, WJDI, Baltimore.

E. W. Brawner, WJDI, Indianapolis.

W. W. Dealman, WTW, Des Moines.

W. T. Deeney, WTW, Des Moines.

W. R. Dean, WTW, Des Moines.

John H. Dean, WTW, Des Moines.

W. T. Deeney, WTW, Des Moines.

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W. T. Deeney, WTW, Des Moines.
Review of Radio Union Activities

(Continued from Page 18)

tory progress in her negotiations with NBC and CBS for standard contracts for performers on network programs.

IBEW Again Active

IBEW, technical affiliate of AFL, is negotiating with the engineers of WNYC, New York, and WJZ, Atlantic City, municipally-owned stations. Civil service electricians, carpenters, and painters employed by these stations are paid according to union wage scales. Negotiations are also going forward at WEVD, New York, and a signed agreement is expected in the near future. The technical staff of Muzak Inc., recently taken over by Warner Bros., is also being organized. It is reported that the AFL local in New York for stenographers, bookkeepers and accountants is signing the clerical and program departments of WNBC.

According to IBEW, a tie-in of locals in Providence, Birmingham, Minneapolis, St. Louis, Portland and Los Angeles is being organized. Difficulties of the CIO technicians' union at WHAM, Rochester, were reported by IBEW which may attempt to organize that station's engineers.

Central States

Negotiations by which engineers of Central States Broadcasting System (KFAB-KPOR, Lincoln; KTVJ, Omaha; KWHO, Des Moines) in three states have been completed with Associated Broadcast Technicians. The IBEW, for the exclusive representation of its engineers, is to be allowed at the station.

Don Searle, KOIL, Omaha.

Central States

Central States is negotiating with the owners of WLS, Chicago, to extend its activities to those stations.

Don Searle and Max Bergtal represented Central States in the negotiations. Don Searle is assistant business manager of ABT and Raymond E. McGrath, ABT attorney, Denver. Kansas City represents the National Labor Relations Board.

Chicago Situation

In Chicago, WBBM engineers have joined ABT while engineers of WGN, WJJD and WCFP are members of the International Brotherhood of Electrical Workers, an AFL affiliate. WCFP because of its AFL ownership will employ only non-union technicians. The IBEW contract with WGN expires in 1959: the contract with WJJD runs for one year.

At WMAS and WERN, technicians are members of the Associated Broadcast Technicians of the NBC company union. WLS has an independent union's employee, while at the suburban stations, including WBBM, Chicago, and WMAQ, Chicago, which operates in the Los Angeles area, the Western, Pacific, Delta, and Southwestern states, WBBM, Chicago, and WMAQ, Chicago, which operates in the Los Angeles area, the Western, Pacific, Delta, and Southwestern states, WBBM, Chicago, and WMAQ, Chicago, which operates in the Los Angeles area, the Western, Pacific, Delta, and Southwestern states, WBBM, Chicago, and WMAQ, Chicago, which operates in the Los Angeles area.
the Board, and shall be a member ex-officio, with right to vote, of all committees except the Nominating Committee. He shall also, at the annual meeting of the Association and at such other times as he shall deem proper, communicate to the Asso- ciation or Board of Directors such matters and make such suggestions as may in his opinion tend to improve and increase the usefulness of the Association, and shall perform such other duties as the President may assign to the office of the Presi- dent of the Association or as may be prescribed by the Board of Di- rectors or the Executive Committee. In case of death or absence of the President, or of his inability from any cause to act, the Board of Directors shall elect one of their members to fill the vacancy and perform the duties of the President's office.

SECTION 2. SECRETARY-TREASURER. It shall be the duty of the Secre- tary-Treasurer to give notice of and attend all meetings of the Asso- ciation, and in absence thereof keep a record of their proceed- ings; to conduct all correspondence and to call and keep a record of all orders, votes, and resolutions not otherwise committed; to keep a list of the members of the Association, to collect dues, and subscriptions and deposit such sums in the bank or banks chosen or approved by the Executive Committee; to keep records of the staff, employees, officers, Directors of the Asso- ciation, their salaries and terms of employment, and to take charge of the property of the Association, and to perform all duties of their respective duties; to prepare, under the direction of the Board of Directors, an annual report of the transactions and conditions of the Association; to keep an account of all money received and expended for the use of the Asso- ciation; to make disbursements authorized by the Board of Directors, ap- proved by the President, and gen- erally to devote his best efforts to forwarding the business and ad- vancing the interests of the Asso- ciation. The funds, books and vouchers in his hands shall, with the exception of disbursements on requisitions submitted by members, at all times be subject to verification and inspection of the Executive Com- mittee. At the expiration of his term of office, the Secretary-Treas- urer shall deliver over to his suc- cessor or to the President all books, vouchers, and other property.

SECTION 3. BOND. The Secretary-Treasurer or any other person en- trusted with the handling of funds or property of the Association shall furnish, at the expense of the Association, a fidelity bond approved by the Board of Directors.

ARTICLE IX—DISTRICT AND STATE DIVISIONS

SECTION 1. BOARD MAY AUTHORIZE. The Board of Directors may authorize the organization of State Divisions within districts created by the Board of Directors to prescribe the rights and duties of State and District Divisions.

SECTION 2. DISTRICT DIVISIONS. Each State Division shall have the power to bind the Association unless expressly author- ized to do so by resolution of the Board of Directors.

SECTION 2. REPORTS OF ACTIVITIES. Each State Division organ- ized under the provisions of this Article shall report all of its ac- tions to the District Director.

SECTION 3. CONFLICT OF JURISDICTION. With respect to any matter over which there may arise a con- flict between the authority of any Division and the Association, the decision of the Board of Directors of the Association shall be binding upon such Division.

ARTICLE X—COMMITTEES

SECTION 1. EXECUTIVE COMMITTEE. There shall be an Executive Committee composed of the Presi- dent and six directors who shall be elected from and by the Board of Directors at its annual meeting. The President shall act as Chairman of the Committee and shall preside at all meetings. Vac-ancies shall be filled as they oc- cur by elections from and by the Board. Two members of the Com- mittee shall be representatives of large station; two members of medium station; and two of small stations. Not more than one repre- sentative of any one member shall be included in the membership of the Committee at any one time. The Committee shall, in the intervals between meetings of the Board, have and exercise the powers of the Board in the Manage- ment of the business and affairs of the Association. Four members of the Committee shall constitute a quorum for the transaction of business. During the temporary absence of a member of the Com- mittee, the remaining members may appoint a member of the Board of Directors to act in his place.

SECTION 2. ADDITIONAL COMMITTEES. The Board of Directors may, from time to time, by resolution, create standing or special commit- tees from the membership as it may deem requisite and prescribe the duties.

SECTION 3. TERM. All appoint- ments to membership on commit- tees shall be made and any mem- bers of the Committee, and that the proposed change in rate structure be brought about in local state re- cordations.

This radio rate survey covered a study of the local rate structure for stations in cities of 75,000 to 250,000 population, based on the one-time rate.

Sixty replies from 43 cities hav- ing an average population of 90,000 each and a retail zone area of 327,000 each were studied. The average group of all 80 stations was $52.41 for one hour during the day and $65.15 for one hour at night; the wide disparity in rates reported, Mr. Hollister produced the following table:

<table>
<thead>
<tr>
<th>Rate Structure</th>
<th>Average Rate (All 80 Stations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day</td>
<td>Night</td>
</tr>
<tr>
<td>$52.41</td>
<td>$65.15</td>
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<tr>
<td>60 min.</td>
<td>84.15</td>
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<tr>
<td>30 min.</td>
<td>63.47</td>
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<tr>
<td>15 min.</td>
<td>34.55</td>
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<tr>
<td>10 min.</td>
<td>31.30</td>
</tr>
<tr>
<td>5 min.</td>
<td>27.07</td>
</tr>
<tr>
<td>1 min.</td>
<td>22.06</td>
</tr>
<tr>
<td>30 words</td>
<td>9.36</td>
</tr>
<tr>
<td>25 words</td>
<td>8.26</td>
</tr>
<tr>
<td>20 words</td>
<td>7.38</td>
</tr>
</tbody>
</table>

Average Increase: 19.23%

Mutuals may also include in his report a breakdown of average rates by power. In the local station group of 80 watt stations, it was found that the average increase of night rates over day rates was 47.37%. In the group of 24 stations, of which 17 used a dual rate and seven maintained one rate for both local and national advertisers. Strip rates were quoted by nine stations.

In the third group of stations in the 50,000 watt classification, the average increase was 52.22% over day rates. Ten stations, of whom seven used a dual rate and three maintained one rate for both local and na- tional advertisers.

In the third group of 1,000 watt to 5,000 watt day stations, the night increase over day rates was 53.49%. There were 21 stations of which all maintained a local rate separate from the national rate.

In the fourth classification of stations of 10,000 watts power and more, the night rate increase over day was 83.73%. Five stations re- ported of which three used a dual rate and two maintained one rate for both local and na- tional advertisers.

The detailed analysis can be procured from Mr. Hollister.

**Mutual's Map**

The Mutual Broadcasting System compiled a special brochure for the November edition showing a comparative study of the radio homes, population and retail sales to- gether with coverage. One map shows complete coverage of all Mutual stations with WLB, a second map shows complete coverage of all Mutual stations with WAB, a third map shows coverage of all Mutual stations with WLW.
McNinch Warns Industry to Toe Mark

Calls for Cleansing of Programs; Plans a Network Probe

(Continued from page 16)

no monopoly, that there may come about no centralization of control, that you may have preserved to you and your stations that degree of autonomy and of self-control, for the protection of your own economic interests and of the service of your own local communities that I believe is ultimately to the best interest of all concerned in the industry.

