"That's odd, it says... 73% of WOR's Total Sponsors are the Nation's Leading National Advertisers"
ON March 19th, WLS starts its 7th consecutive year of broadcasting of the WLS National Barn Dance before a paid audience (adults, 75c), at the Eighth Street Theatre in Chicago.

In the 6 years just completed, 672,562 WLS listeners have paid $447,747.72 to see this broadcast performance. In the last year, visitors have come from every part of North America and several foreign countries—farmers, storekeepers, attorneys, baseball players, business executives—children and grown-ups.

The WLS National Barn Dance has been a WLS feature for 14 years. Every Saturday night, two shows—7 till midnight—
with a waiting list of sponsors. Yet, after all these years, we still have to tell many listeners "SOLD OUT."

WLS GETS RESULTS!
The Prairie Farmer Station, Chicago
X-RAY Your New England Market

You'll Find a YANKEE NETWORK Station in Each Major Shopping Center

FOURTEEN prosperous trading areas, each dominated by an urban center of retail stores and wholesale distributing points, comprise the rich New England market.

In each of these centers of New England trade you will find a Yankee Network transmitter—long-established, popular, exerting a powerful, direct influence on the purchases of its listeners.

To reach the entire New England market effectively and economically use The Yankee Network's fourteen-station coverage.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS EDWARD PETRY & CO., INC., Exclusive National Sales Representatives


PROPERTY U.S. AIR FORCE
www.americanradiohistory.com
NAMES THAT MAKE THE HEADLINES!

NAMES THAT MAKE THE AIR!

NAMES that make the headlines in Buffalo are names that BBC brings to the WGR or WKBW microphone. Listeners know that BBC will bring celebrities to the studios or meet them with the mobile short-wave unit.

BBC operates on the theory that listeners enjoy hearing the men and women who are making the news of the day. WGR and WKBW bring these names to the air plus the basic CBS network.

Good news-sense is good radio-sense. That's the basis of the showmanship that has brought the following names to Buffalo listeners recently. They represent but a few of the many.

Burgess Meredith
Jack Dempsey
Dr. Dafoe
Smedley Butler
Rose Bampton
Mickey Walker

Mayor LaGuardia
Governor Lehman
Joe McCarthy
Sigmund Spaeth

Raymond Clapper
Reggie McNamara
Frank Hawks
Ethel Barrymore

They were names that were making local news when they were brought to BBC microphones. They are examples of the showmanship that give "personality" to the stations in Buffalo which were the first in the country to bring listeners "news of the hour every hour on the hour."

That same showmanship and the sense of news value which goes with it is an important consideration when you plan spring and summer test campaigns. We invite you to make BBC your "proving ground" this year. You'll find a keen sense of showmanship to promote your program ideas.

WGR..... THE DIAL'S ENDS..... WKBW

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
Mutual Broadcasting System, in its colorful new booklet, “Study in Ups and Downs,” reveals a swell result story. ‘Blue Coal,’ advertised over 11 Mutual Stations, increased its sales in three months 10.8% above the same period last year.

10.8% was the average increase! But one station produced an increase of 20.6%.

**THAT STATION WAS . . .**

**WBAL**

10,000 WATTS · Baltimore · 1060 KC.
Small Wonder...

This young lady hasn’t a tooth in her head. Yet she insists on eating five times a day! And this one thing we can be sure of. Whatever else she may ask of life, food will be first and most often on her list.

Small wonder, then, the Food Industry is advertising’s greatest client—and greatest challenge. Here is a market which knows no pause in time or space. A market as varied as all the people any advertising medium can reach. A market which goes beyond and includes every other market for the goods of man. How brilliantly radio has met the challenge of this market for the food advertiser can best be told, perhaps, by the following facts. More “food” dollars are now spent on radio networks than in all general magazines. Twice as many “food” dollars are spent in radio as in all women’s magazines. And the increase in food advertising on Columbia outstrips every other industry—increase in radio. A 290% increase in the last five years—made by the country’s largest food advertisers.

The explanation for this Columbia record is simple. Everybody eats. And everybody likes to listen. This is how the largest network in the world weds the two together:

✓ In 1934, the largest manufacturer of canned soups in the world turned to Columbia—took to the air with an hour a week of deft selling and sparkling entertainment. Sales soared from coast to coast. Tomato Soup—up 30%. Vegetable Soup—up 35%. Chicken Soup—up 100%! And Chicken Soup was advertised only by Columbia. In the client’s own words. “Sales took an astounding jump to a well-over-double basis, despite the fact that our Chicken Soup business was already large.”

✓ As of January, 1938, a national baker has signed his eighth consecutive 52-week contract with Columbia. In the last seven years, he has not missed a single weekly broadcast—using the Columbia Broadcasting System exclusively on the air.

✓ The largest food company in the world has put five different programs on Columbia in the last five months.

The Columbia Broadcasting System
Over 203,000 Visitors

No, the studio and transmitter buildings of WWJ are not public show places. They were planned, constructed and equipped solely in the interests of better broadcasting. Yet, in 1937, alone, more than 203,000 people—business men and housewives, butchers and bakers, professional men and club women—took the time to visit WWJ, witness broadcasts from its fine auditorium studio and inspect the equipment. Obviously such a manifestation of interest could result only from prestige such as WWJ has gained through its 18-year-old policy of always considering the listeners’ interests first. Just as obviously, the radio advertiser wishing to sell his product in the Detroit market can do a better job with WWJ—the station that is preferred by 39% of all Detroit’s homes, by actual survey!
A HOT TIP
ON A COOL
$70,000,000

There's only one 50,000 watt station in Minnesota. There's only one clear-channel station in Minnesota. There's only one station that reaches all Minnesota day and night (conclusively proved in a recent P.T.A. survey). That one station is WCCO, the Columbia network station for the Twin Cities! This summer an extra two million people will swell Minnesota's spending power with an extra 70,000,000 dollars of vacation money. A hot tip for summer selling: you can reach all this free-spending market with only one station—WCCO. Have you all the facts about WCCO?

WCCO
50,000 WATTS, MINNEAPOLIS-ST. PAUL
A COLUMBIA NETWORK STATION

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales
Four Thousand Replies to Single Offer. When John Patt, head man of Cleveland's Friendly Station saw tabulations of news stories that broke during evening hours, he ordered ace newscaster Carl George (pictured at right) to order an eleven P.M. nightly broadcast. Original idea was sustaining feature, purely as service to WGAR listeners throughout Northern Ohio. But, with four thousand replies to a single offer aired recently (see above), with popularity of George and his smooth, accurate reporting growing by leaps and bounds, "Headline News" seems destined for early sponsorship by some keen advertiser who seeks maximum results at minimum cost.

Ohio Knew 6 Minutes Later. News of the Hindenburg disaster was flashed over WGAR almost as the ill-fated zeppelin settled to the ground. Another scoop in Northern Ohio for I. N. S. and WGAR.

Japs Bomb U. S. S. Panay. Sunday evening news caught first word of the sinking of the Panay via WGAR. Sponsorship of flash news appears good bet on this station.

BIGGEST NEWS OF WEEK. First flash that Washington had granted extra power to WGAR (5000 watts day — 1000 watts night) came to editors Ralph Worden and Ted Hanna. In this newroom, at least one editor is on the job during all broadcast hours, his only task to edit the news from two day, one night wires of I. N. S. All WGAR newscasts are specially written.
Ethridge Drafted by NAB; Loucks Is Aide

Paid Head May Come Later This Year; Offensive Drive Mapped by Board for New Regime; Committees Named

ADOPTING a "common sense" course toward bolstering the industry front, the NAB board of directors on March 30 drafted Mark Ethridge, dynamic vice-president and general manager of the Louisville Courier - Journal and Times, and of WHAS, as the first president of the revamped trade association. He will serve, without pay, but with plenary powers, until a permanent paid executive is agreed on, possibly within the year.

Simultaneously, the board designated Philip G. Loucks, Washington attorney, former NAB managing director, main author of the far-reaching reorganization plan, as special counsel, to flunk Mr. Ethridge during the "transition" period.

Finally Yields to Board Entreaties

Mr. Ethridge, temporary chairman and moving spirit of the NAB since the old order was dropped last fall, was prevailed upon by the board, upon recommendation of the Executive Committee of six, to assume the NAB presidency after he had rejected repeated offers of the post on a salaried basis under contract. He remains as general manager of the Louisville enterprises, but will spend considerable time in Washington welding the new organization.

Action came only after the executive committee and the board had canvassed a broad field of individuals for the executive post. One problem after another was encountered, among them unavailability of particular prospects at this time, or failure to accord with the principles and objectives of the industry. The executive committee to a man, wanted Mr. Ethridge and he finally capitulated. The board followed through, though there was considerable discussion regarding proffer of the post to former Secretary of War Patrick J. Hurley, millionaire attorney, clubman, soldier and financier. It was finally agreed unanimously by the 21 members of the 23-man board present that Mr. Ethridge should be urged to accept the post, thereby allowing additional time to survey the field thoroughly for a permanent head.

Meanwhile, under the Ethridge-Loucks leadership, the trade association will proceed forthwith to set up an active, aggressive organization, adequately manned and able to fight the industry battles on all fronts. Offensive, rather than defensive strategy, advocated by both Messrs. Ethridge and Loucks, will be pursued.

Appointments are expected shortly of experts to carry on particular NAB functions. There will be a secretary-treasurer; an administrative officer; a public relations director; a labor relations man; an engineer, and a research director. Mr. Loucks, it is believed, will be asked to remain permanently as general counsel.

NAB membership, despite recession times, is expected to skyrocket with the new appointments. Before the NAB board met, only 160 stations of the old 400 membership, had pledged membership under the quadrupled dues. But after an appeal March 23 to stations, calling attention to the urgency of the situation and the myriad fundamental problems striking at the industry roots, more than 300 stations were aligned within a week. It is expected that the $250,000 annual budget contemplated when the reorganization plan was voted at the NAB convention in Washington last February will more than go over the top.

The board pitched into its job with new vigor after the Ethridge-Loucks appointments. A number of resolutions, constituting a program of work immediately ahead were adopted in quick succession. Committees were named to follow through on the more important projects. Plans were drawn to put on a concerted drive for membership in the 17 individual radio districts. Mr. Loucks contemplates making a swing among the districts and get them organized into active segments of the national organization.

There were discordant notes but not of serious nature. Rumbles here and there from broadcasters that they would not join or rejoin NAB until it was "effective" drew the fire of the board. It was stated that application of one station owner who has indulged in what is regarded as objectionable publicity palaver after having been out of the fold several years, may not be voted into membership by the board because of the fear of possible heavy resignations if the station is readmitted. The same view is being advanced regarding certain other stations that have resorted to degrading comments.

In addition to station dues, NAB income is anticipated from associate members, such as networks, related set manufacturers, transcription companies, representatives and other organizations. No scale of dues yet has been established but probably will be within a short time. NBC and CBS were elected associate members at the meeting.

The present plan, on paper, is to continue the search for the paid executive with the hope of having him appointed by this fall, at
NAB President Ethridge: A Master Stroke . . . An Editorial

THE NAB has more than kept faith with the industry. In drafting Mark Ethridge to cap- tain the radio baton, the first president of the New Deal” NAB, the board of directors has scored a master stroke.

He is not a “czar” or a “dictator” or even a politician. He is a practical, logical, clear-thinking, straight-shooting businessman. His feet are on the ground. And every ounce of his effort is geared to offensive battle to achieve freedom for a plague industrial community from the bondage of undue governmental interference, shakedowns, political intimidation and other parasitic onslaughts that have surged up with increasing velocity against radio by the American Plan.

Mark Ethridge is a fighter, organizer, diplomat and public relations expert all in one. In a few short months he has been placed in the forefront of a great industry. His only compensation has been that good will has accrued from his work. He was offered the position of paid president under the NAB he helped re-mold. He rejected it because his lot is cast in Louisville and he was head of the Louisville Courier-Journal and the Times, and of WHAS, but has agreed to take over the helm, without compensation, to effect the reorganization.

The new board, and more particularly its executive committee, canvassed the nation for the right man. The NAB treasury was practically bare, but there were assurances that, with the right man, the money would be forthcoming. The board failed to find an acceptable figure at this time—particularly with momentous problems ahead requiring a knowledge of the industry, and an organization. Again and again they entreated Mr. Ethridge to take over the post. He has the confidence of network affiliates whose he organized into a fight-ing force. He possesses the confidence of the rank and file of non-network stations by virtue of his fair and forthright handling of the last NAB convention. He finally agreed to accept, with the understanding that he would have as his first mate Phil Loucks, Washington attorney who built the first really potent NAB only to see it deteriorate into an impact of weak economic offensive. He needs no introduction to the industry.

The Ethridge-Loucks combination appears to be an ideal one for the job immediately ahead. They are experts in the field. Both are former newspapermen. Mr. Ethridge brings into the industry a fresh, detached viewpoint. Expect to see a really offensive battle; not one where the industry will apologize and go-tow and trim! Expect to see a platform for the industry! Look for a well-manned trade association.

We do not overstate the fact when we say the industry is at the crossroads. One need only look over any issue of BROADCASTING to determine what is ahead. This is not the time to appoint some high-sounding individual to be paid president. It takes intimate knowledge of industry problems to launch an offensive that cannot get under way too soon.

The appointments are for a transition period. Mark Ethridge will serve without compensation. He was instrumental in starting the battle for a virile, aggressive trade association, and he is going to follow through. The industry owes him more than a debt of gratitude.

which time the next annual mem- bership meeting tentatively is planned. Whether that schedule can be adhered to depends upon the exigencies of the inter- vening months. It is fervently hoped, however, that when the new figure assumes office, he will have an effective organization already functioning and a definite course of action charted.

Resolutions Adopted

By the Board

The first resolution to be adopted by the board was on the ever-present ASCAP situation. It voted a resolution reaffirming the action of the last convention in urging the Department of Justice to drop the anti-trust suit against ASCAP and 130 other defendants. This suit has been pending since 1929, but has been dormant for the last two years with the latent threat that it might be dropped altogether.

Simultaneously, the executive committee, comprising President Ethridge, Edwin W. Craig, WSM, Nashville; Lloyd Thomas, WOR, Rockford, Ill.; chairman of the committee of independent stations, the board voted to recognize the demands made upon independent stations by AFM as a public trust, and to undertake to defray the expenses of the committee and counsel fees for those stations who wish such representation.

Mr. Thomas has scheduled a meeting of his committee of nine in Washington for April 17, preparatory to another conference with AFM in New York April 20. The board also voted to continue in force the sales manager’s committee of which L. H. Avery, WGR-WKBW, Buffalo, is chairman.

Points to Fundamental

Problems of Industry

Upon his appointment, Mr. Ethridge said:

"My interest in radio arose from the feeling that an industry with such a great future must have a sound trade association to handle both its internal and external problems. The more deeply I have become involved in it, the more strongly I realize that some salient problems unique to radio, and not those that are mere trade associations can handle.

Radio is a business that is in actuality licensed by the people. Without that licensing, because of the restricted number of radio channels, there would be utter confusion. Because of that, and because, moreover, it has direct entry into the homes of America, it is certainly affected with the public interest. The health of this commercial basis in the country as opposed to governmental owned and controlled broadcasting systems of some European countries.

The board of directors of America believe that there is no essential conflict between privately-owned radio and the public interest with which it is charged with serving. They believe that there can be an intelligent reconciliation between the commercial aspects of their business and the public interest.

Radio as a commercial enterprise is about 35 years old, but it is still a growing, changing business. Nobody is in position off-hand to say what its future will be or should be. In setting up their new organization the broadcasters have been merely trying to create the instrument through which they may help to carve the destiny of an industry which they recognize the public interest, still have sizable financial investments. They believe that whatever the end result may be, the American system is still superior in any other system of the world and that a great part of that superiority lies in the public ownership of the individual radio station within proper limitations. They believe, moreover, that it can best serve a democratic people as a medium of information, entertainment, and education, and that there is no better weapon of defense and for full and fair and frank discussion of public questions.

There is, in the long run no conflict whatever between the public interest and the concepts of good and decent business.

Action came following six weeks of intensive search for a paid executive indulged in by the executive committee with the assistance of the entire board of 19 additional members. A list of more than 100 names, submitted from various sources was closely scru- tined and a final list of three men was procured and intimates and asso- ciates of the more likely prospects were interviewed. Finally, the job was boiled down to about a dozen men, some of whom were contact- ed personally. For varying reasons they were found either not accept- able or not available at this time.

Agrees to Accept Post

With Loucks as Aide

From the start, however, efforts had been exerted to have Mr. Ethridge assume the post and relinquish his present newspaper radio connection in Louisville. This he steadfastly declined to do because of his definite commitments and because he repeatedly stated he felt there were others better quali- fied for the position. It was only after Mr. Loucks had agreed to flunk him and report to him as counsel, and with the understand- ing that the search for the full-time executive will be pursued in ensuing months, that he ac- quiesced.

Mr. Ethridge’s rise in radio has (Continued on Page 76)

BROADCASTING • Broadcast Advertising
FCC Drops Newspaper Discrimination

Unanimous Decision in Canton Case Sets Precedent

See Article on Page 22. See Editorial on Page 44.

BY A surprising unanimous vote, the FCC March 30 setched the newspaper ownership issue through adoption of a nondiscriminatory policy. It granted the transfer of WHBC, Canton, Ohio, from R. C. Craven to W. S. Moore, to the Canton Repository, Brush-Moore property, for $2,011.

The opinion, tentatively approved by the three Commissioners a few weeks ago, was written by Commissioner T. A. M. Craven, who pressed for the nondiscriminatory policy on the ground that the Commission deals not in regulation of newspapers but of radio and that each individual case is judged on its own merits and shown without a general rule set for WHBC was held good case was made for WHBC.

The action had the effect of disposing the unerstanding on newspaper ownership. It also eliminated the so-called local monopoly issue as public opinion is concerned, since the Repository has been founded on that issue. WHBC is the only station in Canton. The repository is the only daily newspaper.

Follows Court Ruling

The policy came on the heels of the opinion of the Court of Appeals for the District of Columbia holding that no existing law bars newspaper ownership of stations. On March 18, the FCC by a four-to-three vote, decided to establish this new policy. Voting for the transfer were Commissioners Craven, Dalberg, and Sykes. Voting against were Commissioners Sykes and Walker voted against the grant on this tentative vote. The Commission based its decision on the March 30 session. The decision will be effective April 8.

New harmony within the FCC was predicted as a result of the action. After several weeks of internal strife, marked mainly by clashes of view as between Chairman McNinch and Commissioners Craven, it appeared that a definite change had taken place and that there would be no effort toward "one man rule" or anything of that character. Chairmain McNinch avowedly has been the White House spokesmen of the opposition to the FCC. The action represents a reversal of policy in force practically since Chairman McNinch took over the FCC helm Oct. 1. It has been a bumbling issue for a year, with definite legislative efforts underway seeking to bring about complete divestiture of newspapers from station ownership upon which ground a monopoly is thought to favor local monopoly in public opinion.

The action also presaged actions on other transfers of stations to newspapers, a dozen of which are pending. If signed, they are presumed, will be considered without regard to the newspaper factor, but on actual showings made consistent with established policy and precedent.

Furthermore, it similarly augers well for hands-off policy on all sales of stations generally, provided pre- requisites as to qualifications are met and price is not entirely out of line. The basis of the case was involved both the transfer and the newspaper issue, it therefore is in the nature of a key case likely to be precedent for any similar local monopoly. The basis for the majority action was that the FCC, under the law, has no jurisdiction whatever to check newspaper ownership of stations except under the broad "public interest, convenience and necessity" clause. A similar attitude, it is understood, is harbored by a majority of the Commission with respect to station transfers.

Thus the effect of the action appears to be that of passing the ball to Congress on these issues. In other words, if newspaper ownership is to be checked or sales of stations to be blocked on any legal basis, it must be by revision of the Communications Act of 1934 or by judicial action. Chairman McNinch is familiar with radio practice and has expressed doubt as to the legality of any legislative act designed to prevent such restoration of ownership that in the final analysis any such barriers would be viewed by the Supreme Court as running counter to the constitutional guarantee of freedom to property rights, freedom of action and freedom of expression.

It is an open secret that the Ad- man McNinch has long looked upon the steadily increasing acquisition of stations by newspapers, either through new grants or by purchase. It is generally believed also that Chairman McNinch, when he assumed the FCC chairmanship, was given instructions that the action of the FCC would be in line with the public interest. In the final analysis the FCC will be viewed by the public as to whether or not the action was right or wrong.

Mr. Chairman McNinch was instructed to write the opinion for the majority. This opinion was formally presented March 30 and ratified the same day.

under management lease by a new company in which CBS would hold a 45% interest.

The Canton action does not necessarily mean that all of these other pending cases will be granted. In one case the FCC recently held that acquisition of a second station in the same city by inter- ests already operating a leading station was contrary to the policy prescribed by the law.

In another case the FCC recently awarded a new station license in Port Huron, Mich., to a nonnewspaper owner, over the contrary application of a newspaper applicant, which appeared to set a pre- cedent on newspaper ownership.

Only Station in Canton

The WHBC case was heard by Examiner Dalberg on Nov. 5 and 6, 1936. It involved applications for modification of the WHBC license to operate full time on the 1200 kc. channel with 100 watts night, 250 watts day in lieu of its specified hour operation on that frequency and assignment from the Catholic Priest Rev. Graham, to the Brush-Moore property. The question of renewal of license was also involved. Examiner Dalberg recommended that the renewal be granted and that the assignment of the station to Ohio Broadcasting Co., Brush-Moore subsidiary, be approved. This report was rendered March 17, 1936.

The fact that WHBC is the only station in Canton and that the assignment is to the only daily newspaper in the city, presented an ex- treme case involving transfers in which the monopoly in public opinion issue was pressed vigorously as part of the transfer, it is understood. There also was involved in the case of renewal of license the lease of the station by Rev. Graham without approval, in opposition to the assignment.

Examiner Dalberg held that while the clergyman had relinquished his control of the station, the agree- ment was canceled as soon as its illegality was brought to his attention.

Pending Newspaper Cases

Among the more important newspaper transfer applications pending are those involving purchase of WREX, Lawrence, Kan., by the Lawrence Daily Record; the sale of WBT, Charlotte, N. C., to the Broadcaster Co., operating KSOS, WRNT and WMT, would acquire the outlet. Other transfer cases in Which the FCC has held the lease of KFSO, San Francisco, by CBS and of WAPI, Birmingham, NBC, CBS Issue New Rate Cards

NBC and CBS have just issued new rate cards. The former dated April 15, the latter the April 1, and both coincidentally being numbered 24. Both time zones in which stations are located and also indicate which cities change to day- light saving time in the summer. It is an innovation that should save many time buyers' worries.

The CBS card, much like the previous one, 24 for NBC's reflects a move toward flexibility in network policy by dropping the Red and Blue lines and many of the traditional time zones, which are now numbered and available with either of the Red or Blue basic networks.

Thus the NBC advertiser, having made his choice of basic network, selects the supplementary groups from all available NBC facilities, with a choice between two groups in the Southeastern, Southwestern, Mountain or Pacific Coast areas.

Minimum Stations

Minimum number of stations which may be used in various groups for one program is shown to be 5 in Group 1 (Southeastern), not less than 6 in Group 2 (Southeastern), and not less than 7 in Group 6 (Southwestern). Immediate addi- tion of KPPA, Iowa, and KPPC, Port- alia, Oklahoma City; KFKO, Fort Worth-Dallas; and KTFI, Twin Falls, Idaho, 1 addition of WALA, Mobile, will bring the total number of NBC outlets to 150.

KTVG, KTVN, and KTVK, however, have been collected into a sec- ond Southwestern Group; KPPA, KPPC, and KTFI, remain in the first group as bonus stations to the North Moun- tain Group. Rate changes range from WMC, Richmond, from $120 to $140 per evening hour; lower WMP, Memphis, from $160 to $140, and give NBC network a rate of $160 regardless of time of day.

New CBS rate-card shows the followers of Walter W. WAD, Akron, formerly on the list of optional sta- tions for the basic network, is now one of the minimum basic policy. As another bonus supplementary group is larger by the addition of WCH, Charles- ton, W. Va., WPAR, Parkers- burg, formerly in the Southeastern group; and WESG, Elmira, recent addition to CBS. The Southeastern group, smaller by one station, KGKO, Wichita Falls, has moved to Fort Worth and is now an NBC outlet.

The Southeastern Group, formerly composed of stations, now with 10, WJNO, West Palm Beach, has been moved to the Florida group; WCH and WPAB have been added to basic supplementary group; and WRWD, Augusta, formerly in the Southcen- tral group, has been added. Southeast, for example, 13 cities, is now 11, WALA, Mobile, moved to NBC and WRWD, Augus- ta, moved to CBS Southern group. The Florida group has added WNO and has raised the rates of WJNO, West Palm Beach, and WPAB, Port-Again, Tampa, to go higher.

SAFETY AWARD—The NBC Sunday Drivers Program was awarded the Commercial Invest- ment of the Year for promotion of safe driving in 1937. Here are Fred Hall (left) and Arthur Fields (right) of the NBC promo department and John W. Darro, CIT vice-presi- dent.

BROADCASTING • Broadcast Advertising

April 1, 1938 • Page 13
General Mills selects baseball list.

Will use 70 stations: Kellogg, Atlantic, Socony plans.

Again, two cereal manufacturers and two oil companies will head the list of baseball picture sponsors. General Mills advertising Wheaties, Kellogg its Kellogg's Corn Flakes, Atlantic Refining Co. its White Flash, Shell its Shell Oil and Socony-Vacuum Oil Co. its Mobilgas and MobilOil.

General Mills will sponsor, either alone or with other companies, all broadcasts on 50 stations. Last year General Mills spent over a million dollars using some 80 stations. Broadcasts this year among them will affect the list of over 700 stations which will broadcast the games.

Ancillary figures led by Knox Reeves Adv., Minneapolis, have increased the potential for the broadcast of the games. Knox Reeves Adv. is a special re-creation of the games.

Golden Gate Contract.
In the San Francisco Bay area, one station out of the two or three planned to be used, had been definitely signed. That was KFRC, Oakland.

KFBK, Sacramento, was unable to take baseball this year due to broadcast a quarter-hour sponsored program. Marketing the baseball games.

Station WMT, which had broadcast the games, is exemplified as a typical station. that for some time.

First half of the show was sold to Liberty Trouser Co. manufacturers of Bull Fleece Trousers, Sears, Roebuck Co. contracted for the second half. Both companies were supplied with many thousands of tickets for use at the theater. The commission fee of 10 cents was charged all others who attended the show. The show was sold to the sponsors at a flat price of a fraction higher than double the half-hour rate. Admission fees pay expenses of musicians, talent, engineers, wire charges, and rent. Variety Show is fed into the Alabama Network, WJBK, Detroit, and WJDR, Tuscaloosa, with talent appearing from both stations.

AFM pact and small stations.
WSGN leases club, hires 10-piece orchestra and charges.

Admission to Variety Show.

New York cigar series.
Consolidated Cigar Corp., New York, the week of March 14 started a schedule of 10 spot announcements a week on New York stations. WIBX, WHEC, WSYR, WJBX, WSBX. WYOR. On April 4 WBNB will be added. Contracts run for eight weeks, placed by Erwin, Wasey & Co., New York.

Non-Network Stations Seeking AFM Pact

Independents Strive to Protect Rights at Convention
In New York; Concessions Demanded From Union

LAST possibility for an open break between broadcasters and union musicians disappeared March 28 when a convention of independent broadcasters, meeting in the Hotel New Yorker, New York, voted to follow the example set last summer by the network stations and attempt negotiation of a satisfactory settlement with the union. Decision was reached after hours of stormy debate and after a series of speakers had pointed out the impossibility of waging a victorious anti-union fight at this time. There was no notice to the union, however, and the assembly gave the negotiating committee strict and definite instructions to protect the rights of the independent broadcasters and to secure every possible concession from the American Federation of Musicians.

