America's fundamental conception of democracy — "government of the people, by the people, for the people" — was first applied to network radio by Mutual. Thus was born the first truly democratic network, embodying "government of the stations, by the stations, for the stations". Radio men know the result. Mutual's coast-to-coast expansion became the swiftest in network history — and in the past twelve months Mutual has been the consistent choice of 71 advertisers and 51 advertising agencies.
What station in Denver carries most hours of network commercials ... gets more business from local department, furniture, jewelry, men’s and women’s stores ... keeps its audience well-primed continuously with special features ... and gets to more ears and into more hearts than any other station?

SIMPLE AS A-B-C! THE ANSWER IS KLZ!

Illustrating the basic program power of KLZ is the fact that it carries 11% more hours of sponsored network programs per week than any other Denver station.

Illustrating the pulling power of KLZ is the fact that result-conscious local department, furniture, jewelry, men’s and women’s stores all spend more of their radio money with KLZ than with any other station.

KLZ’s spontaneous showmanship, its alertness to the needs of, and willingness to serve the civic, cultural and religious interests of the Denver-Rocky Mountain region have won it widespread esteem. The breadth and vitality of its activities have made it a force in this area.

The radio riddle in Denver is, indeed, elementary. KLZ is the station which has what listeners want ... has what advertisers want.

KLZ Denver

560 KC - COLUMBIA NETWORK

Affiliated in Management with WKY, Oklahoma City and The Oklahoma Publishing Company

Representative — The Katz Agency, Inc.
MODERN SCIENCE OPENS DOORS WITH A LIGHT BEAM . . .

--and Markets With Colonial Network

ELECTRICAL ENGINEERS have relieved you of the necessity of turning a knob and swinging a door on its hinges when you enter a modern building. A tiny ray of light is your doorman.

RADIO TECHNICIANS have relieved you of the necessity of covering a sales territory with yesterday's cumbersome methods. Today, the efficiency of the Colonial group of stations opens the door to an immediate audience in the largest markets of New England.

Within this area the field of needed coverage includes fourteen markets where volume sales can be obtained. The Colonial Network reaches them all, at low cost — lower, in fact, than any other station group covering these important centers.

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<th>WAAB</th>
<th>Boston</th>
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<td>WEAN</td>
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The COLONIAL NETWORK

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Representatives
Today WRC increases its power to 5000 watts day and 1000 watts night . . . . . . . . . .
WRC

. . . . has more national spot
. . . . has more local clients
. . . . has more hours sold daily
. . . . has more net income
. . . . has more local listeners

than any other Washington station

WRC
RED NETWORK OUTLET
THE NATIONAL BROADCASTING COMPANY
Translux Building • Washington, D.C.

New York Chicago San Francisco Hollywood
I'LL MAKE YOU UP A STANDARD TRANSCRIPTION SERVICE THAT WILL FIT!

100 New Selections EVERY MONTH!
20 Hours of Continuity EVERY WEEK!

That's the full service—added to a large basic library for those who need and use a BIG library. But if you desire less quantity or want selectivity in the type of music and talent, you have FOUR other plans of service to choose from. Send for complete details, measure your needs, then ask:

"Are Your Transcriptions Up to Standard?"
THAT’S WHAT THEY’RE SAYING
ABOUT Standard Radio’s NEW
TAILORED TRANSCRIPTION
Service

1. You may select the exact size of transcription service you require. *Your choice* of 3, 12, 15, 17 or 20 hours per week.

2. You may select the exact music types you require. *Your choice* of more popular music, more concert music or mixed.

3. You may select the exact talent types you require. *Your choice* of *larger* or *smaller* talent units and combinations.

4. Your costs are proportionate to the plan of service you select. *Your choice* according to your own pocketbook.

Standard Radio

180 N. MICHIGAN AVENUE, CHICAGO, ILL. • 6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CAL.
SYNONYM FOR SERVICE

WE’VE talked about WLS being a synonym for results. It has been a synonym for Service, too—for 14 years. Midwest radio listeners look to it for the same sort of warm neighborliness and practical help they get from real friends. WLS seeks out service opportunities; acts on them. Many of its most popular features are not for sale. And its big family of listeners remembers—and reacts, too.

Listener Loyalty predicates Advertising Results!

WLS
THE PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President • • • GLENN SNYDER, Manager
National Representatives:
INTERNATIONAL RADIO SALES, New York, Chicago, Detroit, Los Angeles
NOW IN THE MONTH of the high kite wind and hoar frost heavy on the ground, it saddens us to think that soon the hurdy gurdy too will pass and azaleas no longer greet the spring in windowboxes to its lyric note. But on the whole the world still improves. We have noted any number of progressive symptoms. Shopkeepers of the better sort have taken to wrapping garlic in cellophane and people to the tune of 5294 in one week entered the WOR-Mutual Playhouse in New York. In an economy of abundance, the most abundant thing has been the published explanations of the leaders and it heartens us to learn they can write. Abundant too have been the mailbags of those WOR sponsors who purchase Transradio News; one of whom on three announcements reaped 30,627 replies, from the 3,961,884 radio homes we serve. Joyous is the news that the number of power cruisers have increased at Duffy’s pier and that the SPCA forbids the locking of little dogs in cellars from which they sorrowfully emerge with a special smell of ashes and vigor-kept-under. Proud too are we of the growth of our supplemental sponsors who sweep into the year 1938 bright with the deep knowledge of sales to be theirs. And glad we are that we have finally found a mate for our own unwed cat, in this, the March of the Year.
No matter how closely any two radio stations may seem to compare, they’re never “a toss-up”—NEVER.

What precedes and follows your proposed time on each station? What are the local listening habits at those times? At what hour do the factory whistles blow—or is the audience mostly rural at the moment you’re on the air? Is the community nutty about basketball, or do they go for that roller-skate derby in town? Et cetera ad insanitas — unless you let Free & Peters dope it out for you.

Free & Peters have offices in six different sections of the country — DAILY intercommunications between our fourteen men and the stations they serve. We know or can quickly find out every detail that affects radio productivity . . . . Can’t we pass this valuable dope to you?

Exclusive Representatives:

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Pacific Coast

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<td>San Francisco</td>
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*Chicago office commencing April 1

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

Pioneer Radio Station Representatives
Hearst Disposing of Station Properties

Southwest Group, WINS, KEHE, Sales and Production Adjuncts, Optioned for $1,600,000 in Three Deals

SALE of a substantial portion of the radio properties of William Randolph Hearst, embracing 10 broadcast stations and the recently-formed International Radio Sales, station representative organization, and International Radio Productions, is in process of negotiation.

Subject to necessary approval of the FCC, which is mandatory under the law, Mr. Hearst's radio executives have made tentative arrangements for the sale of six of the ten stations, terms, again subject to FCC approval, can be made. WCAE, perhaps the most profitable of the Hearst interests, apparently is not for sale. Unlike the other Hearst stations, it is owned by Hearst Consolidated Newspapers in such fashion as to make its liquidation difficult.

Sale of a substantial portion or possibly all of the Hearst radio holdings is consistent with the recently instituted program of the 75-year-old publisher to liquidate possibly the bulk of his far-flung holdings. Having recently leased or consolidated several of his newspapers, he also has offered for sale $15,000,000 art treasure accumulated during his lifetime.

It was learned also for the first time that he had disposed of his three point-to-point press stations Press Wireless Inc., for $64,000. These stations, engaged in the transmission of news by radio, were located in New York, Chicago, and San Francisco, and utilized frequencies set aside by the FCC for press purposes.

Southwest and Service Organizations to be Sold

The biggest transaction—Southwest and the two affiliate service organizations—was said to be in the final stages of negotiation as Broadcasting went to press. The principal on behalf of Hearst is Joseph V. Connolly, chairman of the board of Hearst Radio, president of International News Service and of King Features Syndicate, along with Elliott Roosevelt, who on Jan. 1 became president of Hearst Radio, operating all of the stations plus the two service organizations. The identity of the businessemes was not divulged as Broadcasting went to press. Any such syndicate, however, unquestionably would consist of individuals in the investment field, it is felt.

Precise information was lacking because of the pendency of the negotiations and the reticence on the part of the principals to discuss the matter.

Price of $900,000 for Southwest Group Heard

A sales price of $800,000 for the four Southwestern stations and the two service organizations, according to responsible sources, would not appear out of line, and the $500,000 approximate figure on stations probably could be justified on the basis of earnings.

Applications seeking FCC approval will be filed as soon as details can be cleaned up, assuming the businessmen's group exercises its option. Mears, Connolly, Roosevelt and their counsel, along with principals for the other interests, were working on these matters during the week of March 7.

The Anthony purchase actually was consummated in early March. The application for assignment was to be in the Commission's hands by March 14. The transaction was a straight cash proposition for $400,000.

Operating on the desirable frequency of 780 kc, with 1,000 watts night and 5,000 watts day, KEHE would replace KECA as the Anthony-owned NBC-Blue outlet in Los Angeles. KECA, on 1430 kc, with 1,000 watts night and 5,000 watts day, does not have the technical coverage of the Hearst outlet.

Negotiations are in progress for the sale of KECA to other California interests, it was learned autoritatively, at a figure of possibly $75,000 to $100,000. The station may go to San Diego or Redlands, both of which are said to be in need of additional local radio service. There is also the possibility that the station will be sold to other Los Angeles interests since it is deemed a certainty that Mr. Anthony, who owns the 50,000-watt KFI along with KECA, would not be disposed to seek operation of three stations in the same city.

Col. O'Brien Imminent Purchaser of WINS

It is felt that the purchase price of $400,000 for KECA could not be questioned as exorbitant since the station has an appraised valuation, insofar as actual physical facilities are concerned, of some $300,000. Elaborate new studio rooms apparently have been installed and it is assumed that both the KFI and KEHE program operations would be transferred to these facilities by the Anthony interests upon acquisition of the latter station.

The imminent WINS purchaser—Col. O'Brien—is a well-known attorney and ranks high in Democratic circles, but is a newcomer to radio. A resident of Washington, D. C., until some two years ago, he was prominent in local civic affairs and also was a Democratic national committee man and a delegate to the last Democratic convention from the District. He moved to Seattle where he resumed his law practice, although retaining an interest in affairs in the Capital City. His advisor in the transaction, it is understood, has been Saul Haas, principal owner of KIRO, Seattle. However, Col. O'Brien is declared to be interested in the purchase solely for himself. There was no verification of the figure but it was understood to be in the neighborhood of a quarter-million dollars, under the tentative contract.

Col. O'Brien, who is in his 54th year, resigned from the Army as a Lieutenant Colonel in 1929 after having entered during the World War as a Captain. He was assistant to the Secretary of War and passed on all expenditures of appropriations during his military service. He is a director of several banking and financial institutions in New York and Washington.

WISN, the Milwaukee Hearst outlet, so far as is known, is not definitely in any bidding transac-
tion. The station operates on the 1120 kc. channel with 1,000 watts until local sunset and 250 watts at night. It has also been regarded as a successful station. KYA, the San Francisco outlet, operates on 1230 kc. with 5,000 watts local sunset and 1,000 watts night. With no major network affiliations, it has not been a particularly thriving enterprise.

WINS, New York, operates on the 1180 kc. channel with 1,000 watts as an unlimited time station. KEX, Portland, and KOB, Albuquerque, are the dominant stations on the channel, dividing time, but in the impending reallocation, it is regarded likely the shifts in assignments will result in full time operation of both and possibly all three of the stations.

Bidders for WBAL have not been disclosed, although admittedly several offers have been made. Baltimore interests, it is believed, have been in at least preliminary negotiation. WBAL was purchased by Hearst from the Consolidated Gas, Electric Light & Power Co. of Baltimore in 1934 for approximately $465,000 on a deferred payment basis. Offers for the station, it is indicated, have ranged between that figure and a half-million dollars.

Mr. Roosevelt Entered Radio in Southeast

Mr. Roosevelt, second son of the President, in the fall of 1935, first entered radio as vice-president of the Southwest Broadcasting System, then independently owned. Then a youth of 27, he left an executive post with the Aeronautical Chamber of Commerce to accept the new assignment, headquarters in Fort Worth. Stations then in the network were KTAT, Fort Worth; KOMA, KTSA, and WACO, and KNOW, the latter subsequently having been sold to Hearst.

On Feb. 26, 1936, KTSA and KNOW were purchased by Hearst for $225,000, with Mr. Roosevelt acting as the sales agent. The purchase was from A. P. Barrett, of Fort Worth, principal owner of Southwest. The following month, Mr. Roosevelt became vice-president of Hearst Radio in charge of the Southwestern stations. Under the arrangement, KTSA was purchased for $180,000 and KNOW for $45,000.

A month later it developed that the three remaining stations of the Southwest Group had been sold---two of them to Hearst and the third, KTAT, to Raymond Buck, Fort Worth attorney, for $160,000. KOMA, Oklahoma City, and WACO, were purchased by Hearst Radio for a reported price of $250,000, or an aggregate of $475,000.

Meanwhile, KEHE, Los Angeles, half time station which had been purchased by Hearst, and Kelw, another half time station also purchased, became a full time unit as KEHE on April 7, 1937, under authority granted by the FCC to consolidate the stations. It was this station which was sold to the Earle Anthony interests by Mr. Hearst in the new transaction.

The next phase of the Hearst reorganization developed when Mr. Roosevelt was made president of Hearst Radio in charge of its ten stations on Jan. 1, succeeding Mr. Connolly as president, and Emile J. Gough as vice-president and general manager. Mr. Connolly became chairman of the board. Simultaneously, International Radio Sales, as a station representation organization, and International Radio Productions were organized as direct Hearst subsidiaries.

There was a general shake-up of personnel at the time. Murray Grabhorn, then manager of KEHE, was made vice-president of Hearst Radio under Mr. Roosevelt in charge of the sales organization. Albert A. Cornier, under contract as manager of WINS, became vice-president and executive assistant to Mr. Roosevelt.

Mr. Hearst a decade ago began to evince new interest in radio. At that time he said that he had missed a great opportunity in not getting in on the "ground floor." He was quoted as having observed that people were becoming too lazy to read newspapers but that they would listen.

Feenamint Test

HEALTH PRODUCTS Co., Newark (Feenamint), is planning a test run of its new advertisements to start the end of March on stations in "all major and secondary markets of California," according to the agency, Wm. Esty & Co. The announcements will be made 2 to 6 times a day, five days a week. The company has also renewed its contract with E. V. Brinkerhoff Recording Studios for three five-minute transcriptions a week, which have been running since December on 12 stations.

Armand Using 17

ARMAND Co., Des Moines (cosmetics) has started three weekly spot announcements—for the most part evening breaks—on 17 stations with a quarter-hour weekly program How I Met My Husband, being continued on WLS, Chicago. Wade Adv. Agency, Chicago, handles the account. Complete station list follows: WLS KFI KFRO KGLL KOOL KFTR KLZ KMBC KOIN KOMO KMDO KGRO KGDL KGLL.

Sponsors Fourth Derby

BROWN & WILLIAMSON Tobacco Co., Louisville (Kool and Raleigh cigarettes), for the fourth successive year will sponsor the broadcast of the Kentucky Derby, this year on CBS on May 7. No announcer has been chosen for the event. Agency is BBDO, N. Y.

LEVER BROS. Co., Cambridge, will take A. J. Jensen, for Lifebuoy soap, and Edward G. Robinson's Big Town for the end of June. Both are expected to return early in the fall.
Independents Drawn Into Disc Strife

Louvks Obtains Promise From AFM Not to Act Before Meeting of the NAB Board of Directors March 21

By BRUCE ROBERTSON

The independent stations are about to have their turn at negotiating with the American Federation of Musicians. The NAB, in its capacity as a trade association of the radio manufacturers, has contacted the American Federation of Musicians (AFM) to discuss the possibility of reaching an agreement between the two groups. The meeting is scheduled for March 21.

At a meeting in New York March 10, some 25 men, representing practically every transcription company in the country, drafted a letter to be sent to every independent station, pointing out that the union's refusal to allow its members to work on stations not affiliated with the AFM could affect the future development of the nonnetwork stations that they are being drawn into the fray. A new "deadline" of March 25 has been set.

Specifically the letter points out that stations which have signed the AFM agreement may be forced to discontinue with transcriptions without objection from the union, but that all other stations are considered to be in the "unfriendly" group until they are signed by union agreements. A similar letter is expected to be sent to broadcasters by the makers of phonograph records, to whom the AFM has presented the same demands as to the transcription firms.

History Repeats

So, history is again repeating itself. Last summer the individual network affiliates were forced to organize to fight against demands presented not only to the networks on which they depend for much of their program material. Today the non-network stations must rally to meet demands presented to the transcription and phonograph record industries on which they are dependent for much of their program material. Letters from chambers of commerce, manufacturers, newspapers, and radio stations in virtually all parts of the country have been received by station officials since the campaign designed to stimulate business began.

"If we can convince the consumer that he alone can loose a barrage of purchasing power by putting that dormant power to work, the battle is won and the repression is routed," said Powell Cobler, president of the corporation. The letter urges all independent stations to contact this committee immediately and to furnish it with all data needed for presentation to the AFM.

First presentation of the independents' views was made to the NAB March 10 by the State Council Philip G. Loucks. Addressing the International Executive Board of the union, now meeting in New York, Mr. Loucks advised against any hasty action on the part of the union and secured a promise that no action would be taken before the meeting of the NAB board of directors on March 21. Meanwhile he said he would try to get the independents' committee together for the formulation of a plan similar to that of IRNA, whereby the independents would be licensed by the AFM on an equitable basis.

This plea was sympathetically received by the union officials, who said they had no desire to work undue hardship on any station. Educational and religious stations are exempt from any demands, they stated, and stations with annual incomes of less than $10,000 will probably also be exempt as to the 5½% basis applied to IRNA stations the amount would not be enough to cover the employment of even one musician for a year. In fairness to stations which have signed the IRNA agreement, the union said, the wealthier non-network stations should likewise be required to agree to an increase employment of staff musicians, to report the hiring of employees to the AFM, to furnish the names of their transcribers, and to report the amount of any station.

Two-minute dramatizations explaining that by buying now, the consumer is helping to keep the phonograph industry alive, are being broadcast by the Crosley Radio Corp., and general announcements are being made over all stations. Letters from chambers of commerce, manufacturers, newspapers, and radio stations in virtually all parts of the country have been received by station officials since the campaign designed to stimulate business began.

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FLOOD REFUGEES—Were thankful for radio. Clinton (Buddy) Twiss of NBC (left) interviewed a lad on a raft who rescued his pet cat during the flood peak at Venice, Cal. Bob Le Mond and Al Posca (second photo from left), KEHE special events announcer and program director, respectively, described the rescue work near Universal Picture Studios.

Jimmy Vandiveer, KFI announcer, interviewed a refugee whose home was demolished near North Hollywood. Right photo shows (I to r) Bob Bradley, Al Packard and Vern Taschner of the CBS Hollywood technical staff, operating the KAOG shortwave transmitter of KNX which enabled them to relay programs along the West Coast during the storm.

Flood Damage Mitigated by Radio’s Aid

By DAVID H. GLICKMAN

Broadcasters Turn Over Entire Facilities as All Other Communication Is Shut Off in Disaster Region

IN THE critical hours of Southern California’s greatest flood disaster during the first week in March, radio again came to the rescue of a stricken area shut off from all other communication.

So complete and so thorough was this test of service in the throes of a major disaster that unquestionably many lives and millions of dollars in property were saved through the instant response of radio to the emergency.

Because of this vigorous performance radio in Southern California has been showered with the plaudits of not only federal, state, county and city officials, but from a grateful people, victims of the disaster. The service rendered by radio will be everlastinglly remembered in Southern California.

Little Warning Given

Of Danger to Come

With no thought of cost or lost revenues from sponsors, broadcasters stopped everything and turned over their facilities to the public service. When all other means of communication had failed, stations in San Diego, Los Angeles, Hollywood, Santa Barbara, San Bernardino, Long Beach, and Glendale, as well as other communities of the southern portion of California stayed on the job, day and night, to broadcast warnings.

They remained on the air to serve as a clearing house for information and to act as headquarters for the American Red Cross, American Legion, National Guard, Salvation Army, police, relief and other agencies. The three major networks and every station in Southern California went the limit to provide flood warning service, supply listeners with information from inundated areas and fill in the breach where other means of communication had been crippled.

Battling power failures, blocked highways, downed bridges, and other obstacles, they kept crews on the job day and night.

Amateurs cooperated nobly with networks and stations, relaying countless messages and bulletins as well as providing eye-witness information from flooded points.

Little did the populace of Southern California realize on the morning of Wednesday, March 2, that the storm which had not been an unusual one in intensity during the preceding three days was to become a veritable deluge that was to turn into the most serious and costly water menace in the annals of the metropolitan and suburban area of that section of California.

So overwhelming was the rain on the daylight hours of March 2 that all channels of transportation and communication were totally paralyzed. So complete was the paralysis, that it was several days before railroads and bus transportation was reestablished, telephone service restored and all public utilities functioning normally.

It is inconceivable to what extent the alarm of the people would have carried had it not been for the immediate action of broadcasters. Not only were remote pickup terminals of practically all stations employed to warn of flood conditions, but other means of cooperation were employed. Authentic information was being constantly broadcast by public officials of Los Angeles and other communities, which steadied the morale of a near-hysterical citizenry.

Emergency Council Is Hastily Formed

Despite interruptions of power service which caused shutdown of a number of broadcast transmitters, the breakdown of power supply was pretty. As a consequence, when one station was down, others were unaffected, enabling the combined broadcasters to give continuous service to listeners. All commercial commitments were put aside for the emergency.

Police, public health and public works departments of the city and county of Los Angeles were quickly consolidated under the Major Disaster Emergency Council, which sent qualified inspectors to all points in the path of flood waters and kept headquarters constantly informed. When new dangers appeared, warnings were broadcast for evacuation. All important information was promptly furnished to radio stations for broadcast.

Largely through radio, the National Guard, motor vehicle forces, Humane Society, social welfare groups, fraternal, and civic relief organizations were mobilized and places of refuge for the homeless established. Field service of broadcasters was comprehensive, with broadcast through use of numerous remote outlets which formed a web of pickups over the city and urban centers nearby, and the use of many mobile shortwave and amateur transmitters.

During the early period of the flood, when radio was on its own, extreme care was used to broadcast only truthful information. It presented factual data on the storm itself, explained the extent of the pile-up of waters in various districts where these were excessive and dangerous.

Early March 2 when the Weather Bureau correctly forecast unprecedented rain, KNX, CBS Hollywood station, sent its portable shortwave transmitter KAOC to the Glendale-La Crescenta area, scene of the disastrous flood of 1934-1935. A crew of engineers and announcers, headed by Alden Packard, technician, and Gary Breckner, special events producer, was rushed to the new flood control project in Verdugo Wash, when it was reported threatened and announcement was broadcast that the Los Angeles River was well within its limits. Later, however, the rain became so heavy that roads were washed out, and this station was broadcast with warning to nearby residents and directions for driving through other safe thoroughfares to Pasadena. The assumption was correctly made by CBS that this would be the first district to be affected.

By the time the flood reached other sections, local authorities were organized. But the foresight
of CBS and its instant action undoubtedly prompted the herculean efforts that were immediately put forth by other broadcasters and municipal government officials and engineers which enabled them to handle all relief activity with creditable efficiency.

Later the same day, when flood conditions forced a break in the air, Mr. Bowman, CBS Pacific Coast division engineer, again brought the 50-watt shortwave transmitter into play. It was used as relay from the KNX master control room to the transmitter after line facilities had been disrupted. Programs were picked up at the transmitter on a shortwave receiver and rebroadcast.

First Break Occurs

In Transcontinental Line

First break in the CBS transcontinental service occurred late Wednesday night, March 2, when the telephone line from Salt Lake City to Los Angeles was washed out. An emergency circuit was quickly set up and network programs rerouted through Reno to San Francisco for Salt Lake City and broadcast to the West Coast, this service continuing through the storm period.

With power off for several hours at Bowman Field, the KNX staff made use of a battery operated equipment and relayed sponsored programs to the network from Hollywood, the cast reading their lines by candlelight.

The following day KAAC shortwave a factual news program to the CBS network on conditions in and around Los Angeles. Pete Pringle, KNX news editor; Dick Joy, announcer, and Mayor Frank Shaw of Los Angeles, gave the reports on conditions in the stricken areas. This was followed a few hours later by a KFI, Los Angeles, broadcast relayed through its mobile unit, KAXA, from Venice, and sent nationwide over NBC.

Although the KNX transmitter, located at Sherman Oaks, near Van Nuys, Cal., was entirely surrounded by water, it was not damaged. Lee Shepard, supervisor in charge of KNX, C, Biscailuz, KNX多余的 technical, were marooned for 36 hours.

The first disaster news to be released transcontinentally was by NBC on its Red network March 2, 10:15-10:30 p.m. (PST), with San Francisco Facilities Are Utilized by Networks for Nationwide Programs

By J. CLARENCE MYERS

DESPISE the fact that Northern California suffered no ill effects from the flood that ravaged the southern part of the State early this month, it had unprecedented broadcasting problems and played a major part in the transmission of dozens of important Hollywood broadcasts to the rest of the nation.

Both NBC and CBS, through their respective Hollywood stations, KFI and KNX, relayed their coast-to-coast shows to the RCA's west coast relay station at Point Reyes, just north of San Francisco. The broadcasts were relayed from Point Reyes to the NBC station KPO and the CBS station KSFO and then to their respective nationwide networks.

On Thursday night, March 3, a particularly heavy night for Hollywood, releases to the nation, NBC brought all programs to the entire network on schedule. These included the Rudy Vallee Royal Gala Hour; the Maxwell House Good News program, Kraft Music Hall and others.

Relayed to Albuquerque

The Amos & Andy broadcast, heard at 8 p.m. PST originated at Palm Springs, Cal. It was carried by special wire from there to Albuquerque, N. M., from whence it was sent to the network. NBC in San Francisco had arranged for standby programs to take the air from New York, in case of failure of the service from the RCA station at Point Reyes. Similarly KSFO acted as the western key for CBS. The programs had to be sent from KNX's studios to its transmitter by short wave, thence to the Point Reyes receiving station and relayed to KSFO.

KSFO artists, announcers and technicians stood by at the San Francisco studios in case the emergency pickup failed. KSFO's contact with KNX was maintained through O. Reginald Tiffetts, member of the American Radio Relay League, who owns and operates W9GTH in Berkeley. Messages from KSFO were handled by Tibbetts, relaid to W6JSX, owned by Cecil F. Dickson of Los Angeles, who retransmitted to KNX. Shortwave communications, although hastily set up, enabled KSFO to deliver many items from the stricken area, Los Angeles, as well as programs from Hollywood.

Hollywood service to the California Radio System—statewide network of seven stations—was off for nearly 48 hours because of the telephone cable breaks. KYA in San Francisco and the McClatchy owned stations of KFBK, Sacramento; KWG, Stockton; KJZ, Fresno, and KERN, Bakersfield, had to fill with local programs.

The public and radio fraternity alike has acclaimed scores of "hams" in the San Francisco Bay region and the stricken flood territories in southern California, as heroes. These operators of privately-owned shortwave transmitters were the only mediums of communication between the two California sister cities. Many of them stood at their posts through long hours of vigilance, getting little sleep.

San Francisco "hams" played a major role in transmitting Red Cross and other vital communications.

Clinton (Buddy) Twiss, special events announcer, giving a word picture of havoc wrought by the storm.

Shortly after midnight the NBC line went dead. From a boat in the heart of the Venice business district, Twiss and Jimmy Vандerver, KNX's KECA, Los Angeles, special events announcers, on March 3, broadcast a description of the plight that had befallen that beach city.