I have in mind suggesting to the Commission that it proceed soon to investigate whether a monopoly exists, whether there is any undue or anti-social centralization of power and control. I do not say there is, for I have not sufficient information to justify such a statement. This should be the investigation of the chain broadcasting systems and of the chain contracts with affiliates, of the management contracts and of the best practices of the chains in dealing with affiliated stations.

So much has been said in Congress, by the press and by the people about monopoly and the control of the industry that the time is here when we must deal with these problems in a complete manner. The whole matter so we may have exact information rather than hearsay upon which to predicate judgments and wise policies.

If I have spoken earnestly upon this subject it is because I feel earnest about it, but you should not read into anything I have said anything I have not said or not intended to convey. If there is nothing unworthy or anti-social in the industry, then the white light of an investigation will not only do no harm but will clarify the atmosphere and do all concerned a real service. We have the utmost authority for believing that we should know the truth and that the truth shall make us free.

Commission's Power To Regulate Networks

The Communications Act vests the Commission with power and authority to regulate chain broadcasting and I believe it ought to do this promptly if it has the necessary information upon which to base regulations. If not, this information should be obtained as soon as possible so that within a few months the chains, the affiliates and the public may know the standards, requirements and policies prescribed in the regulation of the chain systems.

As a necessary means to the proper regulation of the industry, I hope the Commission will soon adopt a uniform system of accounting. Only then can such a system can the Commission or the industry or the public have any dependable and comparable financial data. The Commission will not of course, adopt such a system without first giving you opportun-

I am neither a purist nor a prude, though I have had questions asked me indicating that I was both—and then some.

Not at all. I think I am just an average American citizen. If I have ideals and fairly high conceptions of public interest, public taste and public desire I do not believe I overrate the concepts of the average American citizen. I do not think I have any higher conception of the home than you have, and I am not willing to grant that any other has a more exalted opinion of the home than I have. I have a family, a wife and children, and I can get a fair impression similar to that made upon the average American home by program material that is broadcast.

Reactions in Average American Home

As I sit in our family circle listening to the radio, we are, I believe, a typical American family. Some programs are not welcomed. They are not at all. Some programs boldly suggest to young people things that I wonder if any of you think it proper to suggest to young minds. They suggest to the American family. I wonder if here there is not the highest possible degree of responsibility that is carried by any public agency because you do come into our homes, whisper your message or your song whether for good or ill to those assembled.

I do not believe in, I do not want, I shall not exercise consciously any power of censorship. The supervision of your programs rests squarely upon your shoulders, but it is definitely there and it goes with and is incident to your license. You cannot escape that responsibility.

I have heard that some have the jitters about whether the Commission may do about censorship. I do not

revised against a station will be considered in connection with its application for a renewal of its license. You know as well as the members of the Commission what is fair, what is vulgar, what is decent, what is profane, what will probably give offense. It is your duty in the first instance to guard against these.

It is the Commission's duty in the last instance to determine fairly and equitably and reasonably whether you have lived up to the high duty that is yours. The tenure of your license is as long as you exercise it in the public interest, convenience and necessity. The key to that statutory phrase, in my judgment, is public. "Public" must be paramount. If something has been broadcast that is unfriendly to the public interest, is vulgar, indecent, profane, violative of any rules of fair play ordinally recognized, or that might be reasonably anticipated to give offense, I conceive it to be the duty of the Commission to do something about it.

But, does that carry any threat that should cause you concern? You do not intend, do you, that material of this sort should go over the air? It is your purpose, I am sure, to safeguard the public interest to the fullest measure you can in the exercise of the facilities at your control.

Suggests Close Scrutiny of Scripts

May I suggest for your own good that you scrutinize more carefully the sponsored advertising script and ask yourself, in each case, not how profitable will this be, not will the public tolerate this, not can we get by with this, but—Will this be in the public interest? You won't have much trouble if you will apply that acid test to every script as it lies upon your desk. It will take courage, but you must have the courage to resolve your doubts, if you have any doubts, in favor of the listening public and against your immediate financial gain.

May I inquire whether you think it is in the public interest that medical remedies and certain other products be advertised in phrases that are extravagant, obviously exaggerated, deceptive, misleading or over.

If you do not think it is in the public interest, take your courage in your hand and say that it can't go out of your station if you deem it not to be in the public interest.

Keep in mind, while making your determination on a particular script, that it is to be heard in the home. Put yourself in the other person's place. They don't get any money out of it. They are not concerned with the financial aspects of it. They think radio belongs to them. It does. They believe you are licensees of radio, that is loaned to you, that you are using what belongs to them, that you are authorizing someone to visit the home and speak to them. Before you introduce the sales talk to the family circle, apply the yardstick, "Is it really, honestly in the public interest?"

I think you have a responsibility not only as to the language in which the sales talk is made but equally as to the kind of products that you advertise. There are many products that it is perfectly lawful and legitimate to sell, but some of them may not be of such character that the average American home will welcome them.

Suggests Rejection Of Liquor Promotion

And now, I am going to suggest that you consider the wisdom of adopting a policy that would deny your facilities to any concern who seek to cultivate the consumption of intoxicating liquors. There is comparatively little advertising of intoxicating beverages over the radio and you are to be congratulated on so largely eliminating this sort of sales appeal. But I believe you would do well if the American public understood you were not willing to lend your facilities for sales talks intended to increase the consumption of intoxicating beverages, especially when you remember that that appeal is to be made in the home to children of all ages and both sexes.

The majority of our citizens have registered their will that it should be lawful to sell such beverages, but the majority has, I believe, a right to have its homes protected against that which is offensive.

I commend the industry upon the service it has rendered without compensation to many fine social, religious, civic and educational causes. Your contribution has been noteworthy. There are, however, yet wider fields of usefulness for the radio. I believe you will win and deserve an even larger measure of public favor than you now enjoy if you can find it practicable to make your facilities available for even greater measures of public service.

As you know, the Commission has recently made allocation of some 25 channels in the high-frequency band between 41,000 and 42,000 kcs. to recognized non-profit educational agencies for the advancement of educational work in local communities. You have a great opportunity to supplement this local educational work by close and active co-operation with organizations devoted to educational broadcasting, including the Federal Radio Education Committee which was appointed by the Commission in December, 1935. This committee has already accomplished a great deal in the field of educational broadcasting and it now has a program of projects which, if the means are available to continue its work, would prove of great value in advancing the cause of educational broadcasting.

And now I touch a sensitive spot. This committee's budget calls for $250,000 to carry forward 10 projects from for two to four years. Of this amount, $167,000 was allotted to foundations and has been subscribed, so I am advised. The sum of $54,000 was allotted to broadcasters, and I understand that only a relatively small part of this amount has been forthcoming. I respectfully commend the work of this committee for your favorable consideration.

Lauds Broadcasters Code of Ethics

I have read with satisfaction the code of ethics adopted by your 1935 convention and every licensee who lives up to this code strictly will show his sincere desire to use the license privilege to serve the interests of the public. I am especially concerned with those code declarations intended to protect and benefit the listeners and I note with gratification this declaration in your code: "Recognizing the radio audio of all ages and all types of political, social and religious belief, every member station will endeavor to serve the highest standard of any matter which would commonly be regarded as offensive."

This is a sound declaration for the protection of the rights of minorities, which has always been one of the proudest boasts of our American traditions. To attempt to justify a broadcast of something offensive to racial, religious, social or other groups on the ground that the majority will be not offended is, in my opinion, to overlook that which I believe to be a fact, that the majority is fairminded and will not be an an abuse of or an injustice to the minority.

May I informally express the hope that I may come to know you personally. I shall be delighted to have you come to see me. If you have problems now or later I would like for you to come and talk to me, for it is such conferences minds may often meet and meet constructively.

I could have but one purpose, it seems to me, in desiring to stay with this work for a while longer and that is because I'd like to serve the public in this wise and well and I'd like to advance the interests of the listening public.

This may not always be best done in pursuing the course of least resistance. Often that may be the very course that leads us to hurt and to harm. If you may have the notion that I intend to regulate the industry strictly, I may ask you to look at the record of another industry which was regulated strictly inssofar as we were capable of doing it. The sum total I believe, is rather generally agreed to have been constructive and helpful and redounded to the good of the industry.

If I may not always be able to accept your views, I hope at least you will believe me to be sincere and fair and earnestly desirous of helping you solve problems so that the industry may be lifted up and exalted in the public favor. If any one may be asking the question as to whether there may be any future change in the licensing system we may now have, you hold the answer. By your fruits the public will know you and judge you.

I want your good will. You have mine. I want your help. You shall have mine. I want your candid judgment and frank expression of... (Continued on page 110)
Finch Facsimile Show First Time

System Already in Operation At Stations WOR and WHO

FIRST semi-public demonstration of a home facsimile, the Finch system, was demonstrated in New York Feb. 14 when printed and photographed pictures were transmitted over experimental station 2X8XK, licensed to the Finch Telephone and Messaging Laboratories, on 1614 kc. The facsimile is now installed in the laboratories at 37 W. 57th St. and on Finch recorders placed in the Hotel Paris at 59th St. & West End Ave.

William G. Finch, onetime assistant chief engineer of the FCC and inventor of the system, left immediately thereafter for the NAB convention. It was reported there that he was conducting conversations with Western Electric executives in connection with a possible manufacturing affiliation, but this could not be verified.

Eight broadcasting stations, including several that are newspaper-owned, have ordered Finch apparatus, with at least one from WOR, New York, and WHO, Des Moines—already having their after-midnight experimental facsimile broadcasts on the air for reception via their regular wave lengths. The other stations on which Finch transmitting and receiving apparatus on order are WGN, Chicago; WSM, Nashville; WLB, St. Paul; WHK, Cleveland; WGH, Newport News, Va. These have already been authorized to operate facsimile by the FCC, and, according to Finch, other applications now pending before the FCC complete the use of Finch apparatus.