Changes Sought

While in general agreement with the provisions of the IRNA contract negotiated by the network affiliate stations, the independents made it clear that they changes would have to be made before the document would be acceptable to them. Since most of the non-network stations are located in cities in which musicians are generally engaged in some other occupation during the daytime and since the quotas of the stations, figured on the 5.5% basis used in the IRNA agreement, would in most cases cover full-time employment for only one or two musicians, the independents would like to have the privilege of using their quotas to hire a full band for a short period or as a weekly or monthly feature. They would like to use students and other non-union talent for specialized programming, and were also agitated to have union stand-bys. They want the union to consider the fact that these stations have to purchase transcription libraries, an expense which the network affiliate can avoid. They want a guarantee that their expenditures for musicians shall get them musicians who can be used as such, and not for librarians, copyists and record turners.

Of the 384 non-network stations licensed by the FCC, 37 are non-commercial, seven are located outside the U.S. proper, 11 are not yet construction permits, and 259 are commercial. Total 1937 income of the 329 commercial stations was approximately $17,000,000, of which more than $16,000,000 came from sales. Last year half, was taken in by the 38 stations whose individual incomes are $100,000 or better. Of these 38, 21 are located in the larger cities, and are employing musicians under the jurisdiction of AFM locals. At the other extreme, 112 stations have annual incomes of less than $6000, and so would be exempt from AFM demands, according to several speakers who quoted AFM President Joseph N. Weber as saying that stations with such low incomes could not be expected to employ live musicians.

A discussion was held that it would be unfair to exempt a station with an annual income of $19,999 and set a 5.5% quota on one with $20,000 income. It was suggested that the $20,000 figure be made an exemption for all independent stations, their expenditures to follow the 5.5% of all income above $20,000. It was also suggested that since the network stations have an advantageous set-up and secure rights to the copyright, the lower base rate should be applied to the independents. This is not likely, however, as the IRNA contract specifically states that if a lower rate is given to any station it shall also apply to IRNA.

A peculiar aspect of the situation that allows the network stations to be considered AFM demands, no demands have been made directly of the independent stations. But when the union told the makers of electrical transcriptions and phonograph records that AFM members would make no more recordings if they were not given the right to secure union contracts [BROADCASTING, March 15] the stations were automatically involved.

Questionnaires Returned

Lloyd Thomas, WROK, chairman of the National Committee of Independent Broadcasters, five-man board set up at a meeting of independents during the special NAB convention in New York last April, called a committee meeting in Washington on March 18, in which, notified all independent stations of the called the general independent convention in New York for March 28. Forty-five stations were represented at the convention, but Mr. Thomas said that this does not represent the total interest among non-network stations, as he has received letters from many other broadcasters regretting their inability to attend and asking to be informed of the convention's action.

Morning session of the convention was devoted chiefly to a review of the union demands from their first presentation last July, through the IRNA negotiations and up to the present, made by Mark Woods, NBC vice-president who represented the industry at the session. In answer to numerous questions from the floor, Mr. Woods made it clear that the independents have not been considering to sign the present AFM licenses with their illegal boycott provisions, AFM's complete domination of the representation income, it is certain that unless the independent stations come to an agreement with the union they will not get any more transcriptions, either commercial or sustaining.

A discussion of the position of the phonograph record companies as the National Association of Performing Artists, led by Gordon P. Brown, WSAY, and Pat J. Stanton, WDAS, led to the conclusion that record manufacturers believe that when they pay artists and musicians to make records they have purchased a property right which the station does not buy, when it spends 75 cents for a record made for home use. It is not equitable, he said, for a station to expect to buy name talent and have it its listeners at 75 cents a record.

Rights of Record Makers

Following a fiery attack on the boycott AFM is trying to get the transcription firms to apply against independent stations, Gregory Gentling, KROC, urged the independents to face the facts and work out the best possible solution, and Stuart Sprague, attorney, told them that they are facing the same problem as that confronting IRNA last fall and they have little choice but to follow IRNA's example. Philip Loucks, special counsel for NAB, reported on his conference with Mr. Weber, and offered any help he could give to the independents in their negotiations.

Getting down to action in the afternoon session, the convention authorized the committee, which it also increased from five to nine members, to negotiate with the union for the purpose of setting up a national working formula for local application by each station and local union. Committee was also authorized to negotiate with manufacturers of transcription and phonograph records in the interest of the stations, each station at all times reserving the right to sign contracts that would bind it to any course of action.

REGISTRATIONS AT AFM SESSIONS

| W. C. Alborn, WBEN, New York | W. C. Alborn, WBEN, New York |
| C. Alden Baker, WRNL, Richmond | C. Alden Baker, WRNL, Richmond |
| L. A. Benson, WH, St. Louis | L. A. Benson, WH, St. Louis |
| Gordon P. Brown, WSAY, Rochester | Gordon P. Brown, WSAY, Rochester |
| Frank E. Clarke, WWJ, KBBJ, KLS, KGGC, California | Frank E. Clarke, WWJ, KBBJ, KLS, KGGC, California |
| Mike E. Chamberlain, WPFM, Frederick, Md. | Mike E. Chamberlain, WPFM, Frederick, Md. |
| Frederick E. Chizjian, NBC Transcription | Frederick E. Chizjian, NBC Transcription |
| Frank E. Clarke, WWL, Woodside, N. Y. | Frank E. Clarke, WWL, Woodside, N. Y. |
| Frank E. Clarke, WWL, Woodside, N. Y. | Frank E. Clarke, WWL, Woodside, N. Y. |
| Howard Drouin, WOR, New York | Howard Drouin, WOR, New York |
| Lloyd S. Fenelos, A.G. | Lloyd S. Fenelos, A.G. |
| Joseph Gough, NBC Transcription | Joseph Gough, NBC Transcription |
| Harold H. Frey, WOR, NY. | Harold H. Frey, WOR, NY. |
| Edward A. Gentling, KROC | Edward A. Gentling, KROC |
| Paul F. Harron, WHOR, Jersey City | Paul F. Harron, WHOR, Jersey City |
| Harry A. Hart, WRC, Philadelphia | Harry A. Hart, WRC, Philadelphia |
| Paul F. Harron, WHOR, Jersey City | Paul F. Harron, WHOR, Jersey City |
| Harry A. Hart, WRC, Philadelphia | Harry A. Hart, WRC, Philadelphia |
| Jack R. Howard, WCPO, Cincinnati | Jack R. Howard, WCPO, Cincinnati |
| Harold A. Laffont, WORL, WNBC, vice-chairman | Harold A. Laffont, WORL, WNBC, vice-chairman |
| C. Alden Baker | C. Alden Baker |
| WRNL, Gregory Gentling, KROC | WRNL, Gregory Gentling, KROC |
| Jack R. Howard, WCPO | Jack R. Howard, WCPO |
| Henry B. Maier, WWRL, Woodside, N. Y. | Henry B. Maier, WWRL, Woodside, N. Y. |
| Lloyd S. Fenelos, A.G. | Lloyd S. Fenelos, A.G. |
| Edward A. Gentling, KROC | Edward A. Gentling, KROC |
| Paul F. Harron, WHOR, Jersey City | Paul F. Harron, WHOR, Jersey City |
| Harry A. Hart, WRC, Philadelphia | Harry A. Hart, WRC, Philadelphia |
| Harold A. Laffont, WORL, WNBC, vice-chairman | Harold A. Laffont, WORL, WNBC, vice-chairman |

The committee now stands as follows: Lloyd Thomas, WROK, chairman; Harold A. Laffont, WORL, WNBC, vice-chairman; C. Alden Baker, WRNL, Gregory Gentling, KROC; Jack R. Howard, WCPO; Henry B. Maier, WWRL, Woodside, N. Y.; Stanley N. Schultz, WLAW; Edgar P. Shutz, WIL, and Frank R. Smith, WWSW.

A subcommittee consisting of Messrs. Thomas, Laffont, Smith and Smith met with the AFM Board on March 29 for a preliminary discussion. The full committee will meet with the AFM on April 5, by which time it hopes to have received filled-out questionnaires from all independent stations so that it will be in a position to begin negotiations without further delay. Committee will meet in Washington several days before the 20th to complete arrangements before coming to New York.

Pending the independent session, negotiations of transcription makers with whom have been postponed. Representatives of firms making phonograph records have had a number of meetings with the union in an effort to work out a satisfactory license. They have made some progress but are still stuck on the boycott clause, according to a spokesman. They, too, expect to resume negotiations with AFM shortly.

First step was technically completed on March 18, when the IRNA committee, represented by Emilie J. Gough, exchanged the contracts signed by network affiliates for those signed by AFM locals. IRNA committee at that time also addressed a letter to Mr. Weber, pointing out that these stations are relying upon the assurance given by you that the Federation will not interfere with the supply of recordings and transcriptions to signing affiliates, one of the chief items in the execution of the contracts. All IRNA stations have signed, it is understood, except in New Orleans, Savannah, Shreveport, and a number located in towns where there are no local unions.

April 1, 1938 - Page 15
Station Financial Data Asked In Questionnaire by the FCC

Not Related to Proposed Uniform Accounting System or Rate Regulation, Says Craven

ALTHOUGH not definitely associated with its chain and monopoly investigation order, the FCC on March 25 sent to all broadcast stations a detailed questionnaire seeking full information on specified operations of stations for the calendar year 1937. The questions are required by April 25, would provide statistical information on station operations which heretofore have never before been available. It was emphasized by Commissioner T. A. M. Craven, primarily responsible for drafting the questionnaire, that it is not to be interpreted as a uniform system of accounting for stations or to any effort designed to result in rate petitions or to any proposed uniform system of accounting for stations.

Commissioner Craven said the questionnaire seeks basic data relating to his present investigation of social and economic aspects of broadcasting, released in his report of Jan. 20. There is no present proposal to institute the form as an annual proceeding, but it is simply a “one time” effort to procure basic data.

Uniformity in Data

It is possible, according to Commissioner Craven, that the Commission may adopt the results to secure modification of it, as a means of procuring uniform “returns” from stations on their financial operations, in lieu of the proposal of Chairman Frank R. McNinch for a uniform system of accounts, to which serious objection has been raised. The data thus supplied, Commissioner Craven pointed out, would give the Commission comparable data on station operations for the 1937 calendar year. He pointed out also that it was closely related to his proposed “Appendix D” which he had directed the social and economic report [BROADCASTING, Feb. 1]. Additional data was supplied by the FCC accounting department following conferences with W. J. Norfleet, chief accountant.

In a press release issued coincident with the questionnaire, Commissioner Craven said that in addition to this information, Chief Accountant Norfleet has been requested to secure from chain companies more comprehensive data as to their financial situation. A questionnaire also is being drafted to procure information for the super-power hearings scheduled for May 16.

“This was done,” said the Commissioner, “in order that the Commission might have accurate data and a more complete understanding of the complex financial structure involved in the development of broadcasting as a system in this country.” He added that the information would be of substantial assistance to the two different investigations being conducted in the progressive development of broadcasting, particularly in the social and economic phases of the application of this relatively new invention to the service of the public.

While the questionnaire has no direct bearing upon the chain-monopoly inquiry ordered by the Commission, the results nevertheless are likely to prove useful, according to Commission spokesmen, both in that study and in the superpower hearings scheduled for May 16. Questionnaires relating to the chain inquiry are in preliminary stages of drafting under the direction of Mr. Norfleet.

Investment Figure

The comprehensive questionnaire issued as Order No. 38, would show how the return is to be apportioned in respect of station operation. For the first time an effort would be made to procure a figure on actual investment in broadcast properties by broadcast stations. The figures also would show the net income of stations individually and of the industries as a whole, and the returns would be sworn to by stations.

The bulk figure of investment in the broadcasting industry from the questionnaires in 1937 as against profits for the 1937 year, would divi-luge that nature of information for the first time and would be useful in the tabulation of stations. The order was issued under authority of Section 308-B of the Communications Act, which authorizes the Commission to seek complete data from stations in connection with issuance of licenses or renewal of licenses. All stations in the broadcast band 560-1600 kc. are required to submit this information. The data must cover the calendar year ended Dec. 31, 1937, and shall be based upon the license closed its books of account.

Industry Reaction

The questionnaire immediately brought repercussions from within the industry, since much of the data requested is not available in station files—particularly those inquiries relating to network data which the station affiliate itself does not have at hand. Networks, it is understood, have been besieged with questions from affiliates.

Many stations, notably smaller units, were expected to experience difficulty in providing certain of the information requested, which is directed to the FCC accounting department regarding particular questions.

There was some skepticism expressed over the questionnaire because of the thought that it might serve as a basis for possible legislation. Detailed information on payment of taxes, both Federal and local, was included in the questionnaire. Chairman McNinch has announced his intention of studying the tax situation with a view to any recommendations that may be made in the future.

General instructions issued in connection with the order were as follows:

1. Each licensee operating a regular broadcast station should report in conformity with the attached form, and report, or data on paper not larger than 8x13 inches in form with respect to the results of its broadcast operations and activities incidental thereto.

2. The report should be made as of December 31, 1937, or the nearest date within one week thereof, by which the accounts were closed and should embrace the results of operation for not less than the 52 preceding weeks unless the station had been in operation for a shorter period of time, in which event the report should embrace the entire period of operation.

3. Each licensee operating two or more regularly broadcast stations should file a separate report for each station operating by such license. The results of the operation for each station shall be reported separately by which the separate station closed its books of account.

4. If the station is also engaged in activities for the profit of the station, the station’s results of operation shall be determined by apportionment, that fact should be indicated, and the method of apportionment described.

Text of the questionnaire follows:

INFORMATION REQUIRED

In the case of stations owned by corporations presenting consolidated statements with affiliated stations, the statements are requested to be presented on a consolidated basis.

The following strictures are made in general in the questionnaire:

1. Net income for the period —

a. Revenue:

1. Advertising: network — local, national spot — national spot placed locally

2. Talent and miscellaneous sales (analyzed by stations)

3. Gross sales

4. Less: Federal Commission

5. Net sales

b. Expenses:

1. Salaries to officers

2. Salaries to employees (except exempt employees included under program expenses as detailed below)

3. Payments to national representatives, salesmen, court reporters, commission

4. Program expense (includes salaries and fees for performers, talent, orchestra, production personnel, script writers, musicals, orchestra units and other organizations supplying complete programs, complete programs or fragments of programs, transcription services, royalties on music, records, scripts, etc.)

5. (a) Program and talent expenses to be paid by station

6. Advertising, sales promotion, miscellaneous expenses

7. Repairs, maintenance and supplies

8. Utilities, heat, power and miscellaneous rents

9. Rent for broadcasting equipment leased from others

10. Wire costs

11. All other general expenses not detailed above

12. Depreciation, write-up, etc.

13. Accounting for station operations (for the year ended Dec. 31, 1937)

14. Income taxes

15. Federal income taxes

16. Estimated Federal income taxes (de duct)

17. Net income for the period

Note: A station with net losses (item (a) above) less than $25,000 for the period, or with net losses (item (a) above) averaging less than $25,000 per week for a period of less than one year, may report in the form prescribed for stations with net profits (item (b)16).

Section B

A. Other broadcast revenue (to be described)

1. Talent

2. Total other broadcast revenue (see item (a)12)

Net Affiliate Return

1. (a) Is station a network affiliate? —

(b) If so, specify which networks (c) If so, give average number weekly sustaining programs

2. Average number sustaining programs

3. Average number weekly sustaining programs furnished by station

4. Schedule or reports to show the amount of network revenue derived from each source and the gross revenue from such networks —

5. The difference between the network revenue reported above and the net broadcast revenues reported is (a) less than $25,000, (b) more than $25,000

6. If broadcasting activities are conducted in your state by the licensee or an affiliate, state the approximate percentage of the revenue derived from broadcasting activities as the licensee or an affiliate

7. Percentage of the network advertising sales revenue which is also devoted (or forming part of a larger space devoted to) other purposes, state the amounts included as rent therefor and charged to broadcast expense, $— appearing in items (b)1 or (b)16

8. (i) Does the licensee sell or exchange broadcast time for consideration other than cash, such as advertising space in competitive publications or other publications or other considerations? space in buildings; use of equipment, etc. —

(ii) In case the above is “yes”, describe the considerations received and evaluate such time in terms of money on the basis of applicable rates and show the aggregate amount so covered by this report

9. Investment in property devoted to broadcast activities as of December 31, 1937.

10. Gross value of all property owned by the licensee at the date hereof

11. Amount of depreciation, if any, in the replacement value new:

12. Current replacement cost of each property item on a n (include power supply and modulation units)

13. Studio equipment (speech input, microphones, etc.)

14. Studio buildings (towers, grounds, etc. installed)

15. Excellent equipment

16. Total technical equipment

17. Other personal property

18. Other property devoted to broadcast service

19. Grand total of broadcasting property

CHIEF ACCOUNTANT

Income statement for the period —

1. Revenue:

2. Gross sales

3. Less: Federal Commission

4. Net sales

5. Expenses:

1. Salaries to officers

2. Salaries to employees (except exempt employees included under program expenses as detailed below)

3. Payments to national representatives, salesmen, commission

4. Program expense (includes salaries and fees for performers, talent, orchestra, production personnel, script writers, musicals, orchestra units and other organizations supplying complete programs, complete programs or fragments of programs, transcription services, royalties on music, records, scripts, etc.)

5. Program and talent expenses to be paid by station

6. Advertising, sales promotion, miscellaneous expenses

7. Repairs, maintenance and supplies

8. Utilities, heat, power and miscellaneous rents

9. Rent for broadcasting equipment leased from others

10. Wire costs

11. All other general expenses not detailed above

12. Depreciation, write-up, etc.

13. Accounting for station operations (for the year ended Dec. 31, 1937)

14. Income taxes

15. Federal income taxes

16. Estimated Federal income taxes (de duct)

17. Net income for the period

Page 16 • April 1, 1938

BROADCASTING • Broadcast Advertising
FCC Starts Inquiry by Gathering Data

A BARRAGE of questionnaires, inquiries and similar requests for data will soon be loosed upon the networks and broadcast stations as the preliminary paper work and investigation of broadcasting, or-dered March 18. While hearings will be held, they are not expected to take place for a few months and no thought yet has been given even to a tentative date.

Immediately following adoption by the FCC of the broad-gauged resolution offered by Chairman Frank R. McNinch, the FCC ac-counting department was instructed to procure statistical data primarily from the first phase of the study. W. J. Nor -fleet, chief accountant, said March 4 that he is supervising this work personally.

Simultaneously, an analysis of network contracts with affiliated stations and of network ownership of stations, along with pertinent data available in FCC files, was begun by the law department in conjunction with the accounting department. This procedure may take several weeks. Supple-

mental data required will be sought through questionnaires or letters of inquiry from groups in the indus-

try.

Internal Strife

The investigation ordered by the Commission transcends a purely chain broadcasting and monopoly study, which was initially proposed by Chairman McNinch. Economic and social aspects of broadcast- ing, followed, of course, by the pattern outlined by Commissioner T. A. M. Craven in his ponderous social and economic report of last January, will be brought into the FCC's firing line.

A running story of the action on the resolution which covered a three-day period, is told in the off-

ficial minutes of the meetings on March 16 and March 18 (published in full text on this page).

Confronted with an ever-increasing volume of work, now led by its chain investiga-
tion, individual commissioners are projecting that with the likely possibility of a hearing it may be raised formally in the Commission's docket.

Moreover, there is the possibility that a commissioner or perhaps a group of commissioners will be ap-
opposed to the Commission's inquiry.

A BARRAGE of questionnaires, inquiries and similar requests for data will soon be loosed upon the networks and broadcast stations as the preliminary paper work and investigation of broadcasting, ordered March 18. While hearings will be held, they are not expected to take place for a few months and no thought yet has been given even to a tentative date.

Immediately following adoption by the FCC of the broad-gauged resolution offered by Chairman Frank R. McNinch, the FCC ac-counting department was instructed to procure statistical data primarily from the first phase of the study. W. J. Nor -fleet, chief accountant, said March 4 that he is supervising this work personally.

Simultaneously, an analysis of network contracts with affiliated stations and of network ownership of stations, along with pertinent data available in FCC files, was begun by the law department in conjunction with the accounting department. This procedure may take several weeks. Supple-

mental data required will be sought through questionnaires or letters of inquiry from groups in the indus-

try.

Internal Strife

The investigation ordered by the Commission transcends a purely chain broadcasting and monopoly study, which was initially proposed by Chairman McNinch. Economic and social aspects of broadcast- ing, followed, of course, by the pattern outlined by Commissioner T. A. M. Craven in his ponderous social and economic report of last January, will be brought into the FCC's firing line.

A running story of the action on the resolution which covered a three-day period, is told in the off-

ficial minutes of the meetings on March 16 and March 18 (published in full text on this page).

Confronted with an ever-increasing volume of work, now led by its chain investiga-
tion, individual commissioners are projecting that with the likely possibility of a hearing it may be raised formally in the Commission's docket.

Moreover, there is the possibility that a commissioner or perhaps a group of commissioners will be ap-
opposed to the Commission's inquiry.

BROADCASTING • Broadcast Advertising

April 1, 1938 • Page 17
KEHE and WINS Sales Closed; Hearst Receives Other Offers

All But WCAE on the Market; Identity of Groups Seeking Other Properties Is Not Divulged

WITH the sales of KEHE, Los Angeles, and of WINS, New York, definitely closed for $400,000 and $250,000, respectively, subject to the final approval of contingencies, steps toward the sale of other Hearst radio properties are going forward as part of the general plan toward "gradual liquidation" of portions of the publisher's estate.

As reported exclusively in the March 18 issue of BROADCASTING, negotiations' approval, steps toward the sale of other Hearst radio properties are going forward as part of the general plan toward "gradual liquidation" of portions of the publisher's estate.

Hearst has contracted for the sale of WINS, New York, and KECA, Los Angeles, during the past month. This agreement covers the sale of the radio station KECA, Los Angeles, which will give him ownership of three stations, and steps to dispose of it for approximately $70,000 have been underway [BROADCASTING, March 18].

Application for transfer of WINS likewise is expected to be filed this week, with Col. O'Brien and the Littlepage firm. While the sales price has been fixed at $250,000, additional material involved in the transfer of WINS is involved and must be made prior to actual submission of the sales project to the FCC.

There is no effort to dispose immediately of the Hearst radio properties, but it can be stated without equivocation that all of them, with the exception of WCAE which is owned by Hearst Consolidated Newspapers, will be sold if acceptable terms are arranged. The identity of individuals involved in the proposed purchase of the Southwest block and of the two service subsidiaries, remained a secret, but the figure of $900,000 as an offer for them is understood to be accurate.

Their rejection of the offer under option to this undisclosed group.

If list of dozens, most of them local, have been bidding for WBAL, which cost Hearst some $400,000 in 1934. The projected sales price cannot be verified, but is substantially in excess of that figure. Similarly, there have been several propositions for WISN and KAY, owned by the same firm.

In each instance, it is understood, local interests have been dominant.

The plan for gradual liquidation of the radio stations was announced by Mr. Hearst, announced appointment by Mr. Hearst, conference at American Newspapers office address of the manufacturer, packer, distributor, seller, or advertiser, of any manners in the United States who has caused him to disseminate such advertisement.

Meanwhile the House Interstate & Foreign Commerce Committee is holding hearings on the Copeland Food & Drug Bill which has already passed the Senate. With the controversial advertising section already lifted from the measure and put to the House, the remaining parts of the bill, dealing with false labeling of food and drugs, will pass the session.

How It Will Work

In illustrating the operation of the new law to the Senate, Senator Wheeler said:

John Doe flies a complaint to the Commission, who proceeds on its own initiative and it says that a certain advertisement which he has complained of is a false advertisement or conceals the truth. Action can be taken if the advertisement is false and also if it conceals the truth. The Commission can say to a respondent 'Your advertisement is false,' and if it does, it conceals the truth. The Commission can say to a respondent 'Your advertisement is false,' and if it does, action may be taken. The Commission can say to a respondent 'Your advertisement is false,' and if it does, action may be taken. The Commission can say to a respondent 'Your advertisement is false,' and if it does, action may be taken. The Commission can say to a respondent 'Your advertisement is false,' and if it does, action may be taken. The Commission can say to a respondent 'Your advertisement is false,' and if it does, action may be taken.

Wheeler-Lea Bill Broadening Powers of FTC Over Advertising Is Now Law

By WALTER BROWN

THE Wheeler-Lea bill broadening the base of the Federal Trade Commission and giving that agency enlarged controlling power over misleading of advertising of food, drugs, cosmetics and devices became law on March 22 when President Roosevelt signed it.

Although the new statute does not take effect until May 13, the FTC is already gearing its machinery to assume the added responsibilities which the legislation places upon it.

Mr. Roosevelt signed the bill without comment and in so doing did much to end the controversy over whether the FTC or the Department of Agriculture would have exclusive jurisdiction over food and drug advertising.

The Senate adopted the conference committee's report exactly one month after the House had taken similar action. The one House committee report came from Senator Copeland (D-N.Y.) who fought to the end to give the Food & Drug Administration, Department of Agriculture control over food and drug advertising.

"No Advance"—Copeland

His chief complaint was that the legislation contained no new control over the food and drug field and that Section 6 weakened the protection already afforded to the public.

"The amendments make no substantial advance in the authority to operate the law as a comprehensive device over what has been contained in the FTC act for more than 20 years," he said. Dr. Copeland took the position that the FTC was the logical controlling agency over foods, drugs, devices and cosmetics the FTC would sacrifice its control over the food, drug and cosmetic fields in favor of the bigger host of other products.

This contention caused Chairman Wheeler to demand that the Interstate Commerce Committee and co-author of the bill, to remark:

"Apparently someone has given the Senator some misinformation as to what is in this bill as it came from conference.

"If the Senator reads it, then he might realize that because of the amendments he has made on the floor show clearly that he has not understood the legal interpretations which are placed upon it," Senator Wheeler retorted.

Mr. Copeland explained the genesis of the legislation. He pointed out that under the Supreme Court decision in the case of Federal Trade Commission vs. A. to which the late Mr. Potter was a defendant, the FTC could not stop false advertisements of food until it could be proved that the producer was demonstrated.

The purpose of his bill, he said, was to give the Commission "actual and testimonial proof" and to enable and to go to court to prosecute violators where there is injury to the public and not to say whether or not a competitor is hurt.

When his bill reached the House, Senator Wheeler explained, the Interstate & Foreign Commerce Committee, of which Rep. Lea (D-Cal.) is chairman, lifted the food and drug device advertising from the Copeland food and drug bill and made them a part of the pending Wheeler-Lea Bill. The House passed the Wheeler-Lea bill on Jan. 12 [BROADCASTING, Jan. 15].

During the debate in the House and Senate on the Wheeler-Lea bill it was frankly stated that the FTC was given an abundance of power in dealing with what it considers mischievous advertising. The bill undertakes to define false advertising as that which is "misleading" or which "misleads" and is made unlawful and an unfair trade practice.

Because of the large volume of food, drugs and cosmetic advertising carried over the air, the broadcasting industry will follow carefully the FTC administration of the new act. The manner in which the FTC uses its new powers will be determined by the final analysis determine to what extent present day advertising will be changed.

A special section of the bill exempts broadcasters, publishers or "agents or medium for the dissemination of advertising" from liability for carrying advertise-}

Wheeler-Lea Bill Broadening Powers of FTC Over Advertising Is Now Law

By WALTER BROWN

THE Wheeler-Lea bill broadening the base of the Federal Trade Commission and giving that agency enlarged controlling power over misleading of advertising of food, drugs, cosmetics and devices became law on March 22 when President Roosevelt signed it.

Although the new statute does not take effect until May 13, the FTC is already gearing its machinery to assume the added responsibilities which the legislation places upon it.

Mr. Roosevelt signed the bill without comment and in so doing did much to end the controversy over whether the FTC or the Department of Agriculture would have exclusive jurisdiction over food and drug advertising.

The Senate adopted the conference committee's report exactly one month after the House had taken similar action. The one House committee report came from Senator Copeland (D-N.Y.) who fought to the end to give the Food & Drug Administration, Department of Agriculture control over food and drug advertising.

"No Advance"—Copeland

His chief complaint was that the legislation contained no new control over the food and drug field and that Section 6 weakened the protection already afforded to the public.