Using a "beer mug" microphone their broadcast was picked up by its transmitter by short wave, thence to the Point Reyes receiving station and relayed to KSFO.

Remote facilities of KJH (right) were set up in Los Angeles County sheriff's office for instructions to field forces. Left to right are Dr. Benjamin Blank; Sheriff Biscailuz (at mike); county supervisor John A. Ford; Dick Conner, KJH city hall reporter (sitting); Dr. J. L. Pomeroy (standing in rear, health officer; and Capt. Harry Ostoff. All civic authorities agreed that radio saved many lives.
Uniform System of Accounts Is Considered by the FCC

Tentative Plan Prepared by Accounting Staff; Opportunity for Hearing Would Be Given

CONSIDERATION of a uniform system of accounts for broadcast station licenses has been started by the FCC following a suggestion on March 9 of a tentative draft by its accounting department.

Considered by Chairman Frank R. McNinch, the system would require uniform methods of accounting on prescribed FCC forms by all broadcast stations. The decision, according to Chairman McNinch, is to have dependable and comparable financial data from all station licensees.

He added that all stations would be given an opportunity to criticize the proposed system before any final order is issued.

Lack of Uniformity

Heretofore stations have been required to submit data in connection with their license renewals covering their average monthly income during the preceding six-month license period, according to Chairman McNinch, is to have dependable and comparable financial data from all station licensees. He added that all stations would be given an opportunity to criticize the proposed system before any final order is issued.

Considering the proposed uniform system of accounts, it is felt that movement is toward regulation of rates or regulation of profits, but there is a difference of opinion as to whether the FCC has such authority.

Moreover, the view is expressed that any requirements under which all stations alike would be obliged to install elaborate bookkeeping and accounting systems might work a serious hardship, notably on smaller units.

For several years a uniform system of cost accounting for the industry has been advocated in resolutions proposed within the NAB. It is entirely likely that the broadcast industry, through the NAB, may suggest to the Commission that a uniform system be adopted voluntarily by stations rather than by official mandate. In that fashion, if it is felt, the same result could be procured without federal regulation.

A committee of broadcasters will be selected by the NAB to confer with the FCC regarding the proposed accounting formula. Decision to appoint such a committee was reached by the NAB Executive Committee at its meeting in Louisville March 6.

The FCC rough draft was prepared under the direction of H. M. Long, FCC assistant chief accountant in charge of uniform cost accounting. The NAB has been asked to comment on draft. A staff of seven accountants was detailed the task under Mr. Long. March 7, the staff worked all night to put the finishing touches on the draft prior to submission to the Commission.

Mr. Long directed the preparation of the uniform system of cost accounting for both telephone and telegraph carriers subject to FCC jurisdiction. He is a former Interstate Commerce Commission accountant.

If the procedure followed in the telephone system is pursued, a conference of broadcasters will be called to consider the proposed system. This, however, apparently would not develop until after the full Commission has had an opportunity to approve the tentative draft. Under FCC regulations the order requiring any uniform accounting system could not become effective until six months following actual promulgation.

Beverage News

GRIESEDIECK-Western Brewing Co., St. Louis (Stag beer) on April 4 starts news broadcasts on eight stations, W KY KWOS KLRK TKS KTL KGBX KWCB in either five-minute or quarter-hour periods as often as 38 and 14 times a week, respectively. Accountant was hired by Gene Fromherz, spot radio director of J. Walter Thompson Co., Chicago.

Nu-Enamel Spot

NU-ENAMEL Corp., Cleveland (paint), has appointed Neff-Rogow, New York, to direct its eastern radio advertising. The company started participating sponsorship on the Martha Daves program on WOR, Newark, March 7.

KOK Catches Crook

DESCRIPTION of a hitch-hiking murderer from California was broadcast recently on KOK, Phoenix, during its Highway Safety Patrol program and four hours later the culprit was in jail. Members of the Arizona highway patrol were listening in and nabbed the criminal. Program is sponsored by Arizona Oil Co.

Carolina Group

A SEVEN-STATION "Carolina Network" was formed March 1 to permit South Carolina Senior Senator Allison D. (Cotton Ed.) Smith to give Carolina farmers a first-hand radio report on the new $440,000,000 agricultural bill. In the network were WIS, Columbia; key: WCSC, Charleston; WFBC, Greenville; WSPA, Spartanburg; WAJM, Anderson; WOLS, Florence, and WBT in Charlotte. N. C. G. Rich-ard Shafto, WIS general manager, arranged the broadcast.

Griffin on CBS

GRIFFIN MFG Co., Brooklyn (All-Wite shoe cleaner), has bought the Tuesday 10-10:30 p.m. spot on CBS, starting April 19.

While the program is not set, it will probably consist of Hal Kemp's music. Agency is Birmingham, Castleman & Pierce, New York.

FCC Stipulations

THE Federal Trade Commission has announced stipulations in the following cases: F. W. Fitch Co., Des Moines, agrees to modify its drop in its advertising. The company was ordered to cease paying participants, using regular announcers, giving the same duck on the Tuesday, 10-11:30 p.m. spot on CBS.

FACSIMILE INTRODUCED—WSM, Nashville, officially introduced its Finch facsimile equipment to Governor Browning of Tennessee and other state officials by transmitting a letter from Harry Stone, general manager, to the Governor. In a ceremony in the Governor’s office Feb. 28, the letter was transmitted from WSM studios. In the photograph, left to right, are: Jerry Bragg, chief engineer; Dave Manker, secretary to the Governor; Mr. Stone, Governor Browning.

Chicago UPI Plans Education Crusade

Hutchins and Benton Forming Radio Education Program

UNIVERSITY of Chicago, originator of the eight-year-old Round Table program, is arranging a crusade in the interest of better educational broadcasting.

Under leadership of its 58-year-old president, Robert M. Hutchins, chairman of the university board of trustees and techniques in education, and William Benton, formerly of the Benton & Bowles Inc., who was appointed vice-president of the U. of C. last October, the school is embarking on a campaign of innovation and sponsorship of national network educational programs that will combine the best features of good broadcasting and good education.

The General Scheme

Mr. Benton told BROADCASTING that general plans are as follows: (1) Creation of a U. of C. radio education directorship, headed by a full-time, salaried chief with assistants. Function of the group will be to organize and supervise all radio activities of the institution. (2) Improvement of the U. of C. Round Table program by paying participants, using regular announcers, changing the program its first deliberate publicity, etc. (3) Development of several new programs, of similar quality as the Round Table, for network airing. (4) Initiating cooperation between educational institutions on the one hand and stations and networks on the other, with the U. of C. itself leading the way by example. (5) Installing new facilities and equipment at the campus studios.

Part of the new plan has already been put in effect. A recent $40,000 donation to the U. of C. by Alfred P. Sloan has been turned over entirely by university authorities to advance the campaign. Charles (Chuck) Newton of J. Stirling Getchell, New York, has been appointed radio director to handle all broadcasting activities and relations of the school. He has already resigned from his post as copy chief of the New York agency and will assume his new duties in Chicago early next month. Services of free lance talent and writers in commercial radio are being solicited on a paid basis.

Mr. Benton deplored the lack of interest and effort on the part of leading educators in radio education. He pointed out that institutions such as Harvard, Columbia and Chicago, hiring the best brains of the land, have yet to recognize their duties to the American people. He said the networks and radio industry generally are not to be blamed so much as educators themselves. He said that the networks have shown an interest in radio, for the most part, only when it meant publicity. The industry, he said, is more conscious of the problem than educators themselves.
Used Car Advertising Drive Clearing Heavy Dealer Stocks

Yardstick Unlikely For Station Sales

FCC Sessions Fail to Yield Rigid Formula for Prices

ANY IDEA of fixing a rigid formula for determining which broadcast stations may be abandoned by the FCC, following several conferences on the subject. Efforts to establish a yardstick have proved fruitless, and there is an even chance, it is thought, that the commission will decide it cannot make any hard and fast ruling and must consider each case on its merits. No action on the subject was held March 8.

In recent arguments before the FCC, the Chicago station viewed the Government's action as an indication that it would not have jurisdiction to block station transfers simply on the price factor. Confusion has developed over allegations of "trafficcpling" in station licenses which is regarded as an unusual phenomena and which has been applied to all station sales.

The Three Theories

One school of thought on the Commission has fostered the theory that stations could not be disposed of at a price greatly in excess of the actual tangible value of the property and invest in real estate and other appurtenances. Another has been inclined to favor action which would allow for tangible equipment plus a "going concern" factor which would be calculated on the basis of annual net profits of stations. The third is that each case should be considered on its own merits and that the bottom line can be accepted, on the ground that broadcasting is a business that should not be hemmed in by economic limits. It might diminish audience stability and as a result be reflected in deterioration of service.

A number of cases involving transfers now are pending. Presumably the Commission will write precedent which it might follow in future transfer cases in each of these proceedings. If a definite formula is adopted, it will be indicated that it will be flexible rather than rigid.

Philip Morris Quiz

PHILIP MORRIS Co., New York, on or shortly after March 25 will start a new weekly network show in addition to the two now running on CBS and NBC-Red. The new half-hour program, entitled What's My Name? will be a radio version of 20 questions, parlor game, with audience participation and prizes to winners. The listening audience will be asked to suggest names and questions for contestants. "On the air, you will have the opportunity to name an opponent of the present radio set-up in Canada.

Many Prizes to Be Given

In Two P & G Contests

PROCTOR & GAMBLE Co., Cincinnati, will start two new contests for Crisco and Camay. The Crisco contest, to be promoted on Vie & Sade, on NBC-Red network, Kitty Keene on transcriptions in Cleveland and Cincinnati, and The Houseboat Hannah on WOR, Newark, starts March 21. First prize of $1,000 and 200 other prizes will be given weekly for the best entries for the sentence, "Crisco is my favorite shortening" as it has been accompanied by a Crisco wrapper. Agency is Compton Adv., Inc., New York. The Camay series, through Pediar & Ryan, will be 30 daily contests from March 28 to May 6, featuring short answers like "I believe Camay is best for my complexion because... " Daily prizes of $1,000 and 40 Emerson radios will be given. The contest will be announced on Pepper Young's Family Hour. P & G on May 30 will move its five CBS programs into the 1-2 p.m. time slot. Kitty Keene and The Dragnet is heard only in the West and The Goldbergs, for Oxydol, is in the East, so these two will probably overlap the quarter-hour period. The other programs are The O'Neillers, for Ivory soap, Ma Perkins, for Waterford Crystal, and Road of Life, for Chippso. General Mills' Gold Medal Hour, now on CBS at 7 p.m., will move to NBC, to be heard at 2:30 p.m. Number of stations to be used has not been announced in either case.

NEGOTIATIONS between Warner Bros., and Associated Music Publishers for transfer of Wired Radio and other MFP properties have been completed and contracts will be signed within the week, according to Warner's New York office.

General Mills Serial

General MILLS INC., Minneapolis, has commissioned Sando & Michael, who wrote Valiant Lady which was heard on radio, for a new serial, The Woman March 7 on the CBS Gold Medal Hour, to author another radio serial. Ed Smith, radio director of General Mills, awarded the assignment to Jacobson, WGN production director, to handle the direction of Valiant Lady which stars Joan Blaine and Francis X. Bushman.

Test Ballot in Canada Shows Heavy Opposition To Commission System

IN A STRAW vote of Southern Ontario, the most populated area in Canada, conducted by the Canadian Broadcasting Co. Business Men's Association, 23,157 listeners voted against the CBC as against 898 for it. The latter do not necessarily reflect the voter's belief in a federal broadcasting commission.

The vote was prompted by the recent increase in the annual radio licence fee from $2 to $5.50, and from $21 to $20 for all sets in a house, to one license for each set. The Association prepared a 22-page survey of the results of the vote. Among the questions are the voting and polling results:

Do you approve of licensing radio? Yes, 1,472, No. 21,892.
Do you approve increased cost? Yes, 38, No. 25,950.
Are you in favor of a federal broadcasting commission? Yes, 895, No. 23,157.

More than 1,200 letters offering suggestions and criticism of the CBC came in with the nearly 25,000 ballots, postmarked from 861 postal stations. The letters are unopened, to be forwarded to J. W. Robertson, vice-president of the commission, member of Parliament at Ottawa and member of the Parliamentary Committee on Communications. The writer of the note has been declared to be the opponent of the present radio set-up in Canada.

BROADCASTING • Broadcast Advertising

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Quality Featured Instead of Price
In Merchandising

Intimate Consumer Approach
Features Modern Programs

THE depression, responsible for so many changes in consumer habits, has likewise presented to radio a problem in merchandising. The growing number of consumer leagues, co-operatives and other similar groups has been due to the public's feeling of need as the determining factor in merchandising.

Miss Ives To overcome this emphasis on price alone and to create a favorable attitude towards quality, the radioman's audience, the necessary.

Miss Ives To overcome this emphasis on price alone and to create a favorable attitude towards quality, the radioman's audience, the necessary.

New Educational Series
Is Started In New York

WNYX, New York, in cooperation with the Board of Education, on March 2 broadcast the first of a series of quarter-hour programs to be heard at 11 a.m. on every school day until the end of June. All local high schools and most of the city's elementary schools are equipped with radio.

The programs are prepared by teachers with occasional assistance from pupils and are supervised by the Principals' Association. School children themselves will appear on the broadcasts, which originate at the Institute of Technical High School. Howard E. Shaw, the Board of Education's coordinator of radio programs, is in charge of the project.

Kellogg in Dominion

KELLOGG Co. of Canada, London, Ont. (cereals), is running its first national transmission campaign in Canada, sponsoring the Bowline aviation series, to run through 1938 on CHNS, Halifax; CKY, St. John; CFCF, Montreal; CBO, Ottawa; CFRM, Toronto; CFGO, Chatham; CIJR, Winnipeg; CCFM, Regina; CFGN, Calgary, and CIOR, Vancouver. N. W. Ayer & Son of Canada Ltd., Toronto, handled the account.

State Buys Fete Time

PENNSYLVANIA Publicity Commission, Harrisburg, broadcasts a series of programs in connection with the state's 300th anniversary, March 14 on 26 CBS stations and 29 WWZ stations. Agency is Walker & Downing, Philadelphia.

In precession days and it seemed to her that “people wanted food for thought as well as the stomach.” They needed cheering up and a more personal approach. She said that out of a group of 250 club members grew the cooperation of and estimated today to number more than 55,000 members, all of whom are associated with Miss Ives through membership cards.

In 1937, WMCA brought Miss Ives to New York, and has continued her program ideas through the Anna Ives' Everywoman's Hour.

Mail Order Bees

CHICAGO MAIL ORDER Co., Chicago (mail order) has placed its account with Schwimmer & Scott, Chicago. Half-hour selling bee on WBBM, Chicago, Sunday afternoons may be extended to other stations according to Walter Schwimmer, account executive. The sponsor is a mail order firm that sells air in Chicago since 1929. Prizes are awarded contestans.

Four Applicants Denied Stations

Lack of Need for Service
Is Basis of Ohio Refusals

In a shear of dissenting opinions, the FCC March 9 denied four applications for new stations. It rendered no favorable decisions in the group.

Applications of WRBC Inc. for a new regional or 980 kc., with 800 000 watts, unlimited time in Cleveland, and of Valley Broadcasting Co. for a new 1,000 kc, regional on 1350, unlimited time in Youngstown, were denied on the practically identical grounds that no need was shown for additional broadcast service.

The Commission found that the officers and directors of the several companies were identical. Moreover, in the Youngstown case it concluded that there was the possibility of one stockholder, no officer, director or stockholder was a resident of Youngstown and that the applicants were not familiar with the program needs of the area.

Houston Plea Denied

An application of Dr. William States Jacobs, Presbyterian minister, for a new 1,000-watt station unlimited time on 920 kc., Houston, was denied on the ground that Houston now has three stations with half powers and with adequate service. It found, too, that interference from other stations would be great, limiting the service of the proposed station.

An application of Earl Yates for a new station on 930 kc., with 500 watts, half day, was denied on the ground that the community was so small the station could not support itself as an outlet. Finding the applicant financially able, the Commission said the proposed station's continued operation with satisfactory program service “will be dependent upon income derived from the sale of time for advertising purposes.” It added there was no competent evidence to indicate what a reasonable amount of commercial support may be expected, and the size and characteristics of the community is not such as will provide a reasonable presumption of an income sufficient to insure success as a commercial venture.

In a decision application of KDON, Del Monte, Cal., for a change in frequency from 1210 kc. with 100 watts to 1400 kc. with 250 watts night and 1000 watts day, the Commission found the proposed operation would cause objectionable interference to and curtail the effective service area of an existing station 300 miles away, held that the need for a regional service as proposed would not warrant a grant of the application under those circumstances.

Vigor on Two

SWIFT & Co., Chicago (Vigorella), Feb 28 started a 30-day campaign on KFWB, Hollywood, using Major Bateson, Gardener of the Air, on Mondays, Wednesdays and Fridays on WOR, New York, March 1 another 30-day campaign started on KMA, Shenandoah, one-minute spot announcements a week being used until April 9. J. Walter Thompson Co., Chicago, is agency.
Station Aimed at Pan America Is Favored as Trade Weapon

Senator Chavez Believes San Diego Shortwave Unit Would Cement Relations With Latins

CONFIDENCE that Congress would enact his bill to create a government shortwave broadcasting station in San Diego to use the so-called "Pan American frequencies" was expressed by Senator Chavez (D-N.M.) in an address over the NBC-Blue Network March 3 from Washington. He predicted such a station would solidify the Americas and offset propaganda broadcasts from the "dictator" countries of Europe. His bill, which he introduced jointly with Senator McAdoo (D-Cal.), is now pending before the Interstate Commerce Committee. Hearings have not yet been set.

In addition to this committee's consideration, the Interdepartmental Committee to Study International Broadcasting, created last month by President Roosevelt and of which FCC Chairman McNinch is chairman, also has announced its intention of considering the desirability of establishing such a station.

The Committee comprises, in addition to Mr. McNinch, the following: Attorney General Homer S. Cummings; Harvey B. Otterman, and George H. Butler, Treaty Division, State Department; Roy North, Deputy Third Assistant Postmaster General; E. K. Burlew, Administrative Assistant to Secretary of the Interior Ickes; Dr. John W. Studebaker, U. S. Commissioner of Education; Leslie A. Wheeler, Chief, Division of Foreign Agriculture Service, Department of Agriculture and E. N. Brennan, Special Advisor to Secretary of Agriculture Wallace; Dr. Alexander V. Dye, Director, Bureau of Foreign and Domestic Commerce, Department of Commerce, and Warren Lee Pierson, President of the Export Import Bank.

Common Interests

Together with Senator McAdoo (D-Cal.), Senator Chavez introduced the bill (S-3342) last month for the erection of the station, which would be known as the U. S. Pan American Broadcasting Station. "Under the direction of Secretary of State, shortwave broadcasts are to be made to South America for the purpose of strengthening our cultural, political and commercial ties with these people," he said. "In broadcasting to South America, European countries stress their common Latin culture and ideology. We are in a position to overcome their efforts on the same basis."

Through the proposed station, Senator Chavez declared this country can show that all of the Republics of the Western Hemisphere have many points of common interest. "Geographically, we are one people. Culturally and politically, we can become one people. By our several efforts we can work toward mutual peace and progress."

In his address the Senator stressed the inroads of Italian and German business into the South American market. He added this country could not afford to take a back seat in the American scene and that what Rome and Berlin can do "we can do better."

In announcing formation of the Interdepartmental Committee on Feb. 26, FCC Chairman McNinch said it would study and report to the President on international broadcasting problems. The Committee held its first meeting Feb. 28 and another on Feb. 28. Mr. McNinch asserted it expects to consider methods of cooperation between the Pan American nations in using the Pan American frequencies temporarily allocated on Feb. 1 to Worldwide Broadcasting Corp. and General Electric, as well as in using other frequencies which may be available.

While no statement was forthcoming from the FCC or other official sources, some misgivings were expressed about the Committee within the broadcasting industry, particularly in the light of the disclosure [Broadcasting, March 1] of the movement fostered with the New Deal to establish a group of superpower stations operated by the government on regular broadcast channels. This revelation, made exclusively by Broadcasting, was not denied in any quarter. It appeared, however, that the proposal has not gained any ground.

That the Interdepartmental Committee will discuss this matter appeared probable since the Interior, Treasury and Agriculture Departments are represented on it and since the proposal is understood to have originated with Secretary Ickes and have won the support of Treasury Secretary Morgenthau and Agriculture Secretary Wallace.

So far as is known, the White House has been entirely non-committal on the plan.

RCA Television Parts

IN LINE with its policy of encouraging amateur interest in television and cooperating with experimenters, RCA has made available specialized television parts for use by experimenters. New parts, which supplement the kinescope receiving tubes previously made available, include a deflecting yoke, two power transformers, a vertical output reactor, a vertical oscillation transformer, a horizontal oscillation transformer, two power supply capacitors and a power supply reactor.

TELEVISION RECEIVERS ABROAD

EUROPEAN Television receivers have created extensive commercial interest in recent months. Upper left is the Ferranti model, a British set, the chassis of which is depicted at center left. Lower left is the Dutch Phillips receiver with an adjustable screen, a diagram of the Phillips set indicating the main lines of design. In the third column below is the deluxe British set, the Marconiphone, which combines television, worldwide radio and auto-gram. Lower right is the Baird receiver of British manufacture, and to the right is another model of the Baird set. Price range of the British receivers is from $260 to $600.
Dr. Pepper Begins Its Fourth Season

Enlarged Hookup Is Acquired by Soft Drink Sponsor

WIFR, Peoria, Ill., announced this week that it has been granted exclusive soft drink rights for Dr. Pepper in that part of the state which includes Knox County.

WIFR handles advertising and sales for the Coca-Cola Company in the Peoria area.


ewerail rod operates all the Dr. Pepper territory in Knox County.

SPONSOR GETTER

WJMJ Group Selects Best Slump Prospects

TO DEVELOP specific advertising and merchandising plans for prospective sponsors, WTMJ, Milwaukee, the National Basketball Association TV committee's job is to analyze specific prospects and develop sound plans to sell these accounts.

Reviewing merchandising trends of the depression, the committee recommends a fact that several food industries were least affected by lower sales curves. Among the industries were food, shoe, beer, and tobacco.

Concentrating on these industries, WTMJ promotes the 13-week series of half-hour programs to one food merchandiser. "Members of the new WTMJ sales committee are William F. Dittman, sales manager; Russ Tolg, continuity director, and Harry Eldred, publicity director.

Brewers Adding Stations

For Cooperative Series

BREWERS' Radio Show Assn., New York, a group of brewers throughout the country, on March 1, started a program on 34 CBS stations, heard for a half-hour Monday evenings. The association is an outgrowth of the United Brewers Industrial Foundation, whose advertising is handled by Newell-Emmett. The current variety program, built by U. S. Adv. Corp., Toledo, is known as the Monday Night Show, featuring Lou Holtsinger, Thompson and her trio, Agnes Moorhead, "Cecelia" the seal, and Rich Nelson

Sponsors and stations are: WABC, New York; John F. Trommer, manager; solution agent for Folger and Larus, Blackett - Sample - Hummert.

cka, Minneapolis; WPIC, Pittsburgh; WMC, Memphis; WJDX, Jackson, Miss.; WSB, Atlanta; WOOD, Chattanooga; WSM, Nashville; WNNC, Asheville; WSO, Charlotte; WPTC, Greenville; WAVE, Lafayette, Ind.; WROL, Nashville; WJZ, New York; and WRSH, Dallas.

HARRIS BUYS KBGW

SALE of KBGW, Hutchinson, Kan., by W. B. Greenwald to John L. B. Harris, Fox Broadcasting Co., is the second of the March 1st series of sales reported. The Herald of that city, has been committed subject to FCC approval. The purchase price, which is for 45 per cent of the 1,030 shares issued, is understood to be $47,400.

The station operates on 130 kw. with 100 watts. Mr. Harris was an applicant for a 1,000-watt daytime station in Hutchinson but on March 2 withdrew his application after unfavorable Examiner's report. At about the same time, the application for a daytime station in Greenfield, Mass., was also dropped by Greenwald, who has announced his intention of forming a new station representative firm to offer local stations "in a package to national advertisers." He is also the owner of a department store in Greenfield, which, he said, is understood, he likewise plans to dispose of to devote full time to the new venture.

Disc Series Shifted

PROCTOR & GAMBLE CO., Cincinnati (Ivy flakes), on March 1, discontinued transcriptions of Judy & June's four-five-week program on GBR, Vancouver, CFB, Toronto, and CKCQ, Ottawa, and put the program on the Standby Board. Judy & June continue in transcription on stations west of the Mississippi River, and reports are that sales are excellent. Judy has been picketed by the National Basketball Association, and is also used by Larus & Bros. Co., Rich mond (Edgeworth tobaccos); WRVA, Richmond, Agency for Ivory Flakes and Crisco is Comp ton Adv., Inc., New York; for Chips, Felda & Ryan (for Lava, Folger and Larus, Blackett-Sam ple-Hummert.

Paper Seeks CKFG

THE Vancouver Sun is negoti ating with the Vancouver's 50-watt CKFG, but negotiations have not yet been completed, according to G. A. Cran, advertising manager. The station is one of the few non-commercial stations in regular operation, and the licence which permits it to broadcast is held by the Vancouver Presbytery of the United Church of Canada.

Associated Plans Track Broadcasts

Oil Firm Ending 12th Season Of Basketball Programs

STRESSING its Aviation Ethyl Corporation is the sponsor of the Western Associated Oil Co., Associated Division, is winding up its association with the Western Associated Oil Co., Associated Division, is winding up its association with the World Basketball Association for nine broadcast stations. They are: KJBS, San Francisco; KXU and KROW, Oakland; KPAC, Los Angeles; KORK, Eugene, Ore.; KXL, Portland, Ore.; KRSB, Seattle; KFIO, Spokane; KRLC, Lewiston, Id. Mr. Deal said the current basketball sportscasts, with the Pacific Coast Conference championships, will be followed by an extensive coverage of track events under Associated sponsorship.

A New Network

Throughout the basketball season, Associated has broadcast nearly 500 games of which are scheduled at night. To facilitate a possible complete coverage and service the basketball sportscasts, Associated created a new network in the Pacific Northwest to take care of four stations in Oregon, Washington and Idaho. KRLC, KFIO, KRSB and KLX associated had to petition the FCC to get permission for two-day stations to remain on the air at night to pick up the basketball games in their territory. They were KJBS, San Francisco, and KFIO, Spokane.

Mr. Deal pointed out that all of the games have been sell-outs and that the home teams play at a disadvantage, radio stations the only manner in which the fans can follow the games. Thus, he feels Associated is providing a real public service with these sports broadcasts. He added that it is practically impossible to get night games in any of the major networks or any network affiliates, due to prior commercial commitments.

The Associated basketball sportscasters are: Doug Montell and Al颻 from California; Frank Bull, southern California; Johnny Carpenter, Portland; Leo Lassen, Seattle, and Ralph Rogers. Spokane and Lewiston.

"Good News" Pending

WHILE reports that General Foods Corp. (New York) (Mars-House coffee) has renewed its network time for Good Noise of 1938, cannot be verified, the company should make a promotional announcement concerning the program, to run to June. Present network contracts will expire on March 31, 1938. Sidney M. O'Meara, executive, was in New York conferring with the agency, Benton & Bowles, the week ending March 5.
YES, it's another "first" for WHO to be the only radio station that has ever sponsored a Golden Gloves tournament. But somehow this particular "first" is especially significant. Why? Because WHO attracted one of the largest first-year entry lists in Golden Gloves history; because 14,000 enthusiastic Iowans paid to see these bouts and on the night of the finals packed Des Moines' big Shrine Auditorium with the largest crowd ever assembled under its roof—also because this successful innovation sort of symbolizes the slugging, "heads-up" style that has made WHO the dominant station in the Central West . . . the PLUS station of Iowa Plus. Shall we send you a package of PROOF?