"The system devised by Mr. Finch," says a statement by the Finch Laboratories, "makes use of a non-processing white or carbon-backed paper, all printed matter being immediately readable at the receiving end. The width of the material received on standard home recorders is 4 inches and the speed of reception of printed matter is 5 feet per hour. Recorders capable of recording material in the home on paper 6 inches wide, or tabloid size, are now being developed.

"The use of the Finch system is not limited in its application to local power areas, as are other facsimile systems. In fact, Finch recorders located in states may receive transmitters from a radio broadcaster located in another state.

"Finch home recorders are entirely automatic in their operation. A time clock is set to start and stop the machine at any predetermined time and length of hours. The clock starts the machine by simply turning on the electricity with the recorded copy emerging through the paper exit opening in the rear of the machine. The recorders are approximately the size of a typewriter and are designed to operate from any 110 v., 60-cycle power source and even for battery operation for farm use."

Story of the NAB Convention

(Continued from page 14)

In connection with the provision for increased dues, designed to raise $250,000 per year on the basis of 1% of average annual revenue. He added that if the membership of the NAB shows a substantial increase it may be set at the next annual convention to reduce the scale of dues uniformly.

Shepard Explains New Dues Structure

Mr. Shepard said that the experience in the past has been that the NAB, during a crisis either has been broke or "badly bent" with the result that necessary work could not be done. He said it was his opinion that with the substantially increased funds (more than double now received) the NAB might be in a position to build up a war chest.

New stations, which could not base their revenue bracket on the previous year's net revenue, would be required only the minimum monthly dues of $5.00, but such time as they had figures available for the first year's operations.

Mr. Damm explained that no provision was made for voting by proxy either at NAB conventions or in the district meetings at which directors are elected. There was applause when he said that the Committee was not prepared at a meeting if he wants to say anything about the conduct of his organization or else denied a vote. He added that the manner of election prescribed should tend to eliminate "electioneering" at the convention.

No Appointment To Paid Presidency

When that provision of the plan reading return of a paid president came up, Mr. Ethridge explained that no individual had been canvassed by the committee or by anyone else in authority for the position. After the new board has been elected, he said, it can then canvass the field and decide upon the man to take over the industry helm for as long a tenure as it seems desirable. Question was raised by George Norton, president of WHK, Cleveland, as to whether the plan that did not mean that the Board had authority to select a man for as long as 10 or 20 years and the Committee responded in the affirmative, feeling it should have that degree of authority. That provision was permitted to remain as offered.

Mr. Runyon, with the provision that the board of directors may create standing or special committees from time to time, asked the convention to refer to the new board the matter of setting up of a Sales Executives Group. The petition asked that the reorganized NAB include a sales committee empowered to discuss sales problems, exchange sales ideas, review practices and take other action in closed meetings. Any actions would be reported to the board of directors for information and review. Without objection, the petition, drafted by Charles P. Kraymeyer of WMDD, Peoria, as chairman of the Recommendations Committee of the Sales Executives Group, was referred to the incoming board.

In quick succession remaining sections of the Reorganization plan were adopted by the NAB. John D. Ewing, president of KWKH and KTBS, Shreveport, and publisher of the Shreveport Times, said he felt it was only proper that the executive express its thanks to the Reorganization Committee and its counsel for its excellent work.

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www.americanradiohistory.com
first time they had had "the truth told to us"; that he had "sold himself to the industry"; that his speech was the "healthiest thing" the industry ever listened to, and that it was "powerful."

In opening his address, Chairman McNinch dispelled any idea that he planned to leave the FCC any time soon. He assured the FCC that he planned to remain three or six months, and then return to his chairmanship of the Power Commission, he informed an immensely rapt audience of some 800 broadcasters that he had found his new work so intriguing and fascinating that he planned to continue it "until I may have had a part in at least charting a course of constructive regulation and formulation of policies for the guidance of the industry and the solution of some of the more important problems inherent in radio."

Recognizes Profits Motive, 
Hits Use of Political Influence

While pledging cooperation and in asserting he favored a fair and decent return for broadcasters, Mr. McNinch in plain and forceful language expressed his views regarding the need for regulation and for some action soon. He expressed the need for the "profit motive", but cautioned that public service was the primary consideration, declaring that the urgent problems today might return to plague broadcasters tomorrow. He used the analogy of killing the goose that laid the gold--egg, in emphasizing his views that broadcasters should not abuse the franchise given them. It will be an ill day for broadcasting, he said, if the facilities are permitted to become "a whirligig of fortune or a plaything of fortune." In pleading for cooperation from the industry, he said that by cooperation he meant public spirited assistance "not mere lip service." He flushed out the use of "political pull" and influence, asserting that some broadcasters have relied on it rather than on showings of public service.

Promises FCC Inquiry 
Into Alleged 'Monopoly'

Like Senator Wheeler, Chairman McNinch called attention to the alleged "monopoly" issue, and it was When reporting on his investigation of monopolistic tendencies and of network operations, contracts and leases by the FCC that he struck the high spot of his impassioned address. He pointed out radio was a young industry and must not fall into the errors of other industries, which he said came under the influence and domination of a few "powerful greedy men." He warned broadcasters that such a thing could happen in radio "silently, gradually and unobtainably." He referred to a statement made to him by someone in broadcasting that "radio cannot survive an Insull." Apropos networks, he said he would suggest to the Commission that it proceed soon to investigate the question as to whether there is a monopoly and whether there is any unnecessary concentration of power and control. This, he said, would mean an investigation of chain broadcasting systems and of chain contracts with affiliation; of management contracts and of actual practices of chains in dealing with affiliated local stations. By fully exploring these matters, he asserted, the Commission may exact information, rather than hearsay, upon which to predicate just judgment and wise policies. He emphasized, however, that he did not want read into his remarks anything he did not say; that there is nothing unfair in his opinion and that no harm can be done if the investigation shows no evils. Adoption of a uniform system of accounting for broadcast stations was advocated as a necessary step. Only through such a system can the Commission and the industry and public have dependable and comparable financial data, he said. He declared that before adoption of such a system he felt the Commission would hold hearings to invite suggestions and criticisms. "However, the system ultimately adopted must be thorough and comprehensive and comparable to the uniform systems of accounting adopted by regulatory agencies for other industries," he stated.

Denies Censorship Plans 
But Urges Improved Programs

While asserting that programs are to be highly commended for the most part, he said he would be less than candid if he did not add that some program features fall far below standards which he believed the public has a right to expect. Emphasizing that the Commission had no power of censorship and that it did not propose to exercise any, he said his comments on programs were made on a friendly, cooperative, and purely advisory spirit and were designed to be helpful rather than hurtful. The responsibility for censorship of programs, he said, reposes squarely on the broadcaster. Asserting he had heard reports that some broadcasters have the "jitters" about what the Commission would do on programs, he said he thought this was unfounded, adding that the FCC has done nothing he knew about to advance such a view. "The tenure of your license is as long as you use it in the public interest, convenience and necessity," Chairman McNinch continued. He said he was "neither a purist nor a prude" but he felt that one does not have to be either to believe that those who visit the family circle by radio "should be careful not to abuse this privilege." Chairman McNinch suggested that broadcasters, for their own good, scrutinize more carefully the sponsored advertising script and urged the broadcasters always to resolve doubts in favor of the listening public.

Urges Voluntary Ban 
On Liquor Advertising

Chairman McNinch also suggested that broadcasters deny their facilities to those who seek to cultivate the consumption of intoxicating beverages. Declaring there is comparatively little advertising of such beverages on the air, he said he personally believed that those who drink as well as those who do not drink would approve the elimination of the air of advertising directed toward increased consumption of intoxicating beverages.

Craven's Main Theme 
Is Havana Treaty

In contrast to the addresses of Senators Wheeler and Chairman McNinch, Commissioner Craven spoke passionately though it pointed fashion on the industry's problems. He made his main theme the Havana treaty and the impending reallocations. He asserted he felt the treaty was the best possible solution to the North
American wave length problem, declaring that the price paid is much smaller than hitherto thought possible for such an international arrangement. He also urged ratification of the Havana treaty and settlement at home of whatever domestic differences may exist subsequent to that International application. Failure may result if attempts are made to place reservations in the treaty itself, he said.

In opening his address, Commissioner Craven pointed out that he spoke independently, that he had not discussed his address with the preceding speakers and that therefore there might be some duplication of subject matter, if not thought.

One engineer-commissioner prefaced his remarks by saying he considered the American system of radio beyond question the best for this country. He knew of no sound reason for suggesting radical change in the fundamental law governing radio.

Favors Private Operation With Profit Motive

Without going into great detail, as did Chairman McNinch, Commissioner Craven said simply that he thought that it was proper that broadcasting in this country be operated by private industry and that it was equally proper and necessary that this industry “be encouraged to earn reasonable profits when it renders good service to the public.”

Declaring he believed there was need for improvement in the broadcasting industry, Commissioner Craven, continued in a mellifluous tone, said he felt these improvements should be made voluntarily by the industry with the cooperation of the Government “after there has been a thorough accumulation of facts to enable a clear comprehension of the economic consequences of any proposed change.” "Thus," he said, "improvement in the industry must be evolutionary, and both the Government and the various members of the industry should avoid radical panaceas or cure-alls. At least all should have sufficient facts to enable far-sighted vision to the economic and social results of any changes which at first may appear to be desirable.”