"The amendments make no substantial advance in the authority to operate the law as a comprehensive device over what has been contained in the FTC act for more than 20 years," he said. Dr. Copeland took the position that the FTC was the logical controlling agency over foods, drugs, devices and cosmetics the FTC would sacrifice its control over the food, drug and cosmetic fields in favor of the bigger host of other products.

This contention caused Chairman Wheeler to demand that the Interstate Commerce Committee and co-author of the bill, to remark:

"Apparently someone has given the Senator some misinformation as to what is in this bill as it came from conference.

"If the Senator reads it, then he might realize that because of the amendments he has made on the floor show clearly that he has not understood the legal interpretations which are placed upon it," Senator Wheeler retorted.

Mr. Copeland explained the genesis of the legislation. He pointed out that under the Supreme Court decision in the case of Federal Trade Commission vs. A. to which the late Mr. Potter was a defendant, the FTC could not stop false advertisements of food until it could be proved that the producer was demonstrated.

The purpose of his bill, he said, was to give the Commission "actual and testimonial proof" and to enable and to go to court to prosecute violators where there is injury to the public and not to say whether or not a competitor is hurt.

When his bill reached the House, Senator Wheeler explained, the Interstate & Foreign Commerce Committee, of which Rep. Lea (D-Cal.) is chairman, lifted the food and drug device advertising from the Copeland food and drug bill and made them a part of the pending Wheeler-Lea Bill. The House passed the Wheeler-Lea bill on Jan. 12 [BROADCASTING, Jan. 15].

During the debate in the House and Senate on the Wheeler-Lea bill it was frankly stated that the FTC was given an abundance of power in dealing with what it considers mischievous advertising. The bill undertakes to define false advertising as that which is "misleading" or which "misleads" and is made unlawful and an unfair trade practice.

Because of the large volume of food, drugs and cosmetic advertising carried over the air, the broadcasting industry will follow carefully the FTC administration of the new act. The manner in which the FTC uses its new powers will be determined by the final analysis determine to what extent present day advertising will be changed.

A special section of the bill exempts broadcasters, publishers or "agents or medium for the dissemination of advertising" from liability for carrying advertise-
A New and Stronger Advertising Statute

By HENRY MILLER
Attorney, Federal Trade Commission

How the Federal Trade Commission Will Exercise Its Powers to Prevent False Statements and Claims

THE purpose of the amending legislation is to strengthen and supplement the Commission’s powers under the original Federal Trade Commission Act of 1914. The new provisions are directed against two broad, general categories of business practices: (1) the use of unfair methods of competition or of unfair or deceptive acts or practices in commerce; and (2) the use of any deceptive advertising in respect to foods, drugs, devices and cosmetics, as to which special provision is made, both by law and by regulation.

In respect to the first, Section 5 now provides that—

"Unfair methods of competition in commerce, and unfair or deceptive acts or practices in commerce, are hereby declared unlawful."

The Commission is empowered and directed to use its power by persons, partnerships or corporations except banks, common carriers subject to the Acts to regulate commerce, persons, partnerships, or corporations subject to the Packers and Stockyards Act, 1921, except as provided in section 46e, (b) of said Act.

Cease and Desist Orders Subject to Review

The familiar cease and desist order procedure of the Commission is employed for this purpose. Such order may be issued after hearing and upon finding of fact in proceedings brought by the Commission in the interest of the public.

All such orders are subject to review.

POSSESSORS—Of new authority to regulate advertising are the members of the Federal Trade Commission. Left to right are Charles H. Fechter, Robert E. Freer, Garland S. Ferguson, Ewin L. Davis and William A. Ayres.

view and enforcement by the United States Circuit Courts of Appeals, which are given specific jurisdiction to affirm, modify, set aside, or enforce the orders. Further review of the Supreme Court may be had upon certiorari when granted by that court.

The prohibitions against the methods, acts and practices declared unlawful by Section 5 are applicable to trade and industry in general, and they are not confined to any specific class of commodities as is the case under the so-called food and drug sections discussed below.

Section 5 of the original statute, enacted in 1914, merely declared "unfair methods of competition in commerce" to be unlawful.

The amending statute broadens the prohibition by adding the words "unfair or deceptive acts or practices in commerce." The enlarging effect of this additional phrase, however, may not be readily apparent in view of the fact that unfair or deceptive acts or practices have long been considered by the Commission and the courts to be "unfair methods of competition" when, in the given case, they were proved to have been used in competition and with injurious effect upon the business of competitors.

The additional words "unfair or deceptive acts or practices", however, have the virtue of definitely bringing under the condemnation of the law the use of such unfair or deceptive business conduct as may be the probable interest, irrespective of whether competition is or is not involved and regardless of whether some competitor may or may not have been injured.

A few days ago President Roosevelt signed the Wheeler-Lea Bill enlarging the powers of the Federal Trade Commission, particularly with respect to advertising control. FTC now assumes greatly enlarged power over advertising of foods, drugs, cosmetics and devices. Perhaps one-third of radio's gross income is derived from these products. Because of the importance of this new law to advertiser, medium and agency, BROADCASTING asked Henry Miller, FTC attorney and authority on trade practices, to describe, in quasi-legal language, the manner in which it will function. Mr. Miller is assistant director of the Trade Practice Conference Division and a member of the Trade Practice Board of the FTC.

A FEW days ago President Roosevelt signed the Wheeler-Lea Bill enlarging the powers of the Federal Trade Commission, particularly with respect to advertising control. FTC now assumes greatly enlarged power over advertising of foods, drugs, cosmetics and devices. Perhaps one-third of radio's gross income is derived from these products. Because of the importance of this new law to advertiser, medium and agency, BROADCASTING asked Henry Miller, FTC attorney and authority on trade practices, to describe, in quasi-legal language, the manner in which it will function. Mr. Miller is assistant director of the Trade Practice Conference Division and a member of the Trade Practice Board of the FTC.

Radio Advertising Covered by the Statute

The provision excluding labels from these special remedies is found in Section 15, which states: "For the purposes of sections 12, 13, and 14—(a) The term false advertisement means an advertisement, other than labeling, which is misleading in a material respect; and in determining whether any advertisement is misleading, there shall be taken into account (among other things) not only representations made or suggested by statement, word, design, device, sound, or any combination thereof, but also the extent to which the advertisement fails to reveal facts material in the light of such representations or material with respect to consequences which may result from the use of the commodity to which the advertisement relates under the conditions prescribed in said advertisement, or under such conditions as are customary or prevalent. No advertisement of a drug shall be deemed to be false if it is disseminated only to members of the medical profession, contains no false representation of a material fact, and includes, or is accompanied in each instance by truthful disclosure of the proportions quantitatively of each ingredient of such drug."
Many Changes Made in Net Schedules
With Approach of Daylight Saving Time

APPROACH of daylight saving time and sunup is bringing a number of changes in network schedules [BROADCASTING, March 15], with the usual juggling of time and stations.

Additional CBS clients who have scheduled changes for daylight saving time include: Westinghouse A.C., Chicago, for Just Entertainment; shifts from the early to the repeat broadcast WJW at WAG; George Morris & Co., New York, Johnny Present, shifts to the repeat broadcast, WJW at WAG; 

WHAS. Colgate-Palmolive - Peet Co., Jersey City, for Gang Busters, adds a repeat broadcast for six Pacific stations, at 1:13 a.m. EST. Campbell Soup Co., Camden, for Scotch; and WTAM WWJ WLT KSST.

Off for the Summer

Among the shows leaving the air for the summer and for other reasons are: NBC's Grand Central Station and Household Finance's It Can Be Done, both to CBS; American Rolling Mill's Armco Band; General Mills' Jack Armstrong; General Foods' WABC; 

and Goodtime; Thomas Cook's Travel Talks; Sherwin-Williams Paint's Metropolitan Auditorium; General Can- 

pana's Grand Hotel; American Banks' Philadelphia Orchestra; American Tobacco's My Puzzles; General Foods' Jack Benny. (to be replaced by a summer show, WCLC.) Wm. Warne's Brownie Bows. S. C. Johnson's Fibber McGee and Me. NBC gains at this time Glass Containers, Man's Asthma; 

Bottle Boys; Nell's Royal Crown Revue; PepéOND's Career Woman; (on Pacific-Red only); and new shows for Allis-Chalmers, General Mills, Litigate & Myers, and Sherwin-Williams.

AT CBS, shows going off include Zenith Radio's Zenith Foundation; American Home Stores' Mer- 

nerstein Music Hall; Vick Chemi-

cal's Open House and Tony Wons; American Tobacco's C. Hll; Gulf Oil's Phil Baker; Heinz Carol Kennedy's Romance and Magazine 

General Foods' We the People; 

Pontiac's News Through a Worm's Eye; the Moon and Dr. Dafeo; U. S. Rubber Co.'s Ben Bern. New shows at CBS include: Griffin's Time to Sleep: Household Finance's It Can Be Done; Lambert's Grand Central Station; Joe Lowe 

Corp.'s Pajama the Sailor: McKee- 

son's Robbins' Girl Internet; Brew- 

ers' Radio Show Ass'n's Monday Night Show; Tillamook Creamery's 

Dairy Maid.

Mutual loses Delaware, Lacka- 

wanna's Western's The Shadow; and gains Lambert Pharmaceutical's Time Detective; Philo Morris' W't's My Name; and General Mills' Get Thin to Music.

Oneida Using 34

ONEIDA Ltd., Oneida, N. Y. (sil-

verware), is placing its quarter-

hour Peggy Tudor transcriptions through BBDO. New York, on: the 21st: Carbonated Hour; for 10 weeks: WGN WOR KPO– 

KNX WKBZ - WBZA WCCO WJZ WFL & Pino's Follow WHK WDAF WFAA KOMO KYDL KOA WOR WFPR WGST WOAI WJAX WVL XHO WKK WSM WGY WHO KFH WJS VFKP FK KH. As a result of tests last fall on WGR and KSTP, it was decided to use day-

time hours.

Servel Returns 'March

SERVEL SALES Inc., New York, on April 7 starts sponsorship of March of Time on the NBC-Blue network, Time Inc. relinquishing its sponsorship for the summer. Servel sponsored the program during the spring and summer of 1937 on CBS. Agency for both accounts is BBDO, New York.

CROSS-SECTION—Of the new $600,000 KYW Building at 1619 Walnut St., Philadelphia, which will be opened May 16, according to an announcement by Leslie Joy, KYW manager. Seven stories high, the entire building will be used for radio with the exception of the ground floor store area. Two floors are reserved for television and the building is located at the terminus of the New York coaxial cable. In addition to a large auditorium studio seating 225 persons, there are five studios, offices, master control room, client's audition room and traffic room. The Phila- 

delphia Radio Center is air conditioned throughout. KYW operates on 1090 kc, with 10,000 watts and has applied for 50,000 watts.

'Sarnia Square'

ONE OF Hollywood's most historic locations received a new label March 18 when a sign reading Columbia Square was officially in-

stalled on the northwest corner of Sunset Blvd. and Gower St., fam- 

ous as the site of the first motion picture studio in the West and now in the Broad- 

way era with completion of the new CBS $2,000,000 build-

ing. Official opening ceremonies of the building are expected for May 15, with an all-studio cast. CBS executives from the East, Charles Vanda, western program director, have arranged a special two-hour broadcast.

Force on 15 in East

HECKER PRODUCTS Corp., New York City, has placed one-minute transcriptions on about 15 stations in New York, Penn- 

sylvania and New England. You can hear five days a week. The sched- 

ule will run for six or eight weeks, starting about April 18. Agency is Erwin, Wasey & Co., New York.

DUG UP—This site of NBC's Hollywood Radio City is being graded at Sunset Blvd. and Vine St., with foundations already in place. An alert editor in town caught a building telephone between camera and the big signs on the KNX-CBS building but they can be noticed by close inspection of the original photograph.

New WCCO Studios

TO CLIMAX the opening of its new $100,000 studios on April 7, WCCO, Minneapolis, will broadcast an air-conditioned hour program on CBS coast-to-coast network. Among the programs to be included is Commodore, a serial produced by Earl H. Gammons, general manager of WCCO, will be Merford R. Runyon, associated with David Davis, president of General Mills; Elmer A. Benson, governor of Minne-

nesota; George E. Leach, governor of Wisconsin; and Mayor Mark Ge-

han of St. Paul. During the day WCCO will be fed by a squadron of 24 half-hour programs. Fifty-five stories will emanate from its new studios. All new equipment has been installed and the old studios which comprise 13,000 square feet. Each studio will have an individual control room, the building is at 2nd Avenue South and 7th Street, Minneapolis.
Despite the size and importance of IOWA PLUS, you buy complete coverage at amazingly small cost with WHO . . .

Summed up in few words, the story of WHO power and cost is simply this: WHO has nearly eight times the nighttime power of all nine other Iowa commercial stations combined, yet costs only one-third as much!

As for coverage, any WHO mail-return map will convince you. With almost mathematical regularity, WHO pulls about 60% of its returns from Iowa itself, and about 40% from the PLUS of “Iowa Plus” — which usually includes every State in the Union!
Newspaper Ownership Is Held No Bar to Broadcast Grants

Appellate Court Criticizes FCC for Procedure in Some Cases and Establishes Several Precedents

The first legal ruling on the question of whether granting of stations dispels any belief that the FCC has authority under existing law to do anything at all about the newspaper business, is the opinion of two strongly-worded opinions of the U. S. Court of Appeals for the District of Columbia, rendered March 16, in which it reversed the FCC in both instances and remanded appealed cases for new action.

The case of KTSF, El Paso, Tex., from the FCC decision granting Dorrance D. Roderick, El Paso publisher, a new local station, the court ruled on the newspaper issue. It held that it knew of no provision of statute or rule of law which "forbids such broadcasting by the owner of a newspaper."

The stunning reversals did not come as a complete surprise, since the newly-constituted court in recent weeks has been critical of FCC procedure in a number of opinions and during arguments. Until last December, when it ruled against the FCC, however, the court had not reversed the Commission on any basic opinions in some half-dozen years.

Procedure Criticized

Associated Justice Harold M. Stevens, who in the two decisions concurred in his colleagues, took occasion to establish other rules of law and again took the Commission to task for its procedure in the handling of cases. The second case was that of Saginaw Broadcasting Co.'s application for a new local station in Saginaw, Mich., which facilities were granted to Harold F. Gross, operator of WJTM, Lansing, and Edmund C. Shields, Democratic candidate in the gubernatorial race.

In reversing the FCC in this case, the court remanded it to the Commission, saying that its conclusions were not supported by evidence and that its decision was erroneous in several particulars. Examiner Dalberg had recommended grant of the Saginaw application.

The newspaper issue was raised collaterally in the KTSF case and Justice Stevens ruled on it even though it was not the principal factor involved in the appeal. The decision likewise appeared to have the effect of nullifying the FCC decision of March 4 in which it held 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. This decision came in the case involving competitive applications for a new local station in Port Huron, Mich., when the FCC granted the application to the partnership of Harmon Lery Stevens and his brother, Herman Lery Stevens, while denying the competitive application of William W. Ottaway, president and business manager of the Port Huron Times-Herald.

An appeal in this case, in the light of the court ruling in the KTSF-Roderick case, is indicated. Counsel for KTSF and also for Ottaway are Philip G. Loucks and Arthur W. Scharfelf.

Findings of fact by the FCC relative to the need for a new station must include the basic facts from which the statutory criteria set by the Commission, the court held. In the KTSF case, Justice Stephens said the court was unable to determine upon what facts and for what reasons the Commission regarded an additional station as necessary. It ruled it could find no evidence to determine whether or not there is substantial support for the findings.

In dealing with the newspaper issue, the court pointed out that KTSF urged that the Commission erred in failing to decide whether ownership of a new station by Roderick would result in unfair and destructive competition to KTSF because Roderick, the owner of a newspaper, KTSF contended that his joint control of newspaper and broadcasting facilities would give him an advantageous competitive position.

Then the court continued:

"We know of no provision of statute or rule of law, and are cited to none, which forbids broadcasting by the owner of a newspaper. The absence of a finding upon the particular advantage of an ownership of a newspaper is therefore not erroneous."

The court then dealt with the ad

Fortune Finds Fourth of Citizens Receive Most of It From Radio Newscasts

"Fortune" finds a fourth of citizens receive most of it from radio newscasts. They do this, the magazine says, for a variety of reasons, three of which are indicated.

It is said that once radio news-earners can compete. The best of papers can hardly compete. The person who might otherwise look forward to buying the next edition of their paper are likely instead to watch the clock for the hour to turn on the world's routine news, or the developments of a European crisis, or the maneuvers of a reformed Republican. And what they hear is liable to sound so authentic, and personal, and true, that the feeling that the day's paper will seem like warmed-over Monday hash not worth both the time and effort invested in a listening to radio news that is not likely to weaken with the years.

It has another advantage in telling a compressed news story quickly. In a few fort- minutes the listener gets, wrapped in one package, the equivalent of the facts of a news dispatch, the editorial comment upon them and the columnist's personal interpretation. Radio's pow-

Bob poses a question: "What is a radio news commentator? He is closer to being a national editor than any paper has ever attempted to be. He blankets the spheres of influence of the most important daily newspaper editors. By an infection of the voice, a suggestive pause, he may nearly as effectively cover the meaning of a newspaper's page as he reads it. Sometimes his spell is mainly ex-

Page 22 • April 1, 1938

www.americanradiohistory.com
PROJECTED . . . as a New Network!
PERFECTED . . . . . . in Facilities!
PROVEN . . . . . . . in Results!
— All in the 1ST Year

Without any fanfare of publicity or promotional propaganda, the Oklahoma Network began operations April 1st, 1937. The Network developed because it is logical that radio advertisers be provided with concentrated coverage of the markets served by member stations from one production source, and at one advertising cost. Seven out of the eight major markets of Oklahoma are thus served by the Oklahoma Network. Within its first year of operation the Oklahoma Network has developed a smooth-functioning production staff at its key station, has demonstrated its ability to produce results for advertisers and in short, has completely justified its existence!

A Few of Our "First Year" Advertisers

- SCHLITZ "Old Milwaukee" Beer
  "Sports"
- PURINA MILLS
  "Sing, Neighbor, Sing"
- LYDIA E. PINKHAM COMPANY
  "Voice of Experience"
- OKLAHOMA GAS & ELECTRIC Co.
  "30 Minutes in Hollywood"
- DIXIE GAS & OIL
  "Dixie Belles"
- MERIT FEEDS
  "Crossroads Store"

THE OKLAHOMA NETWORK
Affiliated with the Mutual Broadcasting System

KGFF—Shawnee  KCRC—Enid  KBIX—Muskegee  KADA—Ada
WBBZ—Ponca City  KVSO—Ardmore  K TOK—Oklahoma City (Key Station)

JOSEPH W. LEE, Managing Director, K TOK BUILDING
1800 WEST MAIN STREET  OKLAHOMA CITY

JOSEPH HERSHEY McGILLVRA, (National Representatives)
NEW YORK  CHICAGO  SAN FRANCISCO

COVERING A MARKET OF:
Population . . . 1,712,064
Radio Homes . . . 233,700
Retail Sales . . . $304,455,000
Central Shoe Co., series is success before taking air

Promotion drive gets audience for the first program

NOT EVEN a blizzard could spoil the high-pressure promotion campaign waged by WHB, Kansas City, when it started a transcription campaign for Central Shoe Co., St. Louis, with a theatre party for children.

Under direction of Don Davis, WHB manager, tickets were made available at the nine participating stores. Tickets were enlisted in a club, store managers explaining that by joining the club and buying shoes at the stores, they could earn points for premiums. The premiums were displayed and special shoe could tell a complete story over this public address system, and it really worked out almost like the Pied Piper of Hamelin. The end of the first week we had received more box fronts and sent out more premiums by two to one over any other broadcast that we had put on.

Our next move to increase the pulling power of the program was to change the premiums and to run special contests in addition to the premiums we were offering for the return of the box fronts.

"Although we had a severe storm the week of our theatre party, we had a very successful one, out of better than 2,000 children."

SALES of radio receiving sets in Canada in 1937 totaled 265,586 with a factory price tag of $22,020,506, compared with 247,920 sets valued at $22,175,836 in 1936, according to a Canadian government report.

New series of listening areas by CBS covers night hours; daytime to follow

VOLUME 1 of "CBS listeners and dealers," comprising the fourth series of CBS "listening areas" and the first series of "dealer influence zones" during evening hours, has just been released by the network.

A second volume, to contain similar data for daytime hours, will be off the press early in April. Volume 1 consists mainly of maps and market data for 100 CBS affiliates, each station receiving a double-page spread containing a map showing primary and secondary zones of dealer influence, and a market data table including counties, urban and total population, total families and radio families, automobiles, families using electricity, and gas, total retail outlets and retail sales, and a breakdown of outlets and sales by types of radio receivers, ranked by being shown for both primary and secondary areas.

Who listens

Also included are national maps and data, showing that 85% of all families (91% of radio families) and 92% of the nation's retail business fall within CBS primary zones. The remaining 15% of the market is devoted to explanation of the study and the techniques involved.

In connection with the map response to an offer to souvenirs to listeners in broadcast coverage during the week of Feb. 29, by every CBS affiliate and a few stations scheduled to join the network shortly thereafter to confirm response to actual listeners, items offered were of low intrinsic value. To distinguish day and night response, maps were offered in the daytime, map-grams at night. Stations were instructed to broadcast the offer of maps-grams between 9 a.m. and midnight in announcements averaging 40 seconds in duration. A total of two evenings offered daily for seven days. A total of 520,155 families responded.

Broken down by counties, this response was then translated into coverage percentage of a community's home county response per 1,000 population was used as a base and all counties having between 50% and 100% of this response were considered as intense listening areas. Counties ranged from 25% to 49% as large (per 1,000 population) as the base were ranked as very good listeners; those having less than 25% as regular listening areas, and those with no response to the test but who had been received at other times rated as occasional listening areas.

Daytime and nighttime audiences are separated because (1) radio's skywaves, lost during daytime, are restored back to the hearers as greatly increasing coverage, and (2) because many stations have higher power by day than by night. Audience response is gauged instead of field strength tests because for the advertiser, only listening is covered. In other words, now and with the vast numbers of accumulative mail patterns were used to show "listeners normally available to the average program."

Total markets instead of radio homes were used because advertisers think and move in terms of total markets. For these four reasons and because same offer was being broadcast at same time by neighboring CBS stations, each station map represents "minimum coverage." says CBS, small though that these stations have "when they are not faced with competition from neighboring stations on the same program on the complete Columbia network."

This point of minimum coverage is still to indicate a "swEEPing correction" inserted in the front of each book, warning users to "multiply the map-area by this book or by three before you compare it with other current maps of station or network coverage." To enable users to translate the maps into numbers of actual listeners, 20,000 personal interviews, made the same week as the broadcast offers in station home counties by Starch investigators, for 28 week period coverage of the total market owned radios and what percentage of these radio families listened regularly to CBS. Also, "Dealer influence zones," areas in which dealers listened to CBS stations, were measured by a blind questionnaire of 100,000 general store keepers, automobile dealers, grocers, druggists and gas station operators to find out to arrive during the same week as the broadcast offer.

The book is 18 inches, with cloth covers and contains 240 pages. Layout is designed for easy comprehension and index. Dates on maps and cover are lacking, first mention of date of study appearing on page 226.

BAR GROUP STUDIES

SPONSORED SERIES

The American Bar Association is understood to be considering sponsorship of a series of dramatic programs by the radio network on KFRC, San Francisco, under sponsorship of the Erie County Bar Association. As a matter of fact, this sponsorship is to be pondered the idea of a nationwide network for the day, as it stresses the need of legal assistance. The Erie association is continuing use of a statewide network.

Restricted professionally from direct advertising, this indirect approach has been encouraged on WBNF, Buffalo, under sponsorship of the Erie County Bar Association. This must be considered in light of the fact that the program is to be sponsored by the American Bar Association, which is to be directed by a lawyer, "saves the day for a lawyer." The station has been moved to San Francisco, the Erie Bar considering it a success of the Erie Bar's idea.

Texaco Dealer Discs

TEXAS Co., New York, through Buchanan & Co., is planning a series of programs in groups of 26 each, to go on the air in June. A cooperative arrangement with dealers is now being considered, and dealers will have a choice of the three shows. The programs, to be recorded, will be 15 minutes in length, and will be both script and music. About 100 stations will be used.

Lockwood Discs

LOCKWOOD SHOE Corp., of America, Columbus (M. W. Locke shoes), has recorded a series of minute dramatized RCA discs to be placed locally by dealers. Eighty stations in the United States and 20 in Canada already are using the discs, with more being added daily, according to J. H. Nonel, buyer of Aubrey, Moore & Wallace, Chicago, the agency in charge.
Associated Starts Track Broadcasts

Coast Oil Sponsor Covers 20 Meets During the Spring

FOLLOWING its policy of broadcasting major events, Tide- water-Associated Oil Co., Associated Division, San Francisco, has started a schedule of track meets during the spring season. Harold R. Deal, advertising and sales promotion manager of Asso- ciated, said the firm has enlarged its coverage to include many network hookups. It has exclusive rights to program these track meets.

The oil company will utilize seven California Radio System stations, KYA, KFBK, KWG, KMJ, KERN, KFWB and KFOX. In Ore- gon and Washington it will use 12 stations of Mutual-Don Lee net- work; 25 stations of the Mutual- Don Lee network on the Pacific Coast have been signed to carry the concluding feature of the track season, the Pacific Coast Confer- ence championship at Berkeley on May 21. KRSC, Seattle, Wash., opens the track meet series on the evening of March 25 when an indoor meet was held.

Few Commercials

Mr. Deal pointed out that the sign-on and sign-off of the track meets will be brief and will do away with traditional card and studio announcements as will the commercial an- nouncements. The commercials will be arranged in such a way that there will be some activity on the field, probably three or four to a broadcast.

April 26 has been chosen to announce the track meets in Northern California and John Carpenter in Portland, Oregon. Those for the other districts had yet to be chosen at press time.

Mr. Deal pointed out that in order to give the best possible and continually interesting broadcasts, Associated this year will greatly increase the radio personnel on the scene at the various meets. He stated that besides the announcer, there will be two two-way transmitters; three assistant observers; one monitor and two technical assistants.

Gruen Series on 18

GRUEN WATCH Co., Cincinnati, has selected as the title for its new Hollywood program Warmer Bros. Academy Theater, to start the week of April 3 on 18 stations.

The daily hour-long program started live on March 13 on the Coast [BROADCASTING, March 15]. Left to right, in photo taken exclusively for BROADCASTING, are: George W. Johnson, general manager, KTSA; Hugh A. L. Half, president, WOAI; Beeman Fitzgerald, general sales manager, KSIA; the bull; Paul Girard, program manager, KSIA; Carl A. Doty, commercial and sales promotion manager, WOAI. KSIA men pointed out that they are the ones handling the bull, who doesn't seem to mind.

More Texas Bull

San Antonio broadcasters, not be outdone by their Dallas-Fort Worth colleagues in pictorial prowess, pose with prize bull of the recent Southwestern cattlemen's show to demonstrate that all the "bull sessions" traced on Emlen, John Y. Gruen, the executive producer of the program, who is also a Houston lawyer, is a Houston native, and decided not to turn down the offer.

Star Times Gets Station As Supreme Court Rules

THE PETITION of WIL, St. Louis, for Supreme Court review of the decision under which the St. Louis station, Star Times, was dropped March 25 by the nation's highest tribunal. The FCC granted the Star Times hearing to be held at 12:00 p.m., on Tuesday, May 29 at the Illinois Academy of Law, 1425 S. Michigan Ave.

Maj. Ride Is Candidate For Congressional Post

MAJOR EDNEY RIDGE, general manager and part owner of WBIG, Greensboro, N. C., on March 23 announced his candidacy for Congress to succeed Rep. W. B. Umstead of N. C.

Democratic primaries, in which one other candidate will compete, will be held June 4.