ANOTHER FIRST!
WHO is the first station to begin Facsimile broadcasting on the regular broadcast band, starting February 4, 1938— one more of a long list of impressive "firsts".
List of Presidential Prospects For NAB Now Less Than Dozen

Executive Committee Weeds Out Many Names At Meeting Held in Advance of Board Session

BENDING every effort to have the paid president of the NAB in office this month, the executive committee of the trade association met in Louisville March 21 and reduced the list of prospective appointees to less than a dozen.

Names considered by Herb E. Etridge, WHAS, Louisville, temporary chairman of the board of directors and of the executive committee, in the group's weekly job of analyzing qualifications of a large group of men high in public or industrial life who were considered possible appointees. Detailed biographical and other data on the prospects were considered in an all-day session.

All Are Well-Known

While no information was forthcoming from the committee regarding identity of those “in the running,” reports persisted that all of the men under consideration are nationally known. It is presumed that such men as John G. Winant, former ambassador to England; Robert M. Hutchins, president of the University of Chicago; former Senator C. C. Dill, now a lawyer in Nashville; Elbert M. Green, chairman of the National Broadcasting Co.; Washington; Robert L. Kahn, general counsel, Technical, Inc., and other members of the FCC, were among those considered.

While it is not known what, if any, additional charge is made advertisers for this line service, according to Mr. Seville.

The station is owned by Stenger Broadcast Service, Inc., 1516 Keith House and operates full time day and night.

KSD-KFUO to Continue Present Sharing of Time

CONTINUED operation of the present time sharing basis of KSD, St. Louis Post-Dispatch station, and KFUO, religious station operated by the Lutheran Synod of the West, in St. Louis, was ordered March 4 by the FCC in its decision involving competitive applications of the stations.

KSD had asked for full time on the 690 kc. band and KFUO had sought half-time operation in lieu of its present assignment under which they operate 58 1/2 hours a week. Examiner Seward had recommended granting of the KFUO application for half-time, which was reversed in the FCC opinion.

In another decision announced March 4, the FCC granted WBAP, Cleveland, an increase in power from 500 watts night and 1,000 watts day to 1,000 watts night and 5,000 watts day on its 1450 kc. channel using unlimited time.

KTKO to NBC-Blue

KTKO, Oklahoma City local, will be added to the NBC-Blue Network when the present NBC-Red chain is extended through Fort Worth, Tex., in early June, it was learned March 21.

The station is owned by Harold V. Hough, general manager of KITV, now in the program moving from Wichita Falls to Fort Worth and also of WBAP, Fort Worth clear channel network affiliate.

The KTKO network will be added to NBC-Blue plans later in the year, then will operate on 1370 kc. with 100 watts power and is also a Mutual outlet.

NBC Adds in Idaho

BRINGING its total number of outlets to 146, NBC March 21 announced acquisition of KSEE, Pocatello, and KTFI, Twin Falls, Idaho, with its North Mountain Group, effective March 15. Both stations are owned and operated by the Radio Service Corporation of Idaho, owned by owners of the St. Louis, Mo., KSD; Henry H. Fletcher, manager of KSEE, and John E. Gardner, of KTFI. The North Mountain Group, which operates in the Mountain West, is available either to NBC Blue or Red Networks. KSEE operates full time on 1,000 watts day and 250 watts night, KTFI, which may be delayed in joining the network several days because of installation of transmission circuits, operates full time on 1240 kc. with 1,000 watts day and night.

KRKO to Don Lee

KRKO, Everett, Wash., 50-watt station on 1370 kc., in late February joined the Don Lee Broadcasting System, Los Angeles, as an affiliate, and is operated by Lee E. Mudgett and shares time with KEEN, Seattle. Don Lee, Broadcasting System, which is the West Coast link of Mutual, now has 26 owned and affiliated Pacific Coast stations.

Goodrich Breaks

B. F. GOODRICH Co., Akron (tires), early in April will start a national campaign of station-break announcement in evening hours. B. F. Goodrich and other manufacturers will be used. Agency is Ruffrauth & Ryan, New York.

**TEXAS BULL SESSION—**Party of broadcasters visiting Elliott Roosevelt's vast "Dutch Branch Ranch" near Fort Worth March 6 found the president of Hearst Radio Inc. busily engaged with his prize stock. He knew the Hereford bull Good Donald I. Left to right: Ed Zimmerman, KARK, Little Rock; Darrold Kahn, KGKO, Wichita Falls; Harold Hough, WBAP, Fort Worth; Martin Campbell, WFAA, Dallas; Mr. Roosevelt.
What do you mean by 'real' population?"

"Don't you see? The real population of the Carolinas—their industry and wealth—is on the Piedmont Plateau. Look here. In almost a straight line, from Greensboro, North Carolina, down to Greenville, South Carolina, you'll find city after city packed with the big industries of the two states. In fact it's there that 70% of all the wage earners of both Carolinas live.

"That cigarette you're smoking probably came from there. Very likely this tablecloth, table, and the chairs we're sitting on came from the Piedmont Plateau. Dozens of products from peanuts to pants to knitted underwear are grown or manufactured within a hundred miles of Charlotte, North Carolina."

"I can see what you're driving at."

"Sure, WBT, at Charlotte, is plumb in the middle of things. Its 50,000-watt signal serves a population, within 100 miles, bigger than the city of Detroit! A population of 2 million customers..."

"And, of course, under Columbia ownership and operation, WBT delivers both programs and audience."

WBT • 50,000 WATTS • CBS • CHARLOTTE, NORTH CAROLINA

Complaint Notices
Harrass [Harrass] Committee Is Named to Study Various Complaints

HAVING suddenly adopted the practice of notifying broadcast stations of all complaints filed against them, well-founded or otherwise, the FCC on March 9 appointed a committee to study procedures on complaints filed in the future.

A committee comprising Chairman McElrath, Commissioners Sykes and Payne was designated to study and recommend the procedure to be followed in the future. It is understood that certain commissioners feel all complaints, whether thoroughly investigated or not, often cited with thoroughly investigated other members who have long been identified with broadcast regulation feel such a move would necessitate a greatly increased staff. Practically since radio regulation started in 1927, complaints have filed in increasing volume but it has been found that the bulk of them are irremedial and a goodly portion can be classified in the "crank" category.

Making Them Public

The new practice of notifying stations of all complaints filed was adopted some weeks ago with considerable worry among stations.

The question of making public the complaints against stations has been raised.

Departing from the procedure formerly followed in citing stations only after complaints had been investigated, the committee is informing stations of complaints against particular programs or actions of the stations, and asking them on notice that further action might be taken at time of renewal of license. In some instances the committee has already informed stations of the complaints.

A number of stations already have been notified of complaints received from CIO locals because of refusal of stations to allot them commercial time. These have been given more than the cursory consideration by the FCC, it is indicated.

Yet another series, a transcription program for New York, broadcast as Appleberry also has resulted in citations by the FCC to stations seeking continuance of contract.

A station on the Coast has been given a one-month renewal of license pending investigation of complaints involving the stationary program titled What Does Your Hand Say, and another astrophysical program titled Daily Information Bureau.

A Midwestern station has been given a one-month renewal because of a complaint that the American League alleging unauthorized broadcasting of certain big league baseball games. A station in West Virginia has been cited with a one-month extension because of a

WHo SPONSORS BOXING BOUTS

First Radio Participation In Golden Gloves Tourney
Drews Large Sports Following

WHO, Des Moines, Ia., won a radio first when it sponsored the local Golden Gloves boxing contest on Feb. 15-16 for 400 contestants of central Iowa, the winners being sent to Chicago Golden Gloves Tournament.

An audience of 5,000 saw the final round on the air, the Feb. 25 concluding with 209 elimination fights. Total attendance at the fights was 4,000, near the final night more than 1,000 persons were turned away from the Shrine auditorium where the fights were staged.

Contestants in the preliminaries represented 125 towns and 12 states. As a result of the trials these towns were represented in the semi-finals. Bill Brown, WHO sports editor, directed the first official Golden Gloves meet in Des Moines.

From its listeners and the visible audience in attendance at the fights, WHO has received unqualified commendation for boosting amateur athletes, by sponsoring and broadcasting the Golden Gloves Tourney to WHO Hold Fair, WHO program director, and Leo J. Lucier, member of the board of the A.A.U., are negotiating for sponsorship of the 1939 Golden Gloves Tournaments.

WHO is the first radio station to participate in a Golden Gloves tourney. The tournaments originated Chicago Graduate League under the cooperation of 45 newspapers throughout the Midwest. Sponsorship was arranged after inquiries stories about the tourney because of the pronounced public interest in WHO's assistance to amateur athletics.

Gibbs Testing

GIBBS & Co., Chicago, manufacturer of cosmetics used by beauty shops, and holding company of Cornices, Chicago, on March 16 will start a weekly quarter-hour show on WTMJ, Milwaukee, featuring the fictitious character of Miss Betty Breen, who will present from the women's stand-point while operatic airs will form the musical background. The program will begin at 7:15-7:30 p.m. (c.t.) every Wednesday evening. According to R. L. Raynart, Inc., WHO, agency handling the account, if tests proves successful similar women's programs will be started in those cities where Gibbs & Co. have branches. These cities are: New York, Atlanta, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Chicago, Milwaukee, Minneapolis, Des Moines, Kansas City, Oklahoma, Dallas, Denver and Los Angeles.

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ALL YOU NEED IN CENTRAL OHIO

JOHN BLAIR & Co.
REPS.

NOW WBNS GOES TO

5,000 WATTS, DAY
1,000 WATTS, NIGHT

WBNS, COLUMBUS, OHIO

BROADCASTING • Broadcast Advertising  March 15, 1938 • Page 25
Non-Newspaper Applicant Gets Preference in Ruling of FCC

Competition Between Media Favored in Decision;
Priority of Filing Also Is a Factor

WHILE it has not yet settled the newspaper ownership issue, the FCC in a decision which it held no legal precedent in concluding that there should be competition between newspapers and broadcast stations and that where one applicant for a new facility is non-newspaper and the other associated with a newspaper, the former should be given preference. In the same case, the FCC also held that equity attaches to priority in the filing of an application. It held that where one applicant filed for a facility substantially ahead of another, he should be given the preference.

This conclusion appeared to conflict with recent findings of the U. S. Court of Appeals for the District of Columbia which placed upon the operator of KSD, St. Louis, from the FCC decision granting the St. Louis StarTribune more than half the time, the FCC said Washington now has four unlimited time regional stations, and there the FCC ruled along the same line as that for the Berne Bureau. In denying the application of Genesee Radio Corp., for a local station, the FCC ruled that there is no substantial equality in the filing of applications for broadcasting facilities.

Whether there will be court adjudication of the case in which the Commission wrote this precedent has not yet been determined, though counsel for the aggrieved applicant has indicated that course.

Port Huron Grant

The legal precedent was written when a new daytime station in Port Huron, Mich., with 100 watts was authorized to the partnership of Harmon Leroy Stevens and his father, Stephen, in Port Huron. A competitive application for the same facilities filed by William W. Ottaway, publisher and business manager of the Port Huron Times-Herald, was denied.

The Commission found that the newspaper in the city and county is the Port Huron Broadcasting Co., would better serve public interest "in Detroit there will be competition," and that the Port Huron area a medium for dissemination of news and information to the public was "independent of and afford a degree of competition to other such media in that area." Moreover, it held that even if all other facts and circumstances were equal (and they are not) the Port Huron application was filed more than a year prior to that of Ottaway and therefore "in granting to the Port Huron Broadcasting Co. application reaches a more equitable result." The elder Stevens is a prosecuting attorney in Port Huron and his son, 25, is employed in his law office as a clerk, studying law. He will become manager of the station.

Applications of the Journal Co., operating WTMJ, J. C. Haloway, and of the Mid-Atlantic Corp., subsidiary of the Washington Post, pub- lished by Eugene Meyer, former governor of the Federal Reserve Board, for assignment on the station, as the Journal is the largest daily in the state, were denied by the FCC March 2. In a 10-page opinion, the Commission held in the case of the

Journal application that the need for an additional station in Mil- waukee is "not so extensive as to warrant the granting of the facilities required to the Journal, Co., at present," in a regional station, that the "public convenience, interest, and necessity will be served by another station." The Journal, the Commission concluded, though its policy laid down in the New Orleans case, for a second station. Nonetheless, the Journal application, which the FCC said Washington now has four unlimited time regional stations, and there the FCC ruled along the same line as that for the Berne Bureau. In denying the application of Genesee Radio Corp., for a local station, the FCC ruled that there is no substantial equality in the filing of applications for broadcasting facilities.

New Officers, Directors Are Elected By WMPS

MEMPHIS BROADCASTING Co., operating WMPS, Memphis, last week elected its new board of directors—all of them officials of Scripps-Howard Radio Inc., licencees of WMPS and WCPN, Cincinnati. The fourth Scripps-Howard station—WMC, Memphis, another Scripps Howard International Ap- plicant Co., which also owns 100% of the stock of WMPS, is known to have filed an application for a new station. The new WMPS officers, elected as of Feb. 11, are K. A. Bickel, chairman of the board; Jack R. Moore, president; J. C. Haloway, vice-president; Paul Patterson, controller and general counsel; H. E. D. Moore, secretary; and Paul W. Neave, treasurer.

The executive committee comprises W. W. Hawkins, chairman of the board of Scripps-Howard Newspaper Association; Roy W. Howard, secretary, and Mr. Bickel. Directors elected were Maps, Hawkins, Patterson, Stewart, Bickel and M. H. Aylesworth, former NBC president.

Press Pressure Denied

C. D. HOWE, Transport Minister, denied in Canadian Parliament re- ports mentioned by members of Parliament that newspapers had used their influence to persuade the government to increase radio license fees so commercial programs would not need to be paid by the Canadian Broadcasting Corp. expenses. He explained that the added annual 50-cent tax on the $2 radio listen- ing license was to cover the ex- pense of the new high-power sta- tions and the proposed additional 50-kilowatt stations for the rest of the Dominion, and that the idea was sponsored by an Association of new stations when it was decided the CBC needed more powerful stations.

COMMITTEE REPEALS RADIO NEWS LEVY

ELIMINATION of the 5% excise tax on facilities utilized in the dis- tribution of news for broadcasting is provided in the Revenue Act of 1938 (HR-9893), reported favora- bly by the House Ways & Means Committee on March 2.

Mr. Moore, Transradio Press Service director, writing Jan. 21 urg- ing the amendment on the grounds that the present law, which exem- pts the public press, discrimi- nates against it, and gathering organizations which raise and dis- tribute news primarily for radio broadcasting.

The revised provision specifies that no tax shall be imposed upon any payment received for use of facilities in the collection of news for the public press or "radio news service" on facilities of radio stations and Radio News Association on the facilities it uses. He said 75% of the total amount used was paid by press associations and is purely a radio service, and the other similar organizations serving the press. He told the Committee that Transradio, newspapers and organi- zations throughout this country and Canada.

Carter Denies Charge

REPORTS unverified by the State Department were current in Wash- ington Monday, as the State investiga- tion with a view to possible deporta- tion proceedings against Boake Carter, radio commentator, was going forward. Mr. Carter has been outspoken against certain pol- icies of the British foreign service; and, charging that American of- ficials have been influenced by the British foreign service. He denied that his father had entered the United States on a Russian visa, claiming that he entered from Liverpool in 1921 and became a naturalized citizen in 1933. A recent radio talk on what he termed "the spirit" paid by other similar or- ganizations serving the press. He told the Committee that Transradio, newspapers and radio organizations throughout this country and Canada.

WOR Discs Exhibited

RAY LYON, manager of the recording division of WOR, Newark, spent the first week of March in Atlantic City demonstrating his educational recordings to school teachers, principals and superin- tendents attending the National Educational Association convention.

Prepared transcriptions feature discussions between a teacher and a layman, the series is planned to include 15 recordings, covering such subjects as art appreciation, music, art appreciation, music, photography, business education, nature study, etiquette and astronomy, and is expected to be ready for distribution next fall.
To many of the Brass Hats of media, Milwaukee is merely America's twelfth city—and that's that. Beyond this cordial nod of recognition, they possibly don't give the matter much thought—and we don't blame them. After all, media mentors in good standing haven't the time nor the inclination to become statistical storehouses for all market data!

But because the facts on the Milwaukee market so completely belie its twelfth ranking in size, we thought the boys wouldn't mind digesting a sugar-coated capsule of its real buying power indices. Hence this page—and the short-and-snappy score panel at the right.

Frankly, our adding machines got banjo-eyed at the inconsistent totals they were compelled to tally—and maybe you'll get the same way after you read 'em. But there they are—unarguable proof that Milwaukee and Wisconsin is a heavenly haven for advertised merchandise—a "fooler" market that offers tremendous sales possibilities for anyone who peers beyond that cryptic "Twelfth City" listing.

To get in our two-cents worth before you flip the page, we hasten to remind you that WTMJ is top station in the Milwaukee area—and can do a "tops" selling job on any salable product. We know . . . because advertisers tell us!
AUTOMATIC TUNING
BRINGS COMPLAINT

COMPLAINT of certain independent stations, particularly in the metropolitan areas, against the automatic tuning push-button receiver has cropped up in network sections.

The independent non-network stations contend that the automatic tuning sets tend to shift the listening public to the larger stations, notably those that are network stations, since they are pre-tuned to procure the desired station by the simple process of pushing a button. With only a limited number of buttons on the dial, ranging from four to eight, it is difficult for smaller stations, which might be picked up by the listener in the course of tuning his set manually, lose out.

Automatic sets, which control dialing by for the desired station will give the listener only six stations to select from, according to Paul B. Pas, president of the Southern California Broadcasters Association. Los Angeles has 15 broadcast stations. Of this number, less than half can be obtained on the new automatic tuning sets. This, it was said, will eliminate the smaller stations by forcing a virtual “freeze-out”. Independent radio stations declare that unless something is done by the manufacturer to correct this, the matter will be taken to the FCC.

Bond Geddes, executive vice-president of Radio Manufacturers Association, declared March 2 that no complaint has been heard by his organization. The problem, he asserted, is not for the manufacturer but should be handled by local stations with their set distributors or local dealers. The sets are calibrated for stations on the factory. The distributors or local dealers adjust the automatic tuning sets to pick up the stations in the particular areas they serve. Moreover, it was pointed out, there is little service available from only three networks, thus leaving positions on the automatic tuning sets for independent stations.

New Plant for KRLD

HAVING filed an application for a new power station for KRLD, Dallas, is proceeding with plans to erect a new transmitter at a site near Garland, Tex., about 15 miles east of Dallas. FCC approval of site is being awaited, but construction will not be held up pending action on the 50,000-watt application. KRLD will first build for its new 50,000-watt installation on 1040 kc, using a directional antenna away from WTIC, Hartford, which also operates on that channel. The transmitter is a modern Electric transmitter, capable of being boosted from 10,000 to 50,000 watts, has been ordered but no order for tower has as yet been placed. Guy Hutchinson, CBS engineer, aided in making the plans. Installation will be under the direction of CBS and Bell Laboratorv

Education Service

WLS was purchased by Mr. Butler (who also owns KOY, Phoenix, Ariz.) from Sears, Roebuck & Co. in 1928. He is also the publisher of the Prairie Farmer, America’s oldest farm newspaper, which he purchased in 1911. His confidence in the future of radio as a means of service to the rural Midwest, working hand in hand with his farm paper, led Mr. Butler to the purchase of WLS, which has been dedicated to the service of agriculture from its first program in 1924.

"To me, radio is far more than a mere medium of entertainment," said Mr. Butler. "It is a God-given instrument which makes possible a vital economic, educational and inspirational service to the home-loving men, women and children of America. As long as it is my privilege to direct the destinies of WLS, I will do all in my power to make sure that it has been placed in my hands. No medium developed by mankind is doing more to broaden the lives of rural and poor alike than radio."

Glen Snyder, for more than six years WLS general manager, authorized Mr. Butler’s radio contribution in connection with the new building program. "While he takes the utmost pride in reviewing the past accomplishments of WLS, he sees greater things to do in the future," Mr. Snyder asserted. "That is why, at 70, he finds himself still unsatisfied and looks forward to a broadening of WLS service by means of a new transmitter which embodies the most recent developments in radio engineering." Mr. Snyder pointed out other evidence of listener loyalty through the financial success of the station. "Under his ownership, WLS listeners have written 8,437 letters to us in the past eight years," he declared. "That is definite proof of popular approval of the policy of putting service foremost in radio stations. WLS pioneered in the presentation and preservation of folk music with the National Barn Dance. As a result, Barn Dance music has been adopted by stations throughout the nation. At the Sixth St. Theatre, our National Barn Dance has played to nearly 100,000 listeners in six years, and we have seen it grow from a local program to become one of the most popular hour coast-to-coast broadcasts, with 70 NBC outlets every Saturday night."

WLS has continuously held the 870 kc frequency on a clear channel since 1924. Going on the air with 500 watts, it has increased its power to 5,000, and 50,000 watts successively. Since March 189, WLS has been leasing the WENR transmitter at Downers Grove. The station has shared time equally with WENR during that period.

NEW WLS—Architect’s drawing of the new WLS transmitter building, 25 miles from Chicago’s Loop. At left is Burridge D. Butler, WLS president, who, on his 70th birthday, Feb. 5 signed the contract for the new 50,000-watt RCA transmitter, under FCC approval, which came March 2. A 586-foot Truscon vertical radiator also is being erected.

WORK ON NEW RCA TRANSMITTER BEGUN

By WLS as FCC Approves Its Project

Recorded Re-run

Of Jimmy Allen

On Coast Is Success

Once Popular Program Started

All Over Again on Discs

By TOM SCHOLTS

Scholts Advertising Service, Los Angeles "CANN CAN" in the show for children that has been a success in a territory be repeated at a later date with equal success. "I believe that many an advertising agency man has asked himself the question when considering a re-run of a transmission. Perhaps the experience of this agency in placing The Air Adventures of Jimmy Allen, which was in the air for the second time will throw some light on the problem. The Jimmy Allen transcription were broadcast over a number of stations in this area by the Richfield Oil Co. of California over a four-year-period ending approximately two years ago. During those years Jimmy Allen "grew up" in the story, from a boy of 17 to 21 years of age.

A new Boy

On Jan. 10 of this year, over Los Angeles station KFAC, we re-introduced The Air Adventures of Jimmy Allen to the radio audience in that territory under sponsorship of the Richfield Oil Co. of California, that city. As our contract with the owner of the show required that we start with serial No. 1, we of course had to present Jimmie as a new boy of 17 years. The reaction of listeners to this age and the fact that Jimmy knows nothing about flying in the early episodes, formed the basis of our marketing program.

Newspaper ads announced "Jimmie Allen is Back", etc., capitalizing on the name of the old serial. In the five weeks the commercials were devoted to pulling in listeners. Jimmy and his father were linked to institutional angles - the theory being that the sooner the name of our client - Richfield Oil Co., became synonymous with the name Jimmy Allen, the sooner our client would enjoy the maximum benefit.

At the end of the fifth week, the former hit "The Air Adventures of Jimmy Allen" Broadcasting Club was announced. Here was the critical test. Would children flock to grocery stores for membership cards which would have to oil stations several years before?

One week after the initial Club announcement, more than 12,000 children had gone to grocery stores waving oil-company sponsored application cards. The next week the momentum continued with 30,000 new Club members. By the end of the month, over 100,000 members were members of the Club. We are now in the fourth week of the membership campaign (March 11), and all indications point to a continued Club growth far exceeding our expectations.

BOAKE CARTER, CBS commentator, is building a wing on the suburban home to house a broadcasting studio and news room.
TO THIS BILLION DOLLAR MARKET
You can count on WTIC's 50,000 Watts to give you a direct and profitable line to Southern New England's responsive billion dollar market.

For WTIC outranks all stations in its area in popularity — with listeners — and with advertisers as well!

FIRST
in Number of Network Advertisers
in Number of National Spot Advertisers
in Number of Local Advertisers

Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey of WTIC's popularity with listeners and facts about the WTIC Billion Dollar Market.

WTIC
50,000 WATTS
HARTFORD, CONN.

The Travelers Broadcasting Service Corporation
Paul W. Morency, General Manager
Representatives: Weed & Company

Member N. B. C. Red Network and Yankee Network
James F. Clancy, Business Manager
New York  Detroit  Chicago  San Francisco
Most successful business men dream that the public clamors for your product for years wire and telephone; or

- But must you? Radio has put firm foundations under them. Can't it be done for you, too? — Spot it surely, economically. These stations

You have built castles in the air — now put foundations under them.

Thoreau, 1817—
it least once in a while—don’t you? • It’s then
about distributors and dealers you’ve been trying to
persistence is on the run and then you wake up.
undations under equally delightful aircastles for
roadcasting can give you the answer—quickly,
re substantial stuff with which to start to build.
Actual Loss of Money Needed in Slander Suit, Los Angeles Court Holds

WHEN Jimmy Fidler, Hollywood gossip sponsored by Procter & Gamble on NBC-Red for urine shampoo, assertedly accused Constance Bennett, screen actress, of being “sneblish and high hat”, and of snubbing Patsey Kelly on a movie set, he could not have been guilty of libel, Superior Judge Robert Walker of Los Angeles ruled Feb. 28, in sustaining a demurrer to her suit filed Jan. 3.

Fidler made his remarks during a broadcast Dec. 28 and Miss Bennett sued for $500,000 damages, alleging she was libeled. Also cited as defendants were Procter & Gamble Distributing Co.; Procter & Gamble Mfg. Co.; NBC; Earl C. Anthony Inc., operating KFI, Los Angeles; H. W. Kaster & Sons Adv. Co. Inc., and others.

In sustaining Fidler’s demurrer to Miss Bennett’s charges, the court held that the actress may sue for slander damages only.

Superpower Study Awaits New Rules
Clear Channel Question Also Involved in Hearings

WITH THE May 16 date set for hearings on 16 pending applications for superpower, the broadcasting industry is awaiting the next step by the FCC which is expected to promulgate regulations and rules which would set the pace for hearings on the entire clear channel-superpower issue. The May 16 hearing will be the last and only the subject of superpower—retention of clear channels on which a hindrance to the public interest is being waged.

At the present writing, the rules committee of the FCC, comprising the five heads of departments, is grappling with the proposed new rules, and has been since last month, when they were referred to it by the FCC. It is expected that sometime during this month these proposed new rules will go back to the FCC for consideration. Once promulgated, all parties in interest will have an opportunity to request hearings, which might be held 30 to 60 days after the announcement.

Horizontal Increases

Presumably these rules, among other things, will incorporate provisions of the Havana Broadcast Treaty relating to horizontal increases in power for regions from a maximum of 1,000 watts at night to 5,000 watts and for 50,000 watts, to be granted within the FCC's discretion. On superpower the question is whether the present regulations would limit maximum power to 50,000 watts on clear channels, will be amended to make 50,000 watts the maximum. That would open the way for higher power but would not necessarily mean superpower, since applications would be considered individually.

Under the Havana Treaty, 25 of the 32 Class 1-A or non-duplicated channels allotted this country, may be employed for clear channel service. There is nevertheless a concerted effort being made to duplicate practically all of these waves. The only official expression thus far made has been that by Commissioner T. A. M. Craven in favor of preservation of these channels to provide rural service. Chairman Frank R. McNinch has made no public statement aside from his support of the views expressed by Senator Wheel-er (D-Mont.) against clear channels except in isolated instances.