Takes Issue With Baldwin’s Treaty Report

In discussing the North American conference, Commissioner Craven recounted the facts leading up to it and the perilous situation that confronted radio in this country unless an amicable agreement was reached. He criticized the recent report of Managing Director Baldwin relating to the treaty, declaring that he was “surprised at the apparent lack of understanding of the treaty,” and asserting that he felt that the industry “should be seriously concerned with some of the recommendations made in his report with respect to reservations to be placed in the treaty by the Senate of the United States.” He added that he felt it would be "most unwise to cause the sacrifice of the fine op-portunity now presented for a sound settlement of a most difficult international problem by injecting purely domestic conflicts which properly should be resolved by complete hearing and consideration under the accepted administrative procedure.” To place reservations in the treaty such as were recommended, he said, easily might bind this country unnecessarily in the future.

Commissioner Craven pointed out that by the time the 32 disputed clear channels reserved for prior use in the United States could be used, because of the flexibility of the pact, for any class of station whether clear, regional or local. The plan is to use 25 of them for clear channel stations.

Discussing agitation with respect to clear channels, Commissioner Craven said he recognized the economic factors involved but declared that he believed that if there are inequalities the solution must lay in corrective measures differing greatly from those suggested by Mr. Baldwin. The situation is a domestic one, he said, and should not in any way be complicated internationally.

Defending the clear channel function of serving rural areas, he said he believed that if the 40,000-000 people living in rural areas were deprived of good radio service it would “result in disaster to the entire radio industry and would lead to government operation of radio stations.”

"In this connection, I do not believe the government operation of radio broadcast stations is the desired course," he said.

Ten resolutions, for the most part routine, were adopted in quick succession at the closing session. Under the chairmanship of H. K. Carpenter, WHK-WCLE, Cleveland, the resolutions were voted without dissenting voice. Resolutions of thanks were adopted for President Roosevelt’s message and addresses of Senator Wheeler and the two commissioners. Appreciation was expressed for the work of the convention’s general chairman, Mr. Spence, and for the work of the local committee comprising William B. Dolph, WOL, Harry C. Butcher, WJSV, and Frank M. Russell, WRC-WMAL. Resolutions of a non-routine nature included one expressing the thanks of the convention to the Committee on Reorganization and to panelouche for their untiring efforts and admirable work in presenting a plan of reorganization so equitable, comprehensive and complete as to win the unanimous approval of the members of this association, an action unprecedented in the history of the organization."

Resolutions Support Longer Licenses; Education Fund

Another resolution, a convention perennial, reiterated the position of the NAB in favoring the issuance of station licenses for three years, as permitted under the law, instead of six months as now in force. A final resolution reaffirmed the resolution adopted at the last convention, urging that broadcasters contribute their share of the $30,000 fund for the projects of the Federal Radio Education Committee.

In announcing the procedure of the 17 regional directors in nominating 12 men for the six posts of directors-at-large, Chairman Ethridge pointed out that the committee was guilty of “one piece of rigging.” At the district elections of the preceding day, two CBS officials—Messrs. Thornburgh and Gammons—were elected to the board. No NBC officer was elected. The “rigging,” he said, was that of nominating Mr. Russell, retiring board member, to run against Kenneth Berkeley, manager of NBC’s WRC and WMAL, Washington, for one of the two regional directors-at-large. In that way Mr. Russell was assured of his return to the Board. Mr. Butcher, CBS Washington, vice-president, sent word to the nominating committee that CBS did not want to lay claim to a directorship-at-large, in view of the election of two CBS station men as directors from the regional groups.

Nominations for Six Directors-at-Large

Nominated for the six posts of regional directors were:

- The Clear Channel: Harold Hough, WBAP, Fort Worth, retiring treasurer, vs. J. O. Maland, WHO, Des Moines, retiring director; and Earl J. Glade, KSL, Salt Lake City, vs. Lambden Kay, WSB, Atlanta.
- Local: John Elmer, WCBM, Baltimore, retiring president, vs. Lester A. Benson, WIL, St. Louis; and Edward A. Allen, WLVA, Lynchburg, vs. James F. Hopkins, WJBK, Detroit.

Immediately upon the nominations for directors-at-large, Mr. Rosenbaum asked that his name be withdrawn. He did not want to oppose Mr. Roosevelt with whom he was bracketed.

In remarks just preparatory to the convention, Mr. Ethridge admonished broadcasters not to expect “a miracle.” He said the reorganization plan was designed to set up the proper sort of structure. He declared that there is a vital necessity for harmonizing the activities of the groups interested in radio, and promised that one of the primary functions of the new organization should be toward that end. Public officials and Congress should be informed of what the industry is doing so there will not be destructive legislation, he asserted. The NAB will be more adequately financed under the new plan, he said.

WESTERN ELECTRIC GROUP—Gathered at the new WE directive “machine gun microphone” are: Top row (left to right) Charles Snow, WE; J. P. Lynch, Graybar; Dixie McKey, Graybar; W. Jonker, WE; J. R. Poppele, WOB; L. E. Walken, Graybar; Frank D. Bloom, WVL; L. Black, Bell Laboratories; Frank Stahl Graybar; Hugh Taylor, Graybar; Dr. F. Cunningham, Bell Laboratories; L. Bockoven, WE. Bottom row (left to right) W. R. Selden, WRNL, Richmond; A. Wise, Graybar; Jay Quinby, WE; Walter Ponsford, Graybar; H. E. Bean, WE; R. E. Poole, Bell Laboratories; W. Whitmore, WE; W. Lancaster, Graybar; George Davis, WE; F. Allman, Graybar.
ACTS OF THE
FEDERAL COMMUNICATIONS COMMISSION
JANUARY 29 TO FEBRUARY 16, INCLUSIVE

Decision...

JANUARY 29


New Business


NEHI, Inc., Columbus, Ga. (Royal Crown Cola), on March 11 starts Royal Crown Cola on 5 NBC-Blue stations, Fri., 3-30 to p.m. repeat 12-30-40 p.m.; Agency: James A. Greene Co., Atlanta.

SPERRY FLOUR Co., San Francisco, on Jan. 31 started Dr. Kate on 5 NBC-Red Ranger stations, Mon. thru Fri., 1-45 p.m.; Agency: Westco Ayr., San Francisco.


E. GRIFFITH HUGHES Inc., Rochester, N.Y. (cigarettes), on Jan. 31 started Dr. Friendly, transistor serial on 4 NBC-Blue System stations *(KFVB, KFOX, KYA, KFPE, KJG)*, Sun., 4-40 to 5 p.m.; Agency: Associated Press, New York. N.Y.

PROGRESSIVE OPTICAL SYSTEM, Fresno, Calif. (chain optometrists), on Jan. 30 started for 52 weeks, Dr. Tom, in House of Frames, on 5 California Radio System stations *(KYA, KFKE, KFW, KJG, KERN)*, Sun., 4-40 to 5 p.m.; Agency: Associated Press, New York, N.Y.

TILLAMOOK County Creamery Company, Tillamook, Oreg. (cheese), on Feb. 4 started for 22 weeks Bennie Walter's Tillamook Kitchen on 5 California Radio System stations, Fri., 11-12 to 12-noon; Agency: Merrell & Holand, Portland, Ore.


GILMORE OIL Co., Los Angeles (petroleum products), on Feb. 18 started for 52 weeks on NBC-Red Pacific stations, Fri., 9-30 to p.m. (PST); Agency: Bottsu, Constable & Gardner, Los Angeles.

VARADT OF VIENNA Inc., Cleveland, Ohio (wireless Battle of Vienna on 11 NBC-Red stations, Tues. 8-15 p.m. (PST); Agency: Bagleyge, Horton & Hoyt, Chicago.

SUGAR FOODS Corp., New York (Instant Package), on Feb. 25 starts Lumd & Under on 4 CBS stations, Mon., Wed., Fri., 3-45 (PST); Agency: Young & Rubicam, N.Y., N.Y.

ALLIS-CHALMERS MFG. Co., Milwaukee, Wis. (Allis-Chalmers), 4535 Spring St., on March 5 starts 260 NBC-Red stations, Twelve, Thurs., Tues., 8-12 a.m.; Agency: Bert S. Gittins, Milwaukee.

Renewal Accounts

GENERAL BAKING Co., New York (Bakery Flour), on Feb. 19 renewed for 52 weeks Guy Lombardo on 26 CBS stations, Sun., 5-30 to p.m. Agency: BdD B N.Y.

GULF REFINING Co., Pittsburgh, Pa. (Gulf Oil), on Feb. 17 renewed for 52 weeks Phil Baker on 26 NBC-Red stations, Sun., 4-30 to 5 p.m. (PST); Agency: Consolidated, Chicago.

AMERICAN HOME Products, New York (Anchors), on Feb. 25 renewed for three months on NBC-Red stations, 44 CBS stations, Fri., 8-30 to p.m.; Agency: Blackett - Sams - Hurnett, New York, N.Y.

CARDINET CANDY Co., Oakland, Cal. (Hard Candy), on Feb. 2nd renewed for 10 NBC-Red stations, Sun., 9-15 to p.m. (PST); Agency: Toole, N.Y.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 21 renewed Wayne McFarland on 26 CBS stations, Mon., 10-10 to 11 a.m.; Agency: Lord & Thomas, Chicago.


PHILIP MORRIS Co., New York (Filter cigarettes), on Feb. 4 renewed Johnny Prentis on 53 CBS stations, Sat., 8-30 to p.m. (repeat 11-30 to 12-noon); Agency: Blauw Co., N.Y.

TOWNSEND National Recovery Plan, Los Angeles (politicall); on Jan. 31 started for 32 weeks Townsend Broadcasting National Radio Club, on 12 NBC-Red stations, California stations, Mon., 3-30 to 4:45 p.m. (PST); Agency: Lisle Sheldon Adv., Los Angeles.