Declaring himself "In Praise of the New Deal," Major Ridge said he would not only give his enthusiastic support to the Roosevelt program of social legislation but that his allegiance to the program is one of principle and not of political advantage. Fifty years old, Major Ridge is a native of Greensboro and descend- ant of a family which has been in North Carolina for 160 years has lived in North Carolina. A former newspaperman, soldier and publisher, Major Ridge from 1927 to 1932 was manager and part owner of the Greensboro Rec- ord. Since 1932 he has been managing editor of WBIG and only recently acquired an ownership interest in the station.

Treedees Start Drive With Local 'Best Buys'

TREESHEET PRODUCTS Co., Los Angeles, (Truesheet orange and orange juice) on March 21 started a campaign of five-five-minute spots titled "Today's Best Buy," conceived by Raymond R. Morgan Co., Los Angeles agency, which eventually may be carried on a list of 100 stations.

First stations to secure the account are: WIRE, Indianapolis; WJSV, Washington; KSTP, St. Paul, and outlets of the Michigan Network.

The program introduces a new wrinkle in locally built programs, being based on an idea originated by Mr. Morgan who is personally supervising the account. Stations ask listeners to write in and advise what they would like to sell, which may range from furniture to furniture. It is a sort of "Miscellaneous for Sale" clearing house, with local announcer telling what are Today's Best Buys and the commercial calling attention to three cents or treesheet as the best for some use. Placement of later schedules de- pends largely upon Treeseed's distribution.

Miller Spots

MILLER BREWING Co., Milwaukee (Miller Hi-Life beer), will start a sports spot series, starring Hai Totten on WCFL, Chicago, beginning April 11. Pro- gramming will be broadcast nightly ex- cept Sunday at 6:45-7 p. m. In addition, one minute spot announce- ment will be broadcast nightly between 6:30 and 8:30 p. m. were started on five stations April 1 with a national expansion planned this summer, according to N. J. Cavanaugh, radio director of Miller's Cunyngham Organization, Chicago agency handling the account. Stations, all in North or South America, are: WIS, Cleveland; WPTF, Raleigh; WWNC, Asheville; WFBC, Greenville; and WBIG, Greensboro.

Subbing for Benny

GENERAL FOODS Corp., New York (Jell-O), on July 3 starts "What Would You Have Done?, to replace Jack Benny for the sum- mer months on NBC and CBS. The new program, which is now run- ning on the CBS-Pacific network on a part-time basis, is a product of Music Corp. of America. Cash prizes will be offered for best solu- tions to personal problem stories. Agency is Young & Rubicam, New York.

Albers Dog Food

ALBERS BROS. MILLING Co., Seattle, on March 15 started Jimmy & Gyp on Invisible Trials, quarter-hour discs, on WMAQ, Chicago, the first time Friskies has advertised in the Chi- cago market although 284 episodes of the program have been used suc- cessfully on three West Coast sta- tions.

Discs are produced by Recording Studios with Erwin, Wasey & Co., Seattle, handling the western placements and Holland Erwin, recording engineer of Erwin, Wasey & Co., Chicago, handling the Chicago account.

Feesamint on 25

HEALTH PRODUCTS Co., New- ark (Feesamint), will use 25 Cali- fornia stations for its schedule of spot announcements, March 15 [BROADCASTING, March 15]. Agen- cy is Wm. Esty & Co., New York.
Six profitable years on the air... Many continuous Advertisers... Positive Proof that the Programs pay large Dividends!

Those few words tell the story of Sponsors who appreciate that to reach our rich "Friendly Family" of 2,500,000 Italo-Americans there is only one way—the Italian way!

No matter what you sell—our Program and Merchandising Departments can be of great help to you in so popularizing your Product that it becomes a permanent part of the "Friendly Family" that lives with us every day of the year!

By such service are you "Keyed to Sales" to Italo-Americans, who spend over a Billion Dollars annually!

The International Broadcasting Corporation
New York City
Facilities Granted Tropical Stations
Other Allotments Are Made by Cairo Radio Conference
PRESSING toward adjournment by early April, the International Telecommunications Conference in Cairo has reached agreement on allocation of additional broadcast facilities for tropical regions. The band 470 to 495 kc was allocated for the central region of the Americas and 4855-4965 kc for tropical regions in the rest of the world. Tropical broadcasting stations in the Americas are required to protect service of existing stations.

The last big problem before the conference appeared to be allocations in the band between 10 and 550 kc. Both European aeronautical and broadcasting interests and the United States were seeking additional frequencies in this band, to be taken from the mobile service. Last week, however, this discussion was still in progress.

A movement to force another European broadcast conference is underway by smaller countries which feel they did not receive a share of radio frequencies held by the conference held six years ago. The nations are battling for an enlargement of the broadcast band to 16 kc, paralleling that in this country, as one step toward having use of the 10 kc service.

Some sentiment exists for a world conference to make an allocation of the high frequency broadcast channels below 16 kc, but there was little indication that anything along that line would develop.

The U. S. delegation to the conference, headed by Senator Wallace H. White, is pressing its proposal that 500 kc international distress frequency be reserved for SOS purposes and freed from all other uses. There is little hope of discussion but little progress. The proposal of the United States to eliminate the silent period on 500 kc, according to advice, was defeated.

A proposal to eliminate all spark transmitters from the 16 to 550 kc band, in order to eradicate much interference on the communications bands was advanced by the U. S. delegation, with some progress being made. However, it was evident that 300-watt spark transmitters would be retained. The number of frequencies to be used by such transmitters will probably be limited to 500, 425 and 375 kc.

Other Allotments
Tentative agreement was reached at the conference on assignment of frequencies between 25,000 and 25,000, broadcasting; 25-600, 25,000, fixed (U. S. reservations for broadcasting); 25-40,000, radio air soundings in Europe; and U. S. radio soundings fixed and mobile; 26,000-30,000, telecommunications; above 30,000, regional in America; and in Europe; 30,000-32,000, low power stations; 32,000-35,000, aeronautics; 40,000-50,000, fixed and mobile; 40,000-50,000, television and radio soundings.

The frequency band between 150 and 160 kc was retained by mobile services with recognition of use by certain broadcast stations in Europe on the basis of no interference to mobile stations. Use of spark transmitters on ships was limited to 500 kc, 425 kc and 375 kc, with a limitation of 30 watts each.

No agreement could be reached as to date for complete elimination of spark transmitters.

British Proposal
A proposal of the British Delegation that no wave in the band between 150-1500 kc be used by the same country in Europe in broadcasting with reservations in the nature of "commercial publicity" sent in any other language but the national language or languages of that country, was defeated by a vote of 17 to 17.

The proposal would permit the broadcast stations in France and Luxembourgh which conduct commercial broadcasts in English for the English listener and are generally credited with earning considerable revenue. It was expected this question again might be raised in plenary session.

It has been indicated that the American Delegation has taken the attitude that if the provisions of the Havana agreement dealing with continental broadcasting and other facilities in the Americas, is felt certain that main provisions of the Havana agreements will be written into the Cairo conference as laying down the rules for the Americas.

Reciprocal Broadcasts
Among Canada, Hawaii and U. S. Being Planned
A series of reciprocal broadcast stations among Canada, U. S. and the United States, is now in the stage of formation and is scheduled to start in May, according to L. B. West, main representative for Honolulu Broadcasting Co.

The Honolulu station, KGB, will trade programs with Canadian Broadcasting Co. and both broadcast from stations in the United States by the Mutual network and in the Dominion in CBC, according to Mr. West.

According to present plans the broadcast will be heard from 8 p.m. EST on Saturdays. The program broadcast pattern will be a 30-minute program, starting from the islands, which would be relayed to a station in Canada and then onward to a station in the United States. Once started, it will be a weekly affair, Mr. West states.

Increase in Broadcast Activity at FCC Leads to Reorganization of Law Staff
SWEEPING reorganization of the FCC law department under which broadcast functions are divided into two separate branches with increased personnel was effected March 25 by Hampson G. George, FCC general counsel and former member of the board of farm radio.

Judge Gary, assistant general counsel, who has been in charge of the Telephone Division of the law department, became acting assistant general counsel in charge of Radio Broadcast Division 2, which includes research, decisions and appeals. James A. Kennedy, assistant general counsel in charge of telegraph, was placed in charge of the new Carrier Division, combining both telephone and telephone.

No Personnel Additions
A reorganization of the Law Department has been impending for some time, and is expected without the addition of any top personnel and upon the General Counsel, C. W. Bartlett, forerunner of the Telephone Division, will be in charge of the Radio Broadcast Division.

Mr. Bauer joined the FCC in October, 1935, as assistant counsel to the Department of Justice where he had been attorney for some 14 years, mostly in the Claims Division. A native of Ohio, he participated in the radial carrier wars and has been in telephone work at the FCC since having served in General Counsel since late 1936. He will be in direct charge of all appellate work as well as the writing of decisions by the FCC and probably will argue personally many of the cases before the Court of Appeals.

To Mr. Porter's division have been assigned 13 attorneys. D. H. Deibler remains in charge of Hearings, with Ralph L. Walker in charge of hearings. J. D. Cunningham, formerly assigned to Hearings, is now in the division of complaints and investigations. In Mr. Deibler's division will be H. Harrington, M. H. Aromon and Stephen C. Underly. Under Mr. Walker assigned to hearings are Major A. V. Daily, Mr. Slaughter, who transferred from the Accounting Department. Under Mr. Cunningham in complaints and investigations are James L. McDowell, formerly telegraph, Russell Rowell, formerly telegraph, M. E. Erickson, and M. W. West, transferred from mails and files.

Under Acting Assistant Bauer are Fennay Neeman, mainstay in handling of appellate work; W. D. Rustom, moved from the Telephone Division and a former General Counsel of the Oklahoma Corporation Commission, who for the past three years has been associated with Commissioners Paul Walker; Andrew G. Hazel, removed from the FCC staff and transferred from telegraph; Frank U. Fletcher, H. B. Hutchinson, Corry Lockwood, added to the Farm Radio Division, and J. G. McCain.

Doubling of Work

Judge Gary declared the reorganization necessary because of the greatly increased amount of broadcast work, which he said had been doubled in the last three years. He asserted the change should make for greater efficiency and emphasized it was not to place more no's or denoms involved. There are some 25 pending cases covering 28,000 telegraph and telegraph as against approximately 675 broadcast cases, he pointed out.

SHORTWAVE GROUPS DISCUSS PROGRAMS
REPRESENTATIVES of international shortwave licensees met in Washington, March 18 with the officers of the recently formed Interdepartmental Committee to study International Broadcasting [BROADCASTING, March 15] for a discussion of shortwave's present and future status. The Interdepartmental Committee was set up by the Navy and the State Department at the request of FCC Chairman McNinch.

Mr. Studebaker, U. S. Commissioner of Education, was chairman of the subcommittee and NBC, CBS, United Electric, World Wide, WRHU and World Wide were represented at the closed meeting. The session was called to ascertain what various licensees are doing in international broadcasting and to find what they propose to do.

Dr. Studebaker asked that licensees submit charts of programs covering the March 6-19 period specifying program type, sponsorship of programs and the languages in which the broadcasts were made. This data will be presented at the full committee at a future meeting. All licensees expressed a desire to cooperate with the Interdepartmental committee, but no clear definition of government policy in shortwave broadcasting was announced at the meeting.

The following license representatives were present: Philip J. Heinz, NBC; Franklin M. Patrick, NBC; Harry C. Butcher and Frederick A. Willis, CBS; Boyd Bullock, KPH, F. V. Van Dyke, General Electric Co.; Walter Evans and S. D. Gregory, Westinghouse; W. W. Nolan, Jr. The subcommittee is composed of Dr. Studebaker; Dr. Samuel Guy Inman, assistant director of the Office of Education; and Dr. Ernest Grunewald of the Interior Department.

Page 28 • April 1, 1938
BROADCASTING • Broadcast Advertising
www.americanradiohistory.com
A RURAL MARKET

THAT Responds

There is no getting away from the fact that the Mid-South is the nation's favored spot financially. The Sixth Federal Reserve District report shows that farm income of Tennessee and the Southeast is the largest since 1929.

Farm income is 4.3 per cent larger than in 1936, 19.2 per cent more than in 1935, and "more than twice the total for 1932."

The 290,600 radio homes that constitute WMC's day-time audience have plenty of money to spend. Now is the time to tell 'em and sell 'em!

WMC

MEMPHIS

Owned and Operated by

THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVE: THE BRANHAM COMPANY

RESULTS PROVE WMC SELLS THE MID-SOUTH

BROADCASTING • Broadcast Advertising

April 1, 1938 • Page 29
THE NEWSPAPER-OWNED STATION

Rep. Wearin Sees Monopoly; Kirchofer Points to Danger in Class-Discrimination

JOINT ownership of newspapers and radio stations is discussed in the April issue of Public Opinion Quarterly, published by the school of public affairs, Princeton U. Arguments against joint ownership are presented by Rep. Charles Wearin (D-Ia.) and in favor of joint ownership by Alfred H. Kirchofer, manager of the Buffalo (N.Y.) News, executive director of WBEN and WEBS, that city, and president of the American Society of Newspaper Editors.

The Wearin Bill (HR-3892), introduced Jan. 23, 1937, provided for complete divestiture of newspapers from ownership and operation of broadcasting stations, has been referred to committee and is presently dormant.

In the magazine article Rep. Wearin stated that 689 stations licensed on Jan. 1, 1937, "newspapers own, have an interest in or have an ownership position to 194" and that "roughly one-third of those granted between Jan. 1, 1936 and Jan. 1, 1937, were granted to newspaper owners or to parties who combined their interest in published publications with the operation of radio stations." He argued that freedom of speech will not be curtailed by divestiture of newspapers from radio ownership and stated that the granting of a radio license gives the licensee no vested property rights.

Constitutional Doubts

Admitting that legislative limitations might arise under the Fifth Amendment, and that the bill discriminates against a class, he said it was well settled that "Congress in the exercise of its power to regulate interstate commerce may and has interfered directly with private rights which otherwise might be protected by the due process clause."

"Incidental or indirect interference with particular holdings is repugnant to either the First or Fifth Amendments," he concluded. As an illustration of a particular class, he stated that Section 310 (a) of the FCC act contains a similar prohibition against newspaper-owners. He argued that Congress has the authority to separate joint ownership because mutual control has "reasons of a relation to interstate commerce."

"Of all the monopolies the world has ever known," he concluded, "none could be as bad as a monopoly of public opinion in the hands of any existing agency. Any policy of radio dissemination be it newspaper magazine radio, or political party"

Mr. Kirchofer opened his discussion on behalf of joint ownership by asserting that class discrimination would follow any reasonable policy barring labor groups, church groups and educational institutions. He said there could be no sound reason for barring newspapers from operating radio stations unless that purpose be "positive, definite, have public service background, and he said, the experience to know what the policy of radio should have no editorial policy.

"The function of radio is to present both sides fairly," he said. "In practice it probably is true that the Federal administration in power gets the breaks." He analyzed the number of stations to Detroit stations. He charged that free speech has been throttled because stations managed by newspapers, although to the present administration have been unfair to the New Deal has had a substantial basis.

"We have popularized radio as they never have ailed any other invention", Mr. Kirchofer asserted. He contended that "taking newspapers already in radio from the field would destroy the reputation, experience, and leadership which newspapers have contributed to the advancement of the art."

He concluded that there were 221 broadcasting stations in America owned in whole or in part by newspapers and 17 newspapers are seeking to acquire stations by the purchase, the stations in the United States are owned by 1600 by the WJBK, Westlinghouse engineer, and LeRoy Miller, announced that "brought along gas masks."

No Bar on Liquor Ads

Imposed in Pennsylvania

REPORTS that the Pennsylvania Liquor Control Board had commanded all radio stations of that state on February 1 to refuse the advertising of liquor products was emphatically denied March 23 by J. H. Reiter, the board's director of public relations. "We look upon radio liquor advertising with disfavor," said Mr. Reiter. "But there has been little public opinion so far against the advertising of wine and beer."

Practically all of the stations in Pennsylvania have refused liquor advertising, he said. "I personal am opposed to too much law in matters of this sort, and feel that the problem can be handled tactfully by this board and Pennsylvania stations without adding such prohibition to our statute," he concluded.

A pamphlet titled "Paging Will Have" recently published by the Pennsylvania board indicates the board's methods of dealing with advertisers who advertise liquor. The pamphlet states that the board does not favor radio liquor advertising and that radio newspaper liquor advertising is very tactless."

Schlitz Pending

JOS. SCHLITZ BREWING CO., Milwaukee, has appointed Needham, Louis & Brovich, Chicago, to handle its advertising, Maurice H. Needham, president of the agency, who will be account executive, told Broadcasting March 25 that it will be some time before definite advertisers are named. "With the commitments of the agency previously handling the account will probably run for another month. Although no figure was given regarding the advertising appropriation this year, it is expected the bill will be at least as high as in 1937 when it totaled $800,000. Edwin Seltl was recently appointed advertising manager of the brewing company.

KPO Spot Policy

A COMMERCIAL policy change on NBC's 50,000-watt KPO in San Francisco is planned by the station. KPO is one of 13 stations nation-

COOPERATIVE AUTO DRIVE IS SUCCESS

WITH final results of National Used Car Exchange, the week indicating that about 180,000 sales were made during the 8-day period of the $125,000 cooperative drive a considerable tribute was paid to the share radio had in stirring up enthusiasm for the event.

Typical of the comments made at so many of the points of sale was that of John E. Raine of Baltimore, representing the Auto Trade Association of Maryland. Declaring to much the promotion effort of the campaign was "overly advertised," Mr. Raine stated that this was "offset by the radio drive.

The radio fund was spotted over approximately 400 stations, each of which had around 18 announcements of 100 words apiece. Estimates were that the radio bill accounted for approximately $180,000 of the $175,000 of the total expenditure of nearly $1,250,000 in all media. In addition, local dealerships took time to a degree which could not be estimated at Detroit.

One of the most interesting tidings to the dealers was reported to Detroit from Joplin, Mo., where the R & S Motor Sales Co., a Chrysler distributor, put out time daily over WMBH for six days. During the 30 minutes each salesmen had to complete a form to give a car to a member, to be sold in advance of the sale, and the form was passed around among listeners. The company reported that some of the contests sold 10 cars sold, about as twice as many as might normally have been expected.

Peppond's New Serial

PEPSENDENT, Chicago (anti-septics), on March 21 started for 15 weeks, Candid Lady, a serial drama of newspaper life, in 5 stations (WCR, KBQ, KOMO, KGK, KFI). Originally titled Career Woman the serial was written by Harriet Friday, 3:15-3:30 p.m. (PST), emanating from Hollywood. It is a story of a girl who, after a deb on the NBC staff and features Anne Stone in the title role. The serial was written by Walter Vale and Walter Maher. Peppond on March 27 renewed its Mickey Mouse program for 13 months NBC-Red Sundays, 3:30-6 p.m. (EST), through May 16. Renewal in the fall on a weekday is planned. Agency is Lord & Thomas, Chicago.

Brasserie Series

MAIDENFORD BRASSERIE Co., New York, has started a schedule of six spot announcements a week on WROL, Boston; KFRC, San Francisco; KRLD, Dallas; and WDAF, Kansas City. In addition, a quarter-hour weekly musical program, "The Keyboard Cart," will be heard on the WCR in the fall on a weekday. Agency is Arthur Rosenberg Co., New York. Janice Silver is account executive.

AMERICAN Red Cross and U. S. Office of Education will broad cast a shortwave program address to students on May 4, 5 and 6 on WWSX and WSSX. OF stations in Schenectady.

Page 32 • April 1, 1938

BROADCASTING • Broadcast Advertising
We are particularly proud to announce the appointment of J. Leslie Fox as Pacific Coast Manager of IRS. His broad experience in station operation and sales plus his intimate knowledge of eastern markets are qualifications which guarantee the same high record of sales effectiveness on the coast as in New York, Detroit and Chicago.

With John Livingston continuing to represent IRS in southern California our stations are thus assured complete coverage of agencies and advertisers from Seattle to Los Angeles.
ABT Held Independent Union Under Ruling by Labor Board

Federal Body Denies ARTA Company Union Plea; ARTA Seeking to Organize in Brooklyn

ASSOCIATED Broadcast Technicians is a voluntary, not a company union, and its engineers as members of ABT are bona fide, according to a ruling March 28 by the National Labor Relations Board in Washington. The board's decision resulted from a complaint of American Radio Telegraphists Assn., a CBS affiliate, to the statement of fact by ABT that it was a company union and not an independent labor organization.

Before CBS acquired KMOX its engineers had become members of the International Brotherhood of Electrical Workers, an AFL affiliate, as a part of a joint agreement signed last April, which is not affected by the ruling. The union, representing 200 employees, was not represented at the conferences.

In response to the complaint, a Labor Board representative made inquiry of all the station's employees and informed CBS that it represented a majority of the employees of WABC. CBS continued to negotiate with ABT and signed a contract with ABT on a national unit basis. On the basis of the NLRB ruling it is assumed that technicians of KMOX and WABC will return to ABT membership.
WHERE do America's radio stations get the fine recorded programs which delight their listeners? Well, just to give you an idea:

"Most widely used of any recorded program service"

220 stations subscribe to the NBC "Thesaurus", a service provided on a weekly basis, with new program features added constantly. It is the most widely used of any recorded program service.

NBC Transcription Service offers the combined facilities of NBC and RCA Victor. Together, they represent leadership in broadcasting, mechanical reproduction, and recording. With them goes access to the talent of NBC Artists Service, world's largest talent sales organization.

The staff includes ace production men... writers notable for their mastery of radio technique...directors with enviable records in successful handling of varied programs.

NBC Recorded Program Service, in short, offers complete facilities for the creation, casting, production and recording of programs for National Spot and Local Advertising. It's a service that has attracted millions of listeners; has done much to identify NBC as the BROADCASTING HEADQUARTERS whose every effort is "in the public interest, convenience, and necessity".

"Broadcasting Headquarters"

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

BROADCASTING • Broadcast Advertising

April 1, 1938 • Page 35
FURGASON REVISES EXECUTIVE SETUP

With appointment April 1 of Gene Furgason & Co. as national representative, the five stations comprising the Pacific Northwest Coverage group, the firm announced an entirely new executive setup. Cliff Sleininger, who joined the firm last fall, is now a partner with Gene Furgason who retains a majority interest.

Mr. Furgason will leave for New York May 1 where he will assume charge of the New York office. Mr. Sleininger will take charge of the Chicago office. James M. Wade, currently in the New York office, will remain there. In addition to radio, Furgason has joined the Chicago office where he will work with Mr. Sleininger. In Detroit, Sylvester M. Aston will continue as manager.

Until the changes become effective May 1, however, Mr. Sleininger will be in the New York office. Mr. Furgason, who returns to Chicago April 1 after a 10-day trip to the Pacific Northwest group of stations, will remain in Chicago until May 1.

Mr. Furgason entered the representative business in 1935 with Sylvester M. Aston, organizing the firm of Furgason & Co. Last fall Mr. Aston was appointed head of the Detroit office. Mr. Sleininger started in the representative field as a partner with James P. Free leaving to organize his own firm. In 1936 he joined Transamericana, which he left last fall to join Furgason.

Addition of these five Pacific Northwest group stations comprising KFPY, Spokane; KGIR, Butte; KSSA, Helena; KXXM, Portland, Ore., and KRSQ, Seattle, gives Furgason a total of 18 stations.

Several changes have been made in the WKW and WKBW systems, where KSSA, Seattle, and KRSC, Seattle, are now owned and operated by Lorrin McCollum, Inc., Inc., formerly known as West Coast Broadcasting, Inc.

Mr. Furgason and Mr. Sleininger will assume charge of the entire operation.

WAAW Transfer Pending

APPLICATION for transfer of WAAW, Omaha, from the Omaha Great Northern Exchange to Broadcasting Co., now is pending before the FCC. Filed last month, the transfer involves a consideration of approximately $55,000,000. It was returned to the proposed transfer parties for further information in connection with evaluation of equipment and related data. Central States operates KFAB, KOIL and KFOR. WAAW operates on 660 kc. daytime with 50,000 watts power.

Paley to Report

WILLIAM S. PALEY on April 5 will broadcast his monthly conference, in addition to mailing it to stockholders in the usual way. Mr. Paley, who will broadcast at 10 p.m., believes that the general public's interest in radio warrants the procedure.

Bowery's Extends

BOWEY's Inc., Chicago (Dairy Rich), extends Terriers & the Pirates show on 16 NBC-Red stations and 5 stations on discs until June 1. Program was scheduled to go off the air April 20. Stack-Goble Ad. Agency, Chicago, handles the account.

UNION OIL CHANGES

UNION Oil Co., Los Angeles (petroleum products), will discontinue its weekly half-hour talk program on NBC-Pacific Red network April 20 to sponsor a new show headed by John Nesbitt, commentator; David Broekman's orchestra and Donald Novis with New Novis series, as yet untitled, starts April 27 on 9 NBC Pacific Red stations; Kansas City and Milwaukee stations on WIBO, Boise, Idaho, Wednesday, 6:30-7 p.m. (PST), taking over the time now occupied by the agency's programs, Lord & Thomas, Hollywood. It is reported a clause has been written in Nesbitt's Union Oil Co. contract which gives Nesbitt power to cancel on two weeks notice, inserted to protect M-G-M if his work at the studio becomes too heavy. It is also said the clause was inserted by Nesbitt with a national sponsor in mind as a tie-in with release of his M-G-M short subjects. American Tobacco Co. (Half & Half) through Young & Rubicam Inc., recently auditioned Nesbitt for a half-hour program.

IN HAWAII—May. Gen. James G. Hobart (right), RCA board chairman, was greeted at KGU, Honolulu, on his globe-circling trip by Lorrin F. Thurston (left), KGU, president of Advertising Pub Co., owner of KGU, and M. A. Mulfony, station manager and dean of Hawaiian engineers.

San Antonio Beer

SAN ANTONIO BREWING Ass'n, San Antonio, Tex. (Pearl beer), on April 25 starts a quarterly hour new program six weekly days week on WOAI that city featuring Ken McClure WOAI commentator. Pitlik Advertising Agency, San Antonio, is handling the account.

Selective Service

Standard now furnishes a basic library of 1,100 selections, with a guaranteed minimum of 100 new musical selections each week along with the usual panoply of continuities, to some 160 stations [BROADCASTING, 1938 Yearbook]. There are a number of cut-price transcription services. This is the full library service, the purchase of which, according to Mr. King, "often works a hardship on some stations which are required to accept material for which they have no use." Accordingly, the Tailored Transcription Service permits the elimination of certain types of talent and continuities must be held to the full service with proportionate reductions in cost.

Starting this month, a five-fold service may be ordered in single sections or groups as follows:

A—If new selections monthly and 20 hours of continuities per week.
B—30 new selections monthly and 17 hours of continuity weekly, featuring 100 musical talent.
C—40 new selections monthly and 15 hours of continuity weekly, featuring 200 musical talent.
D—40 new selections monthly and 12 hours of continuity weekly, featuring 200 musical talent.
E—40 new selections monthly and 12 hours of continuity weekly, featuring 200 musical talent.

The Popular Supplement, providing 40 selection per month with three hours of continuity weekly and including 200 musical talent.

(Almost 40 stations are already taking this service.)

All transcriptions are copyright licensed, with Standard paying MPPA for rights to ASCAP music for local sponsored and sustaining use and with Standard paying SESAC for its music. ASCAP licenses will be made but no SESAC license need be held by the stations. Standard also secures performance releases from its artists to eliminate the possibility of litigation such as now current with phonograph recording artists, according to Mr. King.

Calox Spreads

MCKESSON & ROBBINS, Bridgeport, Conn. (Calox toothpowder), have recently placed on CHBs in New York, Cleveland, Chicago and Los Angeles, a new five-week script show now running on the Yankee Network. Agency is Brown & Turech, New York.

Page 36 • April 1, 1938

BROADCASTING • Broadcast Advertising
ADDED ATTRACTION

"Listener preference" is the main feature of the show that WSAI puts on in the Cincinnati area—day in and day out.

But there's an added attraction that WSAI advertisers like even better—it's Dealer Support!

And WSAI delivers that in a big way!

A recent survey by an independent research organization revealed that 68.4% of the drug and grocery retailers in the Cincinnati area prefer WSAI.