While there are 16 applicants involved in the 500,000-watt hearings set for May 16 (but which probably will be postponed) other clear channel stations desirous of protecting their facilities but not interested in superpower apparently would not be parties. Moreover, it is known that a number of the superpower applicants are only lukewarm on the idea of installing such transmitters, but filed their applications because they desired to protect themselves, and if deemed necessary by the FCC would undertake the superpower installations to preserve their clear channel status.

The Clear Channel Group, formed several years ago to protect encroachments on their facilities, probably will not enter the hearing as a body. Instead, each station is expected to be represented by its own legal and engineering counsel. And the power applicants for superpower likewise will appear independently.

If the hearings are broadened as a result of the promulgation of the new rules, it is entirely possible that two separate issues will be involved—(1) stations which are desirous of procuring superpower and (2) those interested in protecting their clear channels without installing superpower stations.

Applicants for 500,000 watts are WLN, WHO, KFI, WON, WSM, WSB, KDIA, KNX, KSL, WBZ, WGY, WHAS, WJR, WZ, WOR, and WOA.

New Carnation Series

CARNATION MILK Co., Milwaukee, has started Jewish Philosopher, quarter-hour program five days weekly on WAPI, New York. Agency is Ervin, Wasey & Co., N.Y.
Discover a new market - the Italian Market complete, economical coverage through WOV, WBIL, WPEN.

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

International Broadcasting Corporation • 132 West 43rd Street, New York, N. Y. Telephone Bryant 9-6080

www.americanradiohistory.com
Boylan Bill for Tax on Radio Is Opposed by FCC Members

Head of House Committee Indicates That Measure Is Dead After Getting Commission Opposition

AFTER releasing for publication March 4 a letter from FCC Chairman Frank R. McNinch condemning the Boylan radio station tax bill (HR-6440), Chairman Dough- 
ton (D-N.C.), House Ways & Means Committee, said he did not believe hearings on the measure would be justified.

Acting on behalf of the FCC, Mr. McNinch told the House committee the proposed graduated tax on radio stations, based on their power, was not "an adequate or equitable basis. There is no consistent or logical justification for basing a tax on radio broadcasting stations solely on wattage, without regard to income, type of service, geographical coverage or other pertinent considerations," he as-
serted in his letter to Chairman Doughton.

The NAB Executive Committee, at its meeting in Louisville March 5, went officially on record as opposed to any sort of special tax upon broadcasting. If hearings, perchance, should be held on the Boylan bill or on any other tax proposals the NAB plans to present a solid front against any sort of tax proposition on the ground that radio should not be singled out for discriminatory levies.

The FCC letter, it was learned, was concurred in by Chairman Mc-
ninch and Commissioners Craven, Sykes, Brown and Case. Commis-
sioner Walker, it is understood, was agreeable to its transmission but did not actually give it his ini-
tiated approval.

On Feb. 23, Rep. Thompson (D-Ill.) had announced that a Ways & 
Means subcommittee, of which he is chairman, would hold hearings on the Boylan bill. He was in con-
divince with Mr. Doughton just before the McNinch letter was re-
leased. Asked if he still intended to hold hearings, the Illinois Con-
gressman said in view of the atti-
dude of the FCC he would confer with Rep. Boylan (D-N.Y.) upon
his return to Washington, after which he would issue a definite
statement.

A Fatal Blow

Mr. Doughton's action in turn-
ing thumbs down on a hearing was interpreted as meaning the death of this measure. He was firm in his opposition to the legislation after reading Mr. McNinch's letter.

The concluding paragraph of the Mc-
ninch communication said that if the committee desired the FCC to make a recommendation beyond objections to the Boyland bill and advance suggestions as to a tax on radio broadcasting along scientific and equitable lines, it would be glad to do so.

In view of this statement, Mr. Doughton was asked if his com-
mitee intended to call Chairman McNinch for his views on a radio tax
bill.

He replied: "I have nothing in mind in that regard at this time."

Mr. Thompson was attracted by Mr. McNinch's willingness to ap-
prove and consider the Commission's views on a radio tax and indicated that after his talk with Rep. Boy-
lan he may call the FCC chair-
man.

The whole tenor of Mr. Dough-
ton's remarks, however, was that since the committee had reported out the 1934 act, any pro-
posal for a tax on radio stations should wait until next year when the subject could be taken up during regular consideration of tax
questions.

An Inequitable Base

The FCC letter follows in full:

I have your letter requesting recom-
\emph{mendation} or comments upon HR-

6440, a bill "To provide for the taxa-
tion of operators of radio broadcast-
\emph{stations}," which was introduced by Rep. Boylan of New York.

The bill is apparently designed to produce revenue considerably in ex-
cess of the cost of administering the provisions of the Communications Act of 1934 as amended, which deal with radio broadcast stations. The tax base prescribed in the bill, namely, the number of watts of authorized power which a station is licensed to use, does not represent an adequate or equitable basis for such a tax levy; nor is it equitable or proper to classify stations arbitrarily into three groups—those authorized to use less than 1,000 watts, those authorized to use between 1,000 and 10,000 watts; and those authorized to use in excess of 10,000 watts—for the purpose of fixing the tax rate.

There is no consistent or logical justification for basing a tax on radio broadcasting stations solely on wattage, without regard to income, type of service, geographical coverage or other pertinent considerations. The Commission’s objections to HR-6440 should not be taken to be objections on the part of the Commission to the principle of levying a tax upon, or charging a fee for, the exercise of the privilege of broadcasting, either for the purpose of reimbursing the Gov-
\emph{ernment} for the expense incident to the regulation or licensing of broad-
cast stations or for general revenue purposes. If, however, any such tax or fee is to be levied or charged, the Commission is of the opinion that there should be some proper relationship between the tax base and the tax rate and the purpose for which it is imposed.

The determination of such a relation-
\emph{ship} is not a simple matter but one which involves many complex fac-
tors. Should the Committee desire that the Commission make a recommenda-
tion which goes beyond the expression of its objections to the pending mea-
sure and advance suggestions as to the manner in which it believes this prob-
\emph{lem} may be scientifically and equitably solved, the Commission will be very glad to comply with any request the Committee may make.

In floor debate March 9 on the general tax bill, Rep. McFarlane (D-Tex.), announced he proposed to introduce an amendment for a gross receipts tax of 10% on all broadcast stations. He estimated that on the basis of a $140,000,000 annual revenue, this would yield $14,000,000. According to com-
\emph{petent} legislative opinion, however, the proposed amendment would have little chance of enactment since it was not subjected to Com-
\emph{mittee} consideration.

Thousands of new found radio listeners plus the 2½ million regulars are yours at no extra cost.

The Reason?

Our New 704 Foot Vertical Radiator

550 Kilocycles

KFYR 5000 watts Day.

1000 watts Night

The Regional Station with the Cleared Channel Coverage

MEYER BROADCASTING COMPANY

BISMARCK • N. DAKOTA

National Representatives—GUM FURGASON AND COMPANY
With state officials and civic leaders of Oklahoma City participating, the beautiful new studios of KOMA were formally dedicated Sunday, February 27th. In size, the new quarters are almost twice as large as the former studios, providing efficient working arrangements for the increased staff of the station. In their harmonious decorative effects and modern furnishings the studios are a real achievement in artistic planning. The latest Western Electric control equipment has been installed in each studio control room.

In every way these new facilities reflect the important position of KOMA in the radio life of Oklahoma, as a result of its fifteen years of constructive service.
Toscanini to Present NBC Concerts For Three Years Under New Contract

ARTURO TOSCANINI has signed an agreement with NBC to make his radio concerts with the NBC Symphony Orchestra his principal activity during the next three years, it was announced March 5 by J. Walter Sarnoff, president of RCA and chairman of the board of NBC. The maestro will return to this country in October of this year to conduct a 1938-39 series of at least 12 concerts.

Mr. Sarnoff, speaking during the intermission of the final Toscanini concert of the present season on March 5, said Toscanini "will also give a number of radio concerts in several American cities, which will enable the public to see, as well as to hear, his performances with this orchestra."

Public Approval

"The many letters and messages which have come to us," he continued, "are unanimous in their approval of this effort. They enthusiastically urge its continuance. At the same time, the press of the country has been most generous in the space it has devoted to reviews of these programs by eminent music critics."

"All this has been most gratifying to Maestro Toscanini, to the members of our orchestra, and to all of us who have been privileged to participate in this undertaking. It has made possible the more extended arrangements which I have announced to you tonight."

"The National Broadcasting Co. is an American business organization which pays taxes and it has stockholders. It serves their interests best when it serves the public best. We believe in this principle and maintain it as our guiding policy. This is why we organized the new NBC Symphony Orchestra and invited the world's greatest conductor to direct it."

"Much as all of us in NBC admired Maestro Toscanini before he joined us last fall, our admiration for him has grown with each succeeding week. And to that statement I would like simply to add that we have also come to love him."

Mr. Sarnoff also read a letter he had received from Mr. Toscanini: "At the close of almost three months of concerts I feel a great sadness in leaving these colleagues who with great devotion and a spirit of service to our art have worked with me to the realization of this first series of concerts. I hope that we have satisfied the public and that we have brought also to some distant regions and in humble homes serenity and the magic joy of an hour of music."

"I am consoled in the sadness of realizing that this series of concerts has ended by thinking of next October when I return to work with such perfect material."

"Dear Sarnoff, thank you, and please thank Mr. Lohr and Mr. Royal, because I can so well understand and appreciate how much you have done to spare me any annoyances and to give me the great happiness of working with you all. And above all, thank you from the bottom of my heart for the great generosity of the National Broadcasting Co. organization, who, with magnificent gesture, put at my disposal this superb orchestra for the purpose of giving two benefit concerts."

"Dear friends, this is not goodbye, but a very tender and affectionate 'arrivederci and grazie.'"

Further details about the tour to be made by the orchestra next year were not available, nor were the financial terms of the three-year contract made public. Next season's concerts will start in November.

Symphony Continues

CARLOS CHAVEZ, conductor of the Symphony Orchestra of Mexico City, followed Arturo Toscanini in directing the NBC Symphony Orchestra. Others to conduct are: Artur Rodzinski of the Cleveland Orchestra; Pierre Monteux, France's foremost conductor and now leader of the San Francisco Orchestra; Sir Adrian Boult of the BBC Symphony Orchestra; and Bernardino Molinari, maestro of the Augusteo Concerts in Rome.

NBC's Boomerang

MAESTRO Toscanini's rejection of studio drums as inadequate for Verdi's "Requiem", included in the NBC Symphony Orchestra's charity concert at Carnegie Hall, New York, on March 4, started NBC on a frantic search for a more suitable instrument. First choice was the drum of the University of Chicago band, said to be the largest in the country, which was borrowed from the University and rushed to New York by a special boxcar hitched to a fast passenger train. When the drum arrived it proved too large for the elevators to handle and had to be returned to Chicago unboomed. Cost of transportation, paid by NBC, totaled $1,200. Drum used in the concert was that of the American Legion post of Greenwich, Conn.
Cairo Conference Studies Allocation

No Decisions Made on Demands For Additional Facilities

DEMANDS of broadcasting, aeronautical, and other interests for additional frequencies dominate the International Telecommunications Conference in Cairo but with no decisions yet reached on specific allocations.

The conference, which began Feb. 1, has divided into committees, subcommittees and even sub-subcommittees to consider technical allocations. Allocation of additional shortwave frequencies for international broadcasting and for domestic broadcasting in the tropical countries, notably South America, is regarded as likely.

A general study of allocations beginning at the bottom of the band has been started and the preliminary discussions have indicated there will be an effort to assign additional frequencies between 150 and 400 kc. to broadcasting and to aeronautics. Aeronautical groups are fostering allocation of more high frequencies for their type of service with the facilities to be taken from those now allocated to mobile services.

Distress Messages

The perennial question of utilizing the 500 kc. international distress frequency for regular traffic, rather than keep it open only as the "SOS" channel, again has arisen. The United States delegation is seeking to reserve this frequency for calling and distress only but it appears likely that it will be opened to certain classifications of traffic.

The subcommittee dealing with broadcasting, aeronautical and other interests has centered discussion on the band between 4790 and 4880 kc. as available for broadcasting in the tropics, to be shared by other services. There is no definite conclusion on this, however. A subcommittee is studying broadcasting above 6000 kc. but thus far it has been confined to discussion of more efficient use of present bands assigned to broadcasting.

Whether the conference will be able to conclude its work by March 17 remains very much in doubt. It has already decided that it will wind up by March 11 at the latest, but there is even doubt about that.

FCC Assignments

UNDER routine FCC assignments for March, Commissioner Vener has jurisdiction over routine broadcast applications and emergency broadcast authorizations; Commissioner Brown handles aeronautical, aircraft, geophysical, motion picture and similar matters; Commissioner Case, Alaska; Commissioner Craven, certificates of public convenience and wire extensions; Commissioner Payne, tariffs, and Commissioner Sykes, motions docket and other legal formalities.

Blue Dew Placing

ELLIS ADV. AGENCY, Buffalo, has produced and is placing a series of one-minute transcriptions for the Blue Dew Co., Rochester. Toronto office of the agency has produced a series for Canada Balsam Products Co., Calenvera, Ont., which is running on a test basis on two Toronto stations.

Liquor Ban Urged In Federal Bills

Lottery and Gift Plans Are Included in Legislation

REPUBLICAN Senator Edwin C. Johnson (D-Col.) have introduced identical bills (HR 9824, S 3550) in the House and Senate that would amend the Communications Act, to prohibit radio advertising of alcoholic beverages as a lottery or gift enterprise scheme.

This proposal poses with the recommendation of Dr. airmuch Frank R. McNinch of the FCC to the National Association of Broadcasters at the last convention that liquor advertising be banned from the air.

The Culk Johnson bill, which has been referred to the Interstate Commerce Committee of both houses, provides a maximum fine of $3,000 and imprisonment of not more than a year for convicted violators, and makes unlawful the broadcast by persons to broadcast any liquor or lottery advertisement.

(a) No person shall broadcast by means of any radio station for which a license is required by any law of the United States and no person operating any such station shall knowingly permit the broadcasting of any advertisement of any lottery, gift enterprise, or similar scheme, by means of any list of any lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.

(b) No person shall broadcast by means of any radio station for which a license is required by any law of the United States and no person operating any such station shall permit the broadcasting of any advertisement of any lottery, gift enterprise, or similar scheme, by means of any list of any lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes.

(c) Any person violating any provision of this section shall, upon conviction thereof, be fined not more than $1,000 or imprisoned not more than one year, or both, for each and every day during which such offense occurs.

LaRosa on WOR

V. LaRosa & SONS, New York (macaroni and cheese products), on March 9 started a weekly half-hour program on WOR, Newark, featuring Carlo Morelli, Metropoli- tan Opera baritone. Orchestra is under the direction of Alfredo Antolini. Commercial Radio Service, New York, is agency.

Page 38 • March 15, 1938
The Sweetest Story Ever Told

TO YOU, maybe, it's that old one about love. But in these parts it's the one about Kentucky tobacco farmers, as told by the Associated Press on February 17, to-wit:

Kentucky tobacco farmers have received for their 1937 crop approximately $61,000,000 cash, slightly more than they got for the 1936 yield.

* * *

Sixty-one million dollars is a heap of cash money. Most of it will be spent during the next 300 days for necessities and luxuries—practically everything in the American market.

You can most economically and satisfactorily get your share of the business by using this big popular pioneer station in the Heart of the Rich Ohio River Valley.

We have a library of facts, figures, graphs, charts, squares, circles, maps, decimal points, asterisks, footnotes, spiral bindings and a rainbow of printer's inks to support our claim. Just say when and where.

50,000 WATTS ... Nationally Cleared Channel

STATION WHAS LOUISVILLE

820 Kilocycles — CBS Outlet

EDWARD PETRY & COMPANY, National Representatives

BROADCASTING • Broadcast Advertising • March 15, 1938 • Page 37
We've WIDENED the Transom!

But That Doesn't Mean We're Order Takers

It does mean we're making it easier for advertisers and stations to do business with us: widening the transom means widening the horizon of national representation service to stations and advertisers alike. Offering more to stations than they have ever before received: experienced sales representatives with a thorough knowledge of actual station operations, station relations counsel, promotion, publicity and merchandising cooperation, engineering advice, a clearing house of successful program and selling ideas, and above all more business. Offering advertisers: succinct information about selected markets, a well rounded knowledge of those markets and the best way for each station to produce the desired results, an exhaustive program service and a completely organized transcription department to interpret your idea economically and effectively.

INTERNATIONAL RADIO SALES
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

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Forms Service Bureau
O. H. TUNELL, for four years treasurer and business manager of Hearst Radio Inc., has formed Broadcasters Service Bureau, with offices at 37 W. 57th St., New York. Chief feature of the Bureau's service to stations is installation of the uniform accounting system which Mr. Tunell developed for the Hearst stations after examination and experiment with a number of different methods of keeping station records. Bureau is equipped, however, to give engineering advice, sales representation, tax services and to handle negotiations with networks, unions, music publishers and other matters in which the Bureau could act as agent of the station, saving time and traveling expenses for the station management.

THE STEP-CHILDREN OF RADIO
By FRANK QUINN
KLZ, Denver
RADIO is slowly but surely killing the goose that has been laying golden eggs for a number of years. The golden eggs are the dollars made from daytime programs; the goose, in more ways than one, is the daytime audience.

Most network daytime programs seem to be produced solely for those who listen faithfully several hours or all day every day. Admittedly, a certain percentage of the day audience listens faithfully every day, but there are many listeners who switch to radio for occasional entertainment, and there are many who do not like dramatic serials or other all-talk programs. To these, daytime offers very little.

Talk, Talk, Everywhere
The schedules of almost all major network stations are loaded with dramatic serials or other all-talk programs, and advertisers continue to buy more of them. Even spot advertisers are joining the parade and are contracting for transcribed serials. In cities where there are two or three major network stations and one or two low-powered stations, the daytime listener will have great difficulty finding a worthwhile musical program. It is true that few serials or other all-talk programs are carried by the small non-network stations, but here the listener is very likely to tune in a transcribed program loaded with participating announcements.

The five-day-a-week serial provides an economical way to reach the radio audience every day. There are no high-priced stars to pay and there is the benefit to be gained from the repetition of advertising. The serial program unquestionably carries over an audience from day to day, but how large is the faithfulness audience that is carried over? How does it compare with the thousands who do not like serials, with the thousands who are regular but occasional listeners and automatically tune out dramatic serials because they are not familiar with the characters?

Regular But Intermittent
I believe the percentage of faithful listener to any serial is very low compared to the occasional radio audience. It seems to me that our method of living must bring us to the conclusion that the great majority of the radio audience is composed of those who listen regularly perhaps, but intermittently.

Few women or men stay home all day, every day, and many women, housewives and others who are not engaged in industrial work, spend hours away from home shopping, playing bridge, at movies. There must be thousands of women who never have time to follow a serial. Consider, too, that the serial type of program alienates almost entirely the male audience since these programs are built for women, are frequently filled with sentiment repugnant to the average man. A recent survey by CBS showed that about 35% of the daytime audience is composed of men, and I question the wisdom of ignoring that percentage of listeners at any time. Add to these thousands of men who want radio entertainment in the daytime the many thousands of women who are occasional listeners and you have a tremendous number of people who will never be reached by dramatic serials and who are gradually souring on broadcasting. They are the stepchildren of radio.

Little Time for Music
Of course some of the serials and all-talk programs have been very successful, but if advertisers continue to try to emulate the success of the few favorites and fill the daytime schedule with all-talk programs, the result is inevitable. Occasional listeners will become more and more discouraged and great numbers will be almost entirely lost to the advertiser.

In addition to dramatic serials there are such programs as Dr. Dafoe, The Voice of Experience, women's news features such as those of Kathryn Graves and Mary Margaret McBride, home economics programs such as Mary Lee Taylor and Betty Crocker. Add to these the many educational features, both local and national, local home economics programs, program reviews, market reports, news programs, the inquiring reporters program and the trick program now in vogue and it can readily be seen that little time is left for the musical programs that thousands of regular but intermittent listeners expect.

Of course there are daytime sustaining musical programs on the networks, but they are becoming scarce except on Saturdays and Sundays. The program of the New York Philharmonic Society, for example, is broadcast on Sunday, and the Cincinnati Conservatory program is broadcast on Saturdays. Few of the good dance bands are on the air during the day and in fact, what one hears mostly on weekdays in the way of music is the bovine imitations of a girl trio or something equally inane.

Some may say that occasional listeners deserve little consideration, but I maintain that in the aggregate they represent the great majority of the listening audience and that they had better be given consideration if day time radio is to continue to get results for the advertiser.

Heinz Off for Season
H. J. HEINZ Co., Pittsburgh (67 Varieties), on March 21 drops Carol Kennedy's Romance, on CBS five days weekly, and on March 27 Heinz Magazine of the Air, on CBS Sundays, also goes off the air. While no future plans have been announced, the company will probably resume radio advertising next fall. Reports that the strip show will be put on transcription are unfounded, according to the agency, Maxon Inc., New York.

Lehn & Fink Cuts
LEHN & FINK Products Co., New York, on April 18 removes two programs off the air for the summer. Dr. Allan Roy Dafoe, for Lysoyl, and Follow the Moon, for Pepsico toothpaste, have been running in that order five days weekly at 4:45-5:15 p.m. on 22 stations, and are expected to return in the fall. Agency for both is Lennen & Mitchell, New York.
The Chemist would call it a Catalytic Agent

Into chemical reactions the scientist sometimes introduces a substance which, though it does not actually unite with any part of the experiment, has the peculiar power of stimulating the desired reaction and accelerating the union of the elements involved. He calls this substance a catalytic agent. Without it his work would go more slowly.

Into the complex chemistry of American civilization a strange new force has come to break down the barriers of space and time and draw a hundred and twenty million people into a more harmonious union with each other.

It moves the loneliness of the farm into the hurly-burly of the city and leaves both with broader vision for the contact.

It carries the forms of science into the remotest corner of the land, and knowledge to the most isolated mind.

It is the world's most powerful disseminator of culture for through it music has been brought out of the concert hall and into the heart of a whole nation, something centuries had not accomplished before.

It is the servant of the man who buys and the man who sells, giving to each the facts that he should know before he makes a decision.

It brings the goods of a nation's market places to each man's fireside and let's him choose what he should buy at his leisure... It leavens the very language we speak until local and provincial peculiarities bid fair to disappear in a single generation.

It can, and is, teaching a lesson in citizenship by bringing our common problems into a common focus...

All this is Radio, the greatest single catalytic agent in the moulding of a better America. And yet Radio is not, in itself, a force for good. One look across the sea can show it used to perverse ends...

That radio, in America, has acted for the common good is due to those who have guided the working of it. They have taken a strange new force and put it to work for the betterment of us all.

This is the American System of Broadcasting.

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

W S M
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

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In radio advertising, that ounce of prevention known as transcription quality is worth many pounds of cure.

Although they represent but a fraction of total costs, your transcriptions may make or break your entire campaign. They affect the value of every dollar you spend on time, talent, and advertising brains.

Protect that important investment with WORLD'S Vertical-Cut Wide Range recording. This is no make-shift medium! Here is advertising economy — the least you can spend to guard all that you spend. WORLD'S Vertical-Cut method is tops in transcription quality, combining the experience and resources of three great leaders: Bell Laboratories, for scientific research; Western Electric Company, for manufacturing skill; World Broadcasting System, for radio recording.

In this intricate industrial art, there is no substitute for experience (and no short cut). At Transcription Headquarters, there is no compromise with quality. That is why 120 adver-
tisers in 1937 specified "WORLD" for their transcribed programs, involving 32,000 hours of station time valued at more than $10,000,000 . . . why 453 stations have installed special reproducing equipment to broadcast WORLD’S Vertical-Cut programs . . . why your next program should be recorded by the Vertical-Cut Wide Range method, offered only by WORLD at Transcription Headquarters.

"Hearing is Believing!" An audition, at any World office or World-affiliated station, will prove to you there’s nothing on the air to equal the beauty and realism of Vertical-Cut recording and reproduction.

WORLD BROADCASTING SYSTEM
Transcription Headquarters
ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON
Service First!

AGAIN radio rises to the occasion as disaster sweeps into desperation a flood-ravaged Los Angeles. It was a repetition on a somewhat smaller scale of the humanitarian service rendered during the eastern floods of 1936 and the Ohio Valley flood of 1937.

Again stations threw their commercial commitments to one side for the serious work of telling the public what was happening, where it might strike next, and what to do about it.

Again radio provided the sole means of communication between flood-isolated areas and those not similarly stricken. Early in the disaster a web of remote pickups was established and contact made with public, civic and charitable agencies in Southern California.

Again the faithful executives and employees who manned stations in the affected region stood by their posts, risked life, endured hardship, dismissed all thoughts of sleep.

In the oft-repeated tale of radio’s contribution to life and safety there may be found a quiet answer to the raucous charges that broadcasting is a greedy industry that surrounds a deluge of commercial announcements with a minimum of entertainment and public service. Those who belittle radio cannot believe the little lives that are saved in time of catastrophe by broadcasters who ignore costs and contracts to serve their fellow men.

Whose Public Interest?

THE WATTAGE tax bubble has bursted. The FCC has told Congress the Boylan Bill is illogical and inequitable. Therefore, Chairman Doughton of the House Ways & Means Committee is all in favor of stuffin’ it back into a pigeonhole to die with this Congress.

That is gratifying. But it doesn’t end the tax menace by any means. While the FCC turned thumbs down on the Boylan bill, after it had been given a rather surprising joyride by a number of newspapers, it left the way open for a Congressional invitation for recommendations on some other species of tax. We contend there is no way in which a special levy on broadcasting can be justified. Broadcasters pay general taxes along with others. They shouldn’t be singled out for discriminatory levies.

But aside from taxes, the radio pot continues to boil. And it is largely a political pot. There is talk about the franchise given broadcasters “to serve public interest”, which appears to be the catch-all phrase. Public interest for whom? For the handful of bellicose Congressmen who feel radio can do no right and who have exerted all too much influence upon the FCC? Or public interest for 130,000,000 Americans? The listeners themselves are the best judges of whether their interests are being served. They are the public. We know of no concerted complaint from even a fraction of that 130,000,000.

By degrees the FCC is publishing new policies. Thus far it has not crystallized its views on the more important issues—like station transfers and newspaper ownership. Whatever the influences behind these issues, the FCC should not delay too long in reaching its conclusions. To us it appears inevitable that it cannot deny a broadcaster the right to sell his property at whatever price the purchaser is willing to pay if otherwise qualified to hold a government license. After all, he who buys does so at his own risk. He gets a six-month license; if he fails to meet the requirements of public service, and the FCC is the supreme judge, he stands to lose his right to operate altogether.

And on the newspaper ownership issue, it appears unlikely that Congress would legislate or that the courts would sustain any flat that would deprive any class of American citizens the right to engage in any pursuit of their own choosing. Here again he must meet certain prerequisites, but these apply to all classes and creeds alike.

There are many other questions of policy that confront the FCC. Practically all are involved in pending cases. The sooner these are decided by the FCC, and where necessary, adjudicated in the courts, the better it will be for government, for industry, and for the 130,000,000 Americans whose welfare constitutes the “public interest.”

The Burden-Bearer

DESPITE veiled statements to the contrary, the view persists that the project for a uniform accounting system on broadcasting, as planned by FCC Chairman McNinch, has rate regulation or possibly profit limitation implications. Last week the FCC received from its accounting department a proposed draft of a system, which it is now considering. The promise is made that all licensees will be given full opportunity to criticize it.

In these columns we have held before that there is no feasible basis for rate regulation of broadcasting. It is not a common carrier, open to all-comers. Listeners pay nothing for service. Rates are regulated to safeguard the public; not a handful of radio advertisers who would soon manifest their displeasure if rates were cut out of line by the simple expedient of dropping radio as an advertising medium.