Network Changes

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), cancelled Manhattan Drug Co., New York (Chapman Balsam), on Feb. 19 replaced it with a new series, Harry Parsons, film commentator.

LADY ESTHER Co., Chicago (cosmetics), on Feb. 19 startedOUNCH 11 NBC-Red stations to NBC-Red-Lady Esther stations, to be used in New York, Chicago, San Francisco, Denver, to be added Feb. 15 or 22.

New Local Rep Firm

PROPOSING to sell local stations "in a package" to national advertisers, a new firm of station representatives and transcription producers is in process of organization in New York under the direction of W. B. Greenwald, owner of KWWG, Houston, and San Francisco representative. It will be known as Airways Inc., and Mr. Greenwald and Mr. Thompson, financial man, as president. Mr. Greenwald is continuing disposing of his 100-watt station and department store in Hutchinson and devoting all his time to the new venture.

Town Meeting Program

Signed for Three Years

CONTINUATION of America's Town Meeting of the Air, Thursday night forum on NBC-Blue, was assured with the signing of a three-year contract Feb. 14 by officials of Town Hall Inc. Announcement of the new contract, which calls for an expansion in the series, was made. It is the length of each yearly series was made following a meeting of John F. Royal, NBC vice-president, and E. P. Favilla, program head; and George V. Denny Jr., moderator of the Town Meetings and president of the Hillard & Co., engaged in the production of "Town Meeting" programs have discussed primarily political and economic matters. Future discussions also will include questions of social and cultural significance, covering the fields of science, literature, and art. Furthermore, the terms of the new agreement provide for a three-month period, beginning in November and continuing until May 1.

Bars Chinese Envoy

C. T. WANG, Chinese ambassador to the United States, was barred from broadcasting on the Lowell Thomas program on one NBC-Blue station, Feb. 15 by NBC, in line with the network's policy of not permitting controversial questions to be discussed on commercial programs. The topic was a Chinese art exhibit, but NBC, which once before had censored Mr. Wang's scheduled appearance on the Energie Newsreel following a protest arising from a similar broadcast by the Japanese ambassador, had played safe and refused him use of the facilities.

KCKN Gets Bowes

KCKN, Kansas City, Mo., was added to the CBS network for one program on Feb. 10 — the Major League Baseball program sponsored by Chrysler. Following custom, Major Bowes was to "salute" the city in his program. Ella Reedy, manager of the station, wrote Walter P. Chrysler, informing him that no station in Kansas City had a baseball program. A petition from leading citizens of Kansas for the program accompanied the letter with the request that the program be scheduled over the independent local.

"The Crystal Specialist Since 1923"
Simple Facsimile Developed by RCA

Late Personal Notes

LINCOLN DELLAR, of the CBS station relations department, was married
in San Francisco. They are residents in the University of California.

JOHN BOHN has been appointed St. Louis representative for Radio Sales Inc.,
that were formerly handled by Bob
Dunville, who left that station in De-
ember. Bohn is a member of the KMOX sales staff for the last four years.

HE BLACKETT, president; E. F. Hummert and Mrs. Anne Hummert,
vice-presidents; and Kirby Hawkes
radio director, of Blackett-Simple
Hummert Inc., are now in London, where they are making plans for a branch of
the agency there.

W. C. ALOERN, vice-president and
general manager of WBNX, New
York, with Mrs. Alcorn, returned Feb.
37 from a month in Australia. The
trip was arranged for the purpose of
discussing the sales, and Mrs. Alcorn
sail on the same ship for the WJZ Unit.

PAUL PETER, secretary of the Joint
Committee on Radio Research, is va-
Eating in South Carolina until Feb.
28.

LYNDEN MOROVO has been trans-
ferred by A. E. Nelson, manager of
KFWC, Los Angeles, from position to the sales department, ef-
fective Feb. 9.

JAMES CROCKER, director of Gulf
Oil's radio facilities last summer at the Pan-American Exposition, Dallas,
has been named a announcing staff
of KRLD, Dallas.

MARY MADDON, formerly of Jos.
Paul, has joined the con-
nouncement staff of WSB.

E. KATZ Special Advertising Agen-
dy has been appointed national sales
representative for KFAB, Lincoln;
KOIL, Omaha and KFOR, Lincoln.
As of March 1, 1938, Two of Nebras-
kas' stations comprise the Central
States Broadcasting System.

WBRK, Pittsfield, Mass., 
re "Voice of the Berkshires," which starts opera-
tion on Feb. 20, as a CBS outlet, has
appointed Sears, Roebuck, New York,
as national representative.

ALBERT SAPAROFF, violinist and
cousin of Dave Saparoff, has joined a series of Sunday concerts over WSJS,
Winston-Salem, N. C.

Clear Channel Stations Discuss Havana Treaty

The Clear Channel Group estab-
lished about three years ago to pro-
ject the interests of clear channel sta-
tions and to espouse high power,
held a pre-convention meeting in Washington, D. C., to discuss the
general outlook in the light of the Havana allocations treaty. The meeting was presided over by Win
W. Craig, WSM, Nashville,
chairman, and Louis G. Caldwell, Washington, attorney for the group. Represented were
WHAM, WSB, WHO, WFAO, WSM, WNLW, WLW, WSM, WGN and KFI.

ASCAP's Radio Revenues

TWO-THIRDS of ASCAP's 1937 revenue came from radio, it was
revealed in mid-February when a
breakdown of the Society's 1937 income was released. Of the $9,
926,941, radio contributed $3,858,
753, or 65.4% (advertising fees, $3,009,256; sustaining fees, $888,497) motion pictures, $1,009,612;
restaurants, $492,120; hotels, $609,
666; department stores, $1,270,807; miscel-
laneous, $119,100.

NAB Retains Bennett

ANDREW W. BENNETT, former vice-
president of the American Exposi-
tion, was retained by the retiring NAB
Board of Directors at its final
meeting on Feb. 9, to help the
industry defense of the Nebraska
and Florida anti-ASCAP suits. He
was government counsellor in the
anti-trust division of the Justice
Department, Washington, D. C. ASCAP three years ago by the
Department of Justice, which is still
pending, and recently entered pri-
mate practice of law.

Facsimile Broadcasters Name Group to Evaluate Information on Subject FORMATION of the "Facsimile Broadcasters Institute" within the next 30 days, as a central clearing house for all information on facsimile ideas on facsimile broadcasting, was agreed upon at meetings held during the NAB convention in New York City. Groups were
formed by Walter J. Damm, managing di-
rector of WTMJ.

McNinch Address

(Continued from Page 104)

opinion when you come to see me ab-
out this business. I don't want to
say the thing that you think I
may want you to say. I shall not
say that to you which I honestly
believe may be best for you and I shall
appreciate your doing that to me.
And, wonder if you would be
surprised, because of some of the
things you may have heard about
me, that you are even more
pleased. I think I am a
very tolerant man. I think I know how
to engage in discussion and
controversy without rancor, with-
out any lack of a fair and
honorable reason. If I may have
your confidence I may be able
to help your industry. In helping
your industry, I am doing a public
for which you work — the
public which is my boss and whose
word is the last word on any and
everything touching public
interest. Finally, may I share the
high hope expressed by the President
in his letter to you that your indus-
try will prove itself to be worthy of
the great public trust reposed in it.
Transfers of CBS Stock Shown in SEC Records

JACOB PALEY, Class A director of CBS, sold 4,000 shares of Class A CBS stock to his daughter, Jacqueline, in December, according to a semi-monthly summary issued by the Securities & Exchange Commission. This sale reduced Mr. Paley's Class A holdings to 21,458 shares.

The report showed further that Harry C. Butcher, Washington vice-president of CBS, acquired 125 shares of Class B stock by gift, leaving his total holdings of Class A stock at 200 shares. Samuel Paley, Philadelphia director of CBS, sold 200 shares of Class A stock, reducing his total Class A holdings to 18,000 shares.

Common stock of the Crosley Radio Corp., the report indicated, was exchanged as follows: Gwendolyn A. Crosley transferred 1,925 shares by gift, leaving her 129,932 shares. Powell Crosley Jr. disposed of 699 shares by gift, reducing his holdings to 131,369 shares. J. Augustus Barnard, New York, director, bought 200 shares, increasing his total to 1,450 shares.

Kroger's Script Show

KROGER Grocery & Baking Co., Cincinnati, through Ralph H. Jones, Jr., that city, on Feb. 14 started a new script show on 17 stations in the North, Central, and South Midwest. Titled The Editor's Daughter, this daytime serial will be presented five times weekly in the interest of Clock Bread, which originally used approximately 370 spots weekly. The largest element of this campaign is the success of the daily script, Linda's First Love, for Kroger's hot-dated coffee, were responsible for the decision to increase the appropriation for Clock Bread. The new script show will be heard over KLBA KDKA WBBM WCHS WDAF WDBJ WIBA WJR WLAC WLW WMDS WMBF HDN and WYSO WMUQ WTAM KMOX. World Broadcasting System is producing the discs.

Mills Files Reply

ANSWERING the suit against it by Songwriters Protective Asso., New York, Mills Music Inc. through its attorney, S. J. Buszells, claims that the clauses in the constitution and by-laws of the association, on which the action is based, are illegal. The music company accepted from SPA members work which the association holds is subject to clauses in its constitution, assigns to the association sole mechanical rights to all created and future works of the members.

FTC Complaints

THE Federal Trade Commission has filed a complaint against Ray Hemphill, trading as Diesel Power-United Engineering Schools, San Francisco, and two affiliated schools in Minneapolis and St. Paul, for alleged misleading claims for its correspondence courses. Coty, Inc., Wilmington, Del., and seven subsidiaries, are named respondents in a complaint alleging misleading use of French labeling and terminology on products compounded and bottled in this country.