WSAI
CINCINNATI'S OWN STATION

- National Spot Representative

TRANSAMERICAN

NEW YORK  CHICAGO  HOLLYWOOD
Facsimile Rights Denied in Canada

Plan to Eliminate Levies on Radio Receivers Discussed

By JAMES MONTAGNE

No FRANCHISES for facsimile transmission will be granted to private interests without discussion of 11th and approval of the federal government, Chairman L. W. Brockington of the Canadian Broadcasting Corp. told the Parliamentary Committee in Broadcasting meeting at the opening session on March 24 in Ottawa.

The CBC has taken steps to safeguard the public interest with respect to television and facsimile transmission. "We have been able to avoid any possible issue of license for other than experimental purposes and there will be no alienation of the public domain in that field," he told the parliamentarians.

In citing CBC policy and announcements, he mentioned that on Jan. 1, 1938, 76.5% of the population of Canada enjoyed service from the radio service, and by next January the percentage would be 84.

License Fee Remains

The government has not reduced its increase in listener license fees, as was expected. Regulations issued on April 1, 1937, by V. Smart, deputy minister of the department of health, included the $2.60 annual tax on radio receivers, formerly exempt, but American tourists keeping their radio receivers will not have to pay a tax.

When the new license fee goes into effect, April 1, 1937, which will be taxed $2.50, except battery sets, which will continue to pay the former rate of 60c, the government estimates its costs approximately ten times as much to operate a battery set as an electric light circuit receiver, Mr. Smart said.

While nothing official has been announced, it is understood there is some discussion of eliminating this disliked tax, and it is generally conceded that every member of the parliamentary committee would prefer to see some other method of raising the cost, if the system is to be paid for by the listeners. There is a strong possibility, it is felt, within the next few months, the tax will be reduced before March 31, 1939.

An "Honest" Tax

"Elimination of advertising is certainly part of our ultimate policy," Chairman L. W. Brockington informed the Parliamentary Committee. Every cent of the revenue derived from the recent arrangement for the first national leading U. S. commercial programs on the Canadian networks was to be used to build up the program for Canadian listeners, he explained. The CBC had to take a cut for the SAG to build up revenue and resources to the point where commercial concerns would pay higher fees.

"If the CBC were to go out of business tomorrow, every private station in Canada which is delight to become a part of United States chains," he added.

The CBC feels that the annual fee on each radio is the best means of raising revenue, Mr. Brockington stated, "since the fee is most simply collected, it is because the people know exactly what they are paying for and the tax is levied directly upon those using the utility." The CBC was aware that the license was not popular, but "we are not concerned with popularity, we are concerned with doing our duties fearlessly." Discussion of a special $1 license fee for auto radios did not progress far, but Mr. Brockington promised to take the matter up with Transport Minister C. D. Howe.

EXECUTIVES - Who say they're going to Missouri to look over the Osarks usually end up like this. John Wayne Pearson, son of Sales Manager John E. Pearson of KWTQ-KGBX, Springfield, Mo., displays the proof of his daddy's fishing prowess. The bass weighed 3½ pounds, was 19 inches long and was caught in Lake Tanycomo, near Brandon, Mo.

G-M News in Canada

GENERAL MOTORS of Canada, started on March 22 for three months a 15-minute news commentary from London, England, with Beverley Baxter, Canadian-born newsman, as commentator, Tuesdays 16 p.m. on CBCQ, Sydney, CHNS, Halifax; CFBC, Charlottetown; CKCB, Moncton; CHSJ, St. John; CFNB, Fredericton; CBM, Montreal; CBO, Ottawa; CFBC, Kingston; CBL, Toronto; CKTB, St. Catherine; CKLW, Windsor; CKSO, Sudbury; CFCH, North Bay; CIKL, Kirkland Lake; CKFM, Timmins; CKPK, Fort William; CKLW, Windsor; CKPQ, Moose Jaw; CFQC, Saskatoon; CFRU, Prince Albert; CFAM, Montreal; CFAC, Calgary; CJOC, Lethbridge; CFJG, Kamloops; CBCQ, Calgary; CBQ, Edmonton; CBB, Vancouver. MacLaren Adv. Co., handled the account.

Paint in Canada

CANADIAN INDUSTRIES Ltd., Montreal (paints), begins April 1 to run June 6-a-weekly dramatized minute spot campaign on CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; W9XAZ, St. John; CHNS, Halifax; CJCB, Sydney; CJL, Yarmouth; CHNC, New Carlisle; CKPE, Fort William; CFY, Charlottetown; WOJF, St. John's, Newfoundland. A live 15-minute program starts April 3 on CFRB, Toronto; Walter Thompson Co., handled the account.

FROM FAST TRAIN

KFOX Carries Program, With Great Reception

BROADCASTING from a streamlined train racing 80 miles an hour between San Gp and Los Angeles was successfully demonstrated March 19 by KFOX, Long Beach, Calif. The facsimile transmission of KFOX operating on 2150 kc. was placed in the baggage car and antenna was strung on a welded frame along top of three cars. Connected wire string allowed for insertion of amplifying units and mast upholds one of the frail cars. The shortwave broadcasts were picked up at Oceanside and San Diego operating as an antenna. KFOX by direct wire. Listener response to the interviews on the train that went along, school children and Santa Fe officials was widespread.

Members of KFOX participating in the broadcasts were: Hal Nichols, owner; Lawrence McDowell, commercial manager; Lawrence Weston, chief engineer. Ground crew technicians were directed by Harriet shooters and Cal Applegate from KFWB, Hollywood. KFWB carried the broadcasts from 2:45-6:30 p.m. through KFOX, the two stations being linked with the Cal System. Announcers Manning Ostroff, Lou Merrill and Russ Hughes of KFWB participated in the broadcasts.

First CRCY Commercial

CRCY, station at Toronto for sustaining features, is carrying its first commercial program. R. C. Johnson & Son Ltd., Brantford (furniture polished), having begun "The Maggie Boily, on every evenin March 15 to May 3, because its regular place on sister station CBL has been set aside by the CBC for other purposes. According to CBC commercial director, E. A. Weir, the station CRCY will not go commercial and the program is being carried only temporally.

Bromo Canadian Discs

BROMO SELTZER Ltd., Toronto, has started a dramatized one-minute daily spot transcription campaign on 15 stations in VANCO, CIBC, Winnipeg; CFRB, Toronto; CKAC, Montreal; CHIR, Quebec; CKCO, Ottawa; CKCL, Toronto; CKLW, Windsor; CHNS, Halifax; CJCB, Sydney. The series runs to June, then from September to December. J. Walter Thompson Co., handled the account.

P & G in Canada

PROCTOR & GAMBLE Co. of Canada (Calay soap), on March 14 started transcription series "Bathing Appeal," produced by Broadcasting Syndicate Ltd., CIBC, Winnipeg; CFRB, Toronto; CJAC, Montreal; CHIR, Quebec; CKCO, Ottawa; CKCL, Toronto; CKLW, Windsor; CHNS, Halifax; CJCB, Sydney. The series runs to June, then from September to December. J. Walter Thompson Co., handled the account.

Langley Test in Canada

LANGLEY'S Ltd, Toronto, (chain cleaner) runs a five-weekly news program's commentary for 13 weeks on CBL, Toronto, as a test program. The station and the most honored of Associated Broadcasting Co., Toronto. The account was placed by Stevenson & Scott, Toronto.

Change in Policy On Experiments

FCC Orders Hearings to Find Status of Research Work

A NEW policy of designating for measuring license renewals of all experimental stations which have not shown satisfactory research in the previous licensing period as indicated in mandatory reports, has been embarked upon by the FCC.

First meeting March 16, the FCC set for hearing applications of four stations for renewal of their high-frequency broadcast licenses, and also set hearing for the FCC's decision on whether to hear several other experimental licenses on the same basis.

The engineering department is considering g. I. reports of experimental licensees to ascertain whether a definite program of work is being carried forward and in cases where there appears to be no material effort in that direction, recommendations for hearings are made. In others, where work being done does not appear to meet requirements, the Commis- sion may request the stations to show that they follow a particular type of experimentation during the en- tire period.

No definite hearing dates have been set on any of these applications and is likely in those instances adjustments will be made either through agreement to carry forward experimental programs or through voluntary relinquishment of licenses. Experimenters in fac- simile and television, as well as in the radio broadcast market, will be called upon to carry forward definite programs of work. Such licenses are issued for a one-year period with the requirement that the licensee submit progress reports on the nature of experimental production.

License sets for hearing at the FCC meeting March 16 were those of W3XXA, New Yorkhouse, Coconut Falls; W9AX, Journal Co., Milwaukee; W5XPD, Pulitzer Pub- lishing Co., Chicago; W9NBC, Dr. An- thony & Sons, New Bedford, Mass.

At its meeting March 25 the FCC renewed the experimental license of the Chicago Federa- tion of Labor for renewal of its international broadcast station license, giving it a temporary license subject to whatever action may be taken after the FCC decision. The station was issued by W9DK, Chattanooga, for modification of license of its high-frequency broad- cast station.

NBC Visible Change

OVERHAULING of NBC's television transmitter atop the Empire State Bldg. is about complete and the station will be ready for early spring experimental visual broadcasts early in April. No schedule of when ABC, the rival, will be ready is given out as yet, the network awaiting instructions from the television standards committee of the Radio Association before making any definite plans. Previous tests have already established on a 66-line definition of television definition and other standards, but there are still several points which must be fixed. Meanwhile, the stations can be working on the tentative upon as standards. Later in the spring NBC plans to change its antenna system as well.
Since 1912, Blaw-Knox has marched with the leaders of the radio industry, pioneering in the field of vertical radiators. Because of long experience, valuable knowledge of transmission requirements, constant research, Blaw-Knox has become the recognized clearing house for data concerning radiators of any type or design. This great fund of knowledge enables Blaw-Knox to recommend, design and construct vertical radiators that meet all special requirements and that will definitely "step-up" the antenna efficiency. Consult Blaw-Knox, expecting to find a complete understanding of all your requirements, no matter how varied they may be. Blaw-Knox experience assures good structural design and increased radio efficiency.

Blaw-Knox Vertical Radiators
GREAT DAY—For Amarillo and the Texas Panhandle country was the Mother-In-Low Day celebrated Wednesday by broadcasters with Mrs. Franklin D. Roosevelt present, and with broadcasts keyed from 90 stations in the Panhandle and the Texas Quality Network. Event was brain-child of Gene Howe, editor of Amarillo Globe and News, operating KGNC. In this photo taken during broadcast (left to right) are O. L. (Ted) Taylor, president of KGNC; Wesley S. Izard, secretary-treasurer, KGNC, chief announcer, with Gov. Alfred L. Jones (Texas), in background.

Goodkind Agency

Goodkind Agency M. LEWIS GOODKIND has resigned as vice-president of Burstick Advertising Co., Chicago, to open a radio and advertising counsel service at 900 W. 35th Ave. (Palomible Bldg.) Known as M. Lewis Goodkind, the new firm will work with broadcast stations as well as advertisers on radio and television. The move comes as a surprise to many in the industry.

Mr. Goodkind's firm, Calvin Holmes is associated with Mr. Goodkind. Advertising of the Trave- lling Post, largest food store in Chi- cago, will be handled by the firm. Mr. Goodkind formerly was with Lord & Thomas, Chicago, where he was radio service director. Mr. Holmes was with Montgomery Ward & Co. for five years in the retail sales and advertising depart- ments and was also with the Glen Buck agency for six years.

Kreuger Adds News

KREUGER BREWING Co., New- ark, N. J., which on March 18 started a three-weeks sports re- view by Clem McCarthy on WJZ, New York, on March 22 also start- ed Kreuger News Reporter on 8 stations of the Yankee Network. The program, directed by Yankee's director, over- all production center, was written by Borden's Chateau Cheese last year, consisting of dramatized events in New England news. The show is heard three evenings a week, to run for 13 weeks. Agency is Young & Rubicam, New York.

AAA Convention

AAA Convention THE 1938 convention of American Automobile Associa- tions will be held at the Greenbrier, White Sulphur Springs, W. Va., April 20-23. Chairman of the pro- gram committee is Mark O'Dea, president of O'Dea, Sheldon & Car- aday, New York. On April 22 and 23, publishers, advertisers and AAA will be invited to attend business sessions and the annual banquet.

Gas and Electric Utilities

Gas and Electric Utilities Start Sales Campaigns In West for Appliances

GAS APPLIANCE Society of Cali- fornia with headquarters in San Francisco, conducted an intensive campaign running from March 17 to 25 using 600 announce- ments and dramatized spots on 24 stations, in Northern and Southern California. The campaign stressed a $15 saving to the consumer who purchased a gas range during the nine days. Don Dudley directed the transcribed dramatic commercials and the copy read was between 35, 50 and 100 words. In addition to radio, 200 newspapers and 120 theatres in 61 separate markets carried ads. Scott Frickelton Agency, San Fran- cisco, had the account.

The Electric Appliance Society of Northern California, San Fran- cisco (electrical appliances), will stage a campaign in Northern California to stress home refrigeration. Newspapers and dealer displays will also be used. Jean Scott Frickelton Agency, San Francisco, will handle the campaign.

KGN C Names Ballard

KGN C Names Ballard JOHN BALLARD, of the Globe Advertising Co., has been named assistant general manager of KGN C, Amarillo, Tex., according to an announce- ment by O. L. Taylor, presi- dent and general manager of The Plains Radio Broadcasting Co. Mr. Ballard, a native of Hutchin- son, Kan., joined the Globe com- pany in 1926 as a member of its sales department. In his four features he has written numerous articles for com-plements and special editions he traveled widely in New Mexico and Colorado.

Chesterfield Spots

Chesterfield Spots LIGGETT & MYERS TOBACCO Co., New York, will use a split NBC-Red network of 60 stations for its next six-weeks sports re- view by Paul Douglas. The pro- gram, to be called Chesterfield Radio Spot, will start April 18 and will originate in what- ever city the most important sports event occurs. This is NBC's first Chesterfield show, and is placed by Newell-Emmett Co., N. Y.
The Time-Tested, Audience-Accepted, and Commercially Successful Program Series

THE LONE RANGER

Recorded by

NBC TRANSCRIPTION SERVICE

in cooperation with

KING-TRENDLE BROADCASTING CORP., DETROIT, MICH.

Available to Advertisers and Radio Stations for Local Broadcast in Certain Markets throughout the United States and Canada

For full particulars, write

NATIONAL BROADCASTING COMPANY

A RADIO CORPORATION OF AMERICA SERVICE

Electrical Transcription Service

30 ROCKEFELLER PLAZA • NEW YORK   MERCHANDISE MART • CHICAGO
WCKY
LOCAL AND NATIONAL IN THE PUBLIC
IS PLEDGED TO NATIONAL SERVICE INTEREST... 
S.B. Wilson
The Wheeler-Lea Act

AFTER a bitter five-year Congressional battle, new legislation designed to strengthen control of advertising has been enacted. The Wheeler-Lea Bill became law March 21 when President Roosevelt affixed his signature to the Act. The Federal Trade Commission is clothed with new powers to curb false and misleading advertising, and is given authority to impose civil penalties which it heretofore has lacked.

The new law is strong. It is of particular importance to radio because it affects directly the advertising of foods, drugs, and cosmetics which constitute perhaps one-third of radio revenue. Broadcasters, along with other media owners, are exempted from liability because of false advertising provided they supply the FTC with information as to the identity and postoffice address of the advertiser.

Assurances are given by the FTC that it will not embark upon any punitive spree with its newly-acquired authority. Its spokesmen say that there will be very little change from its present manner of operation. With its new punitive powers, however, it will be able to eliminate much lost motion in getting at the outer fringe of manufacturers who have been able to mullet an unsuspecting public because of the inadequacy of the old statute.

Broadcasters have found the FTC an eminently fair body, in past dealings. Broadcasters are interested in consumer protection, for their very existence depends upon it. The broadened law seeks that end and its judicious administration by the FTC should go a long way toward ending the crusade of anti-advertising groups to stifle legitimate business because of the sins or the unscrupulous minority.

Chain Investigation

AN INVESTIGATION of chain broadcasting has been ordered by the FCC. It was inevitable. Action came only after a controversy having all the earmarks of another TVA situation had developed. It was fortunate that this internal strife subsided and that a resolution, concurred in by six of the seven members, was adopted as a composite of the viewpoints of the contending factions.

The inquiry order is sweeping. Yet, in scanning it, those familiar with the radio regulatory picture find that the bulk of the data is available in the Commission's own files. Of course, there is other information which the Commission must have, relating more particularly to the social and economic aspects of broadcast operation which are destined for basic consideration in future.

The fact that nothing has been done before about network regulation or purported tendencies toward monopoly in broadcasting certainly is no indictment of the industry. Yet, such an impression can be drawn from the bellowing of politicians and other anti-radio groups. In its present form, the law permitting special regulations applicable to chain broadcasting has been in force since 1934. The industry has taken no steps to block an inquiry. It will welcome a fair and open study.

It is not likely that the investigation will end the demands of the handful of members of Congress for a Congressional investigation. Already there have been charges bandied about that the projected inquiry will be a "white-wash." But it probably will have the effect of deferring any Congressional onslaught.

The bulk of the new data sought in the McNinch resolution probably can be procured by questionnaire. Much of it unquestionably will be useful in the impending super-power hearings. The scheduled for May 16. We hope the FCC will follow the course of seeking its preliminary information by questionnaire rather than at immediate public hearings, postponing the actual sessions until it has the preliminary data in hand.

In so doing, it would conserve not only its own time but also that of the stations, networks and other elements in the industry, who have jobs to do at home, and who should not be called upon to spend weeks on end in Washington for the taking of miscellaneous testimony. Moreover, the FCC itself, should be free to catch up with the maze of work confronting it, including some 200 pending broadcast docket cases, the important A & T report, the telegraph rate case, not to mention the matters that arise daily.

Unquestionably, the Commission will find certain existing practices and probably certain other prevailing conditions in conflict with "public interest." We doubt whether it will find those conditions as bad as they have been painted by the opposition groups, who seem to regard radio placed in a regulatory strait-jacket.

There is nothing basically wrong with American broadcasting. It is admittedly the best in the world. Since the blemishes of the opposition can only be stifled by what the head-line writers call a "probe," it is best that one is being undertaken. Even though there is no dirty linen, laundry day still comes around.

The RADIO BOOK SHOP

AN ARTICLE titled "The Law on Radio Programs" written by Andrew G. Haley, FCC attorney, has been reprinted from the January George Washington Law Review in the form of a Senate document. Prominent among the topics discussed is censorship, defamation, false advertising, government ownership and lotteries. The article is replete with radio court cases, FCC cases and a bibliography of literature on the legal aspects of radio programs.

The scope and significance of a school series broadcast on WBIG, Greensboro, are related and the influence of educational network programs is summarized.

"Super-Commission"

RADIO regulation appears to be catching up with itself. A new check and balance on the FCC, heretofore practically the last word insofar as its decisions were concerned, has arisen in the form of the U. S. Court of Appeals for the District of Columbia. Under the law it is the court of first recourse from FCC actions.

The FCC is still reeling from the impact of two decisions rendered last month by this court, which found itself not only reversed but rather severely criticized. Several months ago the Court reversed the Commission in another case which appeared to open a new era in radio jurisprudence. During the preceding half-dozen years, that court had sustained FCC findings with almost monotonous regularity. The odds appeared to be all against the appeal.

There has been practically a complete turnover in the court during the last year. It is functioning with greater speed. It is going into the records of cases appealed. And it is seeking to chart the course of future FCC activity.

Without going into the merits of the reversals in these cases, several things seem apparent. The court is placing the FCC on the qui vive. It is accomplishing byjurisdictional review what many have thought should be handled by Congress. It is forcing closer FCC scrutiny of the records, lest their examiners or their attorneys fail to base their conclusions on fact. The weight of the evidence, not "extra-legal" considerations as the court puts it, must govern.

In one case the court decided it knew of nothing in the law which forbids the owner of a newspaper to engage in broadcasting. That appears to settle that issue, as far as existing law is concerned. It is another matter as to whether Congress can legislate against newspaper ownership.

It appears likely that many policy problems, dodged in the past, will be ruled upon under this new era in radio jurisprudence. And the sooner they are decided the better it will be for public, industry and government.
IF YOU FIND yourself in San Francisco some day and you're one of the growing number of persons who is becoming more than mildly interested in spot radio, we suggest that you look up Miss Anne Director. She lives up to her name literally and figuratively—A. Director. If you telephone her office, the operator will probably give you the busy signal. But with patience, you'll finally reach her. In a half-hour conversation with her, you'll learn things about radio that will make you see the world in a new way.

Anne attended high school and State College where she majored in journalism, English and home economics. The latter, she claims, didn't leave any visible impression. By the time she was through school, her family moved to Los Angeles where she worked for several years as secretary to the public relations head of an industrial marketing corporation. Then a yearning to see the Great White Way led to the offer of the operator's co.'s advertising manager in New York. But 1929 just wasn't a good year, she said, so back to the West Coast she came and to San Francisco. And that is where she got her first taste of agency work with the Leon Livingston Advertising Co. Her initiation in radio came a little later when she worked with radio station representatives. That was during the babyhood of Pacific Coast radio and one day while driving, she got talking to a station representative did selling, copy writing, mailing, surveying and a thousand other jobs and had to fight for this place in the picture.

Finally she joined J. Walter Thompson Co., where she has been doing radio work for the last five years. For a time she was in the agency's Los Angeles office and then she was transferred to San Francisco as secretary and assistant to Fred Fifler, Shell Oil account executive and now head of Pacific and West Coast work. Miss Director considers one of the best dressed women in western advertising.

Anne Director is convinced that the career opportunities in radio for a girl are "unlimited". And with a twinkle she qualifies the belief with, "If the girl will accept the fact that in any phase of commercial radio the job is often likely to last 24 hours a day!" Anne, says she likes to be called, thinks that time-buying is a radio job for which a woman is especially qualified by nature. She points out that the work calls for the same caution, thorough shopping that her 50 million sisters-in-arms employ every day.

About Anne herself, she is 5 feet 3 inches tall, and has brown hair and eyes. "Good natured most of the time", she says, and Pacific Coast radio station executives verify the statement. Anne likes horseback riding, dancing and detective novels. But with her, there are lots of "em", she describes as her next weakness. Incidentally, Miss Director is considered one of the important radio executives on the West Coast.
BROADCASTING • Broadcast Advertising

Page 46 • April 1, 1938

WALTER CHAMBERS, former manager of the Rock Island Brewing Co., has joined the sales staff of WITI, Milwaukee, where he will handle the exploitation staff.

DAVID HARRIS, staff manager of WOOD-WASH, Grand Rapids, Mich., addressed the local Women's Advertising Club on March 17 with "The Mechanics of Radio Advertising".

FLOYD C. WEISSINGER, salesman of WCKY, Cincinnati, suffered the loss of a finger March 19 while sorting mail. He is still recovering from that of another car. On the previous day his home was burglarized of $500 in furnishings.

JOHN BLACK, merchandising specialist and commentator, was the guest speaker at The Advertising and Marketing Forum of the American Association of Advertising Agencies. The topic was "Reaching the Radio Audience".

POOLE ROBERTSON, has been named commercial manager of KRCB, Abilene, Tex., to succeed Howard Barrett who has joined KBST, Big Spring, Tex., as station manager.

CHARLES J. GILCHREST, radio editor of The Red Book for the last half dozen years and a writer of radio news for more than a decade, has resigned to go in charge of Chicago operations in Chicago on broadcasting, script writing and producing. The newspapermen, who are opening a news service to aid in Mr. Gilchrest's departure.

DICK WRIGHT, salesman of WHN, New York, is the father of a baby boy born recently.

NAYLOR ROGERS, Chicago manager of International Radio Sales, was in Hollywood during mid-March.

GORDON HOOTEN and Sam Engs, both new to radio, have joined KFOX, Long Beach, Calif., as account executives.

FREDERICK LEUSCHNER, Hollywood attorney for NBC and Radio Corporation of America, in New York on legal business, was scheduled to return April 4.

DICK FISHELL, head of the special events division of NBC, has returned from his honeymoon. He was married on March 18 Miss Dorothy Dagit, former showgirl of the Hollywood Restaurant.

JERRY FOLEY at CBS, is now a member of the press department, succeeding Jack McKeown, who resigned.

EDDIE CANTOR was guest lecturer at the Columbia University course in radio writing on Monday, March 21. The course is conducted by Erik Barnouw.

NAOMI REYNOLDS, formerly co-owner of KLZ, Denver, has joined the CBS Hollywood publicity staff.

ARCH OBOLE, after several weeks in Hollywood, has returned to Chicago to continue writing for the NBC Red network sustaining serial.

ED PAUL, formerly known on the air as "The Boss," has joined the announcing staff of WCFL, Chicago.

WILFORD DAVIDSON has joined the Montreal CBC announcing staff. He comes from CKY, Winnipeg.

DAVID HOFMAN, announcer at CFCF Montreal, has left for London where he will be television announcer for BBC.

TOM VELOTTA, formerly of the NBC staff, has been appointed assistant to Phyllis Carlin, who books NBC sustaining programs. Mr. Velotta succeeds William Card, resigned.


BRUCE WENDLICH, former announcer of WMCA, New York, has joined WNEW, that city, Don Lar- kin has resigned as advertising announcing staff to free lance, but retains connection.

HARVEY DOYLE, former announcer of WMCA, New York, has joined the staff.

JACK COMBS, former assistant program director of WMCA, New York, has joined the program depart- ment, Nan Johnson, as program director in charge of commercial programs. Ted Weble, former assistant has joined the WINS announcing staff.

WILLIAM McGRAH, production manager of WMCA, New York, has announced the"Best-Dressed Woman in Fashion" program.

GEORGE PROVOL has been named assistant program director of KDLT, Salt Lake City.

HARRY McTIGUE, sportscaster of WHAM, Rochester, is recording his interviews of the Fox Trotters on a trip to Los Angeles, which is a part of his announcing staff to the sales staff.

BOB LEHON, formerly on the production staff at KSBE, Los Angeles, who figured prominently in the broadcast of the Los Angeles flood, has been named production manager of KVA, San Francisco. He succeeds Reiland Quinn, recently named program director.

GEORGE JESSEL, Hollywood actor-producer, has relinquished the post of program director of KNBR, San Francisco, to cover the time of his Mutual-Don Lee network program, 80 Minutes In Hollywood, starting April 15.

SYLVIA PRESS, public relations director of WINS, New York, took her winter vacation in a Los Angeles hospital with an attack of influenza.

EARL MCCULLY, CBS producer, will conclude his "Auntie Fie's Barnstormers" series on NBC next week, and takes the Mutual-Don Lee network program, starting June 15.

BILLY DUNN, formerly publicity director of American Air Lines and recently with Bob Hipley has joined the CBS press department.

LOUIS FASSO, new to radio, has joined the announcing staff of WREC, Memphis.

BEN WEAVER, formerly of KWOS, Jefferson City, Mo., has joined the announcing staff of WFAG-KOKEX, Springfield, Mo. Floyd M. Sullivan, K T O G B X commentator, has joined the AM broadcast news program sponsored by a local ice cream manufacturer.

ARCH M. DONIO (L.D.), sports announcer of WJSV, Washington, recently went to Orlando, Fla., to cover the re-election of the Senator. His daily transmissions are being broadcast on WJSV during his evening sport show.

A SH ME A D SCOTT JR., Beverly Hills, Calif., high school student, and son of the late radio producer-scrip- writer, of that name, on March 19 started his own radio program on KCVR, Los Angeles. He presents a quarter-hour hour-for-poeam, doing his own announcing.

WALTER KELLSY, composer and conductor, has been promoted to music department of NBC in San Francisco.

Mr. Samuels is currently working on the Treasure Island series.

MURRAY MORRISON, new to radio as announcing staff of CKGB, Timmins, Ont.

WILMA JACKSON, of the CBS Hollywood News Service, department of the Really Good girl, joins Ralph McDonald, public accountant, who were married March 10.

ROBERT A. SHEPHERD, formerly of the NBC Symphonic Band, is the new administrator of the violinist, has been appointed music librarian for the Royal Canadian Air Force.