Volumes could be written on this subject. It is enough to say, however, that the FCC is entitled to comparable data on station operations. But it probably could procure all it needs simply by having stations supply it with actual figures showing net and gross incomes (which includes expenditures of course). Thus it would receive uniform returns from stations without imposing the burden of complicated accounting methods that unquestionably would prove a costly hardship for the smaller stations, which constitute the body politic of the industry. It should be remembered that two-thirds of the 700 stations are in the “small business” category.
We Pay Our Respects To

WILLIAM EWART GLADSTONE MURRAY

ACTION flows fast around some men. A few are always to be found where history is in the making. Such a man is William Ewart Gladstone Murray (namesake of Britain’s great Prime Minister), whose record of achievement includes stardom in athletics, a Rhodes scholarship, ace ranking as World War flier, an executive position with the League of Nations, pioneering in journalism as founder of the British Broadcasting Corp’s successful magazines, and, latterly, the general management of the Canadian Broadcasting Corp. Maj. W. E. Gladstone Murray, who prefers to sign himself simply as Gladstone Murray, was only 19 when he began carving his initials in the history of Canadian athletics as captain of McGill University’s championship track team. But that’s getting ahead of the story.

He was born April 8, 1893, in Maple Ridge, Fraser Valley, British Columbia. Fraser Valley, near where his father had been a school master since 1872, he describes as forest country 25 miles east of Vancouver. In 1904 the Murray family moved to Vancouver, where Gladstone attended high school. In 1910 he entered McGill University, Montreal, where he not only distinguished himself as a student, but ran the mile in the phenomenal time (for that day) of 4:21. He captained the McGill track team to the intercollegiate championship. Graduating, he did free lance work for the Montreal Herald and journeyed to the West Indies and South America, contributing to a series of books titled “Twentieth Century Impressions of the West Indies and Western Republics of South America”. A Rhodes scholarship took him to Oxford—and England.

One year at Oxford when war shook Europe, young Murray was given a commission in the Highland Light Infantry. In 1914 he transferred to the Royal Air Corps. When he left the air service in February 1919, after five years successively as observer, pilot, squadron commander and acting wing commander, he had hung up a record of 3,000 hours of war flying.

The war had its moments of humor for the youthful aviator. Returning to his hangar after an early-morning flight, he was guided by the bearings of a nearby German airship. Unfortunately, they were wrong and he crashed. Unhurt, he hurried to his squadron, took off in another ship, and dropped a message over the German airship, chirpily referring to Boche carelessness. But the episode wasn’t ended. Later he learned that the chivalrous enemy had written a note of apology and had dropped it over what they took to be the British airship. Instead, it was a German field. The note reached the hands of the commanding officer, who punished the writers for communicating with the enemy.

When Baron Richthofen, ace Hun strafier of Allied planes, finally suffered the fate he had meted to so many of his enemies, Murray was selected to drop a note over the enemy airfield informing the Baron’s comrades of his final flight.

During his war days Maj. Murray became acquainted with Capt. P. P. Eckerlely, grandson of the famous English scientist, Thomas Huxley. Capt. Eckerlely talked with his friend about the commercial possibilities of radio and predicted that some day it would sweep the world. Thus, young Murray was introduced to broadcasting.

Some time later he joined the staff of Lord Beaverbrook’s London Daily Express. Next he went to Geneva as publicity director of the League of Nations Union. In 1923, when Radio Communications Co. was formed in the British Broadcasting Corp, he entered the employ of the former company, later transferring to the BBC when, under government auspices, it separated from the parent organization. His tenure with the BBC was marked by steady progress and epoch-making innovations. He

(Continued on page 59)

PERSONAL NOTES

EDWARD P. McGrady, former Assistant Secretary of Labor and vice-president in charge of labor relations for RCA, has been appointed chairman of the Radio Division of Labor’s Committee for Civilian Relief in Chicago. He plans the complete organization of the broadcasting field as a division of this Committee.

DUKE M. Patrick, Washington radio attorney, is recuperating from an emergency appendectomy, performed March 6 at Emergency Hospital.

BERNARD T. Wilson, formerly program director of KGO, Missouri, Montrose, and the sales of WJK, Jackson, Mich., has joined the sales staff of WKBB, Muskegon, Mich.

CLAYDE COOMBS, member of the San Francisco sales staff of NBC, reviewed recently to take an agency post in Hollywood.

HERBERT WIXSON, formerly assistant manager of KBH-KGA, Spokane, has joined KMJ, Los Angeles, as account executive.

LOUIS K. Sidney, head of the M-F radio department, Hollywood, has transferred to the West Coast to further a business trip to New York in connection with operation of KNX, of which he is managing director.

C. W. Myers, president of KOIN, Portland, Ore., and Mrs. Myers, executive vice-president, have moved to KBM, Kansas City, and Mrs. Church, returned to their respective cities after a two-weeks trip to Namsu from Miami. The vacation trip started out in February and included the NAB convention in Washington.

Ben R. Sanders, formerly commercial manager of several WABC stations and later on the sales staff of WBN, Kansas City, has been made manager of the Hannibal, Mo., studios of WTXD, Quincy.

WALTER ZABITZ, former research director of Tracy Locks-Dawson, Dallas agency, on Feb. 21 joined KWW and KTDR, Shreveport, as national accounts promotion manager.

DR. V. K. ZWORYKIN, television director of RCA, spoke on development of television Patent Office Society in Washington, D. C. He described development of the electron microscope, the optical microscope, the photoelectric cell, knots of the intraocular research necessary to raise efficiency of projection and reception.

RICHARD O’DRA, vice-president, WNEW, New York, will return March 18 from a cruise to South America.

WALTER J. DAMM, managing director of WTMJ, Milwaukee, and Mrs. Damm were to return from a vacation trip to Europe on March 14.

EMHIND A. PAULKNER, formerly in charge of merchandise and sales promotion for Goodform Co., and on the sales staff of various Chicago newspapers, has joined the sales staff of WHIP, Hammond, Ind.

FRED A. McCABE, of the sales staff of the United Press, has been assigned to the Southern territory with headquarters in the Western Division Bldg., Atlanta. He will continue stations in connection with the UP Radio News Service.

EVERETT SMART, former newspaper man, has been named assistant manager of WMHJ, Joplin, Mo. Billie Ruth James, secretary at WMHJ, has also been returned to work following an appendectomy.

JOHN PALMIS, Colle College graduate, has joined the sales staff of WMT, Cedar Rapids, Ia.

GEORGE BJUR, president of George B. Bjur, Inc., New York, spoke March 2 before the alumni association of Sarah Lawrence College on “Eliminating Waste in Advertising.”

J. J. ARNONE, NBC architect, has returned to New York after seven months in Cleveland, supervising the construction of the new WMAT studio.

JACK LIGHT, assistant manager of WYAE, Norfolk, Va., recently married Ada Biggs.

H. V. KALtenborn, who has been ill for several weeks, recently resumed his place in the Headlines and Bylines program Sundays on CBS.

Robert P. Scripps

ROBERT PAINE SCRIPPS, controlling stockholder of the Scripps-Howard newspapers and of Scripps-Howard Radio Inc., died of an internal hemorrhage March 3, aboard the yacht Del Mar in Magdelen Bay, Lower California. He was 42 years old. Placed in common control with Scripps enterprises at 21 by his father, the late E. W. Scripps, Robert Scripps showed great ability for aggressive editorial leadership. A few years later Roy W. Howard left the presidency of Scripps-Howard Press and Scripps-Howard Partnership was formed. Robert P. Scripps was sole trustee during his lifetime. The trust provides that following his death, Scripps-Howard corporations, including Scripps-Howard, will be held in trust by three trustees: Mr. Howard, chairman of the executive committee of all Scripps-Howard corporations; William H. Hawkins, chairman of the board, and George B. Parker, editor-in-chief.

Robert Scripps’ interests included several radio stations, operated by Scripps-Howard Radio Inc., a subsidiary. Mr. Scripps did not display any particular great interest in radio, according to his associates, who said he was primarily concerned with editorial policies of the Scripps-Howard papers. Mr. Scripps is survived by his wife, Georgeita Paine Scripps, and their six children.

Frederick B. Stone

FREDERICK BRYANT STONE, 30, song writer and for more than a year months announcer for KGO, San Francisco, died at the General Hospital, that city, on March 1, following a major operation. Mr. Stone was program director of WPAF, that city, before coming to the West Coast; he had written several popular songs and a week prior to his death a major He was accompanied one of his compositions, Fog Bound, for use as the theme for a forthcoming picture. He is survived by his widow, Lillian Stone, and a daughter, Caroline Lee, radio dramatic players, both of Los Angeles; his father, John A. Stone, and a sister, Gertrude Stone, who reside in Paducah.

Ferdinand S. Schenck

FERDINAND S. SCHENCK, vice-president of Albert Frank-Guenther Law Inc., New York, died suddenly of a heart attack at his home in Chappaqua, N.Y., on Feb. 27. Mr. Schenck, who was 49, had previously been with J. Walter Thompson Co.

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GEORGE DEWEY HAY, "Solemn Old Judge" of WSM and one of radio’s pioneers, has announced that he will be in air March 5 after an absence of more than a year because of illness. One of the masters of the Grand Ole Opry, his resumption before the mike brought in hundreds of telegrams and calls from listeners. In 1926 he was chosen in the first nation-wide “Hootenanny” as the best liked announcer.

GEORGE S. RUTHERFORD, formerly of CBS, Chicago, has joined the announcing staff of WHN, Des Moines, Iowa. Rutherford has been active as announcer and program director and producer of WHN, Durham, N. C.

GLEN PARKER, formerly of WLB, Cincinnati, and KJFJ, Marshalltown, Ia., has joined the announcing staff of WHN, Des Moines. Parker has also worked for Endicott-Hickok who has joined the staff of KNB, St. Louis.

FRED McINTYRE, announcer and publicity director of CCAF, Calgary, has joined CAFJ, Trail, B. C., in a similar capacity. The station is affiliated with the Montreal Herald. He will be replaced at CCAF by Philip Proudfoot, who will take over merchandising; Frank Fleming who will handle publicity, and Dick Tregillis, an announcer.

MARSHALL POPE, who handled the Crazy Crystals program from Mineral Wells, Texas, has returned to his former position in the Montgomery Ward Network, has joined KFJZ, Fort Worth, Tex., as announcer.

RALPH BURGIN Jr., formerly of WJSJ, Winston-Salem, N. C., has joined the announcing staff of WPYT, Raleigh.

WILLIAM E. ROWENS Jr. has re- signed as program director of KRMD, Shreveport, and has made not known his future plans.

GEORGE BALL of the program department of WLS, of Chicago, has resigned to marry Sally Huxford of Evanston, Ill.

Hazel Beeman, who formerly joined WOR, New York, as entertainment writer, has announced that she will be in charge of the Midwest office of Tom Fidzal Inc. publicity firm. Mr. Fidzal, chairman of the board, Chicago, has appointed the Fidzal firm to handle publicity on all the General Mills radio shows. It was also announced that Mr. William would have the additional responsibility of the sales manager of the central division of NBC, Chicago.

87 Discs, 9 Days

MARTIN BLOCK, announcer and sales manager of WNEW, New York, took just nine days to make a series of 78 quarter-hour trans- actions with Joe Rine’s orchestra and guest stars. The discs were made at World’s New York studios for Axton-Fisher Tobacco Co., Louis- ville (and grand circui- ettes), and started March 14 on 14 stations. The sponsor has been described as "Believe Roomly consistently."

The agency is McCann-Erick- son, New York.

**Sparks’ Rapid Rise**

RUSSELL L. SPARKS, for years with NBC in Chicago, has been appointed the new sales promotion manager of WNOO and WGL, Fort Wayne. He is a graduate of Northwestern University and started at NBC as a guide, became a captain and later moving to the sales promotion department where he worked two years.

Williamson Now V-P

A. R. WILLIAMSON on March 7 was named vice-president in charge of the Midwest office of Tom Fidzal Inc., publicity firm. Mr. Fidzal, chairman of the board, Chicago, has appointed the Fidzal firm to handle publicity on all the General Mills radio shows. It was also announced that Mr. Williamson until recently was assistant to the publisher of the Minneapolis Star and was managing editor of the press department for the central division of NBC, Chicago.

**Lee Talent Agency**

THOMAS LEE Artists Service, Hollywood talent agency, and a subsidiary of the Thomas Lee Broadcast System, Los Angeles, has been incorporated under the firm name of Lee Artists Service Inc. Thomas S. Lee is president and Lewis Allen Weiss, vice- president. Mr. Lee is secretary-treasurer. All are executives of the Don Lee network.

Hale Sparks, San Francisco commentator on the thrice-weekly NBC Universal Network program, was re- cipient of the Los Angeles Chamber of Commerce "Young Man of the Month" award for February.

EVERETT KEMP, formerly of KBMC, Kansas City, has joined the KDKA, Hot Springs, Ark., where he will produce and act in Country Store.

Jack Skinner has resigned from the CCAF press department.

NORMAN ROGERS, announcer of KYFO, Lubbock, Tex., is the father of Tom Fidzal Inc., publicity firm.

SIDNEY ROBARDS, of the NBC press department, has been transferred to the WOR, New York, station to work with Frank Mullen, director of the depart- ment of information.

LOWELL, McCullum, sports direc- tor of WEHC, Rochester, was to leave March 15 to cover baseball spring training camps in Florida by transcription.
KFBK SACRAMENTO

NOW 10,000 WATTS

No increase in rates!

Flashes your message from the Oregon line to the San Joaquin. Plus thousands of bonus listeners in Oregon, Washington, Montana, Idaho and Nevada!

FOURTH radio station in power on Pacific Coast.

MOST POWERFUL station available to Pacific Coast NBC Blue Network advertisers.

BROADCASTING • Broadcast Advertising

KFBK is the key station of the McClatchy chain, which offers the ONLY COMPLETE COVERAGE of Inner California's Billion-Dollar Market. You can't cover this rich trading area—3rd Market in the West—with San Francisco or Los Angeles stations!

McCLATCHY BROADCASTING COMPANY
California Radio System
SACRAMENTO • CALIFORNIA

Affiliated with the National Broadcasting Company Red and Blue Networks

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"THAT WAS MY AUNT BOO AND UNCLE SLUG—"

When Bob Burns (and a host of other N.B.C. stars) are wowing the nation with their topnotch entertainment, 1,070,918 listeners in Kentucky and Southern Indiana depend on WAVE for clearest reception. WAVE carries the best features on both the Red and Blue Networks—is the only N.B.C. station within 100 miles of Louisville. . . . If you buy radio time on honest-to-goodness facts, you'll revel in our complete, down-to-earth data book about the Louisville radio situation. May we send it?

An N.B.C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

RCA DISC PLANT IN CHICAGO

Favors Zenith Visual

Favors Zenith Visual

ZNETH RADIO Corp., Chicago, has received a favorable recommendation by FCC Examiner Hill for a new television station on 42000-56000 and 60000-86000 kc, 1000 watts, unlimited time. The applicant maintains an expensive experimental laboratory in connection with its factory, the operation cost of which exceeds $100,000 annually. The proposed station will be located on the Zenith factory building which was equipped and rehailbiliated in 1937 at a cost of $1,045,785. The proposed transmitter is completely designed for and will be capable of modern high definition television, using all electronic methods. The television pictures will be composed of 441 lines, 60 frame interlaced.

RCA-VICTOR Co. has opened new quarters in Chicago at 445 Lake Shore Drive, built at a cost of $150,000. Under direction of Edwin G. Foreman Jr., Chicago manager, facilities have been installed to turn out masters, avoiding time formerly lost in shipment to Camden. Finished transcriptions within 17 hours of cutting are promised. One of the three large studios is shown above, with control room equipment at right.

RCA equipment has been installed as well as a new "bath" process said to speed up processing without loss of fidelity. Mr. Foreman has enlarged the Chicago staff to 15, with Alfred E. Hindle as assistant. Edward Eckhardt, chief engineer, heads a technical staff of 10. Three separate programs may be cut at one time. Designs of the studio walls were developed by RCA engineers in Camden. The roof of the building was raised to permit 20-foot studio ceilings.

Among programs currently being cut by RCA in Chicago are the following: Betty & Bob, and Jack Armstrong for General Mills, through Blackett-Sample-Hummert, Chicago; Betty Crocker and Hymns of All Churches for General Mills through Knox Reeves Adv. Inc., Minneapolis; Grandpas Tringels for Sears, Roebuck & Co., Chicago, through Blackett-Sample-Hummert; Freshest Thing in Town for bakers throughout the country, placed by RCA.

Central Casting Bureau

Central Casting Bureau Is Organized in Chicago

RADIO Central Casting Bureau similar to the central casting bureau of Hollywood has opened at 75 E. Wacker Drive, Chicago, under the direction of A. N. Elyot, formerly of Don Lee Artista Bureau in Los Angeles, and Margaret Patterson, former assistant production manager of Affiliated Broadcasting Co., Chicago. The new firm will act as intermediary between agencies and radio actors. It plans to audition all registered performers keeping an accurate index of their qualifications so any type of radio artist may be called at a moment's notice. It is hoped that the so-called "button-hole auditions" in studio lobbies which have been disliked by producers and actors will be eliminated. Chicago agency executives expressed the desire to cooperate with the bureau and indicated that if it filled a real need in local radio circles.

PURITY BAKERIES, Toronto, started a transcription series March 1 on CFCF, Montreal; CFRB, Toronto; CFAC Calgary, with CKY, Winnipeg, added March 7. McConnell, Baxter & Eastman, Toronto, handled the account.

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CLEAR SIGNALS

Build Program Popularity...

NBC’s 146 stations, coast to coast, clear the tracks to the world’s largest waiting audience

CLEAR SIGNALS—Coast to Coast” might be the callboard heading for NBC Network programs, everywhere. For NBC stations are selected with two things in mind, both vital to audience enjoyment.

1—Programs tuned to local tastes
Every NBC affiliated station has built up an audience that turns to it expectantly, day after day, hour after hour. These stations let their audience mail guide their program choice as far as possible “in the public interest, convenience and necessity.”

2—Strength of signals
Without a clear, powerful signal even the best program becomes the second-best—or fails to run at all. This is especially important in small towns and rural communities, where half the radio audience lives. NBC stations reach out—they are everywhere at hand, not only with a bang-up program, but also with the signal strength to bring it in clear and strong.

Radio Popularity Polls for 1937 have shown—again—the overwhelming national audience preference for NBC Network programs. Important reasons for this preference are the NBC stations which have cleared the tracks to every section and brought the programs home! Among the many factors which determine all-round pre-eminence in broadcasting, none is more important than that of stations. Its affiliated stations are a vital part in making NBC

“Broadcasting Headquarters”

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

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A hearty dish that satisfies the appetite of the most gluttonous sales manager; a culinary delight prepared especially for the advertiser whose food product is offered on KMBC. Here's the recipe: Take one KMBC Happy Kitchen, directed by Beulah Kanney, nationally known household economist. Add special events coverage of the International Food Fair, the American Home Economics Association, and many other happenings of interest to home makers. Stir in KMBC's modern programming and merchandising. Voila!...you have the Middle West's leading food station, with nearly one third of our broadcast time devoted to products sold through grocery stores. Your portion is ready. May we serve you?

*Sample Success Story: Calavo buys participations in the KMBC Happy Kitchen. After first broadcast, Kansas City grocers report demand for Calavos increased 100 per cent. Warehouse supply exhausted—double order RUSH for next week.

Gladstone Murray (Continued from Page 48) founded three magazines for the BBC—Radio Times, The Listener, World Radio. When he left BBC, their total paid circulation approximated 2,500,000. Today the total is even greater. Besides, he served as program controller, public relations executive in sole charge of the spoken word, including the Empire short wave service, liaison man between BBC and the government.

In 1933 he was sent on a special mission to Canada as special advisor to the Canadian government relative to its radio development. Three years later, in October, 1936, he was asked to direct the destinies of the Canadian Broadcasting Corp., formed to succeed Canada's Radio Commission.

As general manager of the CBC Mr. Murray found his path beset by a thousand obstacles. Not the least was Canada's proximity to the United States, resulting in a feeling that American listeners received much better program fare than Canadians. The CBC, at first non-commercial like the BBC and non-affiliated with any American network, could not equal the caliber of the top-notch United States programs. So Gladstone Murray, working quietly, set about to bring better radio to Canadian listeners.

His objectives have been realized in the past few months. The CBC has become affiliated with both NBC and CBS, bringing the cream of the American programs, both sponsored and sustaining, to the Dominion. A coast-to-coast network of Canadian stations has been established, permitting Canadian and American advertisers to broadcast to nearly every nook and corner of Canada. The CBC, intent on better reception and service, has already completed two 50,000-watt stations in Toronto and Montreal, and is planning others.

Seeking to establish better programs in Canada, Gladstone Murray is casting aside old systems. He finds his way threatened continually by conflicting interests. Newspapers, independent stations, politicians all have their points of reference. And while he fights for what he thinks is right, history is in the making.

This fighting for better broadcasting in Canada is being waged with state-of-the-art technology. He displays the same dry humor that caused him to drop the cryptic criticism on a German language file during his flying days. He has a genius for making friends, for examining grievances and solving them. His disposition, says his assistants, is a singularly even-tempered one. People like to work for him. He is invariably courteous. His intimates call him "Bill."

In appearance Gladstone Murray resembles an English gentleman. His crisp English manner of speech, bland smile, round, ruddy face, neat attire—all create this impression. He is of medium height. His hair is thinning over his temples.

In 1923 he married Eleanor Powell, daughter of the late John Powell, educator of North Wales. They have two children, Ian, 12, and Ann, 8. Their favorite radio artists, says their father, are Charlie McCarthy and Betty Lou.

Gladstone Murray's severest critic is his father, who still lives in Kansas City. Not a passerby without a parental letter commenting on the caliber of CBC programs and suggestions for their improvement. Mr. Murray notes them carefully; often acts on them.

His work is his hobby. He lives in Ottawa. He belongs to the Oxford and Cambridge Club, the Rideau Club, the Royal Ottawa Golf Club and the United Services Club.

WATERTOWN RULING UPHELD BY COURT

ANOTHER court victory was won March 2 by the FCC when the U.S. District Court in the District of Columbia granted its motion to dismiss an injunction proceeding brought by the Black River Valley Broadcasting Co., involving a new station grant in Watertown, N. Y.

The case goes back to Sept. 22, 1938, when the former Broadcasting Division of the FCC granted Black River a construction permit for a new station, 1420 kc., with 100 watts night, 250 watts day, unlimited time. Watertown Broadcasting Corp., however, also an applicant for a new station, which had been denied facilities, filed a motion for rehearing with the full Commission, which was granted. The Commission en banc set aside the Broadcast Division grant to Black River. Thereupon, Black River went to the District Court and asked for an order restraining the FCC from granting a new license and setting aside the grant to it. It contended it already had started building the station. Watertown Broadcasting Corp joined in the appeal as an intervener.

After listening to arguments of Fanny Neyman, FCC counsel; Elliot Lovett, counsel for Black River Valley, and H. L. McCormick, counsel for Watertown, Justice Jennings Bailey, from the bench, granted the FCC motion to dismiss.

Mr. Lovett announced the intention of Black River to appeal from the opinion to the U. S. Court of Appeals for the District of Columbia. He also intends to ask for a stay order to restrain the Commission from holding the hearing during the pending of the litigation.

REACH OUT—And touch an oil well, say the staff of KOCA, Kilgore, Tex., who can lean out the windows of their studios and touch a Derrick. There are 500 oil wells in the city limits with 1,000 drillings under way. All in all, says KOCA, there are 20,000 oil wells in East Texas, the world's biggest oil field.

Col. Brown on Trip

COL. THAD H. BROWN, FCC member, left Washington March 9 for a one-week trip in connection with the survey of communications on the Great Lakes in the interest of safety of life. Accompanying him was Dr. Martin L. Fair, research director of the survey, working directly under Col. Brown, who is commissioner in charge.

Provision of adequate communication facilities, properly coordinated, is the objective of the Great Lakes study.

In Washington

Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travelers. Hay-Adams rates make any other choice a poor economy.

THE NEWS AGE-HERALD STATION

WASHINGTON, D.C.

AY-HADAMS HOUSE

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
It wasn't a good guess...it was

GOOD JUDGMENT

Sixteen years ago RCA men knew radio so well that they based the development of their business on the belief some day every home in the United States would have a radio... Today, 26 million homes and 5 million cars have them.

FROM radio's inception RCA men have been radio men. They have obeyed radio's demand for unremitting research, for tireless exercise of ingenuity, for constant thinking. It is but natural that these men, through their own labors, should have acquired good judgment in all that pertains to radio.

Twelve years ago, when RCA founded the National Broadcasting Company, RCA men were veterans in radio communications, a youthful but already mature art. Some years earlier they had foreseen the coming of broadcasting, had realized its opportunities for service.

So it was good judgment, not good guessing, which enabled RCA men to predict—when radio receivers were laboratory apparatus—that virtually every home would have a radio instrument. Recent figures place the number of radio equipped homes in the United States at 26,428,797.

It is the unceasing endeavor of RCA to apply to all branches of radio, at all times, the good judgment of which its unmatched experience has made it the fortunate possessor.

Foremost of all the facts that good judgment recognizes about radio is... only by genuine service in the public interest can radio hold its rightful place.

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

RADIO CORPORATION OF AMERICA
RADIO CITY, NEW YORK

RCA MANUFACTURING CO., INC. RCA INSTITUTES, INC. RCA COMMUNICATIONS, INC.
NATIONAL BROADCASTING COMPANY RADIOMARINE CORPORATION OF AMERICA
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WOR, Newark
Doyle Packing Co., Newark (dog food), weekly, thru Charles Davis, Reech, Newark.
Wesson Oil & Snowdrift Sales Co., New Orleans, 5 sp. weekly, thru Calkins & Holden, N. Y.
N-Enamel Corp., Cleveland, 5 sp. weekly, thru Neff-Rogov, N. Y.
Rival Foods Co., Chicago (dog food), 2 sp. weekly, thru Chas. Sil. & Co., Chicago.

WTO, Rochester
V. A. Ross & Son (Brooklyn (macaroni products), weekly sp., thru Commercial Radio Service, N. Y.

WCBF, Chicago

KFWI, Chicago

Station Transcriptions

WOR, Newark
Doyle Packing Co., Newark (dog food), weekly, thru Charles Davis, Reech, Newark.
Wesson Oil & Snowdrift Sales Co., New Orleans, 5 sp. weekly, thru Calkins & Holden, N. Y.
N-Enamel Corp., Cleveland, 5 sp. weekly, thru Neff-Rogov, N. Y.
Rival Foods Co., Chicago (dog food), 2 sp. weekly, thru Chas. Sil. & Co., Chicago.

KFWI, Chicago

KFRU, Springfield, Mo.
Grosseck Bros., St. Louis (beer), 20 sp. thru Anfenger Adv. Agency, St. Louis.


Earl May Seed Co., Shenandoah, Ia., 5 weekly sp. thru Presha, Fellers & Presha, Chicago.


Intervere Nurseries, Hamburg, Ia., 6 weekly sp., direct.

WMCA, New York
Chiropractic Education Bureau, Palisades, N. Y., weekly sp., direct.

Zonite Products Inc., New York (Zonite), 6 sp. weekly, thru McCreery-Erickson, N. Y.

Community Opticians, Jamaica, N. Y., 7 sp. weekly, thru Commonwealth Adv. Agency, Boston.


Studebaker Corp., South Bend, Ind., 16 f., thru Roche, Williams & Conyngham, Chicago.