PITCAIRN ISLAND

Gives Station, NBC Plans

Shortwave Series

A SERIES of shortwave rebroadcasts from Pitcairn Island, made famous by the Bounty stories of Charles Nordhoff and James Norman Hall, will be carried over NBC starting in March under arrangements concluded Jan. 25 with the Pitcairn Island Expedition. NBC has signed the expedition broadcasts exclusively. The explorers sailed from New York Feb. 3 for the tiny South Sea island for the sole purpose of erecting a broadcasting station there. Radio and other manufacturers are sponsoring the expedition, headed by F. C. Richardson, president of the Coto-Coil Co., Providence. L. S. Bellem Jr., Providence, and Granville Lindley, Barrington, R. I., are the engineers who will install the station and handle the broadcasts. Mr. Bellem is chief engineer of the Coto-Coil Co., and Mr. Lindley was chief electrician of the second Byrd Antarctic Expedition. Decision to install a radio station on Pitcairn came as a result of an article in QST, amateur radio magazine, by Alan E. Runyon, ship operator of the schooner Yankee which visited the island several years ago and found it an old-fashioned spark transmitter powered by an ill-equipped gasoline motor-generated battery supply. The "hams" successfully induced various radio manufacturers to donate the equipment.

FOR SALE!

Complete Studio
And Master Control EQUIPMENT

One of America's leading radio stations is moving into new quarters and offers for sale its present complete system for the operation of five studios. Complete equipment now in use has been maintained at highest standards of present efficiency. Components include such famous names as Deven, U.C.T., Kenyon, Ferranti, Cornell-Dubilier, Avesto, Westinghouse, General Radio, Wexcon, B.C.A. Stromberg-Carlson, I.R.C., etc. Can be sold complete or knocked down. Also available are a number of RCA condenser microphones and Western Electric 500A microphones. Write or wire for itemized list. Complete layout can be inspected in actual operation.

Box 888, BROADCASTING

Major R. E. Zultz

Introduces a New Measure

of radio values by giving you two fine, low frequency stations - WIS WPTF - for one price. The two rich cotton-tobacco areas blanketed by these twin stations assure this measure's uniformly adoption by all who want the most profitable sales volume in the two States.

Every Client of This CBS Outlet Benefits From

Merchandised Broadcasting

The CAROLINA COMBINATION

WIS WPTF

COLUMBIA, S. C. RALEIGH, N. C.
5000 WATTS, NBC 5000 WATTS, NBC

Represented by Free & Peters, Inc.

Sold at one low rate

BROADCASTING • Broadcast Advertising

February 15, 1938 • Page 111
Education on Mutual
EXACTLY 22.3% of all programs on Mutual are devoted to education and fine music. Of a total of 1624 network hours a week, 22% are literature, education, public affairs, and serious music. The programs originate from the studios of 11 Mutual affiliated stations, giving listeners cross-sectional knowledge of educational developments of the entire nation rather than confining the broadcasts to a few major cities.

Maestro Signs 11th
NBC announced Feb. 9 that Arturo Toscanini, eminent Italian maestro whose 10 appearances at the head of the NBC Symphony Orchestra were to conclude with the broadcast of Feb. 26, had been engaged to conduct one more symphonic program, to be heard over combined NBC networks Saturday, March 5. In explaining the extension of Toscanini's engagement, John F. Royal, NBC vice-president in charge of programs, said that the conductor had originally intended to sail for Europe a few days after his tenth broadcast. It was found, however, that Toscanini's second benefit appearance with the NBC Symphony Orchestra at Carnegie Hall on March 4, would necessitate his remaining a few days longer. Aware of the great popularity of the eminent conductor's broadcasts, NBC officials prevailed upon him to lead the orchestra in an eleventh radio program. The final program will consist entirely of the works of Richard Wagner. The maestro will sail for Europe March 9.

Symphony Series
NBC on Feb. 12 started a series of four programs by the Boston Symphony Orchestra, directed by M. Nadia Boulanger, distinguished French musician, who is the first woman to conduct this orchestra. The series, heard on the Red network, is devoted to choral music.

Radio Shumates
THE SHUMATE brothers of St. Louis and Des Moines claim the "brothers-in-radio" title, who together have been in the radio industry for 26 years. The Shumates—Don, Paul, Louis and Ray—are set to visit the radio systems of England, Scotland, Germany, France, Switzerland and Holland.

Radio Education Tour
DR. TRACY F. TYLER, who for five years was secretary and re-search director of the National Committee on Education by Radio, and who has spent several months studying the radio systems of various European countries, with particular attention to their educational programs, plans to lead a "radio education tour" of Europe. The arrangements for the party are being made through William M. Barber, Babson College, and the trips are to visit the radio systems of England, Scotland, Germany, France, Switzerland and Holland.

Rehearing on KTBC
BECAUSE Texas A. & M. College, operating the 500-watt WTAW on 1120 kc. in College Park, Tex., has contested the erection of the new KTBC, Austin, Tex., has been delayed and a re-hearing of the grant of last July has been ordered before the FCC March 25. The FCC last summer authorized the State Capitol Broadcasting Ass'n. to erect a new 1,000-watt daytime station on 1130 kc. in Austin, to use time not used by WTAW, which operates only a few hours a day. Authorities failed to agree with the State Capitol group on time division and asked for the rehearing. The KTBC grant was to a group comprising R. B. Anderson, president of the State Tax Commission; A. W. Walker Jr., professor of law at the University of Texas, and R. A. Stuart, Fort Worth attorney.

Radio Research to Conclude
Radio Research has been postponed until additional data on the set ownership of the negro population of the South could be secured. Committee did not believe that existing studies had gone into this phase of radio population deeply enough for accurate statistics to be available and is making its own survey in nine southern cities of varying size. Data is being put to the acid test by compilers, as the committee is making every effort to assure accuracy of its figures when they are finally released, which will now probably be late in March.

Meanwhile, the Crossley organization is collecting information in several cities for another Joint Committee project, the comparison of various methods in determining listening areas or coverage of various stations. One of the most important aims of the committee is to determine a standard method of obtaining coverage figures which can be used by all stations, giving advertisers and agents a radio yardstick comparable to the Audit Bureau of Circulations in the publication field.

SESAC Accuses NAB
OF OVerlooking Numbers
SOCiETY OF European Stage Authors & Composers, New York, has issued its official reply to the NAB report of Aug. 18. A statement which was made public by SESAC says that about 15,500 compositions in the SESAC repertoire were overlooked and ignored by the NAB report, which gave a figure of 5,400. In addition, seven other catalogs have since been acquired by SEC, bringing the present total of SESAC controlled copyrighted compositions to about 25,000.

Since the NAB report was issued, says SESAC, about 50 stations have accepted licenses, bringing the total number to nearly 500. In SESAC files, according to the statement, "hundreds of un-solicited letters from the stations, overwhelmingly praising the repertoire and music which has become available to them through the SESAC license. This unbiased universal opinion by the industry is in direct contradiction with the paltry contentions expressed by the compilers of the NAB report."

Business is good—folks are buying—advertisers are cashing in.

One large chunk of Dixie—the Nashville area—is thoroughly covered by

5,000 WlAC Watts
J. T. Ward F. C. Sowell
President V. P. and Gen. Mgr.
Paul H. Raymer & Co. National Representatives

Page 112 • February 15, 1938
Husted, Koepf and Krautters are named by Jennings

WITH the additions of K. Wallace Husted to the WLW-WSAI sales staff, and John Koepf to the Krautter as sales promotion manager of the stations, James D. Shouse, vice-president of the Crosley Radio Corp., in charge of broadcasting activities, announced Feb. 10 that his reorganization program had been completed.

Joining the Crosley organization are Husted, formerly assistant to the manager of WCCO, Minneapolis, becomes assistant sales manager in charge of the Minnesota division, effective March 1. Mr. Koepf, production manager of the "Jennciati Post," joined the stations Feb. 14 as sales promotion manager.

Discussing the new Crosley broadcast organization, Mr. Shouse said he believed it had "an air tight organization that will function smoothly." With the organization's present personnel, Mr. Shouse said, "we are equipped to produce the finest in programs and to transact a wide range of sales promotion and merchandising. I believe we have an organization that will lead the field.

Expansion Program

Shortly after his arrival in Cincinnati, which followed his resignation as general manager of the "Wheeling Steel Corporation" in Wheeling, W. Va., Mr. Shouse appointed Robert E. Dunville, former WSAI assistant, to the new sales department. Mr. Shouse also named James D. Shouse, vice-president of the Crosley Radio Corp., as sales manager of the stations.

Joining the sales staff are James D. Shouse, Cincinnati, Feb. 15 as musical director of the Crosley stations. Appointed by James D. Shouse, Crosley vice-president, Maestro Cherniavsky will coordinate his activity with William Stoess in managing the music department. He was formerly musical director for Universal Pictures, and for ten years has been identified with network programming and theatrical music.

ECON SILVERTON, for the last several years with the Crosley organization, has joined the WLW-WSAI publicity department as assistant to Bill Bailey, publicity director. She was in publicity with Universal Studios for two years, wrote for Fairwea Publications and newspaper syndicates, and served as publicity director for RFAC and RPVD, Loew pictures. She was with WLW in 1929 handling continuity.

GORDON N. SOULE has resigned as president of Aerogram Corp., Hallo, and is now in New York advertising agency. His successor will be announced following the board of directors meeting in late February. G. Curtis Bird in secretary-treasurer and business manager.

Thanks for the Flood

Much obliged Land of VARIETY for "Special Nod" to WWVA.

Our chest's out a bit for the puff. Sorry you missed the beat in your Wheeling Steel program look-see by mapping us at Fairmont, West Virginia.