T. W. HUGHES, Chicago, has joined KMTR, Hollywood, as commentator.

BILL FULLER, former announcer for WITI, Los Angeles, has resigned to free lance.


HUGH PENNDRE, formerly in the publicity department of Universal Pictures Corp., Universal City, Calif., has joined Fox, Hollywood, in a similar capacity.

RICHARD CHERWIN has joined William Stephens Inc., Beverly Hills, Calif., as manager of the radio department.

DEAN MARKHAM, continuity editor of KJH, Los Angeles, married Ruth Clark of Chicago, on Feb. 25, it was announced recently. Miss Markham is known as "The Chesterfield Girl."

CARL MORIZ, formerly in the publicity department of KRO Radio Pictures Inc., Hollywood, has joined the exploitation staff of CBS, that city, succeeding Charles Benson.

Mr. Moriz at one time was a radio announcer in San Francisco manager of the Pacific Coast News Service, now consolidated with International News Service.
"Just a moment, Slip Shod! When I say clean out the old magazines, I don't mean BROADCASTING!"

"We are in almost dire need of the YEARBOOK and certainly get a whale of a lot of good from the magazine."
Monty Mann, Space Buyer, Tracy-Locke-Dawson, Inc.

"You are doing a really notable work in providing an outstanding trade publication."
Donald D. Davis, President, General Mills, Inc.

"I consider BROADCASTING the most important of the trade publications."
Gene E. Fromherz, Radio, J. Walter Thompson Co.

"We have a deep interest in each issue of BROADCASTING."
William Rogow, V. P., Neff-Rogow, Inc.
SUCCESS WITH SEARS-ROEBUCK

Yiddish Series of News Broadcasts on WDAS

- Completes Year; Has Big Following -

by Nathan Fleisher, well-known Jewish author and commentator, six weeks nightly, 9-9:15. The series was created when the analysis of the Philadelphia foreign population disclosed that thousands of persons in this area were able to speak and understand Yiddish but could not read it.

The program was designed to inform a section of the local population of Jewish political and social activities throughout the world. Mr. Fleisher realized that if his listeners were primarily interested in Jewish news there was a large demand for general news. So popular was the program that hundreds of listeners visited the WDAS studios to meet Mr. Fleisher and express their appreciation of this new radio service. He was commissioned for his repeated suggestions at Christmastime that the Jews celebrate the spirit of the holiday so that various racial groups might better understand each other.

WDAS estimates that it has added 200,000 Yiddish speaking people to its audience as a result of this series. Mr. Fleisher, recently named director of foreign language sales on WDAS, is preparing a book of broadcasts for publication.

National Program Urged by Education Committee

In its report submitted March 18 to President Roosevelt, the Advisory Committee on Education recommended the Office of Education for its radio activities. The committee recommended: "The Office should exert its influence directly or indirectly in the administration of schools, even in Federal jurisdictions. It should continue, however, to administer a national program of education by radio to the extent to which such a program proves to be desirable. The results so far have been promising.

"Education by radio is an especially adaptable activity to be carried on under national educational auspices, since the cost of such programs can be reached by local nonprofit educational auspices may prove disproportionate to the audiences that can be reached by local nonprofit educational auspices."

The Committee was established Sept. 19, 1936, by the Postmaster General, under the chairmanship of Floyd W. Reeves.

Johnny's Fifteenth

G. W. (Johnny) Johnstone, public relations director of WOR-Mutual, on March 23 observed his fifteenth anniversary in radio. He is in charge of the public relations and press relations department for WOR and Mutual.

Before joining WOR he was director of press relations for NBC and Mutual. He was the assistant to M. H. Aylesworth, then NBC president. His first interest in radio came about in 1926 when he procured his first amateur wireless operator's license. He served as a naval radio operator during the World War. His journalistic experience began with the Perth Amboy (N. J.) Evening News. An accomplished pianist, he later played with Vincent Lopez' orchestra. Johnstone joined WEAF as control engineer in 1923 to begin his broadcasting career. He left NBC three years ago and has played a significant part in Mutual development.

WBAL Transfer

Transfer of control of WBAL, Lakeland, Fla., to David E. Smiley and Ralph Nicholson for $4,000, is proposed for filing with the FCC March 23. Mr. Smiley and Mr. Nicholson are principal owners of WIRL of Wilmington, Del., and of the Tampa Times. The transfer would be from J. P. Marchant, trustee, and his daughter. There are 100 authorized shares of stock, of which 85 are outstanding. These shares are being transferred to Messrs. Smiley and Nicholson and five shares to L. S. Mitchell, manager of WBAL. The $14,000 figure is based on 75 of the 85 outstanding shares, according to the application, WBAL operating agreement.

Effective April 1 announcers on the WBAL staff in San Francisco went on a five-day week with a three-weeks vacation.

Page 48 • April 1, 1938
MPPA to Send Out Station Licenses Covering Recordings Made Off-the-Air

LICENSES authorizing stations to make off-the-air recordings for delayed broadcasts or for file, reference or audition purposes will soon be sent out by the Motion Picture Producers and Distributors of America Protective Association. Harry Fox, general manager of MPPA, said that forms will go out as soon as Association has received authorization from its copyright holding members.

Stating that the publishers are more interested in the recognition of their rights than in the income to be derived from off-the-air recordings, Mr. Fox said a nominal fee, probably $1,000, would be charged all stations for the six-month experimental licenses. Reports received from stations during this period, showing extent to which each licensee made use of the service, will be made a basis of future charges, he said, which will undoubtedly be varied according to use.

License Rights

Stations accepting such licenses will have the right to record off-the-air musical compositions controlled by ASCAP members, provided they are copyrighted in the United States and are within the ASCAP list. Recordings may be used for delayed broadcasts if original program cannot be put on at time of broadcast and can be sold for file, reference or audition purposes, but cannot be sold in bulk or to the general public.

Full text of the proposed license form, which will be sent to stations with explanatory letters, follows:

On behalf of the publishers named in Schedule "A," annexed hereunto and made part hereof, which publishers herewith are referred to as my principals, I hereby grant to you the exclusive right, license, privilege or authority to record in the United States, mechanically or otherwise, any musical compositions, or musical programs performed in public, to the extent that mechanical recording rights to such music or musical compositions, or part thereof, are owned or controlled by my principals, subject, however, to the following terms and conditions:

1. That this license shall not include musical compositions which have not theretofore been lawfully recorded under Section 1(e) of the Copyright Act of the United States, nor musical compositions which have not theretofore been published and copyrighted.

2. That this license shall not be transferred to any person other than the American Society of Composers, Authors and Publishers, nor to record any performance not duly licensed by said American Society of Composers, Authors and Publishers.

3. That no recording made or caused to be made by you hereunder shall be publicly performed for profit other than by means of radio broadcast or otherwise, except that where due to unavailability of radio station facilities or other inconvenience to radio stations, recordings are made for delayed or deferred broadcasts, they may be broadcast within one week from the recording thereof.

4. That no recording made or caused to be made by you hereunder shall be sold except for file, reference, or audition purposes, and that no performance record (whether masters or pressings) be sold in bulk or to the general public.

5. Each record made or caused to be made by you hereunder shall bear the following notice on a label: "The disposition or use of this record is strictly limited by written license."

6. This license shall be subject to full force and effect for the term of six (6) months from the date hereof.

7. In consideration for the issuance of this license to you, you agree to pay therefor the sum of $25.00, which sum shall be payable in six equal monthly installments on the first day of each month commencing with the 1st day of 1938.

8. You hereby accept such license subject to all of the aforementioned terms and conditions.

ASCAP Considers Plan To Curb Song Plugging

TO CURTAIL excessive plugging of popular music over the air, with competing publishers using every inducement to get their tunes broadcast and so pile up performance credits, the proposal has been made that the American Society of Composers, Authors and Publishers drop its present system of royalties and pay-offs and return to the method in use formerly. Current method, adopted Jan. 1, 1926, counts broadcasts 50%, availability, or value of the total catalogue of music that is available to ASCAP licensees, 10%, and seniority 20%. Old system gave entire authority of determining how much each member should get to the Society's board.

Proponents of abandoning the present method say that it is directly responsible for the excessive song plugging on the air. Others state that song plugging would not be materially lessened by a return to the former method, as publishers would still compete for inclusion on the Lucky Strike Hit Parade and similar lists of most popular numbers which govern influence buying habits of music dealers. Question has been debated vigorously at recent ASCAP meetings without a decision having been reached.

ITALIAN Professional Women of America on April 8 will dedicate a bronze plaque to the memory of Giuseppe Donizetti. The ceremony will be held in New York's Town Hall, and the plaque will be placed in Radio City.

Televising Movies

MOTION pictures will be in a position to make a quick turnover to television entertainment production when the latter has been developed to a point of flexible use. Fully 50 per cent of the current film output reproduces satisfactory via television. Only minor points involving contracts in cinemographic effort will be required to be allowed 100% of Hollywood output to television. These opinions were expressed by Harry R. Lubeke, television director of the Don Lee Broadcasting System, Los Angeles, when he recently presented a paper before the Hollywood division of the American Society of Cinematographers.

Austrian Clearance

BROADCASTERS licensed by ASCAP may continue to play music of Austrian composers as hereafter, according to John C. Paine, general manager of ASCAP. The situation in Austria is at the moment uncertain, he said, adding that a message from Vienna had been received asking ASCAP to pay the money due the Austrian Performing Rights Society to certain individuals, whereas ASCAP's Paris office advises that the Austrian body has been taken over by the German Society. However, Mr. Paine said that his organization has agreements with both groups and rights of American licensees will continue in any case.

HOW'S YOUR BUSINESS?

A LOT DEPENDS ON WHERE YOU'RE DOING BUSINESS!

For Example---in South Texas

SAN ANTONIO

PAYROLLS ARE UP 8%
RETAIL TRADE UP 5%

Take a Look for Yourself

San Antonio in "Good" Spot

---Copyright, 1938, by Brookmire Bulletins, Inc.

PLACE YOUR BUSINESS WHERE BUSINESS IS GOOD!

KTSA's potential listening audience of TWO MILLION is ready and ABLE --- to buy!

KTSA

The most efficient 5,000 watt station in the United States.

The SEAL OF SUPREMACY

NATIONAL REPRESENTATION BY INTERNATIONAL RADIO SALES

NEW YORK • CHICAGO • SEATTLE • SAN FRANCISCO

FULL CBS SCHEDULE
Shafto Heads WIS
G. RICHARD SHAFTO, vice-president and general manager of WIS, Columbia, S. C., has assumed the presidency of the station and will continue as general manager. Announcement of the promotion was made last month at a staff dinner by W. Frank Hipp of Greenville, S. C., retiring president who becomes vice-president and chairman of the Board of Directors. The promotion came on the sixty-ninth March 12 of WIS under the ownership of Liberty Life Insurance Co. Mr. Shafto, an engineer as well as a radio executive, became manager of WIS in 1932.

THE FCC on March 22 postponed until June 6 the hearing on allocations to services in the ultra-high frequency band between 30,000-300,000 kc. The hearing originally had been scheduled for April 11.

Can you sell the chain store?

By BERT WICK
KDIB, Devils Lake, N. D.

EVERY town has its chain store problem and every radio station in a small town has the vision of the loss of the advertising of the independent merchant as the chain store encroaches on his business. Every time a merchant sells out to a chain it means one less radio account for the local station. Chain store managers, in most cases, carry out orders from headquarters.

Locally we have been successful in selling our time and programs to everyone with the exception of the chain store. The chain grocery may take a few spot announcements but beyond that the results have been disappointing. Territorial managers of chain groceries say, and rightly, that a mere list of special prices is valueless and that to them promotional programs are wasted effort.

They prefer that the local civic organization do the promotion of the town and special events from which they reap the benefit at no cost to themselves, and are frank in telling us so. The local manager has no authority to subscribe to any community endeavor and by the time he writes the head office and receives a reply the event has passed and another nickel has been wasted. Issue may be taken with us on this statement but effort in trying to sell a chain grocery store is wasted.

There is, however, one chain organization that does not fall in the category just mentioned — J. C. Penny Co. This organization is locally minded. Its managers are local boosters and have a great deal to say about the stores they run. They contribute liberally to all community activities and generally make themselves felt in all community promotions both financially and otherwise. However, they do no radio advertising.

There are Penny stores in every town in which there is a radio station. What an immense volume of business waits for the advertising agency that can crack them for radio appropriation to be used locally. A half-million dollars worth of business for local stations lies closed behind doors in headquarters in New York. Every Penny manager we have contacted in the last three years favors radio advertising but his answer is, “the company does not allow it.”

The Source of Trouble

Why? Because there are so many J. C. Penny stores that a radio advertisement broadcast from practically any radio station will be heard in other towns that have Penny stores but not the same prices. There the trouble lies. J. C. Penny stores feature prices and if a manager in one town wants to close out a pair of overshoes in an odd lot at 15 cents below regular price in order to clear stock and the price is heard in another town where there is a Penny store, the public expects the same price even though that store may not sell at the quoted price. It seems that some such condition existed some years ago and J. C. Penny Co. immediately prohibited radio advertising and has not allowed it since.

We may be wrong in our conclusions reached after talking to Penny managers in many towns, but we have never been able to find any information that changes the picture. Now it remains for some advertising agency to sell J. C. Penny Co. on radio. The local station salesmen will have to sell the local manager but in most cases that is the easiest part. The nut to crack is behind office doors in New York.

Whether it should be institutional advertising, price quoting, quality features or some other idea is more than we can say but certainly there must be someone in the advertising business who has a new idea to spring, an idea that not only will mean money for his firm but money for the local stations.

All Media in Kalamazoo Join Buy-Now Movement

FULL cooperation of merchants and advertising media in a “Buy Now” movement to help business and to assist in putting men back to work, resulted from a meeting in Kalamazoo March 22 called by WKZO. Following the theme of the W L W - W S A I campaign, Guy T. Stewart, sales manager of WKZO, launched the movement and asserted that it is the first time that all media in Kalamazoo, plus practically 100% of the merchants, have agreed on a single effort. The station uses “Buy Now” announcements at station breaks as part of the effort.

“We think WLW and WSAM are to be heartily congratulated and we are certainly very appreciative here of the splendid cooperation they have given us in the way of information,” Mr. Stewart said.
NBC Names Mason To Head Shortwave
Will Direct Program Service To Foreign Countries

APPOINTMENT of Frank E. Mason, NBC, vice-president and assistant to Lenox R. Lohr, NBC president, to superintend NBC activities in shortwave radio, was announced March 25 by Major Lohr. The appointment was made because of the increased importance both technologically and culturally of international broadcasting.

Mr. Mason

Mr. Mason, former NBC station relations vice-president and prior to that president of International News Service, will have complete direction of NBC's broadcasts of news, entertainment and other programs to Europe and South America, as well as the general shortwave operations of the company.

Major Lohr added:

"While the licenses under which shortwave stations operate are experimental and carry no public obligation per se, NBC feels that it, along with other private broadcasters, must see to it that the United States does not lag behind other nations in international shortwave broadcasting.

Growth of Shortwave

"In this period of world stress and widely conflicting political ideologies, it is especially important that NBC be alert to the needs of the United States for communicating its policies and actions to all parts of the world.

"Shortwave radio has become increasingly important, as improvements effected over the period of the past 12 months at Station W2XAS increased the range, and consequently the audience, which could be reached by American broadcasts.

"With his background of experience as former president of International New Service, and as vice-president in charge of NBC's station relations for a number of years, Mr. Mason is exceptionally well-qualified to guide our shortwave plans and their development.

"Mr. Mason has held newspaper positions of importance in various European capitals over a number of years, and speaking several languages, he is an apt interpreter of the American viewpoint to foreign listeners.

"Since the principal feature of shortwave broadcasting is news, his experience as a journalist, and his seven years with NBC, will enable him to give those highly important activities such direction as few others could bring to radio's newest sphere."

Shortwave Change

CBS on March 22 announced that its shortwave schedule to Latin America would be enlarged and that a second commentator had been added to its Spanish staff. Americo Lugo-Romero, writer of Santo Domingo, is the new W2XE commentator who will handle the Saturday and Sunday evening news programs, 6:45-7 p.m., that have been added to the W2XE schedule. In addition he will broadcast a news program on cultural subjects each Wednesday evening from 7:45 to 8 p.m. and will announce five CBS musical programs for Latin American listeners in Spanish. The announcements heretofore had been made in English.
Purely PROGRAMS

Got the Measles

DURING the present measles epidemic in El Paso, Tex., a daily show called The Measles Club has started on KTSM under the direction of Roy Chapman. Conway Bryson, KTSM continuity writer, was responsible for the idea which has been greeted with floods of congratulatory phone calls, according to KTSM. Program consists of kid tunes and a story period.

Pure Chance

WHEEL is spun on Wheel of Chance and if it stops on the telephone number of a CKYW listener a messenger is dispatched with $5. The daily show is aired at dinner time, 6 p.m., under the direction of Joe Gentile. It pays to listen to our station, says CKYW, Detroit-Windsor.

Both Ways

CURRENT controversy about swing music is put up to its listeners by WDGY, Minneapolis, which broadcasts two programs each day, one featuring original orchestrations of old favorites and the second swinging the old favorites. Cash prizes are given for the best letters and the letters are piling in, according to WDGY. Sha-Ri Inc., that city, sponsors both programs titled The Modern Trend.

Helping the Brides

FOR service to newlyweds who are furnishing a home, KYA, San Francisco, has started a daily series called The Bride's Bureau. The show calls attention to the latest modes in furniture, draperies, kitchen utensils, clothing, cooking, gardening, home design and construction.

Park Strolling

REMOTE programs from the local public parks of Dallas have started on WFAA, that city. The idea is to stroll through the parks and query boys, girls and parents about summer vacation plans, spring and flowers. Hal Thompson handles the program titled Sunday Strolling and WFAA says it's going big.

Everybody's Business

NOVEL program on WTCO, Savannah, Ga., is titled Everybody's Business and consists of local news scoops, chatter about changes in local business personnel, personal items. All items for the show are covered the day of the broadcast to insure fresh news. This Thursday night program surely has a following, says WTCO.

Time to Nap

FOR little tots who take an afternoon nap, WHK, Cleveland, presents Fairy Tale Time each afternoon from 1:10 to 1:15 p.m. featuring Kay Brennan. We get a lot of fan mail signed by babies with the help of their appreciative mothers, says WHK.

THE MOWO FAMILY

Annually Spends

$119,553,000

For Food Products

• Here is a big midwestern family that "sets a good table" . . . spending more than a hundred million dollars a year for food products alone . . . Repeated success of advertisers make WOWO stand out as THE strong influence on the buying habits of its active family.

WESTINGHOUSE RADIO STATIONS, Inc.

FREE & PETERS, National Representatives

*Residents within the WOWO Primary Area

HORSE—Named "Jubilo" came up in the elevator to the studios of KOA, Denver, to participate in The Roving Ranger, a children's program. Buck Owens, who is featured on the program, led "Jubilo" to the mike. More than 20,000 youngsters joined Owens Clubs and entered a contest to name the horse.

The Merchants' Day

HOME TOWN talent is used by KTHS, Hot Springs, Ark., for its weekly merchants' trade day program broadcast from a different nearby town each week. Harry Jackson, KTHS producer, has charge of the show. The first program was recently piped from Malvern, Ark., and another from Fordyce, Ark., 80 miles southeast of Hot Springs. Local listeners certainly enjoy these shows, says KTHS.

The Truth and WLW

KNOWING that everyone enjoys a good laugh, WLW, Cincinnati, has started a Saturday night show called International Laughs Club. Heading the show is William E. Green who claims to be the biggest liar on the WLW staff. Lee House, continuity director of the show, dispenses Green's claim. Unique slant is the dramatization of five lies per program. Cooperating with WLW in the Dog House Club of America Inc., Cincinnati, Kennel No. 1.

Sitters

PROVING that people in hotel lobbies are not just professional sitters, WCOA, Pensacola, Fla., has started Lobby Loungers, a twice weekly interview series emanating from the lobby of the local San Carlos hotel. Hotel guests are interviewed and there's fun all around, says WCOA.

The Marketplace

NEW slant on the inquiring reporter is given on KLZ, Denver, during a weekday morning program remoted from the local public market by John Rainbolt, KLZ announcer. Both shoppers and merchants are interviewed and all interviewees get shiny new dimes.

Cooking and Kids

COOKING lessons for children are broadcast Saturday mornings on KIRO, Seattle, in a series directed by Helen Malloy, home economist. The weekday series for adults includes all phases of home making.
For Those Who Dig

REALIZING the importance of seasonal activities, WCCO, Minneapolis, has started a Saturday series titled Radio Garden Club in cooperation with the Minnesota Horticultural Society. Purpose is to give listeners practical information on care of lawns, planting and propagation of flowers, landscaping and general upkeep of gardens. Members of the Minnesota U agriculture department are speakers.

** **

Sap Broadcast

WHEN the maple sap recently started to flow in Ohio, WBNS, Columbus, sent its mobile transmitter truck to Delaware County to describe the activity in a maple sugar camp. Russ Canter, WBNS announcer, and Harlow Lucas, engineer of WBNS, handled the program. Listener response was sweet, says WBNS.

** **

Handwriting

TO TEACH its listeners how to read character from handwriting, WCLF, Chicago, has started a series called Know Yourself, featuring Bill Cavanaugh, formerly of WLS, Chicago, an expert graphologist.

** **

Eddie — And Waldo, dummy woodpecker, raise billy ned on KTUL, Tulsa, six mornings a week during The Clarkwatchers, a variety program sponsored by Clark's Clothing, that city. Waldo pecks out the correct time and keeps reminding Eddie to give the weather reports. Trick sound effects and humorous buildup for commercials are featured.

** **

Oddities

BASED on unique and unusual stories that come through the UP news service weekly, WAAF, Chicago, has started its firstOddities series dramatizes one of a new series of listener response specials. Listener response is WBNS.

** **

Ghost Voices

voices of once-famous opera stars and the narration of their lives are combined in Ghost Voices, a thrice weekly program on WCKY, Cincinnati, written by Virginia Golden and produced by Mendel Jones, WCKY program director. RCA-Victor recordings of Caruso, Schumann-Heink, Farrar, McCormack, Chaliapin, Galli-Curci and Alma Gluck are featured. Tie-in with old memories is profitable, says WCKY.

Chirp For Puff

FLASHES of fear ran up and down the spine of an NBC engineer in San Francisco the other day when the Bordens Hughson, daily program on NBC-Red network, started off with cricket chirps instead of the usual locomotive roar. He had forgotten to shift records after the preceding program.

Axes Are Ground

SMART idea for an educational program is the one used on KFRO, Long View, Tex., under the direction of John MacDonald, KFRO program director. Titled The Declamers the program presents a high school students daily who express their views on local, national and international affairs. Any student with an ax to grind can have his say and according to KFRO the series has aroused wide local interest because the older generation is startled by the considered thought that youngsters are giving to important social questions.

** **

Song and Style

WITH piano music designed to interpret popular tunes, Francis Inc., broadcasts a daily program called Fashions in Melody from the dress department of the local department store. During the spring showing of dresses and furs, Old North, WLBC program director, plays the music and Francis Higgins, WLBC special events announcer, handles the commercial. Women the store to watch the broadcast, says WLBC.

Awful Notes

LISTENERS to the weekly community sing on WMIN, Minneapolis, get many a giggle from the clever presentation. Frank Devaney of the WMIN publicity staff keeps the studio crew and urges volunteers to give vent to long suppressed artistic urges by doing a bit of solo work.

** **

Farm Sales are intimate, neighborly affairs. But there's another kind of Farm Sale ... the kind WIBW produces ... the kind YOU WANT.

Both require the same personal, neighbor-to-neighbor contact. That's the reason WIBW's entire program schedule is built to reach 1.450,000 farm and small town homes with that same friendly confidence they feel when chatting with the folks that live "down the road a piece".

WIBW is your neighbor! And this friendship is a money-making asset to WIBW advertisers ... for when a neighbor speaks, what he says carries weight.

That's why Farm Sales in Kansas mean WIBW ... why WIBW means GREATER PROFITS FOR YOU.

* * *

Free

A big, thick, usable Mail Record Book. For recording your daily mail response from any media. Comparative data at your fingertips.

Write For Your Free Copy
Let's Talk about SPOTS
Bright Spots Right Spots
Sales spots must be chosen today with the utmost care. Advertising dimes are ordered to bring back sales dollars. Babson, viewing the disturbed economic condition, in his March sales and credit report, advises: "Avoid those states where recession is pronounced. Detour your spring campaigns around such localities and ride into places where recession has not gained such a foothold. We are continually hearing of businessmen who are doing a good volume in the Southwest, especially in Texas and Oklahoma. We have urged clients for some time to go after business in this territory."

WKY covers more of the nation's brightest spot than any other station

The right spot for your advertising message to this bright spot is WKY. By a wide margin, WKY covers more of Oklahoma than any other station. Within WKY's 0.5 mv. contour (daytime) are 62.88% of Oklahoma's radio homes and 64.12% of every retail dollar spent in the state. WKY backs up this top coverage in a top market with the finest facilities, the most balanced programming, the most effective showmanship and the most devoted audience in the state. Ride into this market this year with WKY.

WKY
OKLAHOMA CITY
AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY
REPRESENTATIVE — THE KATZ AGENCY, Inc.
KFO, San Francisco
Lyman & Storage Co., Los Angeles, weekly t., thru Charles H. Maycox, Los Angeles.
International Shoe Co. (Peter's Dry), St. Louis (Peter's shoes), weekly sp., thru Long Adv. Service, San Francisco.
Pope & Riun. Co., Chicago (antisepctic), weekly sp. thru Lord & Thomas, Chicago.

WMTJ, Milwaukee
Zonde Products Co., New York (Larvez), 24 th., thru McCom- Erickson, N. Y.
Gibbs & Co., Chicago (countertops), 13 sp. thru Ruthrauff & Ryan, N. Y.

WOL, Washington
B. C. Remedy Co., Durham, N. C., 5 weekly sp. thru Harvey-Massengale Co., Durham.

WHO, Des Moines
Interstate Nurseries, Hamburg, Ia., weekly sp., direct.
Leshol Agricultural Assn., DeKalb, Ill., 13 sp. thru, thru Frank Pres- ba, Chicago.
Vocational Service Co., Inc., Chicago, 4 sp. thru Roy H. Alber, Los Angeles.

KTHS, Hot Springs, Ark.
Magnetol Petroleum Co., Dallas, thru Bruck-Sacks Co., Dallas.

WNEW, New York
Tower Record Co., Brooklyn (Red- dy Rub), weekly sp. 18 sp. direct.

WOR, Newark
Manhattan Soap Co., Brooklyn, 2 sp. weekly thru Miller-Weir Advertising Co., Los Angeles.
Childe Restaurant Co., New York, 3 sp. weekly thru Blackett-Samuel-Hummer, N. Y.
Bolton Co., New York (oils), 3 sp. weekly thru Kenyon & Eckhardt, N. Y.
Nelson & Ford, Ltd., New York (My- Tine) debts), 6 sp. weekly thru HIFO Adv., N. Y.

KSFO, San Francisco
Drackett Co., Cincinnati (Dramo, Windex) 2 weekly t., thru Ralph H. Jones Co., Cincinnati.
Calco Growers of California, Los Angeles (avocados) 3 sp. thru Lord & Thomas, Los Angeles.
Southern Pacific Co., San Francisco (transcription) 2 weekly thru Lord & Thomas, San Francisco.

WMCA, New York
Green Watch Co., Cincinnati, 52 thru McCann-Erickson, N. Y.
Riverbuck Company Co., Riverbuck, Col. (tomato paste), 36 sp. thru Klinger Adv. Corp., N. Y.
Allen-Dent Products Co., Los Angeles, thru Ruthrauff & Ryan, N. Y.

WJJD, Chicago
Teasan Inc., St. Louis (Nurse tablets), 6 weekly thru, thru Kelly, Stahlman & Zannull, St. Louis.

KBA, San Francisco
Hamburg Realty Co., Los Angeles (real estate), 4 weekly sp. thru Frank Wright & Associates, San Francisco.