KMPC, Beverly Hills, Cal.


WABC, New York

Hecker Products Co., New York, weekly sp. thru Erwin, Wassy & Co., N. Y.

KOAM, Pittsburg, Kan.
Mid-Continent Petroleum Corp., Tulsa, 6 weekly sp., thru R. J. Potts & Co., Kansas City.

WINS, New York

The Howard Co., Newark (jewelry), 6 weekly sp., thru Hyman Levy Agency, Newark.

Meier Credit Co., Newark, 28 sp. weekly, thru Hyman Levy Agency, Newark.

American Institute of Food Products, New York, 12 sp. weekly, thru Scheck Advertising Agency, New York.

Riverbank Canning Co., Riverbank, Calif., 6 sp. weekly, thru Klinger Advertising Agency.

Postal Telegraph Co., New York, 90 sa. weekly, thru Grant, Wadsworth & Casimir, N. Y.

WINS, New York

Wynh Chemical Co., New York (Jad salad), 3 sp. weekly, thru Blackett-Hammond, N. Y.

WCKY, Cincinnati
Clayman Cleaner Mfg. Co., Cleveland (twine cleaner), 20 sa. thru Roger Williams Co., Cleveland.


Interstate Bakeseries, Schlueter, Cincinnati (Butter-nut bread), 190 f. thru R. J. Potts & Co., Kansas City.


KMOX, St. Louis


WQXR, New York

Nat'l. Used Car Exchange, 18 f., thru Geyer, Cornell & Newell, N. Y.

KGER, Long Beach, Cal.
Union Container System, Omaha, 6 weekly sa., thru Chicago, Chicago.

Bastian Water Heater Co., Los Angeles (heaters), 7 weekly sa., direct.

WHO, Des Moines
Household Magazine, Topka, 10 sp., thru Presba, Fellers & Presba, Chicago.


Chevement & Pate Co., Cleveland, 26 ap. thru Campbell-Sanford Adv. Co., Cleveland.

R. F. Goodrich Co., Akron, 138 sp., thru Rutherf. & Ryan, N. Y.


WNEW, New York
Studebaker Corp., South Bend, Ind., 18 f., thru Roche, Williams & Conyngham, Chicago.


Joseph Martinson Inc., New York (coffee), 54 weekly sa., thru Albert Frank-Gruenewalt Adv. N. Y.


General Supply Co., Newark, 9 sp. thru Ad Agency. Newark.

Aladdin Home Appliance Corp., New York, 5 sp. weekly, thru Scher & Sonheim, Newark.

Darrico Bros. Co., Boston (broccoli), 20 sa. thru Neff-Rogov, N. Y.

WAXK, Hollywood

Armstrong Cork Products Co., Launcestor, Mass. (rice rugs). 5 weekly thru RHDO, N. Y.

Ansicn Co., Chicago (handcuff tablets), 3 weekly thru Blackett-Hammond, Chicago.

Kern Fruit Products Co., Los Angeles (Jellies), 28 weekly sa., thru Charles H. Mayne Co., Los Angeles.

WHN, New York
Studebaker Corp., South Bend, Ind., 17 sa., thru Roche, Williams & Conyngham, Chicago.

Chevrolet Motor Co., Detroit, 2 week-ly thru Campbell-Ewald Co., Detroit.

Garrett & Co., Brooklyn (Virginia Dare wine), 20 sa. thru Geyer, Cornell & Newell, N. Y.

WVAA, Dallas


KECA, Los Angeles

Christopher Candy Co., Los Angeles (packed candles), weekly sp. thru Better-Burnough Agency, Los Angeles.

KFL, Los Angeles
Time-Tested Laboratories, Cleveland (paints), 3 weekly thru Millard Fawsmith, Cleveland.

WHOM, Jersey City
Wesson Oil & Snowdrift Sales Co., New York (sauid oil), 6 sp., 12-wo. thru 10 weeks.

WFAB, New York
Carnation Milk Co., Milwaukee, 5 weekly sp. thru Erwin, Wassy & Co., N. Y.

WJBK, Detroit
Continental Baking Corp., Detroit, 2 dales thru Benton & Bowles, N. Y.

“Sorry, Senator—you Can’t Say Damn on the Air.”

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www.americanradiohistory.com
H. R. GROSS, news editor of WHO, Des Moines, is heard in a business review series Saturdays 6:45 p. m. under sponsorship of Central National Bank & Trust Co., Des Moines, J. O. Maland, vice-president of Central Broadcasting Co., and manager of WHO, introduced W. J. Goodwin, chairman of the board of directors at Central National, during the opening broadcast of a series titled This Business Week. Mr. Goodwin explained what is described as the most comprehensive and authoritative business review on the air.

"We are certain there is a great interest—an ever increasing interest in business news," Mr. Maland said. "Through this weekly review we hope to furnish the most authoritative and comprehensive summary of the week's business news of importance to Midwestern interests. We wish to congratulate the Central National Bank for its sponsorship of such a program." Leonard Howe, recent University of Missouri school of journalism graduate, will spend the entire week compiling and editing business news of United Press and Transradio. Mr. Gross will present the broadcasts on the air.

LAMBERT PHARMACAL Co., Toronto, (Listerine) has bought the transcription series Drums from Grow & Thrasher Broadcasting Agencies, Toronto, for an extensive period to use on CBO, Ottawa; CPPI, London; CKY, Winnipeg; CFRN, Edmonton; CFCH, Calgary; CBBC, Vancouver; CFBB, Montreal, and CKSO, Sudbury. Lambert & Fessell, New York, handled the account.

AL HOLLANDER, publicity director of WIND, Gary, and WJJD, Chicago, has informed the Burlington, VT, baseball games on WCAK, that City. Agency is J. Stirling Guth, Chicago.

Socony-Vacuum Oil Co., New York, will use the second annual Program for the Burlington, VT, baseball games on WCAK, that City. Agency is J. Stirling Guth, Chicago.

HISSES for the Villain
Kisses for the Heroine
and an orchid to
"GAS LIGHT THEATRE"
Air Dramas

Here are 13 of the nation's greatest theatre pieces presented by your long time grandparents and their mother and grandmother, more than a half century ago. Each is condensed to a half hour, tailored for the family audience.

The curtain is rising on radio's newest dramatic thrill. Your audience will cheer the hero long and enthusiastically when your station's~...
 REPRESENTATIVES

WAIR
Winston-Salem, North Carolina
National Representatives
Bryant, Griffith & Brunson

Cash registers don’t last long in Fargo — WDAY listeners buy actually 33 1/3% of all retail purchases made in the COMBINED states of North Dakota, South Dakota and Minnesota [exclusive of the counties containing Minneapolis and St. Paul].

An audience that cuts such a figure as that in all retail sales, can take a healthy whack at what you sell. And the beauty-part is that you can reach them ALL through WDAY, the only station covering this prosperous section!

WDAY, INC.
N. B. C.
Affiliated with the Fargo Forum

FARGO
N. D.

UNIVERSAL Radio Programs, New York, is preparing a five-minute series, Builders of Our Nation. Among the subjects are Andrew Carnegie, Will Rogers, Theodore Roosevelt, Mark Twain and Stephen Foster. Stanley Field, former program director of WLT, Brooklyn, and now on the writing staff of Universal, is handling research and writing the program.

BOB OAKLEY, formerly production manager of KROY, Sacramento, has been appointed sales manager of San Francisco and Northern California sales representative for R. U. McIntosh Transcriptions, Los Angeles.

FRANK R. BROWN, Hollywood commentator, has opened offices at 1520 N. Vine St., that city, to produce transcribed radio features and handle audition recordings.

MISS DASY HOFFMAN recently was named sales promotion manager of Titan Recording Studios, San Francisco; Harry Carney, formerly with KFRC, San Francisco, is now in charge of sound effects at Titan. Miss Jane Alexander recently was appointed private secretary.

UNIT PRODUCTIONS, radio program builders, has been organized by Jerry Lynton and A. Stephen Charlton, with offices at 116 N. Larchmont Blvd., Hollywood.

ASSOCIATED Cinemas Studios, Hollywood transcription firm, in early March doubled its production space.

TED SILLS, senior director of Grumbach Productions Inc., New York, has been signed to a new employment and management contract by the firm.

Firm Would Sell Spots For Record Reproducers

TO APPLY the radio formula of a commercial message combined with entertainment to the phonograph record field, a new company, Trans-Electra Corp., has opened offices at 420 Lexington Ave., New York, and is now contacting advertisers and advertising agencies in search of sponsors for records to be placed in the nickel-in-the-slot reproducers in saloons, taverns, restaurants, stores and soft-drink emporia throughout the land.

Through its associate firm, National Phonographic Network, with which it shares office space, Trans-Electra claims to have more than 100,000 outlets for its commercial discs and says that within a month that figure will be doubled. Best prospects are thought to be manufacturers of hard liquors, to whom radio is largely forbidden, of gin, beer and sparkling waters, cigarettes, and other products sold on the premises.

President of Trans-Electra is Gordon d’A. Soule, who resigned the presidency of Aerogram Corp., Hollywood transcription company, to head the firm. Vice-president is Forest J. Johnston, West Coast advertising man. John B. Griffith is president of National Phonographic Network, which would handle the placing and servicing of the records in the machines.

EIGHTH BIRTHDAY of The Catholic Hour was observed on March 6 with a special broadcast featuring John McCormack as guest soloist. The religious program, heard Sundays on the NBC-Red network, is produced and arranged by the National Council of Catholic Men.

Congressional Talks

WHK, Cleveland, on March 5 started Washington and You, a series designed to bring the personal views of national legislators to the people whom they represent. Entirely non-partisan, the programs represent the views of members of Congress from Ohio. First speaker was Rep. Anthony A. Flager (D-Ohio). The talks are given either at WHK’s studios or by transcription.

Hill to Committee

SENATOR Lister Hill (D-Ala.), who recently took his oath of office in the upper body after having served in the House continuously since 1923, has been designated a member of the Senate Interstate and Commerce Committee, charged with the handling of radio legislation.
Broadcasting is your logical selection. It always gets your prospects' inspection.

Reader interest? Don't you doubt it! The time buyer's never seen without it.

Vol. 1, No. 3
March 15, 1938

“We’re sunk! Now we’ve got to wait till he finishes reading BROADCASTING!”

BROADCASTING day is a red-letter-day in lots of agency and advertiser offices throughout these United States. For broadcasting is big business ($141,170,000 time sales, 1937”), and BROADCASTING is its newsmagazine. Is it any wonder that its 7200 circulation includes practically every advertising agency and national radio advertiser ... or that successful radio stations use its advertising pages year after year? It's a wonder if your station isn't one of them!

* p. 11, 1938 BROADCASTING Yearbook Number.
Diener Forms Agency

Getchell Names Snyder
CLARK A. (Fritz) SNYDER, account representative of J. Stirling Getchell, New York, has been appointed radio director of the agency, effective March 15, succeeding George Allen, resigned. Mr. Allen's plans have not been announced.

FINCH

AGENCIES

JACK JOHNSTONE on March 7 became director of radio activities of the Biow Co., New York, succeeding Charles Martin, who resigned to join Universal Pictures. Mr. Johnstone, who is author of the Buck Rogers and Flash Gordon radio serials, was with the Averil Oil Co. for four years until 1933, and since then has been acting as program consultant and freelance producer. At Biow he is writing, directing and producing the two Philip Morris Co. programs on CBS and NBC-Red networks.

ALAN DALE WILKES, formerly with Geenr Radio Products Co., New York, has been named radio director of W. L. Post Advertising, New York.

J. STIRLING GETCHELL, the father of a son, born Feb. 29, weighing 9 pounds, 2 ounces.

COLMAN O'SHAUGNESSY, formerly with McCann-Erickson, New York, has joined Blackett-Sample-Hummert, Chicago, as copywriter, and in charge of all radio publicity.

HARRY COOPER, formerly with Bauer & Black and the Stevens Hotel, Chicago, has joined Ruthrauff & Ryan, Chicago, as copywriter, and recently in Chicago.

HARRY S. PEARSON recently was named production manager of the Iskel Co., Seattle. He succeeds Randolph Andrews.

JACK VAN NOSTRAND, Young & Rubicam, Hollywood producer, has been transferred to New York to handle production of the radio show, replacing George McGarrett who resigned to join Lord & Thomas, New York.

A. POPPENBERG, formerly with Al Paul Letton, Editor & Publisher and F. G. Wasey Co., New York, has been appointed Moser & Cotina radio head.

FRENCH EASON, vice-president of W. R. Ramsey Co., Chicago, arrived in Hollywood Feb. 28 for a two weeks' survey of Pacific Coast radio in the interest of the F. W. Fitch Co. account.

R. P. HURST, formerly of MacManus, John & Adams, W. Walters Thompson, Campbell-Ewald Co., and Shell Oil Co., of month opened his own agency in the James F. Waters Building in San Francisco. He will place radio and newspaper advertising for James F. Waters Co., De Soto distributor. Other accounts include Modern Vehicle Co. and Vacuum Sterling Co.

M. A. DIVITI, Co., San Francisco agency, has enlarged its offices in the Adam Grant Bldg.

Chicago, New York, is now located at 12 East 41st St.

FRANK CONRAD, time-buyer for McCann-Erickson, New York, left March 10 for April 4 Melody Puzzles, on 64 NBC-Blue stations, Mon.-Fri. 6:30 p.m. will go off the air Dec. 8. The spot will be continued and will either have a new show or will carry the Kyser program in addition to NBC.

DONALD E. FORKER, formerly an account executive of Lord & Thomas, New York, has joined M. H. Hackett Inc., that city, in a similar capacity.

EDWARD T. CLARK, formerly of J. Stirling Getchell and Roche, Williams & Cunningham, has joined the publicity department of Marleshall Field, New York.

BRBD held an interorgazation meeting March 2 at the Hotel Ambassador, New York. Executives of the agency's various offices were present.

ADDISON F. JENNINGS, formerly with Morris-Scherken-Roth Inc., Chicago, has joined Rogers & Smith, that city, as account executive bringing with him the following accounts: Faucet-Queen Co.; New Era Separator Co.; Rite-Way Products Co.; and Luster Starch Co., Chicago (factory and farm suppliers).

HARRY MILLER Inc., Cincinnati, has named Robert M. Fleming as radio director.

WARD HICKS Adv. Agency, Albuque- que, N. M., has moved to 315 W. Gold Ave.

BASIL LOUGHRANE, radio director of Lord & Thomas, Chicago, together with Allen Grant, pianist and Roy Brower, tenor, has written two new songs entitled "Lovely You" and "Have You Any Love for Sale?" which are being presented on the NBC Cabin in the Cotton show sponsored by Quaker Oats Co., Chicago for buckwheat flour.

FRANK HENROTTE, formerly of Hauff-Metager of California, Los Angeles, as recently a freelance agent in San Francisco, has joined Richard Jorgensen Adv. Agency, San Jose.

ASSOCIATED RECORDED PROGRAM SERVICE Quality Programs for Commercial and Sustaining Uses.

25 West 45th Street New York City

Laemmar for Nelson
F. P. (Pete) NELSON, radio director, of Blackett-Sample-Hummert, Chicago, who has resigned effective April 1, will be succeeded by Jack Laemmar, with the agency about a year.

Mr. Laemmar includes placement of millions of dollars in radio time. Assisting Mr. Laemmar will be Lloyd Nelson. Mr. Nelson plans a brief vacation but has not announced future plans.

Lucky Changes
AMERICAN TOBACCO Co., New York (Lucky Strike), on March 30 replaces Your Hollywood Parade, on 77 NBC-Red stations, Wednesday, 10-11 P.M., with Kay Kyser's Musical College, now on 2 Mutual stations, Tuesday, Thursday and Saturday, the Mutual spot will be continued and either have a new show or carry the Kyser program in addition to NBC.

LUSTIG ADV. AGENCY, Cleveland, has inaugurated a service for credit clothing stores, including handling of spot announcements and programs, and television advertising media. Stores in 30 States already are subscribing.

COW PONIES

But lots of Automobiles are Sold
Here, too!

3330 New Cars
Sold in El Paso in 1937

Yes, they still ride bums in the round of El Passo's Floyd Flourish, the oasis at the center of the important industrial, semiojural, agricultural and four-way market (the nation's 104th) buy few cars, jewelry, tobacco, liquor, hardware, and all other nationally advertised merchandise in such liberal amounts that you'll naturally want to get your share. You can, too, effectively by using El Paso's only radio station-KTSM.

NBC Blue & Red Networks

FINCH TELECOMMUNICATIONS LABORATORIES, Inc.
37 West 57th Street, New York City

Page 56 • March 15, 1938
RAY LINTON has resigned as Chicago representative for WMCA, New York. According to Bertram Lebhar, sales manager of the station, the resignation is to take effect six months from March 1, and no successor will be announced immediately.

ALLAN W. KERR, formerly account executive with Free & Peters, New York, on March 1 joined Transamerican, New York, in a similar capacity.

RICHARD W. GARNER has joined the Chicago sales staff of Joseph Hershey McGilvra after a year-and-a-half with the Radio Research Department of H. W. Kastor & Sons, Chicago. Prior to that Mr. Garner was associated with Procter & Gamble Co., Cincinnati, in the sales and advertising departments.

KARM, Fresno, and KROY, Sacramento, and WTOP, Toledo, have also been added by Joseph Hershey McGilvra.

KROY, Sacramento, Col., has appointed Walter Holdick Co., Los Angeles, its Pacific Coast representative.


ADVERTISING ASSOCIATES, Atlanta, Ga., has been named by KPRO, Longview, Texas, to represent that station in Atlanta and the Southeastern states.

Mexican Rep Firm
FIRST radio representative firm in Chicago representing Mexican broadcast stations opened March 15 by William Pugh, formerly with Ray Lilenthal & Co., Chicago. Called Mexican Radio Sales Co., the new firm will represent large border and interior radio stations in Mexico. Offices are located at 360 N. Michigan Ave. and the telephone number, Dearborn 0551. Before entering the radio field, Mr. Pugh was in the business office of United Artists Studios, Hollywood.

FOLLOWING its broadcast of March 3, March of Time, sponsored by Time Inc., New York (Time and Life magazines), now on NBC-Blue network, began its eighth year on the air. Agency is BBDO, N.Y.

**ANNOUNCEMENT**

Effective February 1, 1938

THE BRANHAM CO.

assumed the National Representation of

NBC-affiliated 1000-watt

RADIO STATION

WWNC

Asheville, North Carolina

**OK LAHOMA - OK FOR SALES!**

**CONSUMER INCOME UP 7%**

Brookeville estimates for Oklahoma, first six months of 1938, compared to the same period last year. Estimates for the U.S. same period: Minus 11%.

**RETAIL SALES UP 9%**

University of Oklahoma bureau of business research reports January sales of Oklahoma department, clothing and furniture stores 9% greater than in January, last year.

**WHY BUSINESS UP, TOO!**

Reflecting good business in Oklahoma, WYK's time sales this year are running well ahead of last. Advertisers know it's a good business to hear on selling WHEN and WHERE business is good.

**WHYK**

OKLAHOMA CITY

Owned and operated by the Oklahoma Publishing Company

Representative: The Katz Agency

March 15, 1938 • Page 57

**BROADCASTING • Broadcast Advertising**
WCCO Names Burkland
CARL J. BURKLAND, former assistant sales manager of WCCO, Minneapolis, has been appointed sales manager. He has been on the staff of WCCO since 1929 when he started as an announcer. Later Mr. Burkland was appointed to the sales staff, becoming assistant sales manager in 1935. He is a native of Minnesota, and a graduate of the University of Minnesota. He is secretary of the Minneapolis Association of Sales Managers and chairman of the speakers committee of Minneapolis Association of Manufacturers Representatives. He succeeds K. W. Husted, who has joined WLW, Cincinnati.

WFAA-WRAP, Dallas-Ft. Worth, have started a series of broadcasts from the State Penitentiary, Huntsville, Tex., in line with a civic service campaign of human interest interviews with prisoners and penal officials to lessen crime. WBYX, Waterbury, Conn., has started a Monday evening series of interviews with prominent local and national personalities called The Road Ahead. The series is directed by Paul Cornell of the nearby Romford school.

RADIO Division of the Federal Theatre Project, New York, will soon start a series of 13 plays titled Command Performance on a national network to be named within a fortnight. Dramatic critics and renderers of trade papers are asked to send in lists of their favorite plays for consideration. The series will be similar to the PTI Professional Parade on NBC and CBS.

WLW, Cincinnati. as an announcer.

Minnesota, and a WCCO station manager.

of the University of Minneapolis.

of the most potent coverage media.

radio editor. The series daily under the direction of Harold W. Kent, director of Chicago's educational radio council. On March 4, WBEM began a series of afternoon programs directed by its publicity head, Hal Burnett, and its reporter, Ken Ellington. Using the WBEM mobile unit, Mr. Ellington surveys local industries and businesses where he interviews executives and department heads.

Weekly bulletins sent to principals and teachers by the board of education indicate the growing importance of radio in the classrooms. Pupils are prepared for the broadcasts by learning the background of the subject and radio programs are followed by discussion reports, exhibits, pictures and movies.

CBS on March 5 broadcast the first series of afternoon programs entitled Why Go to College? Educational leaders come to the microphone to discuss the various types of colleges and universities.

WAU, Chicago, in cooperation with the radio council of the local board of education has started a series of dramatized fairy tales for school children.

KYW, Philadelphia, originates five new educational programs entitled They are Music for Moderns, Tuesdays; Sigisms & Dances, Mondays; Music of the Mountains, Wednesdays; KYW Top Hatters, Saturdays; Cammas Caspers, Saturdays.

The three high schools of Ft. Wayne, Ind., will each produce a radio program for presentation on WGL, that city, during 1938. According to WGL the experiment brings out considerable unknown talent as well as giving the youngsters an insight into radio.

ROUND-TABLE discussions of world affairs are heard in a new weekly series on Mutual which started March 12. Entitled Democracy in Transition, the Sunday broadcasts are under the direction of Prof. H. Gordon Hayes of the department of economics of Ohio State University, and originate at WTRC, Columbus, via WOSU, the University's station.

The Canadian Association of Broadcasters meeting in Toronto March 1 in the Metropolitan Bldg. Toronto. DESIGNED to show the unique public and political problems of Washington, D. C., a new series titled Forward Washington has started on WRC, that city. District officials and Congressional representatives discuss local civic problems.

WCOA, Pensacola, Fla., has started two daily broadcasts called The Bargain Retail Rescue to accommodate local merchants in announcing specials and sales. The morning and afternoon programs feature items specially priced or give news about coming sales.

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Second in U. S. — only Iowa has less unemployment than Vermont. This WNBX market enjoys Steady Income.

BROADCASTING • Broadcast Advertising

March 15, 1938 • Page 59
New Marker Is Patented
For Antenna Guy Wires

A PATENT for a new type of marker for guy wires used on broadcast antennas to replace the ordinary “flag-marker” was applied for March 9 in behalf of Louis Buchwalter, technical director of KOIN-KALE, Portland, its inventor. C. W. Myers, president of the station and former NAB president, filed the application while in Washington and revealed that the International Derrick & Equipment Co., proposes to use the new marker on all future installations. He declared also that the Airways Division of the Department of Commerce approved the device and commended it.

The marker, painted in international orange, is made of heavy sheet metal and is cone-shaped. The guy wire passes through the center of the marker which is streamlined and has a high visibility from all directions and a low wind resistance. The first installation will be on the new KOIN vertical radiator.

WJBY
GADSDEN, ALA.

... intensified coverage of Alabama's SECOND industrial area . . .

COMPLETE Merchandising Service

BLILEY CRYSTALS

are manufactured for all frequencies from 20 Kc. to 30 Mc. Bliley Broadcast Frequency Crystals are approved by the F. C. C. Precision manufacturing and correctly designed holders assure full dependability.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING
ERIE, PA.

PRAISE FOR RADIO IN FLOOD

Heroic Amateur Remains in Parked Car 64 Hours to Keep Valley's Only Contact Operating

Los Angeles county officials and Red Cross leaders are very laudatory of the service performed by Southern California's amateur shortwave radio operators during the recent storm and flood. For many hours these amateur operators provided the only means of communication Los Angeles and neighboring cities had with the outside, relaying appeal for medical aid and supplies, police bulletins regarding missing persons, weather reports, conditions of dams in the foothills and a multitude of other important messages for which there was no other means of transmission.

Howard Leroy Johnson of 1218 North Cummings Street, Los Angeles, kept a vigil of 64 sleepless hours operating his mobile short-wave station, 6PAX, from his car parked on a hillside at the summit of Cahuenga Pass, Hollywood. From early Wednesday morning, March 2, until Friday night, March 4, Johnson and other operators cooperating with him provided the only contact between the flood-stricken San Fernando Valley and the outside world.

Operating as an emergency Red Cross unit, Johnson went without sleep for three days and two nights shut up in his small sedan, broadcasting hundreds of vital messages for police and relief agencies. Families in the neighborhood provided him with hot coffee and food. Working with Johnson were shortwave stations 6CPY and 6NWM in Van Nuys, Cal., 6LRO and OZV, at the Metropolitan airport, 6EYF, North Hollywood, and 60PM, 60JL and 6CHY, Van Nuys.

One of the shortwave broadcasts from flooded areas in Long Beach, Calif., March 2, by KFOX announcers Norman Masterson and Frank Goss, and technician Lawrence Weston, was from the lowlands east of the city where roads and fields were covered with water to the depth of eight feet. Only open ground was the highway where the portable transmitter was located for broadcasting. Literally scores of half-drowned field mice and gophers were frantically swimming for safety, or scuttling, soaked to the skin, across the road.

Masterson and Goss rescued two of the mice, warmed them inside the KFOX truck, and brought the tiny refugees back to the station. They have been adopted by the KFOX staff as mascots of the flood.

Frank Goss, special events director of KFOX, Long Beach, Calif., had a new pair of shoes as a result of the flood. When he went out on shortwave broadcasting to the flooded areas, March 2, he had no time to change clothes. Ten hours of wading through ankle deep mud and water completely ruined those he was wearing and convinced Hal Nichols, station owner, that Goss was entitled to a complete new outfit. Technicians Lawrence Weston, Announcers Foster Rucker, Norman Masterson and Lou Huston received new shoes. The ones they were wearing during the shortwave broadcasts, were water soaked and ruined.

Arden to Switch

ELIZABETH ARDEN, New York (cosmetics), on March 8, auditioned a new Hollywood quarter-hour musical program as a possible successor to the present Hour of Romance with Eddie Duchin's orchestra, which is scheduled to end on Mutual in September. The new show will probably start the following week at the same time on Mutual. If accepted, will be a live show originating from Hollywood. George Fischer's Hollywood gossip has also been suggested to Miss Arden as a successor to the present Duchin program.

Dr. Otho Fulton, Pioneer In Facsimile Tests, Dies

Dr. OTHO FULTON, pioneer experimenter with the transmission of pictures by wire and radio, died of a heart attack at his New York home on Feb. 28, President of Fultograph, a New York company which he founded to manufacture and distribute the Fultograph facsimile equipment he had invented. Dr. Fulton was 70 years old at the time of his death. According to John T. Parkinson, general manager of the company, Dr. Fulton had been interested in facsimile for more than 25 years and early as 1912 had transmitted a photograph of King George V by wireless, believed to be the first transoceanic transmission of facsimile broadcasting.