 Wheeling's the spot where we do biz! No peev, however, because we have a nod of our own for Fairmont, our West Virginia neighbor.

And to readers of BROADCASTING:
The above is to Land of VARIETY for his write-up of the Wheeling Steel Corporation's recent Mutual network debut—a brand new step in industrial broadcasting which might well be termed "Steel Steals the Show!" and which originated 65 weeks ago at WWVA. His exact words to which we refer are: "With the West Virginia station that created the whole thing entitled to a special nod for its part in making a big one grow out of a little one—and this to mean that WWVA played a big part in developing a Wheeling Steel Corporation radio idea from a one-station local presentation to a widely and most favorably discussed network show. Of course we appreciate the "special nod," but Land's reference to our "making a big one grow out of a little one" is the thing. We have done just that, not just this one time for the Wheeling Steel Corporation, but many times!

Did you ever check WWVA?

National Representative
JOHN BLAIR & CO.
NEW YORK...CHICAGO
DETROIT...SAN FRANCISCO
Columbia Station

5,000 WATTS
WWVA
1160 Kilocycles
Macy Department Store Starts Big WOR Series

TO HELP shoppers get the most for their money, WOR, Newark, started a five-weekly audience participation program Feb. 7 called Consumer Quiz Club. Presented under auspices of R. H. Macy Co., New York department store which controls WOR, questions are answered on the basis of information verified by Macy's Bureau of Standards. Fred Uttal, WOR announcer, is master of ceremonies and asks questions confined to household merchandise and wearing apparel. Three judges select the audience member whose answers best merit the daily cash prize.

TITLED Afternoon Visitor, a unique program on WMBD, Peoria, Ill., includes visits to places of unusual interest like barbershops and beauty parlors. We've found a great deal of talent this way and the series has real listener interest because it touches people's habits, says WMBD.

USED CAR JAM

GOODWILL promotion is being staged by WTMJ, Milwaukee, to break the used car jam among Milwaukee's 160 automobile dealers.

The special air campaign, with the theme, "Rid the Road of Jalopies," involves a minimum of 12 special broadcasts and frequent daily intermediate announcements.

The broadcasts include such events as a mammoth bonfire which burns old "jalopies" and the scene at an abandoned stone quarry pit where other "dated" motor cars are hurled to their doom.

The plan was decided after an extensive survey made of the Milwaukee Journal and Jerry Stedman of the Cramer-Krausselt Company, advertising agency, that city.

The survey showed that 52,236 owners in Milwaukee county were driving cars eight years old.

Daily "breakfast club" meetings are held when "fight talks" are given by Stedman. Further tipps include posters on trucks and at dealers, news stories and pictures of "jalopy" burning and junking promotion is a good-will offering by WTMJ.

Speech Series

WRUF, University of Florida station on Feb. 11 inaugurated a new series of ten weekly half-hour transmissions titled Our Speech. The programs were prepared by Prof. Lester L. Hale of the university's speech department, to tie up personality and speech and thus create a "speech consciousness" in daily life. Prepared in the studios of WRUF, the transmissions also are scheduled for use on WJAX, Jacksonville; WMPJ, Daytona Beach; WLAK, Lakeland; WOCA, Pensacola; WFOY, St. Augustine; WSUN, St. Petersburg; and WTAL, Tallahassee.

WNOX Augments Staff

WITH R. B. Westergaard recovered from his serious illness of several months and back as manager of WNOX, Knoxville, that station on Feb. 8 announced the addition to its staff of John Thomas Newman Jr., formerly advertising director of the Norfolk, Virginia-Pilot and the Durham (N. C.) Stars as account executive. Recently he has been advertising manager of Fowler Bros., chain of furniture stores. To its announcing staff WNOX has added Russell Hirsch, former announcer and singer with WCAC, Pensacola; WRBL, Columbus, WALA, Mobile, WMPF, WMC and WBRO, Memphis. Hirsch left radio in 1937 to finish his course at Maryville College, Knoxville, Tenn. Now the WNOX announcing staff is Gaylord MacPherson, graduate of Drake U., formerly with WHO, Des Moines, lately with WDOD, Chattanooga.

KSD Radio Playhouse

INCREASED activity in local production, both musical and dramatic, has forced KSD, St. Louis, to augment normal studio space with an auditorium studio. Constructed to theatre specifications and known as KSD's Radio Playhouse, the addition will accommodate visible audiences of over 700 people. Playhouse idea is a result of the rising local interest in broadcast mechanics, plus several audience-participation programs featured by KSD.

Nations Consider Hemisphere Bands

Canadian Broadcasting Experts In Conference at Washington

PRELIMINARY discussions regarding assignment of regional and local Canadian broadcasting facilities with the North American agreements allocation worked out at the conference, took place at the FCC Feb. 3-9 between engineers representing the two nations.

J. W. Bain, senior radio engineer of the Department of Transport, radio division, and Keith A. Mackinnon, engineering department, Canadian Broadcasting Corp., came to Washington for the discussions with FCC Assistant Chief Engineer Andrew D. Ring and members of his staff.

It is understood the results were satisfactory and in no way would affect the status of assignments of regional and local stations in this country. Assignments of Canada to Class 1-A, 1-B and Class B stations which are in the high-power category, are specified in the treaty itself, and therefore were not involved in the discussions.

The conversations were entirely of a preliminary nature because no action of any kind is to take until the treaty is ratified by three of the four North American nations, with the fourth signifying its intention of doing so. Only the nation thus far to ratify the treaty, Canada, is the only nation in this treaty system thus far to ratify the treaty.

Phases of the agreement affecting regional and local problems, which were not completed in Havana because of lack of time, were discussed.

It is understood the FCC is proceeding with the drafting of these regulations, which are expected to be worked up in the next few weeks, it is presumed the FCC will designate a general hearing on them at which time broadcast engineers and other interested groups can present testimony regarding the proposed regulations.

'Per Inquiry' Again

PER INQUIRY accounts, far from being discouraged by the colic shoulder given them by most stations in recent years, continue to make "offers" to radio stations. Johnson Co., Chicago and St. Louis agencies, for Feb. 4 offered for its station, Bernard Perfumeria, to allow stations to sell its three-for-a-quarter bottles for 25 cents, of which 11 cents is to be sent to Bernard. Stations, however, are asked to pay the agency 15% commissions on their 14 cent prices. Generously, the agency's executive John Feinstein, closes his letter with the assertion: "You may use your own judgment as to when and what types of programs to broadcast this offer on."

Varady to Return

VARADY OF VIENNA INC., Cleveland (cosmetics), which sponsored a series on the Mutual network from Sept. 26 to Dec. 6, will return to Mutual on Feb. 50, with a Sunday quarter-hour program of Ted Weems' music. Agency is Bagaley, Horton & Hoyt Inc., Chicago.
Raymond Soat, pioneer transcription producer and head of the former firm of National Radio Advertisers Inc., who for the last three years has been a new business executive with Lord & Thomas, New York, has joined Al Paul Lef- ton Inc., Philadelphia agency, in charge of its New York office at 521 Fifth Ave.

ASCAP Florida Test
SUIT by ASCAP testing the constitutionality of Florida’s new anti-ASCAP law is scheduled to be heard March 3 in New Orleans by a statutory district court of three judges. The society will be represented by Frank J. Wideman of West Palm Beach and Washington, and Louis D. Frohlich and Herman Kinkelstein of Schwartz & Frohlich, New York. E. C. Mills, ASCAP general manager, is in Florida now and will go to New Orleans for the hearing.

Muzak-AMP Deal
CONTRACTS are now being drawn up for the deal by which Warner Music will acquire the radio holdings of North American Co., including Wired Radio. (Muzak) and Associated Music Publishers, according to a spokesman for Warners who refused to discuss details but said that an official announcement would be made about March 1. It is understood that personnel of the companies will remain unchanged, with Waddill Catchings remaining as head of these enterprises.

WTAM Dedicates Studio
On Its 14th Anniversary
NEW $300,000 studios of WTAM, NBC-owned and operated station in Cleveland, will be dedicated Feb. 19 with a special half-hour program on the Red network, 9 p.m. (EST). More than 650 guests will make a tour of inspection of the new quarters which occupy four floors of the NBC Bldg., Ninth and Superior Sts., that city.

Among those participating in the dedication will be Dr. James Rowland Angell, NBC educational counselor; members of the Cleveland Symphony and high school bands. Symbolizing the 14 years of WTAM service, 14 bombs will be exploded at noon and a flock of 1,000 pigeons will be released to signify progress in communications.

NBC Shifting Outlets
PLANS for a more flexible arrangement of its supplementary networks are in the works at NBC, with the hope of placing these outlets more effectively at the disposal of network sponsors. As such an arrangement would break down the rigid adherence to Red and Blue affiliations heretofore maintained by NBC, network officials are declining to discuss the plans until it has been completely developed.

New BBDO Sponsors
BBDO, New York, which has been placing WBS transcribed programs on a sustaining basis on an undetermined number of stations, has obtained sponsors for two of them, both to start early in March. Corning Glass Works, Corning, N. Y. (Pyrex division), on March 1 will test The School for Wives on five stations. On March 4 Armstrong Cork Co., Lancaster, Pa. (Lin-oleum), will sponsor The Heart of Julia Blake on WOR, Newark, and 17 other stations, three days a week. Information about both shows and any others which may be running under similar circumstances is withheld both at the agency and at World.

Soat joins Lefton
Raymond Soat, pioneer transcription producer and head of the former firm of National Radio Advertisers Inc., who for the last three years has been a new business executive with Lord & Thomas, New York, has joined Al Paul Lefton Inc., Philadelphia agency, in charge of its New York office at 521 Fifth Ave.