Drawn for Broadcasting by Sid His- h, "The program originally scheduled for the period has been cancelled due to circumstances over which we have no control."

Page 56 • April 1, 1938

BROADCASTING • Broadcast Advertising

WIS, Columbia, S. C.
Naughton Farms, Waxachacue, Tex. (flowers), daily sp., thru Rogers & Smith, Dallas.


CFCH, North Bay, Ont.

Ogilvie Flour Co., Winnipeg, 2 weekly thru, thru J. J. Gibbons, Toronto.


CKGB, Timmins, Ont.
Canadian Radio Corp., Toronto (sets), thru, thru, thru.

Fred A. Lallemant Refining Co., Montreal (yeast), 10 sp. thru, thru, thru.

Ogilvie Flour Co., Winnipeg, 3 weekly thru, thru J. J. Gibbons, Toronto.


KJH, Los Angeles
Maiden Form Co., New York (bra- niers), 2 weekly thru, thru Arthur Rosenberg Co., N. Y.

Union Pacific System, Omaha (trans- portation), weekly thru, thru Cosals Co., Chicago.


KFI, Los Angeles

KAYS, New York
San Diego Co., Los Angeles (potato chips) 2 weekly thru, thru Emil Brescher & Staff, Los Angeles.

WINS, New York
Seidenberg Cigars, Newark, 2 daily sp., thru Alvin Allen Co., N. Y.

WGN, Chicago

KMPK, Beverly Hills, Cal.

KFWB, Hollywood
Swift & Co., Chicago (meat, dairy products), 3 weekly thru, thru J. Walter Thompson (m., Chicago.

WIND, Gay
General Mills, Minneapolis (Whole- los daily sp., thru Knox River Adv., Minneapolis.

KDYL, Salt Lake City
Acme Breweries, San Francisco, 130 sp., thru Emil Brescher & Staff, San Francisco.
SHELDON MILLIKEN, time buyer of Pedlar & Ryan, New York, Ill, since March 1, will take a year's leave of absence.

R. A. DORMAN, former office manager of BBDO, New York, has joined the radio department as assistant to Arthur Pryor Jr.

ROLAND MARTINI, executive of Garment Ad: Golf Oil Corp., New York, was in Hollywood in late March to confer with NBC executives on summer plans for the Marion Valley program sponsored by Ralston Purina Co.

COURTLAND D. FERGUSON, Washington, head of the survey hearing his name, is the father of a baby boy, Courtland D. Ferguson II, born March 18.

DOUGLAS D. CONNAGH has been appointed radio and publicity director of James A. Greene & Co., Atlanta agency, Mr. Connah, for five years with CBS press department and for two years in charge of radio publicity for BBDO, will make his headquarters in New York, devoting most of his attention to Neki Inc. Royal Crown Revue, which started March 11 on the NBC Blue network.

C. LAWTON CAMPBELL, Ruthrauff & Ryan, New York vice-president in charge of radio, was in Hollywood in mid-March.

GLENHALL TAYLOR, Young & Rubicam Hollywood producer, has been transferred to Chicago to continue producing the CBS Phil Baker program for Golf Oil Corp.

HENDRY BART, formerly head of the radio department of Harold Gordon Adv. Agency, Los Angeles, has joined the Los Angeles Examiner promotion department.

HARRY A. MAY, has been appointed manager of the Indianapolis office of Raymond R. Morgan Co., Hollywood advertising agency and radio program producers.

ALBERT E. GIBSON, formerly of the commercial department of WAGA, Atlanta, has been named account executive of Eastburn Siegel Inc., agency of that city.

MISS ABBIE CARUTHERS, formerly of KXMO, St. Louis, has joined Oakleigh B. French & Associates, that city, as director of radio to handle accounts for women listeners.

LIONEL BRIDGEMAN at one time associated with the radio department of Lord & Thomas, Los Angeles, has been appointed manager of Scheel & Ward, New York publishing firm.

J. BROOKS EMORY, assistant copy chief, has been appointed director of research of Reuton & Bowles, New York.

K. E. SHEPARD, Chicago advertising agency, on March 30 moved from 360 N. Michigan Ave., to larger quarters at the Tribune Tower, 435 N. Michigan Ave.

RUSSELL E. PIEN K, publicity director of Cecil, Warwick & Legler, New York, has been in charge of promotion for Sherwin-Williams Metropolitan Auditions of the Air, will be married in mid-April to Jane Laidlaw of New York. They will take a trip around the world.

C. C. CHAPELLE, of H. W. Kuster & Sons Adv. Co., Chicago, retains his agency connection while serving as vice-president of the Midwest chapter of American Marketing Assn., and has not left the Kuster firm, as might have been implied from an article in the March 15 issue of Broadcasting.

HUBBELL ROBINSON, executive producer in Young & Rubicam's radio department, is the author of the lead article in the April issue of Schreiber's Magazine. Mr. Robinson also had a story published in Billboard some time ago.


GEORGE SCHER, publicity director of Lennen & Mitchell, taking a four-month leave of absence, sails on the Greatstone Castle April 20 for a trip around the world, returning Sept. 1.

DR. O. TINKLEPAUGH has been appointed manager of the research department of J. M. Mathes Inc., New York. Dr. Tinklepaugh had been with Lennen & Mitchell and Vick Chemical Co.


BUCHANAN & Co., has moved its Los Angeles offices from 1929 So. Broadway to larger quarters in the Beaux Arts Bldg., 1700 W. Eighth St. Charles W. Corson has been named account executive. He was formerly with Donahue & Gei, New York.

LEON J. MARSHALL, of the sales and merchandising staff of KYOB, Colorado Springs, and Edward M. Thiele, of the Chicago Evening American, research department, has joined the research department of H. W. Kuster & Sons Adv. Co., Chicago.

---

Excuse Us Please ~ But May We Offer This Comparison?

We hold NO BRIEF against the New Orleans market.
Everyone knows it is one of the South's greatest.
Yet, in the 75-mile area around and including SHREVEPORT, new car and truck sales for 1937, according to R. L. Polk & Company, exceeded those in a similar area around and including New Orleans by 43.9%.

The discovery and continued growth of the world's richest oil fields, including the largest field in the world, in the Shreveport zone, have brought about an increase in population far beyond 1930 figures. And automobile sales are only one of the many indices of stimulated buying power in the new and greater Shreveport area.

KWKH • KTBS
10,000 WATTS CBS 1,000 WATTS NBC
Shreveport, La.
REPRESENTED NATIONALLY BY THE BRANHAM CO.
BROADCASTING • Broadcast Advertising

ON THE AIR—As well as the dotted line went the signature of Martin O'hara, executive of Child's Co., recent choice, who signed the contract for Child's sponsorship of John Gambling's early morning program on WOR during an actual broadcast. Mr. Gambling (left) and Frank Braucher, WOR's vice-president in charge of sales, look on approvingly as the station in one fell swoop gets a new sponsor and an alleged radio first.

CUMBERLAND BREWING Co., Cumberland, Md., (Ruley's) Export Beer, has named Cahn, Miller & Nyberg, Baltimore, to handle its campaign.

MORTON SALT Co., Chicago, on March 25 started a six-week quarter-hour program featuring Irving Kaufman on WNH, New York. The contract, for 15 weeks, was placed by Blackett-Sample-Hommett, Chicago.

INGLEWOOD PARK (Cemetery Assn., Glendale, Cal. (burial lots), and longtime radio users, on April 5 starts a Tuesday night 35-minute half-hour musical program on KFI, Los Angeles. Advertiser Agency, Los Angeles, has the account.

SCUDDER Food Products, Los Angeles, (potato chips), a frequent user of radio, on March 13 started a 15-week campaign using spot announcements twice weekly on KFI, that city, and KPOX, Long Beach. Firm will extend its coverage to Northern California April 6 utilizing KPO, San Francisco, and KBOY, Sacramento. Again, newspaper, outdoor and point of sale advertising will be used.

INDIANA State high school basketball tourney was sponsored on WOGI-WIL, Ft. Wayne, Ind., March 3-19 by Perfection Biscuit Co., through the Valley Maid Bakers Co.

Our six full-time salesmen call regularly on agencies and advertisers in the entire territory. Since there are over 250 advertising agencies in this section you can readily see there is business available. Many of these agencies' clients are national accounts, scores of them are of regional importance and are expanding.

Moreover, the West is first among nine U.S. areas in per capita retail sales and in population increase. Let us help you get your share of business from this growing all-year-round territory.
HDJ, Roanoke, Va., CBS outlet, has appointed Free & Peters, New York, as national advertising representative.

JOHN BLAIR & Co., has enlarged their quarters at 541 Madison Ave., New York, by acquiring additional floor space adjoining former offices. George Bolling, Eastern manager, has moved into the new space.

ADVERTISING ASSOCIATES, Atlanta, has been appointed southern representative—WOFI, Bristol, Tenn., according to W. C. Wilson, general manager of WOFI.

MURRAY GRABHORN, vice-president of International Radio Sales, New York, has returned to New York after a conference with Hearst executives in Los Angeles. Jack Gross, manager of KHEE, Los Angeles, accompanied Mr. Grabhorn to New York for a two-weeks visit.

CFRC, Kingston, Ont., and CKPC, Brantford, Ont., have named Joseph Nowak, exclusive Ontario representative.

WQAM, Miami, CBS station, has appointed John Blair & Co., New York, as advertising representative.

BRANHAM Co., has been appointed national representative of KXYZ, Houston, and KRXS, Corpus Christi, Texas, making 12 stations now being represented by the firm. Others are WMC, KRLD, WTJS, KFRC, KTBS, KWKH, WNNC, and the West Virginia network comprising WCHS, WPAR and WBLK.

KTMS, Santa Barbara, Calif., has appointed Walter Billidek Co., Los Angeles, as its Pacific Coast representative.

C. P. JAGGER, head of the Chicago office of Transcon Broadcasting & Television Corp., recently became the father of a baby girl born March 25.

FOREST JOHNSTON, recently in charge of foreign language programs for Van Cronkhite & Associates, and M. Natirbov, formerly in the media department of Benton & Bowles, have formed the firm of Johnston & Natirbov, which will represent foreign language stations and act as consultants to agencies and advertisers in the use of foreign language programs. New firm has opened offices in the Graybar Bldg., New York.

JORDAN MARSH Co., Boston department store, is using WCOP, that city, in a concentrated campaign leading up to its annual birthday sale.

World-Wide Hearst Signs Fox

J. LESLIE FOX has resigned as sales director of KMBC, Kansas City, to become Pacific Coast manager of International Radio Sales. Mr. Fox, noted in the radio industry for his aggressive sales tactics and a pioneer in the field of program merchandising, will establish headquarters in Los Angeles.

Mr. Fox, former Pacific Coast manager of IRS, has been appointed national advertising manager of KMBC, and Southern California representative for IRS. Mr. Fox began his radio career at KPH, Wichita, and was subsequently associated with WSM, Nashville; WMCA, New York, and WLS, Chicago, before joining KMBC a little more than two years ago.

CAB Agency Franchise

FRANCHISE applications of the Canadian Association of Broadcasters for advertising agencies are being released to agencies, covering March 1, 1938 to Feb. 28, 1939. Applications must furnish assets and liabilities certified by an independent accountant approved by the CAB, which must show in the case of Canadian agencies, surplus of current liquid assets over current liabilities satisfactory to the CAB. After March 1, 1939, a definite dollar value requirement will be necessary. Applicants must submit proof of contracts of three national advertising accounts of character satisfactory to the CAB, with sufficient in commissions at 15% to maintain the advertising agency organization. This condition will also require a dollar value next year. The CAB undertakes to keep agencies informed on the exclusive representatives of broadcasting stations. Other clauses on the application are similar to or covering similar material in the franchise of the NAB.

New Chicago Branch

NEW Chicago office for Radio Features Inc., is Ferris & Livingstone at 75 E. Wacker Drive. The new firm is headed by George Livingstone, who recently resigned from the CBS press department in Chicago. Associates of the new firm are Ed Reynolds, former newspaperman, and Grace Bok, former publicist for Clara, La & "Em." Mr. Livingstone was succeeded at CBS by Epes Sargent, who will be an assistant to Frank Rand, CBS publicity director in Chicago. Edythe Dixon, former publicity director of WLS, Chicago, has joined Tom Fidale Inc., that city. She is succeeded at WLS by Chuck Acre, who will edit Stead-By, Marge Kerr, formerly of Tom Fidale, has joined the NBC-Chicago press department.

New Cosmetic Firm

MARY PICKFORD COSMETICS Inc., New York, has appointed Campbell-Ewald Co., New York, to direct advertising. M. St. John Breen is account executive. Radio may be used.

Conover Sells Business, Organizes New Agency

H. K. CONOVER Co., Chicago representative, has been sold to Radio Time Agency, a newly-organized firm headed by Palmer Terhune, formerly of DeLisser-Boyd & Terhune. Offices are at 630 N. Michigan Ave. and stations represented are: WCZ, Carbondale, Ill.; WLBC, Muncie, Ind.; WQRC, New Albany; WBNX, New York; WOKR, Sunbury, Pa.; KFRO, Loveland, Tex.; KCME, Texarkana; WBMT, Danville, Va.; WBUI, Poteet, Wis.; CHKD, Chilliwack, B.C.

Mr. Conover has organized an agency, the Burton-Keith Co., with offices at 500 N. Michigan Ave. Included among the accounts are Townsend National Recovery Plan Inc., Chicago, on five Midwestern stations and a test campaign for Telex Laboratories, Dwight, Ill. (bronchial medicine) which is being cut for use on a group of Midwestern stations. An extensive list of stations will be used in a fall campaign for Telex, according to Mr. Conover.

WBIG, in Greensboro...

has a national reputation for its local programs, for its educational programs, and for merchandising.

Located in the richest and most populous area in the modern south, WBIG gives advertisers one hundred per cent dollar value for their advertising.

Centering the first county in North Carolina, in Greensboro, WBIG is the favorite station in a favored region.

A Columbia Station!

Gen. P. Hollingsby, Co.
National Representatives

WBIG Names Fuss

APPOINTMENT of Philip A. Fuss as eastern sales representative of WBIG, Windsor-Detroit outlet of WBLK, was announced March 15 by Frank Ryan, general manager of the station. Mr. Fuss for three years has been member of the sales staff of WMCA. He has established offices for WBIG in Rockefeller Plaza. Before joining WMCA, he was in its WOR sales department for five years.

Sponsor: "By gad, sir—I want nothing but Western Electric equipped stations for my programs."
HOLLYWOOD FIRMS FORM DISC GROUP

ORGANIZATION of a trade association among Los Angeles and Hollywood transcription producers and distributors was effected in mid-March with Charles C. Pyle, head of Radio Transcription Producers of Hollywood, as president. It is known as the Association of Radio Transcription Producers of Hollywood, and current negotiations between the American Federation of Musicians and the transcription industry was the motivating factor tending to organization.

The West Coast group will coordinate with the committee of eastern radio transcription producers in the pending negotiations in setting up a licensing system for regulation that will be satisfactory to all concerned. Mr. Pyle said following the association's first meeting March 15.


The association will also set a standard of high quality for transmitted programs which can be marketed under a "made in Hollywood" imprint.

E. V. BRINCKERHOFF Recording Studios has received a 30-week renewal contract for the next "Music Hour" transmission, sponsored by the Frances F. Fray's, Greyhound, New York. Ercol Studio is in the making of sound recordings for a program featuring Billy Jones and Erroll Garner; and the company has acquired all radio rights to "Andrew Jackson," "The President's Captain," and "Andrew Jackson. Portrait of a President," two-volume biography by Marquis James.

NEW BBC Transcription subscribers are KLAH, Carlsbad, N. M.; WSHH, Columbus, Ohio; and OAAX, Lima, Peru.

RADIO-MUSIC Corp. with headquarters at 1033 So. Western Ave., Los Angeles, has been organized by Harold William Roberts, leader of the famous Tognia bands. Firm will specialize in the production of musical recordings and transcriptions. A radio talent bureau has also been established.

Pacific Northwest Coverage Group

- KFPY ... Spokane
- KGIS ... Butte
- KPFA ... Helena
- KRC ... Seattle
- KXL ... Portland

Represented by GENE FURGASON & CO.

WBS Sponsored Hours

In February Gain 84%

SPONSORS whose programs were broadcast via World Transcription Services of 11,227 stations during February, an increase of 84% over the same period last year. According to Newton Cotterill, WBS vice-president, breakdown of the 42 advertisers who show food and alcoholic beverages in the lead, with 11 advertisers sponsoring 5,540 station quarter-hours. Complete classification breakdown follows:

Station

Automotive

Beverages

Clothing

Furniture

Home Appliances

Miscellaneous

Treas.

WBS

4,171

1,224

220

5,540

142

142

11,227

WBS vice-president. Breakdown of the 42 advertisers who show food and alcoholic beverages in the lead, with 11 advertisers sponsoring 5,540 station quarter-hours. Complete classification breakdown follows:

<table>
<thead>
<tr>
<th>Station</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>4,171</td>
</tr>
<tr>
<td>Beverages</td>
<td>1,224</td>
</tr>
<tr>
<td>Clothing</td>
<td>220</td>
</tr>
<tr>
<td>Furniture</td>
<td>5,540</td>
</tr>
<tr>
<td>Home Appliances</td>
<td>142</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>142</td>
</tr>
</tbody>
</table>

Treas. 11,227
The performance of YOUR IDECO VERTICAL RADIATOR

is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.

Stations now using the new Ideco Radiator reported increased field strength and remarkable reduction in fading.

Write for complete data and prices.

* Investigate the advantages of The Schuler Patented Ground Screen developed by Ideco engineers.

REGENT IDECO VERTICAL RADIATOR INSTALLATIONS

KOA-Denver, Colo.
KFL-Athens, Tex.
KSL-Salt Lake City, Utah
KSTP-St. Paul, Minn.
KWK-Pittsburgh, Pa.
KTX-Long Island, N. Y.
KSL-Salt Lake City, Utah
KFN-Brownsville, Tex.
KSF-Atlanta, Ga.
KSTP-St. Paul, Minn.
KWW-Miami, Fla.
KORT-Des Moines, Iowa
KXX-Portland, Oreg.
KNOE-Shreveport, La.

The International Derrick & Equipment Co.
DIVISION OF INTERNATIONAL-Stacey Corp.
COLUMBUS, OHIO

THE PERFORMANCE OF YOUR IDECO VERTICAL RADIATOR

is assured by the early pioneering and years of experience which this organization gives you in the engineering and construction of radio broadcasting towers.

Stations now using the new Ideco Radiator reported increased field strength and remarkable reduction in fading.

Write for complete data and prices.

* Investigate the advantages of The Schuler Patented Ground Screen developed by Ideco engineers.

REGENT IDECO VERTICAL RADIATOR INSTALLATIONS

KOA-Denver, Colo.
KFL-Athens, Tex.
KSL-Salt Lake City, Utah
KSTP-St. Paul, Minn.
KWK-Pittsburgh, Pa.
KTX-Long Island, N. Y.
KSL-Salt Lake City, Utah
KFN-Brownsville, Tex.
KSF-Atlanta, Ga.
KSTP-St. Paul, Minn.
KWW-Miami, Fla.
KORT-Des Moines, Iowa
KXX-Portland, Oreg.
KNOE-Shreveport, La.

THE INTERNATIONAL DERRICK & EQUIPMENT CO.
DIVISION OF INTERNATIONAL-Stacey Corp.
COLUMBUS, OHIO

ATTENTION - Broadcast Advertising

YOUR ADVERTISING

will be seen by the thousands of people who

listen to your station.

Your advertisement will be heard repeatedly over the years as your station grows in popularity.

WRITE US TODAY FOR INFORMATION AND RATES.

boise idaho

boise, idaho

ADVERTISING

1500 Watts D. & 1500 Watts N. & 1500 Kc.

national representatives: john blair & co.

wnci

national news network

national representatives: john blair & co.

www.americanradiohistory.com
memorandum in place of adoption of the order proposed by Commissioner Sykes. Commissioner Sykes seconded the motion. After discussion further consideration of the motion was, upon motion of Commissioner Sykes, unanimously made the special order of business at a special meeting at 10 a.m. on March 15, 1938.

The Commission convened on Friday, March 15, at 10 a.m. to consider the special order of business from the meeting of Wednesday, March 13, Chairman McNinch moved to withdraw the substitute motion to approve the sending of a memorandum to the General Council. Commissioner Sykes, who had seconded the motion, consented to its withdrawal. Chairman McNinch then moved as a substitute for Commissioner Craven's motion, the adoption of the following order:

ORDER No. 37

Whereas, Under the provisions of Section 393 of the Communications Act of 1934 as amended, "the Commission, from time to time, as public convenience, interest, or necessity may require, shall—[(f) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting]."

Now, therefore, it is ordered that the Federal Communications Commission undertake an immediate investigation to determine if the special regulations applicable to radio stations engaged in chain or other broadcasting are required in the public interest, convenience, or necessity; such investigation to include an inquiry into the following specific matters, as well as all other pertinent and related matters including those covered in the Report on Social and Economic Data prepared by the Engineering Department of the Federal Communications Commission and filed with the Commission on January 29, 1938:

1. The contractual rights and obligations of stations engaged in chain broadcasting, arising out of their network agreements.
2. The extent of the control of program, advertising contracts and other matters exercised by stations engaged in chain broadcasting.
3. The nature and extent of network program duplication by stations serving the same area.
4. Contract provisions in network agreements providing for exclusive affiliation with a single network, and also provisions restricting networks from affiliation with other stations in a given area.
5. The extent to which single chains or networks have exclusive coverage in any area.
6. Program policies adopted by the various national and other networks and chains, with respect to character of programs, diversification, and accommodation of program characteristics to the requirements of the area to be served.
7. The number and location of stations licensed to or affiliated with each of the various national and other networks. The number of hours and the specified time which such networks control over the station affiliates and the number of hours and the specified time actually used by such networks.
8. The rights and obligations of stations engaged in chain broadcasting as advertisers having network contracts.
9. Nature of service rendered by each station licensed to a chain or network organization, particularly with respect to amount of program origination for network purposes by such stations.
10. Competitive practices of stations engaged in chain broadcasting as compared with practices in the radio broadcasting industry generally.
11. The number of chain broadcasting stations not affiliated with or licensed to any chain or network organization.
12. Practices or agreements in restraint of trade or furnishing of monopoly in connection with chain broadcasting.
13. Extent and effects of concentration of control of stations, locally, regionally or nationally, in the same or affiliated interests, by means of chain or network contracts or agreements, management contracts or agreements, common ownership or other means or devices, particularly in so far as the same tends toward or results in restraint of trade or monopoly.

It is further ordered that hearings be held in connection with such investigation at such times and places as the Commission shall designate.

It is further ordered that a copy of this order be posted in the office of the Secretary and that a copy of the same be mailed to each licensee of a broadcast station and to each chain and network organization.

Commissioner Sykes seconded the motion. Commissioners Craven and Payne voted to amend the proposed order by substituting for the next to the last paragraph of said proposed order the following:

Be it further ordered, that a committee of the Commission, to be hereafter selected by the Commission, be directed to undertake this investigation and submit to the Commission a report of facts and recommendations and such regulations as this committee may deem appropriate. This committee is further authorized to issue appropriate instructions to the General Counsel, Chief Engineer, Chief Accountant and Secretary of this Commission, and to issue appropriate orders convening public hearings for the purpose of obtaining from witnesses under oath the information and data which may be required under the terms of this resolution, and to direct the preparation and issuance of questions or requisition requests for information to be distributed to licensees or others to obtain data and information pursuant to the terms of this resolution.

Commissioner Payne seconded the motion. Chairman McNinch and Commissioners Sykes, Brown, Walker and Case voted against the motion and Commissioners Craven and Payne voted in favor. The Chairman then declared the motion lost. Commissioner Craven moved to amend the order proposed by Chairman McNinch by inserting the following: "Whereas" clause immediately after the "Whereas" clause in said proposed order:

Whereas, the Commission has at this time sufficient information in fact upon which to base regulations regarding contractual restrictions, competitive practices of all classes of stations, networks and channels, competitive practices or agreements, and other methods by which competition is restrained or by which restricted use of facilities may result; Commissioner Payne seconded the motion. Commissioners Craven, Payne, Brown, Walker and Case voted in favor and Chairman McNinch and Commissioner Sykes against the motion. The Chairman then declared that the motion had carried.

Vice Chairman announced the motion carried.

A vote was then taken on the adoption of the order proposed by Chairman McNinch, as amended, Chairman McNinch, Commissioners Sykes, Brown, Walker and Case voting in favor, and Commissioners Craven and Payne voting against. The Chairman announced the order carried. A vote was then taken on the adoption of the order proposed by Chairman McNinch, as amended, Chairman McNinch, Commissioners Sykes, Brown, Walker and Case voting in favor, and Commissioners Craven and Payne voting against. The Chairman announced the order carried.
FCC Begins Gathering Chain Data

(Continued from page 17)

threatened to parallel the personnel clash on the Tennessee Valley Authority in which President Roosevelt was forced to take a hand. Moreover, considerable misinformation was spread about the schism and it was carried into public print.

Data collected in connection with the chain-monopoly inquiry also will be available for FCC use in its economic study of the broadcast situation and may have a bearing on the superpower hearing. Scheduled for May 16 before the Commission on banc, the hearing involves the dozen-and-a-half applications for authority to increase power from 5,000 to 500,000 watts. While Chairman McNinch asserted the hearing will be held on that date, considerable doubt exists in other Commission quarters because it is felt insufficient material is available. There is an even chance, according to sources, that the hearing will be postponed a month or even longer.

Craven's Clause

The order as adopted was largely the work of Chairman McNinch, but it included a clause offered by Commissioner A. M. Craven, who two days earlier had offered a resolution of his own after heated discussion within the FCC on the project. Chairman McNinch had publicly announced his intention of proposing an inquiry into chain broadcasting and "monopoly" in his address before the NAB convention in Washington Feb. 15. Senator Wheeler (D-Mont.) chairman of the Senate Interstate Commerce Committee had urged one. Consequently, his action was not unexpected, and his study of the subject had been reported in previous issues of Broadcasting.

The resolution itself is comprehensive, and appears to be all-inclusive. It covers the whole field of network operation in its 13 paragraphs. Under it the Commission is instructed to make an immediate investigation to determine what special regulations applicable to chain broadcasting are required. Station contracts and obligations to networks, program control, advertising contracts, network program duplication, exclusive affiliation clauses, program policies, guaranteed time, competitive practices, effect of chain broadcasting upon stations not affiliated with networks, practices or agreements which may have the effect of limiting or restraining sound control, and ownership and control are the subjects itemized in the McNinch resolution.

The internal strife in connection with the order, it was learned, developed when Chairman McNinch on March 15 sent a memorandum to fellow commissioners, in which he outlined his proposal. His plan was to offer a motion instructing the general counsel to draft an order and a list of particulars for the investigation. The matter was to come up at the regular broadcast meeting March 16.

Commissioner Craven, however, objected to the procedure proposed, particularly since it developed that no reference was made to the recommendations for study of many broadcast problems, including the network inquiry, which he had urged in his Report on Social and Economic Data filed with the FCC Jan. 20 and which he had prepared as chief engineer.

When the meeting was called March 16, it developed into a tempestuous session. The upshot was that Commissioner Craven offered a resolution proposing that the Commission appoint a committee of three of its members to conduct the investigation. He made particular reference to the Social and Economics report.

After protracted debate, a motion was made by Commissioner Case to table the Craven resolution. This motion lost, with Chairman McNinch and Commissioners Sykes and Case voting to table, and the four others against it. Hostilities were called off until March 18 at which time the Commission again took up the matter.

Commissioner Craven that same day issued a press release. In it he mentioned the social and economic report. He released his proposed resolution in full text. News stories were published in which Chairman McNinch and Commissioners Case and Sykes were represented as having voted against any study of the character proposed. Other stories stated that the Craven proposal was to have been made by the three members of the Commission who had never served on its Broadcast Division (Craven, Walker and Payne) conduct the inquiry, whereas the resolution contained no such proposal.