The Fultograph transmitter operates by means of a photo-electric cell which scans a negative of the material to be transmitted, converting the various shadings into electrical impulses which are broadcast. The receiver consists of a drum, revolved by an electric motor, with a sheet of chemically treated paper over the drum. A needle pressing the paper at the same point that the light beam passes through the negative at the sending end draws out the coloring in the paper and reconstructs the picture. Heart of the apparatus is an "electro-magnetic clutch" which synchronizes the transmitting and sending apparatus at all times, regardless of the distance the material is being sent. A number of broadcasting stations are reported to be interested in bringing out the Fultograph system of facsimile broadcasting and arrangements are under way with Press-Wireless for a facsimile channel linking New York with South Africa, beginning in June.

Mr. Parkinson said that operations of the company will not be interrupted by Dr. Fulton's death. His experimental work will be continued under the direction of Dr. Alfred N. Goldsmith, radio pioneer and former vice-president of RCA, who is a stockholder in the company and a former associate of Dr. Fulton in facsimile research. Among the inventions which will be developed commercially is a device for the recording of sound and pictures together on a phonograph disc, from which by means of a double pickup the sound and picture can be simultaneously reproduced in the home.

When Chief John Oseola of the Seminole Indians recently executed a member of the tribe in accordance with tribal law, WIOD, Miami, Fla., broadcast a meeting of the Seminole council over the reservation in the Everglades.

WEB 1
Tells Your Story In
AMERICA'S SECOND PORT DULUTH & SUPERIOR
and in the
IRON RANGE ITS WMFG HIBBING W H L B VIRGINIA

May 6
IS THE DATE ON WHICH KGKO WILL GO ON THE AIR - COVERING FORT WORTH and DALLAS WEST and NORTH TEXAS
By ERNEST L. SPENCER

KVOE, Santa Ana, Cal., is digging itself out the mud after having performed invaluable services during the destructive flood which took 20 lives and damaged millions of dollars worth of property in Orange county, the territory the station serves.

Situated just below the west levee of the ordinarily dry Santa Ana river, the new KVOE plant was in the direct path of the swollen river, which spilled into Supply drainage in the city. The station's 300-watt transmitter was under by the water.

As early as 9 p.m., March 3, KVOE began to warn residents on the west side of the river to take older people to homes of friends or relatives on the higher east side. As the water receded, the station warned of peril to residents in low-lying districts.

Sent from the KVOE tower, Ernest L. Spencer, owner and manager of KVOE, Santa Ana, Cal., tried to warn the station but couldn't quite make it because of the current. He got there later by boat.

Surrounded by Water

When the flood waters began swirling about KVOE, I was in the station along with Clarence Paller, technician; A. G. Dimond, salesmen, and Sam Lipsett, announcer for KFSSD in San Diego. Lipsett could not get back to San Diego because bridges and roads were out, and was visiting the station with his friend, George Cunningham, of San Diego. With Stanley Sandstrom, operator at KVOE, Cunningham left the building to take an automobile home. They were gone but 20 minutes, but when they returned they could not get into the building because the flood waters had risen so rapidly.

The flood struck the station at 3:45 a.m., March 3. KVOE had received word the river had broken out at Atwood, and had been warning people to get out of the danger areas. The station broadcast flood warnings from the flood control department's office, and also aided in mobilization of the American Legion for emergency duty.

At 4 a.m. two feet of water lapped at the walls inside the KVOE building, and rose to within six inches of the transmitter itself. KVOE continued to broadcast until 4:16 a.m. when water shorted the tower. Five feet of water surrounded the tower.

When the station went off the air, the men who stood by their posts to save life and property, were broadcasting the actual roar of the flood.

The next morning the men were taken from the station in rescue boats. They worked all Thursday night after the water had receded, and KVOE was back on the air at 4:30 a.m. Saturday. The station operated all Saturday night, mainly to reassure people that rumors of broken dams were unfounded.

Mickey Mouse Renewed

PEPSODENT Co., Chicago has signed for a 13-week renewal of its contract with Walt Disney Mickey Mouse show effective March 20 and has also signed for an additional 13 weeks to start the latter part of September. The program will be off during the summer months.

Illinois Bell Spots

ILLINOIS Bell Telephone Co., Chicago, to promote the “Red-book”, will use daily one-minute live announcements for 13 weeks, starting April 3 on 10 Chicago stations. H. C. Herrick, radio director of N. W. Ayer & Son, Chicago, handled the placement.

AT HEIGHT—Of the flood, Ernest L. Spencer, owner and manager of KVOE, Santa Ana, Cal., tried to warn the station but couldn't quite make it because of the current. He got there later by boat.

Radio Committee Named

A SUBCOMMITTEE to consider the Chavez-McAldoo Bill for erection of an International Broadcasting Station in San Diego, Calif., to use the five Pan-American frequencies and thereby promote Pan-Americanism, was named March 11 by Senator Wheeler (D. Mont.) Chairman of the Interstate Commerce Committee. Members are Senators Bone of Washington, chairman and Hill of Alabama, Democrats, and Austin of Vermont, Republican.

Kaufman Heads KYSM

BOB KAUFMAN, formerly with WWBM, Chicago; KMA, Shenandoah, and WLS, Chicago, has been appointed manager of KYSM, newly authorized station at Mankato, Minn. The station, to begin operations in several weeks is assigned to the 1500 kc. band with 100 watts night and 250 watts day.

Baseball Announcers

COSPONSORS of professional baseball games will hold the second annual baseball convention at Edgewater Beach Hotel, Chicago, April 10-12, to instruct announcers in handling of games this season. Attendance is expected to surpass that of last year, when 62 announcers were present. Executives of General Mills, Knox-Reeves Adv. Agency, Soony-Vacuum Oil Co. and J. Stirling Getchell Inc. will direct the schools, along with prominent baseball executives.

Fairchild Recorders have Center Drive turntable and synchronous motor that guarantees constant speed at 33 1/3 r.p.m.

Fairchild Aerial Camera Corporation


Churned Gold...

from the farms of NEBRIOWA*

Butter contributes approximately 50 million dollars annually to the income of Nebruiowa. This money goes to farmers for milk, to truckers, railroads for transportation; to several thousand employees of Nebruiowa creameries, for labor.

“WOW Dominates NEBRIOWA”

Recent surveys to determine listening habits in Nebruiowa indicate a strong preference for WOW—a preference that means dollars and cents in results for advertisers. Ask us about NEBRIOWA (pronounced Nebri-ow-ah), the fertile market composed of eastern Nebruiowa, western IOWA, and parts of Minnesota, Kansas, South Dakota and Minnesota. Its business capital is Omaha. Its radio capital is . . .

WOW

590 KC OMAHA, NEB. 5,000 Watts

John Gillin, Jr., Mgr.

John Blair Co., Representatives

Owned and Operated by the Woodmen of the World Life Insurance Society.

Broadcasting • Broadcast Advertising

March 15, 1938 • Page 61

KFPY—Spokane

KGIS—Butte

KPA—Helena

KRC—Seattle

KXLL—Portland

Five favorite stations available with a single contract.
Flood Damage Mitigated by Radio's Aid

All Facilities Are Used for Relief Of Victims

(Continued from Page 15) Norman Masterson and Lou Hustin broadcast information from various sections of the community engendered and supplied almost continuous service to the people of Long Beach and adjoining towns. Special bulletins were carefully watched, places of refuge checked, storm bulletins issued, and in general all information of a useful character was supplied to the public by the painstaking crew of KFOX which worked throughout the day and night until all threat of danger was over.

The crew of KFOX broadcast by remote control the collapse of a footbridge from which eight persons plunged to death in a flood control outlet. Eye-witnesses told their story. KFOX was the first to inform the San Pedro Times and other newspapers of the tragedy, which had been witnessed by Don Adlerman, account executive.

KFWB Installs Remote in High School

A note of humor entered when a Long Beach spaghetti cafe owner had his bus boys chase the shortwave broadcasting crew all over town trying to catch up with them to give them coffee and food. Warner Bros. KFWB, Hollywood, headed by Harry Maislish, general manager, and J. C. O'Connor, special events director, responded to the emergency by making up an auxiliary crew with a mobile shortwave unit. Its mobile crew consisted of Harry Myers, Max Keel, John Strock and Cal Applegate, technicians; Allen Bode and Ronald Rea, in charge of the lewellite, and two being film stars who volunteered service; and Bill Ray and B.C. Schwartz.

Despite intermittent power failures which kept the station off the air, its crew and facilities operated tirelessly through the day and entire night of March 2-3 gathering and disseminating helpful information.

In addition to its shortwave unit, KFWB set up remote equipment in the North Hollywood High School, the main post office refuge in Hollywood, and alternated service between that point and the office of the Los Angeles Mayor Frank L. Shaw, chairman of the Major Disaster Emergency Council.

Statement of commendation was subsequently issued to this station which stated in part that “The Major Disaster Emergency Council wishes to congratulate the management and personnel of Warner Bros. KFWB for the efficient broadcasting station of the Council during the storm. At the time when hysteria and rumor flooded the air, KFWB was heard in its pipsqueak of releasing only authorized, authenticated information concerning conditions.”

The Mutual-Don Lee outlet, KDJ, Los Angeles, through Willet H. Brown, assistant general manager, and Van Newkirk, director of special events, offered shortwave through three points. Its mobile unit, WABD, under direction of Frank Kennedy, chief engineer, put out periodic information for the Los Angeles County Sheriff's office on a two-way hookup with WYM, Army station at March Field, Riverside County, and KFOX which worked in conjunction with the Los Angeles and the Riverside and San Bernardino areas.

An emergency remote was also placed in the shelter's office and relief bulletins were flashed from there over KJH to the stricken areas. Other shortwave links were to Santa Barbara and San Diego. Close cooperation was also effected between KJH and the California Forestry Medical Corps and the Los Angeles Bureau of Power & Water. The station was also the central means of communication for Santa Monica, the mayor of that city directing activity via KJH. The Army Auxiliary Network closely cooperated with the Disaster network in making contacts with San Diego and Santa Barbara.

KEHE, Santa Ana, Calif., affiliate of the Mutual-Don Lee network, went off the air March 2, at 3 p.m., remaining silent until noon March 3. Flood waters submerged its transmitter and put it out of commission. All communications was cut off from the community during this period.

Many Lives Saved By KEHE As Bridges Fall

KEHE, Los Angeles, virtually turned its facilities over to the relief authorities. Manager Jack Gross was marooned in San Fran- cisco. In charge of the assistant, Howard Gambrell, was in charge and on duty for three days and nights. The station developed a form for the exchange of personal information and its missing persons' bureau made countless connec- tions between individuals and families. During the critical hours of the flood, remote control broadcasts were made.

During one broadcast, the Lan- kershram Bridge over the Los Angeles River at Universi- ty City was ripped out by the surging waters, and KEHE flashed a warning. At another point several houses were swept away from an island formed by the river where there had been mainland before.

Rescue work was described and warnings issued to others to stay away because of exposed power lines. Persons on the newly-formed island were instructed via KEHE to remain calm until rescued. The KEHE transmitter was accessible only by boat, but its tired crew headed by Leon Fry, remained on duty throughout the day and night.

The station's mobile crew of six, consisting of Bob Le Mond, director of special events, Al Posca, program director, Technicians Art Brearer, Julius Rickberg and Oliver Mitchell, accompanied a sheriff's posse to San Antonio Cayon, Calif., 90 miles from Los Angeles, where approximately 600 persons were conserved. The crew, scheduled to do rescue work, and broadcast about conditions there.

Fred Ragsdale, KEHE chief engi- neer, was on the job constantly for three days, not leaving the sta- tion, and with practically no sleep, directing his technical staff at various points of operation. The transmitter crew consisting of William Miller, supervisor, and his assistant, Jim Wright and Art Brear- ley, while marooned at the transmitter building for 24 hours without food or sleep, kept the station on the air, at times through use of its own generated auxiliary power.

Norman Masterson, Los Angeles, dispatched its sound truck about the danger zones of Los Angeles County making transcriptions which were im- mediate broadcast to the stations for broadcast. The station re- mained on the air all night March 2-3 giving emergency warnings and information, cooperating with various official agencies.

Mobile Trucks Record The Havoc for Broadcasts

When all communication with the city of Van Nuys was cut off, the Red Cross appealed to KGFJ, Los Angeles, for cooperation. The station sent its mobile shortwave transmitter KAGD toward Van Nuys, but the truck and trailer became water-logged and stalled. It required several hours before it could complete its mission. Crew consisted of Harry Parker, chief engineer, assisted by Luciano A- torge, Howard Coleman, and Ludwig Noeske, technicians. Complete bulletin service of flood conditions were broadcast throughout the period of emergency by KGFJ.

KGER, Long Beach, Calif., kept abreast of rapid emergency develop- ments over a wide area through remote control lines, mobile recording equipment and constant telephone contact with law-enforce- ment and relief organizations. Au- thenticated flood bulletins were broadcast at ten-minute intervals, regardless of scheduled commercial programs. This was in addition to hourly news summaries.

It was reported that KGER and KIEV were the only two stations in the flood areas which delivered uninterupted service. KGER's transmitter is located adjacent to the Los Angeles River and flood control dyke, the tower being less than 300 feet from the center of the river. The waters rose to a height of 24 feet.

LINES — Were down, but radio carried on. KEHE, Los Angeles, set up a temporary control room in a gasoline service station at Universal City for remotes.

Organized Amateurs Clear Messages By the Thousand Through Flood Area

RADIO AMATEURS were quick to respond when floods in the Los Angeles area broke power lines and forced many broadcasting stations off the air temporarily. Of the 8,000 amateurs in the area, 200 were stationed duty so fa- cilities might be conserved and inter- ference reduced.

Don Draper, Los Angeles police detective and section manager of the American Radio Relay League, in charge of the traffic handling of all press associa- tion news dispatches from San Diego. From San Diego to Bernardino, Fillmore and other nearby towns for more than 24 hours.

A national system of amateurs was rapidly organized and Edward C. Stockman of Denver served as a clearing unit. His station, W9ESA, was the first to establish contact with an amateur in Los Angeles and was used as a clearing house for messages from the East. The communications chief for the national amateur network was F. E. Handy of the Hartford office of ARRL. Through his ef- forts thousands of amateurs throughout the United States tried to contact Los Angeles amateurs, teletypewriter headquarters.

In Washington the FCC issued a special notice which offered co- operation to all stations in the flood area. KIEV, Glendale, Cal. and KMPC, Beverly Hills, Cal. daytime stations, applied for and received special permission to broadcast at night until the flood receded.

SHORTWAVE — Saved the day when it went down. From Ven- ice, Cal., at the flood crest KFI's portable transmitter sent flood news to KFJ shortwave. Left to right are Joy Blyth, NBC an- nouncer; George Curran and Sey- mour Johnson, KFI engineers.
that would have completely submerged the transmitter building and had the bank or dyke broken away.

KGER engineers, under the direction of Jay Tofte, with a pipeline from the building to the river bank, and Frank Ottoboni, announcer, broadcast particulars on the rise and fall of water, gave descriptions of the flow of debris, and warned listeners in the wake of danger. After the storm and flood began to subside, Clete Roberts, KGER news editor, spent three hours in an airplane surveying conditions and property damage, and gave a half-hour broadcast depicting highlights of the flight and alleviating fear.

The California Highway Patrol called upon and used the facilities of KFI-KKEA to broadcast messages to the highway motor patrol. Chief E. Raymond Cato of the California Highway Patrol sent air messages to all highway officers in various neighboring communities ordering them to report at once should any amateurs the condition of roads.

Harrison Hollway, general manager, and H. L. Blatterman, chief engineer of the broadcasting network Inc., devised a system whereby the vital information on scheduling and routing of food caravans could be relayed back to Los Angeles and headquarters. All amateurs in nearby towns were requested to contact highway patrolmen.

Radio Kept on Serving After the Flood Crest

KMPF, Beverly Hills, Calif., provided practically continuous bulletins throughout the period of the emergency, delivered by Matt Murray, the only exception being when the station was off the air through power failure.

KFAC, KFVD and KKRD, all of Los Angeles, and KIEV, Glendale, and all other transmitters in the area flooded did outstanding service in the area.

All of those mentioned, together with other radio stations throughout California, faced power failures, torn roads, washouts that disrupted telephone service and paralyzed radio, motor, and air transportation, but kept on the job during the entire emergency.

Not the least of the dangers was the uncertainties of travel. The precarious conditions of roads undermined by water not visible to users, accumulated debris washed out onto flooded roads, and high water choked by stalled cars, together with torrential runoffs of water in every section of the county of Los Angeles, created formidable hazards to all at points.

Broadcasters provided clearcut warnings of these dangers, despite the breakdown of public utilities in some directions.

To short-wave transmitters and their intrepid amateur licensees is due tremendous credit for making the service blanket the entire district. Many broadcasters found the service of announcing invaluable in supplying eyewitness reports and countless bulletins from inaccessible districts were received from this source.

Arranging — A flood broadcast were (to r standing) Marvin Young, NBC production manager in Hollywood; A. H. Saxton, engineer in charge of western division; Matt Barr, press; Harrison Hollway, manager NBC affiliated stations KFI-KKEA; Walker Bunker, assistant production manager. Seated are Joe Parker, announcer; Clinton (Buddy) Twiss, special events announcer; John Swallow, program manager NBC western division, and Jimmy Vandiever of KFI-KKEA special events.

Ohio State Plans Annual Gathering

Success of Engineering Meet Encourages University

So SUCCESSFUL was the first Broadcast Engineering Conference held Feb. 7-15 at Ohio State University, Columbus, that plans are under way to make it an annual meeting at Columbus, according to W. E. Everett, director of electrical engineering at Ohio State. The conference, from 26 states and 3 Canadian provinces included 14 university professors, station engineers, industry and governmental representatives.

Sponsored by the department of electrical engineering of Ohio State University, the conference was designed as a discussion of important technical problems experienced by radio engineers of the U. S. and Canada. Harold H. Beverage, chief engineer of RFA Columbus, Ohio, spoke on "Ultra-High Frequency Propagation." George H. Brown, consulting radio engineer, spoke on "Broadcast Antenna Design." John F. Byrne, engineer of the Collins Radio Co., Cedar Rapids, Iowa, discussed field strength surveys.

Topics Discussed

John H. Dellingr, chief of the radio section of the National Bureau of Standards discussed propagation of broadcast frequencies at night and William H. Doberthy, radio development department of the Bell Telephone Laboratories, spoke on high power radio frequency amplifiers. George M. Nixon, development engineer of NBC discussed studio acoustics.

Dr. Everett talked on "Coupling Networks," and Herbert M. Huckle, chief communications engineer of United Airlines Corp., spoke on snow static effects on aircraft.


Attending the conference were:

Ernest L. Adams, WHIO, Dayton, Ohio; Allen F. Alkire, WJZ, New York; W. E. H. A. Athens, Georgia; W. L. F. Groton, Mass.; W. F. Bedell, WAGA, Atlanta; J. E. Braden, WJZ, New York; C. E. Kinkade, WHAG, Columbus, Ohio; H. W. Culpepper, WLS, Chicago; H. E. Branch, WLCI, Cincinnati; Charles Brattain, WIBB, Milwaukee; W. S. Berger, WHCR, Washington, D. C.; G. H. Brown, RCA, New York; Ormond Bullis, WJFK, Rochester; John F. Byrne, Collins Radio Co., Cedar Rapids, Iowa; E. M. Brame, Ohio State U.; John S. Campbell, WBM, Nashville; W. R. H. White, KRAH, St. Louis; J. L. Collins, WFAA, Dallas, Texas; R. E. Cook, WGBI, Bennington, Vt.; J. D. Hull, WMT, Columbus, Ohio; Howard Doherty, Bell Laboratories, New York; S. R. Gellerup, WHP, Harrisburg; S. E. Drees, Ohio State U.


William S. Lengeman, WLS-WSAI, Minneapolis; C. F. Loydrot, WLW-WSAI, Cincinnati; G. S. McNulty, WJRT, Ohio; J. M. Wamsley, WOPL, Kent; H. McMahon, CJA, Edmonton, Alberta; F. F. McNeely, WMBX, San Juan; C. D. Moore, NBC, Chicago; John F. Moore, WJY, New York; M. R. Mitchell, WJF, Detroit; George Pfeiffer, WOR, New York; Elwin J. O'Brien, U. of North Dakota, Grand Forks; F. B. Olsen, Westen Electrical Instrument Corp., Cleveland, Ohio; A. C. Omborg, WMB, Newark, Ohio; R. Morris Freeman, WPNJ, Cleveland; L. W. Johnson, WBU, Dallas, Texas; B. J. Johnson, WSGA, Chicago; W. E. Lamb, ABC, New York; R. J. Rockwell, WLS-WSAI, Cinncinati;


Gen. Harbor Sailors

The importance of Hollywood in the radio annunciation field is again evidenced and will continue to increase as time goes on. Gen. James Guthrie, chairman of the board of RFA, stated when in that city March 3, on the start of his world tour. Gen. Guthrie will sail from the RCA Hollywood plant and also the site of the new NBC studios in that city and will also sail with John E. Gilman, NBC western division vice-president. Accompanied by E. C. Kresge, NBC vice-president, and E. J. Guerin, manager of New York, he sailed from Los Angeles on board the Monterey for Honolulu. He will visit Japan, Java, the Philippines and China. They will also attend the World Radio Conference in Sydney, Australia, to be held under British auspices. They will proceed across Asia to Russia and visit the principal European countries, returning thence to New York.

HAL E. ROACH Studios Inc., Culver City, Calif., motion picture concern, announced that a radio show built around the Our Gang kids, through Walt Disney Agency, Beverly Hills, Calif. Show will be produced by Hal Roach.
NEWELL–LYNCH \n
Page 46 • March 15, 1938

Syracuse Stations Help College in Installation Of Workshop on Campus

SYRACUSE University in cooperation with WSYR and WFBM, Syracuse, announces the completion of Radio Workshop, a new installation on the campus at a cost of $5,000 shared jointly by the school and the stations. Programs originating in the Workshop are sent through leased wires to either local station for broadcast.

The larger of the two new studios is designed for dramatic and choral productions; the smaller will be used for round-table discussions and newscasts. In addition to a control room using Western Electric equipment, the new Workshop has a large reservation room for classes and spectators.

The University began its broadcasting activities in 1930 under an exclusive agreement with WSYR and during the past seven years has aired 2,130 programs in which 4,000 students have participated. The Workshop committee consists of Prof. Kenneth G. Bartlett of the school of public speech as program director; Dr. D. Walter Morton, director of the extension school; Dr. M. Lyle Spencer, dean of student affairs; Dr. L. H. Leach, dean of liberal arts; George B. Thurston, university business supervisor; Dr. Harold Butler, dean of fine arts.

Robert G. Soule, vice-president of WSYR, said of the new Workshop, “Syracuse University has added two new studios and arrangements for the use of two stations has an opportunity to try this new form of broadcasting. Instead of writing of scripts and production of programs, it will furnish an excellent test of educational programs for listener reactions.” Col. Harry C. Wilder, president of WSYR, added, “The Workshop extends the usefulness of the activity and work and provides many more students with the experience of working in all branches of broadcasting. The commercial stations welcome this training and believe it will furnish trained personnel in this rapidly growing industry.”

General Mills Starts

GENERAL MILLS, Minneapolis, will sponsor an annual beauty contest in behalf of Gold Medal Flour, on WGN, Chicago, and WCAE, Pittsburgh, starting March 21, using the 9:30-9:45 a.m. (CT) period. According to Park G. Parker, vice-president of Blackett-Sample-Hum- mert, Chicago agency in charge of the series, the program will be extended gradually to other Mutual stations.

WCKY Applies for 50 kw.

WCKY, Cincinnati, on March 12 filed with the FCC an application seeking an increase in its power from 4,000 to 6,000 watts on its 1500 kw. channel. William A. Porter, WCKY attorney, filed the application for the L. B. Wilson station.

Chefsfield Sports

LIGGETT & MYERS Tobacco Co., New York (Crocker and Company), on April 18 will start a sports review on a large NBC network. The program will be broadcast each week through the NBC network, starting at 6:30-6:45 p.m. m. Agency is Newell-Emmett Co., New York.

Transmitter Lost In Blaze at WHBF

New Equipment Is Set Up at Rock Island Golf Course

FIRE that suddenly broke out during a basketball broadcast March 9 destroyed the transmitter house of WHBF, located on the roof of the Harms Hotel, Rock Island. Faulty wiring is believed to have caused the blaze, which broke out suddenly in a room directly beneath the transmitter.

The transmitter, and all records were destroyed. E. C. Page, Washington consulting engineer, who was in Rock Island making intensive inspections, noted trouble with WHBF’s application for a power increase and new transmitter, and he is expected to be in the city at the time this report is published. He is expected to be in the city at the time this report is published. He is expected to be in the city at the time this report is published.

Wagen and transmitter engineer, first noticed trouble with the current at 9:20 p.m. He checked the transmitter and saw smoke coming through the floor from the hotel attic. As the transmitter went off the air, he grabbed a phone and called the fire station. The fire truck was at the hotel attic. As the transmitter went off the air, he grabbed a phone and called the fire station. The fire truck was at the hotel attic. As the transmitter went off the air, he grabbed a phone and called the fire station.

The fire was quickly extinguished, and the damage was limited to the transmitter equipment. The transmitter, which cost $15,000, was destroyed.

The transmitter was rushed from Cedar Rapids and installed at the old WHBF transmitter house.

Appellate Court Turns Searching Eye To FCC Procedure in Deciding Cases

THE EXTENT to which the newly-constituted U. S. Court of Appeals in the District of Columbia is finding interesting in broadcast matters was again demonstrated when the members of the bench fired a barrage of questions at attorneys in arguing pending applications.

Having upset the FCC in one case only a few weeks ago and having sharpened criticized FCC procedures in deciding several other cases, the Court appears to be heading toward writing of new radio legislation. The three five-justice panel has served less than a year while Chief Justice D. Lawrence Groner has served since 1931 and Associate Justice Harold M. Stevens has served since 1935. The fifth member, Congressman Fred M. Vinson, has not yet taken office and is still serving in Congress.

In the argument of the case of WOAI, San Antonio, from a Commission decision ordering the local station to operate on 1200 kw. at Greenville, Texas, the court indicated strongly by its questions that the majority of its members found the interpretation of the radio title of the Communications Act is in question.

Question of Procedure

WOAI through its counsel, Louis G. Caldwell, represented by attorneys Beslor and Percy H. Russell Jr., had appealed on the ground of interference that would be caused if the station continued to broadcast. This issue appeared to fade into insignificance when contrasted to questions raised by the majority of the Court regarding the requirements of the Communications Commission and its alleged failure to conform to the requirements of the Communications Act.

Miss Penney Neyman, principal attorney, argued for the Commission, and held that FCC procedure was fully justified and proper.

Counsel for WOAI contended the station was a radio station and was not a television station and that granting the Greenville station was void because it was rendered so unnecessary.

Attorneys for WOAI contended also that the Commission acted erroneously in failing to pass on the motions of Appalachian Commission to which the case was transferred prior to the date by which an appeal had been taken. Thirdly, the claim was made that the Commission had acted unlawfully in considering confidential reports from an examiner, the law enforcement department, the engineering department in arriving at its decision and in failing to submit these papers to the Court as part of the record required on appeal. This procedure, it was held, has been followed by the Commission practically from its creation.

Justices Groner and Miller took up the question of the Court’s refusal to accept an amicus curiae brief by the National Association of City and Village Insurer Clipping

SERVICE LIFE INSURANCE CO., Chicago, has been gradually receiving radio time only 9 stations are now broadcast. Quarter-hour programs five times weekly are being broadcast by the stations with the Station System. List of Stations with quarter- hour week shows on WLS, Chicago. Other stations are: KXEB, Minneapolis, KXBY, Who WNEW and KRLD, Presba, Fellers & Presba, Chicago, and Frankel Rose Co., Chicago, handle the promotions.

PUBLIC Service Committee in the New York Assembly on March 9 will recommend the reorganization of broadcasting stations by the Public Service Commission.