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PLANS for a more flexible arrangement of its supplementary networks are in the works at NBC, with the hope of placing these outlets more effectively at the disposal of network sponsors. As such an arrangement would break down the rigid adherence to Red and Blue affiliations heretofore maintained by NBC, network officials are declining to discuss the plans until it has been completely developed.

New BBDO Sponsors
BBDO, New York, which has been placing WBS transcribed programs on a sustaining basis on an undetermined number of stations, has obtained sponsors for two of them, both to start early in March. Corning Glass Works, Corning, N. Y. (Pyrex division), on March 1 will test The School for Wives on four stations. On March 4 Armstrong Cork Co., Lancaster, Pa. (Lin-oleum), will sponsor The Heart of Julia Blake on WOR, Newark, and 17 other stations, three days a week. Information about both shows and any others which may be running under similar circumstances is withheld both at the agency and at World.

Local Ad Men
ADVERTISING managers of local business firms are interviewed during a weekly program on KIDD, Boise, Ida., called To Our Adver-

KGMB
HONOLULU
HILO
First in Coverage
First in Listener Preference
First in Advertising Volume

N. B. C.
EDWARD PETRY AND CO., Inc.
Representatives

THE VOICE OF OKLAHOMA
BOUNTY HOUNDS DAY—Which means that if the groundhog emerging from his hole, sees his shadow there will be six weeks of heavy winter, was observed by several stations. In left photo Mark Boyden and Bob Barker, announcers of WBBZ-WFAM, South Bend, Ind., are shown equipped with latest hunting equipment for their search of the countryside with mobile equipment, which netted only a skunk. Lucker were the crew of KDAL, Duluth, in right photo, who borrowed a beard from the too, staged the broadcast from downtown entrance to the KDAL studios. Picture shows F. H. Weck, government meteorologist (center) and Sam L. Levitan, special events director (right) with Carl Karnstedt at controls.

NEWS 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 Pow-
TOOM E. ABBREY, engineer of KGVO, Missouri, Mont., attended the conference of broadcast engineers at Ohio State U. Columbus, Jan. 30, after which he was to go to Washington for a consultation with FCC engineers.

JOHN PEFFER, assistant technical director of WTAQ, Norfolk, Va., and operator of WBAYX, and John Carl Morgan, announcer, who operates WYRF, have been awarded certificates by the American Radio Relay League for his amateur work during the 1938 hurricane.

June H. Havens, chief engineer of KGY, Missoula, Mont., sailed for his home in Washington for a 22-day cruise.

John J. ZEITLINGER, assistant director of radio, Canadian Dept. of Marine; Shanghai, China; and Albert C. Kennedy, professor emeritus of electrical engineering, Harvard University.

The award was established by CBS's president, William S. Paley, after the floods of 1936, when amateur radio operators rendered outstanding services. Last year's award, limited to residents of this country and Canada, went to Walter Stiles Jr. of Cudahy, Pa. Prize is a trophy by Alexander Calder, internationally known sculptor. A larger model engraved with the name of each winner, is in the custody of the American Radio Relay League.

BOARD NAMED BY Paley FOR AWARDS TO AMATEURS

FIVE men prominent in their own fields and familiar with amateur radio have been named to the board of awards for the second Paley Amateur Radio Award for outstanding performance in 1937 for research, technical development or operating achievement. Members of the board are Rear Admiral T. C. Grayson, chairman, American Red Cross; Hon. C. F. Edgington, director of radio, Canadian Dept. of Marine; Rear Admiral Russell Randolph Waegeche, commandant, U.S. Coast Guard; Dr. J. H. Delling, chief of the radio section, U.S. Bureau of Standards, and Prof. A. E. Kennedy, professor emeritus of electrical engineering, Harvard University.

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DENIES TWO STATIONS

DENIAL of the applications of Gomer Thomas, for a new local station in Bellingham, Washington, and of T. E. Kirksey for a new regional in Waco, Tex., was ordered Feb. 2 by the FCC. The Thomas application was for 1420 kc., with 100 watts, unlimited time, and that of Mr. Kirksey, for 930 kc., with 250 watts night and 500 watts day, unlimited time.

BLILEY CRYSTALS

Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 kc. to 30 Mc. For technical recommendations on standard or special applications, a statement of your requirements will receive immediate attention. A technical catalog is available on request.

THE PERFORMANCE OF YOUR IDECO VERTICAL RADIATOR

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KVO-Blaine, Tex.
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KKY-Des Moines, Iowa
K-readers; KOIL-Omaha, Nebr.
KRE-Colorado Springs; KKB-New Mexico; KBF-Paris, Texas; WMAO-Milwaukee; WBLY-Dayton, Ohio.
WKB-Western Reserve, Ohio.
WPLC-Chicago
WPGC-Philadelphia
WBF-Buffalo, N. Y.
WOR-New York
WNOX-Knoxville, Tenn.
WQAQ-Chicago
WPGC-Cincinnati
WPTF-Raleigh, N. C.
WHEL-Detroit, Ohio.
WLBW-Ashburn, Va.
WCTT-Rapid City, S. D.
WCL-Des Moines, Iowa.
WOR-Fort Wayne, Ind.
WPH-Duluth, Minn.
WFLA-Orlando, Fla.
WGH-Huntington, W. Va.

The performance of your IDECO vertical radiator is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.

Stations now using the new IDECO radiator report increased field strength and remarkable reduction in fading. Write for complete data and prices.

Investigate the advantages of The Schuler Patented Ground Screen, developed by Ideco engineers.

THE INTERNATIONAL DERRICK & EQUIPMENT CO.

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COLUMBUS, OHIO

DIGITAL ACOUSTIC ENGINEERING

FOR ALL YOUR RADIO NEEDS

Including the world's largest line of coaxial cable.
Merchandising & Promotion
Welcome—Glass Tops In Gotham's Tubes—Bouquets of Roses—From Bermuda—Cards for Buses

Posters in Tunnels

WMAA, New York, has completed arrangements for a tie-up with the New York Port Authority by which the station plans to use at the toll booths of the Lincoln Tunnel, Holland Tunnel, and George Washington Bridge. The posters will publicize both the station and the Port Authority’s programs on a sign which is heard Saturdays at 6:30-8:30 p.m., and is entitled Metropolitan Trave Lighter.

Songs and Replies

WINS, New York, reached a new high in mail response when a single broadcast of the daily Song Contest brought 3,770 replies. Since the program started in January, after having been off the air for three months, it has been broadcast 24 times and has had 3,735 replies. Prizes for correctly naming the songs played consist of tickets to neighboring theaters.

For Young Musicians

VICK CHEMICAL, Inc., Greensboro, S. C. (Vapo-rub, Va-tenol), sponsor of the Hindy Wons and His Symphony, which has been heard the past week on CBS, has announced a contest for young musicians. Under the auspices of the National Federation of Music Clubs, auditions are being held in 22 cities to select two boys and two girls who are given scholarships and violins. Vick agency is Moser International, New York.

Blueprint for Helen


Program and Movie

ADDED build-up is being given youngsters starring on the Kiddies' Review, KXLY, Spokane, Wash., variety show, through a personal appearance-tieup with managers of Denver, Colo., radio station Howard R. Chamberlain, KLZ production manager. After the program, the show will present a variety show at a theater for a juvenile audience.

WOO Wolder

WOWO, Fort Wayne, has mailed a folder on its Morning Roundup participation program to 500 agencies and businessmen.

Shockproof Benrus

BENRUS WATCH Co., New York, continuing its present schedule of station break announcements and samples, has distributed glass paper weights showing its coverage on the East Coast. In the East, it has started a campaign stressing the shockproof feature of the Benrus watches. In the group of R. Ekin’s top correspondent in Shanghai, will be used, describing the Benrus watch. The promotion is handled by Criterion Radio Productions, distributors in New England. The State Department of Education has recommended its teachers that the program has particular educational value for children. Current program is sponsored by Allied radio production service. Longview, Tex., is next in the series.

Bermuda Fashions

UNUSUAL promotion stunt is that of the Bermuda News, which sent its recording staff to Bermuda recently to interview prominent Bermudians, Bonwit-Lennon, Dallas, more women’s department store sponsored the series which high lighted current Bermuda fashions. Purnell Gould, commercial manager; Nancy Turner, WBFR’s fashion editor, and Carlton Nopp, recording engineer, made the recordings in Bermuda. Arrangements for the series were made by DBF with the Bermuda Board of Tourism and Pan-American Airways which uses Baltimore as flight base during the winter months.

UOWA’s Esquire

BORROWING the Esquire format, UOWA, San Antonio, has published a program brochure stocked with cartoons of luscious ladies and dripping with success stories of their program artists.

IOWANS GAWKED—At this attractive display in the three local newspaper offices of Des Moines, low, calling attention to four Peter Pan programs on KSO. Credit for the colorful layout goes to the merchandising department of the low Network.
The Crosley Radio Corporation, in line with the continued expansion of its sales, service and program facilities, announces the appointment of K. WALLACE HUSTED, formerly Assistant General Manager of WCCO, Minneapolis, as Assistant Sales Manager of WLW, in charge of the Western Division and JOHN K. KOEPF, formerly Director of Promotion for the Cincinnati Post, as Promotion Manager in charge of Promotion, Merchandising and Exploitation for WLW and WSAI.
RCA GIVES YOU A COMPLETE LINE OF BROADCAST EQUIPMENT
FOR EVERY PURPOSE—IN THE STATION OR STUDIOS

RCA equipment gives you more for your money because years of experience in every phase of radio...progressive research and sound engineering...modern factory facilities and skilled workers...a cooperative and friendly field organization—all these important factors combine to produce first-class products at reasonable prices.

That’s why it will pay you to follow the lead of hundreds of other stations—go RCA All The Way for better broadcasting.

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