BROADCASTING • Broadcast Advertising
Late Personal and News Notes

J. Dudley Saumenig, formerly station manager of WSC, Charleston, S. C., has been named operations manager of WIS, Columbia, S. C.

Other WIS staff changes include James Young, formerly of WWNC, Asheville, N. C., and Ben Dean, formerly of WHKW-CLE, Cleveland, to the WIS announcing staff; Douglas Bredhun, formerly of WSC, Charleston, S. C., to the WIS engineering staff.

George T. Case, announcer and producer of WIS, Columbia, S. C., has been named production manager of WDNC, Durham, N. C.

Pat O'Toole has resigned from the CBS press department to join Leading Attractions, Inc., New York, which manages his wife, Adela Rogers St. John, among other talents. Mr. O'Toole is succeeded at CBS by Michael Foster, formerly with the New York Amsterdam-Herald. Noble of the press department has been granted an extended leave of absence.

Leonard M. Leonard, formerly of the New York Times, has resigned as control room supervisor of KOIN-KALE, Portland, Ore., to join the technical staff of KNX, Hollywood.

Don Price, new to radio, has joined the engineering staff of KOIN-KALE, Portland, Ore.

Dr. Leon Levy, president of WCAU, Philadelphia, and a member of the cabinet of the United Campaign, has been placed in charge of the campaign's activities for all Philadelphia stations and motion picture theaters.

KDKN are the call letters assigned by the FCC to the new station at Denver, Colo., on 1220 kc., 100 watts day. Call letters KYKU have been assigned to the new Logan, Utah, station on 1200 kc., 100 watts unlimited.

A new series of broadcasts on the NBC Blue Network, given in cooperation with the Chicago Daily News, has been added to the program schedule.

John Schineller, formerly route manager of the Chicago Tribune, has joined the technical staff of WBBM, Chicago.

General Mills, Minneapolis, has resigned as vice-president of the Chicago Tribune and is now in charge of the Chicago Tribune's radio department.

C. D. Taylor, formerly of WCHV, Charleston, W. Va., has joined the sales staff of WTOC, Savannah.

Clete Schwitter has joined the sales staff of KIDB, Boise, Idaho.

George J. Luck, former director of sales promotion of KGSC, Amarillo, has resigned as radio director of WAAF, Augusta, Georgia, to become merchandising director of KZL, that city. Plans are announced for the complete reorganization of the KZL merchandising department under Mr. Luck.

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Talent Tour

ORIGINATING in the ballroom of a local hotel before a studio audience of 400, *Talent For Talent* has started on WMIN, Minneapolis. Talent is recruited from local music teachers and votes are taken from the audience and listeners. Ballots must be obtained by a personal call to the sponsor's firm, Weyland Furniture Co. Response average is 2,500 votes each week. Winner gets a free trip to New York plus network audition.

MORE LOCAL TIME IN SAN FRANCISCO IS NOW SOLD ON KSFO THAN ON ANY OTHER MAJOR NETWORK STATION. That's evidence for you!
CROSLEY TO USE FINCH FACSIMILE

W. G. H. FINCH, facsimile inventor and president of Finch Telecommunications Inc., Buffalo, N. Y., announced March 8 that Powel Crosley Jr., president of Crosley Radio Corp., has purchased a license under the Finch facsimile patents for all of his stations and has placed his first order for Finch equipment for WLW. Later, similar Finch equipment will be installed for WSAL in St. Paul, Minnesota, as well as equipment for the three Crosley shortwave stations WBNX, WBSX and WBSX.

WLW intends to place a number of Finch facsimile receivers in different localities during the testing period which will begin from 1 a.m. and last through until 6 a.m. in the morning.

Inaugurating the Finch facsimile on their regular broadcasting frequencies in early March, were WSM, Nashville, and WGH, Newport News, Va.

There are now some two dozen stations licensed under Finch patents and employing Finch apparatus. More than 50 Finch receivers have been ordered.

* * *

Long-Distance Facsimile

In an experiment conducted Feb. 27, WOR, Newark, and WHO, Des Moines, succeeded in receiving facsimile material, broadcast from each others' transmitters, a distance between stations of about 1,500 miles, according to Finch. Both are using Finch equipment.

These transmissions are believed to be the longest distance facsimile broadcasts that have been effective.

J. R. Poppele, chief engineer of WOR, said his station has its antenna beam directed north and south and the facsimile impulses were picked up and reproduced in the home of Paul Loyet, chief engineer of WHO in Des Moines which is almost due west. WHO facsimile broadcasting was in turn received in New Jersey.

Mr. Poppele said the facsimile reproductions received in Jersey were fair, and the copy could easily be read. He further stated that the experiment was an indication of vast possibilities in facsimile broadcasting and added, results were exceptionally good considering the low power used.

Jack DeWitt, chief engineer of WSM, Nashville, has arranged to exchange broadcasts with KSTP, St. Paul, and WHO, Des Moines, to test distant facsimile reception.

7 out of 10 Listeners to BUFFALO STATIONS

choose WGR or WKBW

tune in between 5 and 7 P.M.
says Ross Feder

BUFFALO BROADCASTING CORPORATION
RAMP BUILDING, BUFFALO

Represented by FREE & PETERS

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Sues Columnist, Cantor
LIBEL SUITS totaling more than
$900,000 have been filed in Los
Angeles Superior Court by Matt
Brooks, Hollywood radio and film
writer, charging damages to his
reputation. Named as defendants
are Eddie Cantor, radio comedian;
the Hollywood Citizen-News, its
publisher Harlan Palmer, and Ed
Sullivan, columnist. He declares
they accused him of improperly
turning over radio material to an-
other program in violation of
Cantor’s property rights in the
scripts.

ROGERS PEET Co. has extended its
contract, for exclusive rights to Gabriel
Heatter’s news commentaries to Aug-
ust, 1939. Program is broadcast five
nights weekly on Mutual Marschalk &
Pratt, is agency.

SLOW PROCEDURE IN CONGRESS DELAYING
ACTION ON MEASURES AFFECTING RADIO

By WALTER BROWN
THE SENATE continues to move
at a snail’s pace and as a result
legislation of particular interest to
the radio industry remains stymied.

Although the House adopted the
conference report on the Wheeler-
Lee bill broadening the base of the
Federal Trade Commission on Feb.
14, action on the report was blocked
in the Senate by the filibuster
against anti-dumping legislation.

When this deadlock was broken
on Feb. 21, immediate action was ex-
pected on the FTC bill conference
report.

Chairman Wheeler (D-Mont.),
of the Senate Interstate Commerce
Committee, became ill, however, and
action was further delayed. On
March 8, Mr. Wheeler told Broad-
casting he expected to call up the
report within a few days. In the
meantime a mild filibuster set in
against the Admissions of Gov-
ernment reorganization bill and
again the conference report on the
Wheeler-Lee bill has been delayed.

Degree of Protection
One theory is that action on the
conference report is being deliber-
ately delayed because a woman’s
organization is now opposing the
bill on the ground it will not afford
the protection to the public which
was provided in the Coppelan bill
(S-5) calling for administration by
the Food & Drug Administration.

When the antitrust bill finally
comes before the Senate, there
will be only one question—
vote it up or down. There are
no major differences between
House and Senate measures, and
this is expected to lead to quick
approval of the report, once it is
called from the clerk’s desk.

A special section of the FTC bill
exempts broadcasters and news-
paper publishers from liability in
connection with false and mis-
leading advertisements of the
products covered in the measure,
provided they do not withhold
described information from the public.

Because of the broad powers
given to the FTC in determining what
is misleading advertising, the radio
industry will follow closely the ad-
ministration of the act.

Conferences continue between
Senator Duffy (D-Wis.), and inter-
ested parties regarding copyright
legislation. Mr. Duffy is sponsoring
the Inter-City Copyright Con-
vention, now pending in the Sen-
ate for ratification, and also is
authorizing bills to revise the exist-
ing United States copyright law.
He has been holding a number of
conferences with those affected
by the convention and the copy-
right bill with a view to securing
parallel action by the Senate on the
two measures.

Asked March 11 regarding
these conferences, he said they
were continuing, but he would
have no public statement to make
for several days. He did not expect
to make any move toward bring-
ing the copyright matter before
the Senate at least another week.

The provision in the Duffy
bill striking out the $250 damage
fee for relaying copyright material
providing that the copyright holder
may go into court and sue for
damages is bitterly opposed by
the ATF.

Senator Byrnes (D-S., C.),
author of the government reorgani-
zation measure, expects to break
the deadlock against the measure
within a few days. He says he has suf-
cient votes to pass the bill and
expects final action by March 19.

The Byrnes bill exempts the FCC,
and other quasi-judicial bodies,
from the broad reorganization
powers given the President. Only
FCC budget functions could be af-
fected by the Byrnes bill.

MOTHER’S DEGREE
In Broadcasting Offered by
WAYNE UNIVERSITY, Detroit,
now offers a master’s degree in ra-
dio broadcasting, according to an
announcement by Garnet Garrison,
radio director of Wayne U. Frank
Telford, former program director
of the Wayne U. Broadcasting
Guild and now continuity writer
for the Detroit board of education
started his thesis under Mr. Garris-
on’s direction last summer. He
adapted the novel, “Tale of Two
Cities”, cast the characters from
local stock and has charge of the
show’s production.

Following the series of exper-
imental dramatizations which start-
ed Feb. 22 on W8XWJ, shortwave
station of WWJ, Detroit, Mr. Tel-
ford will prepare a director’s man-
ual with explanations of techniques
used in adapting, problems in
building, and correlating mood
music and production of the plays
for the university files. A recording
of the complete series will also be
kept on file.

A second thesis will be present-
ed in the spring when Harry Gold-
stein adapts “Arabian Nights”.
Wynn Wright, production manager
of WWJ, Detroit, and Wellington
Granrow, manager of W3XWJ, are
cooperating with Mr. Garrison in
these experiments in educational
drama.
KOMA's New Home — Ultra-modern studios and offices have been occupied by KOMA, Oklahoma City, Hearst-owned CBS outlet. Above are the main studio and the audition room. The layout occupies the entire 24th floor of the Biltmore Hotel. In addition, there is a second studio, and a sound effects room, together with a large reception room. The facilities were dedicated Feb. 27 in an hour program in which Governor Marland of Oklahoma, Mayor Martin of Oklahoma City, and other civic officials spoke. Neal Barrett, manager of KOMA and vice-president of Hearst Radio in the Southwest, told of KOMA objectives.

Big Band

Six microphones were needed to pick up the swing music of a 200-piece band featured at the Tacoma Musicians' Ball March 3 and broadcast for a half-hour on Mutual. The band was led by Washington State's Lieutenant Governor Victor A. Meyers and the program originated on KMO, Mutual's Tacoma outlet. Included on the program were a 40-piece accordion band, 14 pianists and a 25-piece old-timers band. Continuity for the show was handled by the Washington State Progress Commission, newly-organized publicity unit for the state.

AFRA Honors Swart

Recognized as founder of the organization, and in appreciation of his efforts, Howard C. Swart, CBS Hollywood writer-producer, was presented a silver life membership card by the American Federation of Radio Artists at a special meeting in that city recently.

Illinois Bottled Gas Co., Chicago, (bottled gas for rural houses), on March 7 started daily quarter-hour programs on WOZ, Tuscola, in cooperation with six local dealers. A 13-week campaign using three two-minute announcements on WLS, Chicago, weekly was started in February, Wadle Agency Chicago, is agency.

Murphy Products Co., Burlington, Wis. (feeds), using a half-hour of the Farm Banners on WLS, Chicago, and WHO, Des Moines, will continue right through the summer, Ed Nelson, president of Wadle Adv. Agency, Chicago agency handling the account, told Broadcasting March 10.

Council Ponders Charge Of Propaganda at WNYC

WNYC, New York City municipal station, was accused in New York City Council March 1 by Councilman Charles E. Keegan of broadcasting Communist propaganda, and a bill was introduced by Mr. Keegan calling for liquidation of the station. The particular broadcast under discussion is that of the National Travel Club on Feb. 27, on which Samuel H. Cuff, field secretary of the club, interviewed George Brandt on the subject of his travels in Russia. The club, which is a non-profit organization supported by membership dues, regularly sends scripts to 238 stations throughout the country.

Mr. Cuff, an ordained minister, teacher of bible classes and a Westchester Republican, and Mr. Brandt who also denies being a Communist, on March 2 issued a summons through Edward S. Blackstone, New York attorney, charging libel, slander, misrepresentation, and defamation of character. A formal complaint, asking damages of $100,000 will be filed within 20 days of March 3, in Supreme Court of Westchester.

Tenth DX Contest

Tenth annual International DX Competition has been announced by the American Radio Relay League. The radiotelephone contest runs from March 19 to 27 and the radiotelegraph contest was held March 5 to 13. During these periods amateurs from 100 countries throughout the world vie for first place in contacting the largest number of foreign stations. Last year, 1,400 radiotelephone and 400 radiotelegraph contestants from 60 countries submitted logs. The contest furnishes a proving ground for new antenna systems, transmitters and receiving equipment.

You can't have everything.

Frankly, we haven't got everything. No coverage in New Guinea. Not a flutter of signal strength in North China. But what we do have, an attentive audience of close to two million people concentrated in the Northwest's richest trade area, is worth infinitely more to you. And it's a growing audience made increasingly receptive to your sales message through careful programming and intelligent showmanship.

Let us show you what we can do for your "spot" campaign.

McAvery in Hospital

TOM McAVERY, head of the Lord & Thomas, Hollywood radio production office, is in a Pasadena (Cal.) hospital, following a collapse March 4, after several days' illness. He is expected to be off duty several weeks. Jack Runyan, assistant manager of the Hollywood office, has taken over McAvery's duties. He has been in active production charge of the NBC Your Hollywood Parade, sponsored by Lucky Strike, and also worked with Carl Stanton, producer, on the NBC Mickey Mouse Theatre of the Air, sponsored by Pepsi-cola.

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AGREEMENT

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38 YEARS SERVICE OF

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"Because Someone Found A Better Way..."

The world is slow to grasp... but quick to follow, once a "better way" has been found.

Be it automobiles or elevators... typewriters or antennae... EFFICIENCY is the prime motive for their use.

Now, a new and better type of radiation system is yours. Developed by outstanding radio engineers and technicians, Lingo presents a new, more efficient type of broadcast radiator... "the antenna of tomorrow for today's progressive stations."

No Station Engineer or Executive Can Afford To Overlook Our Story

It is a sensational story of unequalled efficiency up to 97%... forty years of steadfast reliability... and low cost for both construction and erection that means savings up to one-half.

To alert engineers and executives we will be pleased to send details. Write us complete information on location, optimum performance desired, and we can show you how Lingo Vertical Tubular Steel Radiators can answer your problem, and also quote complete prices in advance for both construction and erection.

WRITE TODAY FOR OUR BROCHURE, "NEW STANDARDS FOR VERTICAL RADIATORS"

JOHN E. LINGO & SON, INC.

Est. 1897
CAMDEN, NEW JERSEY

LINGO

VERTICAL
TUBULAR STEEL
RADIATORS

March 15, 1938 • Page 71
NEW TRANSMITTER PLANT—Of WHAS, Louisville, just completed at a cost of nearly $600,000, of which $256,000 represented latest Western Electric transmitter and speech input equipment and the 644-foot $30,000 Blaw-Knox shunt-excited antenna with beacon. The 50,000-watt outlet is geared to accommodate 500,000 watts, for which WHAS has applied. Ingersoll, New, B. R., (1938) has been assigned to the new antenna. The station has a reach of 100 acres located at Eastwood, Ky., 12 miles east of Louisville.

Examiners' Reports

NEW, Boulder (Co.), Lafayette-340 kHz. \(IO\) Application for CP 1340 kHz filed, 100 kHz unb. granted to accommodate.

NEW, Osage Beach (Mo.), Osage Beach-1490 kHz. \(IO\) Application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, Zenith Radio Corp., Chicago-1490 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

Applications

NEW, WZJ (Va.), Petersburg-1380 kHz. \(IO\) Application for CP, filed, 100 kHz unb. granted to accommodate.

NEW, WCCN (Va.), Arlington-1490 kHz. \(IO\) Application for CP, resulting from application for CP 1340 kHz, 100 kHz unb. granted to accommodate.

APPLICATIONS FILED

NEW, WSPA, Philadelphia-1340 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WLOK, Cleveland-1310 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WNZC (N.J.), Passaic-1350 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WAXQ (N.J.), Paterson-1380 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WNYW, New York—\(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WKNK, New York-1350 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WBLG, Morgantown-1380 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WGCL, Atlanta-1340 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WJAVA, Kalamazoo-1320 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WCHC, Jackson-1350 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.

NEW, WREX, Milwaukee-1340 kHz. \(IO\) Application for CP, resulting from application for CP 1310 kHz, 100 kHz unb. granted to accommodate.


COLGATE-PALMOLIVE-PEET CO., Jersey City (Super Suds), on Feb. 25 started for 13 weeks Myrta & Marje, transcription series for California Radio System stations, Mon. thru Fri., 2:30-3:45 p.m. (PST). Agency: Benton & Bowles, N. Y.

COLGATE-PALMOLIVE-PEET CO., Jersey City (Palmolive soap), on Feb. 28 started for 13 weeks Hilltop House transcription series, on 7 California Radio System stations, Mon. thru Fri., 3:15-4:30 p.m. (PST). Agency: Benton & Bowles, N. Y.

TILLAMOOK COUNTY Creamery Assn. Tillamook, on March 3 started Daisy Milk on 2 CBS stations, Tues., 10-10:30 p.m. (PST). Agency: Botsford, Coast-station & Gardner, San Francisco.

PRESIDENTIAL DEBATES (sepcific), on March 21 starts for 26 weeks, Career Woman, dramatic series, on 5 NBC Blue stations, (KFI, KPO, KHQ, KOMO, KGW), Mon. thru Fri., 3-3:30 p.m. (PST). Agency: Lord & Thomas, N. Y.

Renewal Accounts LEYER BROS. Co., Camden, N. J., on March 22 renewal for 52 weeks Al Jolson on 87 CBS and CBC stations, Tues., 8-8:30 p.m. (PST). Agency: Ruthrauff & Ryan, N. Y.

ROCKET & GAMBLE CO., Cincinnati (Drene shampoo), on March 15 renewed for 52 weeks, Jimmie Fidler and His Hollywood Gossip, on 29 NBC-Red stations, Tues., Fri., 7-8:30 p.m. (PST). Agency: H. W. Kastor & Sons Adv. Co., Inc., N. Y.


“THE CRYSTAL SPECIALIST SINCE 1925” SCIENTIFIC LOW TEMPERATURE CO-EFFICIENT CRYSTALS NOW $40 Each Two for $75.00 Approved by FCC Supplied in Isolable Air-Gap Holders in the 5610-20 scale. Frequency drift guaranteed to be less than three cycles per degree centigrade change in temperature. A “true” crystal than .01%. Order direct from SCIENTIFIC R ADIO SERVICE 124 JACKSON AVENUE HYATTSVILLE, MARYLAND


PACIFIC COAST BORAX Co., New York, on April 15 renewed for 13 weeks Death Valley Show on 28 NBC-Red stations, Fri., 8-8:30 p.m. Agency: McCann-Erickson, N. Y.


GENERAL FOODS Corp., New York, on March 14 renewed for 13 weeks Good News of the World, on NBC-Red stations, 9-10 p.m. Agency: Benton & Bowles, N. Y.

CONTINUOUS BAKING Co., New York (Wonder bread, Hostess cake), on April 11 renewed Pretty Kitty Kelly on 41 CBS stations, Mon. thru Fri., 10-10:15 a.m. (repeat 4:15-4:30 p.m.). Agency: Benton & Bowles, N. Y.

JERGENS-WOODBURY Sales Co., New York, on April 3 renewed for 13 weeks Miss Woodbury’s Hollywood Gossip, on 54 NBC-Red stations, Tues., Fri., 10-10:30 p.m. Agency: Blackett-Sample-Hummm, Chicago.

LEYER BROS. Co., Cambridge, Mass., on March 15 renewed for 52 weeks Al Jolson Show on 61 CBS and 26 Canadian stations, Tues., 3:30-4:30 p.m. (PST). Agency, Ruthrauff & Ryan, N. Y.

Network Changes S. C. JOHNSON & SON Inc., Racine, Wis. (floor wax), on March 15 shifted Fubber McGee & Molly on 51 Kelly radio on 41 CBS stations, Mon., 9-9:30 p. m. to Tues., 9:30-10 p.m.

COLGATE-PALMOLIVE-PEET CO., Jersey City (Palmolive soap), on March 22 renewed for 13 weeks Joe Brotcher & His Gang Busters from CBS, to replace Aug. 17.

LEYER BROS. Co., Cambridge, Mass., (Riso), on March 1 renewed for Big Town, on 6 CBS Pacific Coast stations, Tues., 9-10 p.m.

STANDARD BRANDS Inc., New York (Royal gelatine), on March 24 moves Royal Gelatine Hour to 11 New York from Hollywood, on 51 NBC-Red stations, Thurs., 8 p.m.

U. S. RUBBER Co., New York, on March 20 shifted Ben Bernice’s Menace, 94 CBS stations on Wed., from 9:30-10 p.m. to 8:30-9:00 p.m.

WHEELING STEEL Corp., Wheeling, on March 6 added 12 Don Lee stations for Wheeling Steel Corp., formerly on 6 Mutual, Sun., 5-5:30 p.m.

AMERICAN HOME PRODUCTS Co., New York, on March 20 added 5 stations for Electric Shoes, formerly on 5 Mutual stations, Mon., 10-10:30 p.m.

BRITISH BROADCASTING Corp., broadcast direct from Hawaii for the first time on June 2, 1936, KGU, Honolulu, the musical program was picked up by NBC and short-warded to BBC.

WITH A BANG—These wielders of kitchen utensils help MARY MASON, home economics expert of WRC, Washington, entertain Cap- tal listeners. Miss Mason is standing in foreground at left of micro- phone.

Jailed for Radio Theft A SAT I N I N T E R L U D E in the lengthy legal battle of James A. Murphy, Los Angeles broker and politician, over the theft of $50,000 worth of radio equipment—four men, M. P. Barbachano and R. M. Barbachano, Tijuana, Mexico, utilities operators; C. L. Byers, San Diego, Cal, and George Berger, Los Angeles, on March 5 completed five-day sentences in the Los Angeles county jail and paid fines of $500 each. They were sen- tenced by Los Angeles Superior Judge W. Turley Fox on a con- cept of court charge growing out of the asserted removal of the equipment from a Los Angeles warehouse while it was in the custody of Federal authorities. The equipment was to have been used in construction of a powerful radio station at Rosarito Beach, Lower California, Mexico. The receiver- ship was ordered pending the outcome of a lawsuit filed last Septem- ber in Los Angeles by Murphy in which he demanded $450,000 damages charging that he was "frozen out" of the International Broadcasting System Inc. of Cal., which he said was established to operate XERB at Rosarito Beach. Damage suit, which is still pending, involved the corporation and 15 others.

AGRAP Still Polling AMERICAN Guild of Radio An- nouncers and Producers, independent union, is not actively organizing at present, pending the com- pletion of a poll of the membership to determine the organization’s future status. Each chapter is holding elections to decide whether its membership wishes to remain independent or to affiliate with either AGRP, AFL talent union, or the broadcast division of the national AFL-CIO radio union whose present membership is confined principally to technicians. Votes, which are sent by wire to locals, are not tabulated all in, according to Roy S. Langham, president.

AFRA Seeks Uniformity In Contracts for Artists “SATISFACTORY progress” is rep- orted by Mrs. Emily Holt, executive secretary of the American Federation of Radio Artists, in negotia- tions for standard contracts for ac- tors, singers and stars, now being employed on nationwide network programs the union is now conducting with the National Broadcasting and the American Association of Advertising Agencies.

Many differences of opinion re- main to be adjusted, she said, which makes it impossible to pre- dict the date when agreement will be reached, adding that every ef- fort is being made on both sides to reach a satisfactory conclusion and that the members do not exist be- tween all negotiating parties.

Meanwhile, AFRA membership is said to be growing rapidly in all parts of the country. Notices of a membership meeting to be held in New York on March 14 were mailed to 1500 members in that city, and a membership almost that large is reported in Los Angeles and other cities.

A new AFRA local has been established in Shreveport and organization is under way in Memphis and Adelphia, where the entire membership of KFY has joined the union, while the entire KDKA announcing staff has like- wise signed up with AFRA.

AFRA has increased its initia- tion fees from $10 to $25 for members earning less than $10,000 an- nually and as high as to $25 to $60 for members whose annual incomes are more than $10,000. Increases went into effect Feb. 1 for locals organ- ized before November 1, 1937, and will become effective for locals organ- ized at later dates six months after organiza- tion. Raines was made at the request of Chicago and Los An- geles locals, on grounds that their large and widespread organizations are naturally expensive and that as the original members contrib- uted valuable services in addition to paying their initiation fees and dues it is only fair that new members should pay a higher rate.

If you are an expert—You are ambitious to be an expert—You realize the necessity of a direct training in the engin- eering principles of radio but are unable to take advantage of college training.—Then—
Bargains" featured Tea Garden consists of a renting program. Coast the the pers TED MALONE, KVOO, has published a promotion folder for its "Woman's Club of the Air" which has been issued by WCCO, Minneapolis, and St. Paul. It is mailing a monthly list of food advertisers using its facilities to wholesale grocers. Sponsors, producers, and names of programs, as well as complete information on special contests or other stunts that may stimulate sales of various food lines are included. Local, spot and network accounts receive equal billing. The idea is to keep wholesalers aware of what products are getting regular promotion over WCCO and to convince them to anticipate excessive demands for individual items which might result from special contests.

Scripts to Libraries WWBM, Chicag o, is d r e s s e n g b o o k c o n t e n t s o f its Chicago Salute You scripts to public libraries, chambers of commerce, city archivists, and schools in the honor cities visited by the WWBM mobile air theatre. Broadcasts, in which voices of local celebrities are transcribed, are aired Monday nights.

Colorado Breakfast KLZ, Denver, has published a folder called "Sit Down to Breakfast With Ozie," a promotion piece for its early morning daily program called Rocky Mountain Roundup, featuring Capt. Ozie and his Rangers.

ARMCO MEDALS—Are awarded to young school musicians heard as included on the Sunday afternoon series of American Rolling Mills Co. over NBC-Blue Network. Making Armco's ninth season on the air, the program features Dr. Frank Simon's band and talks by the Ironmaster on interesting uses of iron and steel.
WLW is not content with influencing the buyer to buy.

By its merchandising to the Retailer . . . cultivation of DEALER SUPPORT . . . WLW also influences the seller to sell.

That is why WLW-advertised products get front-line display at the point-of-sale.

That is also why so many smart advertisers use

WLW—the nation’s station
CINCINNATI
Year in and year out, the RCA Laboratories are the birthplace of radio's great advances. Among many of RCA's achievements in design is the new, money-saving, air-cooled power tube, now available in two types—891-R and 892-R.

These new tubes incorporate the design advantages of the water-cooled tube construction—plus the economy and simplicity of air-cooling.

These new RCA air-cooled tubes are outstanding because they eliminate the need of very expensive water cooling equipment. Pipes, machinery, tanks, cooling ponds—all are unnecessary. This results in lower installation cost. Because these tubes remove the intermediate step in cooling, there's no chance of cooling apparatus going bad or leaking and the cooling system is more simple and reliable, assuring a maximum of time on the air.

Write for full technical details of this sensational new RCA achievement.

Ask your distributor or send 10¢ to Camden for a commemorative advertisement on RCA's television tube announcement.

Better programs every day—when your station's tubes are RCA.