At the March 18 meeting, Chairman McNinch offered his resolution which had been modified to provide for the inquiry by the Commission, instead of instructing the general counsel to draft an order. It was also changed to encompass the recommendations in the Craven social and economics report. Thus, it was in effect a composite of the two proposals.

Commissioner Craven asserted the vote on his initial resolution and on the final order adopted by the Commission, as far as he was concerned, did not represent any alliance of members of the Commission which might be followed in the future. He declared he was not seeking to align any definite factional group within the Commission but was simply following his own instincts and best judgment in connection with policy as the questions develop.

It was recalled that in 1931 James W. Baldwin, then secretary of the FRC, conducted a broad study into the broadcasting structure. This study was made entirely by questionnaire and covered all aspects of industry operation. It was released by the FRC in the form of a report on the broadcasting industry.
such acts or practices to be unlawful and subject to being restrained through cease and desist order of the Commission.

Jurisdiction under Section 5 depends upon "commerce" as defined in the Act, which, for practical purposes, means interstate or foreign commerce and commerce within a Territory of the United States or the District of Columbia. Under the food and drug sections, however, jurisdiction over the false advertisement attaches when any one of the following three contingencies is involved:

1. When the dissemination of the advertisement is by United States mails;
2. When the dissemination is "in commerce by any means";
3. When the dissemination is "by any means for the purpose of inducing, or which is likely to induce, directly or indirectly, the purchase in commerce of food, drugs, devices, or cosmetics."

These terms, to which the special civil and criminal provisions are applicable, are defined in Section 15.

Foods and Drugs Are Legally Defined

"Food" includes anything which man or animals may eat or drink, that is, "food or drink for man or other animals" and components thereof, and specifically "chewing gum." But a moment's reflection is needed to realize the comprehensiveness of this provision.

"Drugs" as defined embrace not only everything ordinarily included in that term or found in the pharmacopoeias or the National Formulary, but also articles (other than food) "intended to affect the structure or any function of the body of man or other animals."

"Devices" embrace "instruments, apparatus, and contrivances, including their parts and accessories, intended (1) for use in the diagnosis, cure, mitigation, treatment, or prevention of disease in man or other animals; or (2) to affect the structure or any function of the body of man or other animals."

"Advertising" means articles "to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body for cleansing, beautifying, promoting attractiveness, or altering the appearance" and components of such articles, not including soap, however.

Under the definitions in the Act, it will be readily apparent that the terms food, drugs, devices and cosmetics as therein used embrace innumerable articles and commodities.

Five Possible Forms Of Corrective Action

No less than five possible forms of corrective action against offenders are provided for:

1. Order to cease and desist;
2. Civil penalty of not more than $5,000 for each violation of a cease and desist order which shall have become final;
3. Injunction pendente lite;
4. Contempt proceedings for disobedience to court decree affirming cease and desist order;
5. Criminal penalties of fines as high as $10,000 or imprisonment up to one year, or both.

In addition to these, the Commission stipulation procedure may also be made available. This is an administrative remedy provided for in the Commission's rules of practice. It involves a signed stipulation on the part of the accused to cease and desist, but is applicable only in types of cases in which the public interest may be fully protected and correction adequately achieved without the institution of more expensive and formal juridical proceedings.

The stipulation, cease and desist order, civil penalty, and contempt action for disobedience of court decrees, including issuance of ancillary writs, are all possible remedies available for use in cases under Section 5 as well as for those arising under the so-called food and drug sections. The criminal provisions mentioned, which become effective at the end of sixty days, are, of course, applicable only in cases of foods, drugs, devices or cosmetics.

Court Enforcement of Cease and Desist Orders

This is the regular procedure heretofore applicable to penal violations of the Act, and is the foundation on which the Commission has been able to administer the Act, and the food and drug sections of the Act, during the former period of the Act. The basis for the jurisdiction is found in the inherent power of courts to punish disobedience of court decrees or orders as contempt.

A further basis is the provision of Section 5 whereby the United States Circuit Court of Appeals is given jurisdiction not only to affirm, modify, or set aside a Commission cease and desist order, but also to enforce the same "to the extent that such order is affirmed, and to issue such writs as are necessary in its judgment to prevent injury to the public, or to petitioners pendente lite."

Procedure in the Circuit Court of Appeals for penalizing such disobedience or contempt is both simple and effective. It is more than twofold in operation of the Federal Trade Commission Act, but few respondents out of the hundreds of cases have ever attempted to disregard the court's decree.

Civil Penalty: Cease and desist orders become final following affirmation by court decree, or at the end of sixty days in cases where no appeal is taken during such time. Violation of a cease and desist order after it shall have become final is subject to a civil penalty "of not more than $5,000 for each violation," which accrues to the United States and may be recovered "in a civil action brought by the United States." This applies to such orders regardless of whether they may be issued in respect to foods, drugs, devices or cosmetics, or in respect to any article of commerce under any part of the act. Such civil action is to be brought by the Attorney General, and is, through the Department of Justice. Whenever the Commission has reason to believe that the order of an order has been taken place and the civil penalty incurred, it is to certify the facts to the Attorney General, who is to bring the necessary proceeding in the appropriate District Court of the United States.

Temporary Injunctions May Be Obtained

Temporary Injunctions: Temporary injunctions against false advertisement, foods, drugs, devices or cosmetics may be obtained by the Commission from the United States District Court whenever the Commission has reason to believe that the enjoining of the advertiser "would be to the interest of the public" (Section 13). The Commission may act to obtain such injunction even before the advertisement which has been disseminated has actually been disseminated if it has reason to believe dissemination is about to take place.

The injunction may run until the Commission's cease and desist order has become final either through failure to appear within 60 days after the same shall have been served or at a designated time after.
It's WSPD
In Greater Toledo
Northwestern Ohio and Southern Michigan
Toledo's NBC Blue Outlet

WSPD dominates in Toledo and its prosperous retail trading area—dominates in popularity—dominates in advertising effectiveness.

In an unbiased check-up WSPD was voted most popular for seven days a week—morning—afternoon and night—cold proof that WSPD dominates in popularity—and by a BIG margin.

Let WSPD build sales dominance for your product in Toledo—in WSPD's retail trading area—and the plus market embraced in its large primary coverage area.

5000 WATTS DAY
1000 WATTS NIGHT

Here's a Real Buy—“WSPD NEWS REEL” Six weeks weekly An outstanding feature for the past five years, with guaranteed audience, just open for sponsorship for the first time.

www.americanradiohistory.com
Fox Fur Schedule
I. J. FOX, New York (furs and fur storage), on April 4 starts a sched-
ule of 300 announcements a week on 
WINS, WHN, WAT, WHOM, 
WMCA, New York. The announce-
ments are transcribed by WOR, 
and will run for eight weeks. Con-
currently, the company starts spon-
sorship of WINS’ Son Contest, a 
former sustainer which is a half-
week. On March 24 I. J. Fox took 
over the theatrical gossip program 
conducted by Lee Mortimer of the 
New York Mirror, heard six times a 
week at 2 a.m. Peck Adv. Agen-
y, New York, placed the latter 
business; the others were handled 
direct.

RICH PANAMA and the 
CANAL ZONE 
buy American 
and they buy goods and services 
advertised over Central America’s 
newest and most modernly equipped 
station.

HP5K-HP50 
LA VOZ de la VICTOR 
“COLON Republic of PANAMA” 
1440 and 5000 KCS, RCA EQUIPMENT 
(SIMULTANEOUSLY) HFC THESAURUS

“During the past 30 days KMPC has 
shown a 26% increase in sales”—
LEO TYSON, Gen. Mgr.

KMPC 
“The Station of the Stars” 
BEVERLY HILLS, CALIFORNIA
Howard H. Wilson Co., Station Representatives
75 E. Wacker Dr., Chicago 551 Fifth Ave., N. Y. C.
1002 Walnut St., Kansas City

Court Approves Newspaper Ownership (Continued from page 22) 
It point-
ed out that the Commission made 
its statement of facts in the 
case on March 16 last year, the 
effective date of the order, and that 
April 2 Saginaw filed an appli-
cation for rehearing which was de-
nied by the Commission on June 2. 
Then on June 18, Saginaw filed its 
application to the courts.

Notice of Appeal
The Commission had asked the 
court in a motion to dismiss the 
notice of appeal on the ground that the notice 
of appeal was not filed within 
the time limit fixed by statute. Sagin-
aw, however, contended that by 
filling a petition for rehearing 
April 2, which was within the 20 
days from the filing of the appeal, 
the running period with-
in which an appeal might be taken 
was suspended and that since the 
notice of appeal was filed within 
the 20 days after the Commission’s 
final decision on the petition for 
rehearing, the taking of the ap-
peal was timely.

After citing many legal prece-
dents, the court held that the filling of 
a petition for rehearing sus-
pends the appeal period and that an applicant 
has 20 days from the date of final 
action on the petition for rehearing 
within which to file his notice and 
reasons for appeal.

It was in its analysis of errors 
alluded in the Commission decision 
that the court took cognizance of 
the long-standing controversies in 
which it unquestionably implied 
such matters as political influence 
and the like. The court pointed out 
that the last word that the 
review by it of Commission actions 
shall be limited to questions of law 
and that findings of fact by the 
Commission, if supported by sub-
stantial evidence, shall be conclusive 
unless they shall clearly appear 
to be arbitrary or capricious.

In this respect, the court pointed out 
that the Commission had acted 
under the statute, not as to its 
accuracy and credibility; (2) from 
attentive consideration of 
this evidence a deci-
tion of facts of a basic or 
underlying nature cannot be reached; 
(3) from these basic facts the 
ultimate facts, usually in the lan-
guage of the statute, are to be in-
ferred, can, or not, as the case 
may be; and (4) from this finding the 
decision will follow by the application 
of the statutory criterion.

Painstakingly the court contin-
ued to recite the objections in 
which these factors should be considered. 
It cited numerous legal precedents. 
Then the court took up citations of 
errors in the Commission’s find-
ings which were alleged by the 
appellant. It found in the first in-
stance that the Commission erred 
in giving the chances of operation in-
volved in the station applications. 
It found that comparison of 
the statements in the record and in the 
Commission decision showed that 
the Commission “is erroneous” in 
that connection.

The court then held that it felt 
the Commission reached its determin-
ination in connection with service 
now available to Saginaw upon a 
conclusion unsupported by findings 
of fact and without relevant evi-
dence.

As to financial qualifications, the 
court said the Commission find-
ing that the applicants were 
financially qualified is an inference 
rather than a finding of fact and 
does not disclose any facts bearing 
thereon, disregarding the 
financing qualifications. In this 
connection, the court said the 
Commission made findings as to 
the financial status of Grimes 
and Shields, pointing out that as to the 
likelihood of commercial support 
the Commission said only that “it 
is anticipated that the monthly in-
come expected to be derived from the 
station’s operation would ap-
proximate $5,500.

The court can hardly be 
characterized as a finding as to the 
commercial support which the 
interveners’ station might fairly ex-
pect. It is not even coupled with 
a statement as to the monthly ex-
pen ses of the proposed station from 
which by inference the conclusion 
could be drawn that the station 
would have a reasonable likelihood of 
operating at a profit.

It continued that it is not the 
duty of the court to make findings 
for the Commission and when the 
Commission has failed in its duty 
to make such findings “it is im-
possible for the court to review its 
conclusion. This, too, we regard as 
reversible error.”

The court said the appellant 
also complained of several inaccuracies 
in the Commission’s statement. 
One referred to a statement that 
the trial examiner recommended 
Denial of both applications. It 
pointed out this was “clearly incor-
rect,” since the record showed that 
the examiner recommended that the 
application of the appellant be 
denied and another complaint 
was that the Commission errone-
ously stated that the testimony of 
the Saginaw engineer as to the 
liability of double coverage was 
based upon actual field meas-
urements. This statement by the 
Commission, the court said, is also 
clearly incorrect. The court wound 
up with this observation:

“We do not say that these inac-
curacies would alone be sufficient 
to reverse the Commission’s order. 
But we call attention to them in 
passing in order to emphasize the 
necessity of careful consideration 
by the Commission of the evidence 
before it. This court, under the 
statute, does not have the function 
of passing upon evidence in the 
sense of weighing it as to its 
accuracy and credibility but only in 
the sense of determining whether it 
substantially supports the findings.

“The function of weighing the 
evidence has long been entrusted 
by Congress to the Commission, in or-
der that technical controversies 
may be determined on the facts by 
a body of experts. But Congress 
intended that an applicant should 
have, and an applicant is entitled 
to have, careful consideration of 
the evidence which he has present-
ed and the considered judgment 
of the Commission upon that evi-
dence.”

Page 66 • April 1, 1938
Regional Network Begun
By North Central Group
On Sponsored BasisOnly

NORTH CENTRAL Broadcasting System Inc., newly-organized regional network with headquarters in the Empire Bank Bldg., St. Paul, was to begin operation about April 1, with a basic group of nine stations, and a supplementary and alternate group of ten stations, according to John W. Boler, president.

Affiliated stations were said by Mr. Boler to be KVOX, Moorhead; KATE, Albert Lea; KROC, Rochester; KWHO, Winona; KABR, Aberdeen; KWTN, Watertown; KRM, Jamestown; KDLR, Devils Lake; WEAU, Eau Claire. Supplementary outlets were listed as WBE, Duluth; WLB, Virginia; WIBV, Hibbing; KLO, Bismarck City; WKBH, La Crosse; WSAU, Wausau; KSCJ, Sioux City, la.; KEJF, Grand Forks; KSTP and WTCN, Minneapolis-St. Paul, were named as alternate stations. According to Mr. Boler, negotiations are in progress with the Wisconsin Radio Network and the Iowa Network which, if completed, would provide NBC blanket coverage in five northwestern states with 31 affiliates.

Sustaining programs will not be broadcast over NCBS for at least one year according to the organization. The network will operate on a purely commercial basis, with lines to be installed and maintained concurrently with the first commercial. A rate card containing rate breakdown by individual stations and sectional groups was released. NCBS clients would be permitted to purchase any combination of the network they require. In addition to a sales staff, the network will maintain a merchandising department to work with agencies and advertisers.

Officers, in addition to Mr. Boler, are David C. Shepherd, chairman of the board of Empire National Bank, St. Paul, and Howard S. Johnson, formerly vice-president and national sales manager of American Hoist and Derrick Co.

Petrillo Refuses Offer From NAPA
Spurns $100,000 Salary to Continue Work in Chicago

JAMES C. PETRILLO, president of the Chicago Federation of Musicians and member of the AFM executive board, has refused an offer to head the National Assn. of Performing Artists at a salary of $100,000 a year. He believes that it would be impossible for him to continue his present work in Chicago if he assumed the new responsibilities, and told BROADCASTING that under no circumstances will he leave the CFM to head NAPA, regardless of salary involved.

Petrillo, who has been president of CFM for the past 16 years, and has recently been re-elected for a five-year term, receives a yearly salary of $26,000.

Royalty Demands

Mr. Petrillo said he is wholeheartedly in favor of NAPA's fight to prevent radio stations and slot machines from using members' recordings without permission of a writer, publisher or owner. Addressing a group of NAPA members in New York March 14, he estimated that recording artists are losing between five and six million dollars annually through this operation. He told his organization promised full cooperation in helping NAPA establish its "property rights," and urged that musicians start a vigorous campaign to accomplish nationally what he has done locally in Chicago. Radio musicians in Chicago get a minimum pay of $140 a week.

Joseph Weber, head of the AFM, was expected to go to Chicago the week of March 21 to meet Petrillo and later go with him to Hollywood in the interests of musicians in the motion picture studios. Mr. Weber, however, was detained in New York by the unsettled state of AFM's transcription negotiations, according to Petrillo, and will probably make the trip early in April.

The 1938 convention of AFM will be held the second week in June in Miami. It was at last year's convention in Miami that Petrillo first demanded that networks and radio stations employ more musicians.

IN AN EFFORT to stimulate business in Los Angeles county, KMFC, Beverly Hills, Calif., has inaugurated a "buy now" campaign, and plans to interest other stations in Southern California in the movement.

SPREAD AT COLLINS
Helped WHBF Set Record in
Returning to Air

WHBF, Rock Island, Ill., forced off the air at 9:50 p.m. March 9, during its transmitter from the fire at Harms Hotel [BROADCASTING, March 15] resumed broadcasting at 7:03 a.m. March 11, an engineering achievement was written into radio records. The new transmitter was rushed from the Collins Radio Co., Cedar Rapids, la., to Rock Island by truck in charge of J. F. Byrne, vice-president of the Collins engineering staff. Ivan Streed, production manager, and J. E. Gray, chief engineer of WHBF, arrived at Collins plant at 9 a.m. March 10 and made negotiations for a new transmitter. New crystals were ground and general tests made. The transmitter was loaded on the truck at 7 p.m. and was set up on the new site at 11:30 p.m. A temporary but efficient antenna was erected under the direction of E. C. Page, consulting engineer of Washington, who happened to be in Rock Island at the time.

The announcers and office workers donned overalls to assist in the installation of the ground system. The first test on the air was made shortly after 5 a.m. and a frequency check revealed that the transmitter was within 1 cycle of the assigned frequency of 1210 kc.

Mr. Page approved the results and the transmitter installation was ready for use at the beginning of the regular morning broadcast schedule. Need for a little sleep and delay in getting telephone lines installed held up actual operation until 11 a.m.

Extend Monitor Rule

THE FCC on March 23 further extended the working date of Rule 931, which was first issued in June 1934. It requires all relay, international, television, facsimile, high frequency experimental broadcast stations to have a frequency monitor in operation. The original date was Sept. 15, 1936. However, the working date had been extended from time to time, most recently by Rule 931, which was issued Nov. 15, 1938, because monitors meeting the requirements are not commercially available. The monitors require a camera and shall have an accuracy of at least one-half of the tolerance allowed for the class of station with which used.

1ST IN LOCAL ACCOUNTS
IN CHICAGO

BROADCASTING • Broadcast Advertising
April 1, 1938 • Page 67
WTMJ Shortwave Plans

THE Milwaukee Journal, operating WTMJ, announced March 30 it had withdrawn renewal applications covering its television and facsimile experiments but that this action in no way indicated it was abandoning its activities in the visual radio field. The announcement said the station proposed to re-examine its entire experimental program and had come to the conclusion that greatest progress can be made by concentrating efforts in fields other than those covered by the applications, which were withdrawn without prejudice. Future plans, especially as to facsimile, will involve substantial modifications of proposals originally made to the FCC, the statement said.

Sherwood to Standard

ALEX SHERWOOD, well-known Midwestern broadcaster and former manager of KDKA, Pittsburgh, on April 1 becomes general sales manager of Standard Radio, transcription producers. He will headquarter in the Chicago offices. Announcement of the appointment was made March 30 by Milt M. Blink, co-owner along with Gerald King. Mr. Sherwood has had wide experience in station operation and for the last several years has served as a station consultant, having been responsible for the personnel and business organization of a number of new stations.

Plan Radio Study

A STUDY of radio broadcasting will be made this spring by a Communications Committee of the National Economic & Social Planning Association of Washington, which held its first meeting March 29. The Committee is headed by N. R. Danielian, formerly with the FCC A & T & T investigation staff, and a number of FCC officials and other persons connected with the broadcasting industry and publications have been invited to participate in the study.

Superpower Hearing

A BILL of particulars to cover the superpower hearing scheduled for May 16 is being drafted by the FCC and shortly will be sent to the 16 station applicants, it was learned March 30. The notice will set forth the issues involved in the hearing which will be before the FCC en banc rather than an examiner.

KGGM-CBS Affiliation

CBS on March 30 confirmed previous reports that KGGM, Albuquerque, N. M., will join the network. Date is indefinite but probably will be autumn or earlier. The network rate will be $125 per evening hour. The deal was signed by A. R. Hebenstreit, station owner.

KSD Charge Dropped

AMERICAN Federation of Radio Artists has withdrawn charges filed with the National Labor Relations Board against KSD, St. Louis, the station having reinstated Richard Pavey, announcer allegedly discharged for union activities. [See earlier story on page 34].

RESULTS!

January and February 1938, fan mail at KTHS EQUALS ENTIRE AMOUNT for 1937!

The New

KTHS

10,000 WATTS

Serving Arkansas from Hot Springs

WEBC

Tells Your Story In

AMERICA’S SECOND PORT
DULUTH & SUPERIOR

And on the
IRON RANGE IT’S
WMFG
HIBBING
WHLB
VIRGINIA

BOUND
To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year’s issues). It is your perfect reference book of the year’s business of broadcasting.

Price $2.50 Postpaid
(Your name in gold 25c extra)

BROADCASTING
Broadcast Advertising
870 National Press Bldg. Washington, D. C.

Page 68 • April 1, 1938
Copyright Treaty Has Little Chance

Lack of Agreement to Prevent
Any Action at This Session

SENATOR DUFFY (D-Wis.) has
about given up hope for passage
of any kind of copyright legis-
lation, as well as the ratification
of the International Copyright
Convention, at this session of
Congress.

After holding a series of confer-
ences with "interested parties", he
told BROADCASTING March 28 he
seriously doubted if there would
be any action on the copyright
measures before the present Con-
gress adjourns.

Congressional leaders are now
working for adjournment not later
than June 1.

Lack of Accord

Mr. Duffy said those interested
in both the convention and his
copyright bill had been unable to
reach an agreement. He stated he
was not disposed to move for Sena-
tate action until they got together.

Those who are interested in the
treaty and copyright legislation
include ASCAP, NAB, and Asso-
ciation of Moving Picture Exhibi-
tors

A Senate Judiciary subcommit-
tee was to begin hearings April
1 on the Logan bill (S-8676) "to
establish a United States Court of
Appeals for Administration to
receive, decide, and expedite
appeals from Federal commissions,
administrative authorities, and
tribunals in which the United States
is a party or has an interest, and
for other purposes."

Senator Logan (D-Ks.), author of
the measure, believes such a
court is highly desirable to expe-
dite appeals from Federal agencies
and to provide less expensive pro-
cedure.

Decisions of the FCC, which in-
volved disputes between adminis-
trative authority and individuals,
would be under the jurisprudence
of the Administration Court, as
would be orders of the Federal Trade
Commission. Logan contends that
a great percentage of those ad-
versely affected by decisions from
the many Federal agencies do not
have funds to wage a long drawn
out court fight through the Circuit
Court of Appeals and the Supreme
Court.

Sixteen Federal commissions
and agencies making decisions and
issuing orders would come under
the Court of Appeals for adminis-
tration. The elimination of the
Court would be final except for re-
view by the Supreme Court upon a
writ of certiorari.

Senator Logan has called a num-
er of witnesses to testify on his
bill. Some have given extended

EXHIBITOR—Of candid portraits
at the Zeiss exhibit held at the
Palmer House, Chicago, is William
R. Cline (left), sales manager of
WLS, who had six winning pictures
taken with his lens. All of the pic-
tures showed WLS artists, two of
whom, Pokey Martin and Christine,
are talking over the exhibit with
Mr. Cline.

Schubert Suit

APRIL PRODUCTIONS Inc., New
York, Schubert Theater Corp.
subsidiary, has started nine suits
against Harms Inc., music publish-
ers, for alleged profits from
radio broadcasts of songs and
music from 11 Shubert shows.

Damas total $990,000 are sought.

April Productions contends HArms
Inc. has no authoriza-
tion to sell radio reproduction
rights. The defendant said it did
not "aid or abet or cause" the
radio broadcasts in which the music
was used. No date for hearing has
been set.

study to the proposal and the op-
eration of a similar court in
France.

Senator Bone (D-Wash.) ex-
pects to get hearings under way
early in April on the Chavez-Mc-
Ardle bill providing for government
construction and operation of a
super-radio station designed to
promote Pan-American relations.

Fearful that the construction of
such a station would be the open-
ing wedge for government owner-
ship of broadcasting, leaders in
the radio industry have asked to
be heard when the bill is taken
up by the Senate Interstate Com-
merce subcommittee to which the
measure has been referred. Bone
is chairman of the subcommittee.

Terse News

BELIEVING that news broadcasts
are too long, Mendel Jones, program
and production director of WCKY,
Cincinnati, has cut news peri-
ods on that station to five
minutes. "I do not consider newscasts as competition with
daily newspapers and I be-
lieve news on the air stimu-
lates newspaper reading. Where 15-minute periods are
assigned newscasts, the ten-
dency is for them to become
dull when big news is scarce and
awake with detail when im-
portant news does break," he said.

Even the Old Swimmin’ Hole’s
CHANGED!

Favorable climate plus fertile soil enables our
average Red River Valley farmer to enjoy com-
fortable living along with profitable farming. His
home, buildings and farm lands are valued at 33%
above the average for those in the remaining West
North Central area—($927.18 per capita as against
$695.62).

If you've got something to sell our people, WDAY
is their station—the ONLY station that brings them
to you!... Want the details?

WDAY, INC.

Affiliated with the Fargo Forum

FARGO 940 Kilocycles
9,000 Watts Day
1,000 Watts Night

“A Blind Spot” for All
Outside Stations

IF you want to
Cover Rich
Central Pennsylvania

You MUST Use

WFBG
Altoona Pa.

BROADCASTING • Broadcast Advertising

April 1, 1938 • Page 69
Radio Tour Is Organized To Visit Main Stations In European Countries

A PARTY of American and Canadian broadcasters being organized by Donald D. Davis, president of WBB, Kansas City, will visit eight principal radio stations in Europe next summer and combine a sightseeing trip abroad with first-hand knowledge of noncommercial and commercial broadcasting as practiced in several European countries. The price of the all-expense trip is $250 per person. The party sails from Montreal July 15, and will visit England, Holland, Belgium, Germany, Luxembourg, and France, with an optional extension to Switzerland, Italy and the Riviera. Return dates are Aug. 11 and Aug. 23.

BBC will be host in England, where the party will visit Broadcasting House in London, the television station at Alexandria Palace, and the BBC transmitter at Driwbioch, located not far from Stratford-on-Avon in the Shakespeare country.

In Belgium, the Institut National Belge de Radiodiffusion will formally dedicate its new Mansion de L'INR this summer. Radio-Luxembourg, in the Grand Duchy of Luxembourg, holds special interest for American visitors as Europe's best-known and most powerful commercial station.

In France, the party will inspect Radio-Paris and the sound and television stations on the Eiffel Tower. As guests of the Swiss Radio Corp., the party will see the station in Geneva which originates League of Nations broadcasts.

Kosher St. Pat
ST. PATRICK in Kosher regalia made an ether appearance March 17 over KATF, Fort Worth. The special St. Patrick's Day feature was sponsored by Caroson's Kosher Delicatessen. It caused many a Fort Worth chuckle. Contract was signed by Abe Applebaum, Caroson's manager, and Len Finger, production director of KATF.

LEVY IN VIRGINIA PROTESTED BY CBS

BRIEF has been filed by CBS attorneys in answer to the charge of the Virginia Corporation Commission [BROADCASTING, Feb. 1] that the State is entitled to collect a gross receipts tax from WJSV, CBS station in Washington, which has its transmitter near Alexandria, Va. The Virginia claim was based on the assumption that WJSV is doing business in that state because its signals emanate from a Virginia site.

The CBS brief stated that $980 of all WJSV broadcasts originate outside of the State and that since CBS took over the station, all political speeches by candidates for Virginia offices had been made in its Washington studios. Transmission of radio programs constitutes interstate commerce, the brief said, citing the Supreme Court decision in the Fisher's BLEND Station Inc. v. Tax Commission of Washington State.

It was further argued that a State is precluded from levying such a tax because Congress has specifically given the FCC the power to regulate the rights of broadcasters. The brief was filed through the offices of Rosenberg, Goldmark & Colin, New York.

WWVA-WALR Hookup

A HOOKUP of WWVA, Wheeling, W. Va., and WALR, Zanesville, O., with permanent telephone lines, was announced March 27 under which programs will be exchanged and available on a full time basis. Arrangements were made by George W. Smith, general manager of WWVA, and Ronald B. Woodyard, WALR manager, as the first step in a definitely established plan to increase service facilities of both stations.

While Others Wait for Wires to be Repaired

Southern California was isolated. Communication lines were down. But KLZ's habitual ineptness brought the Denver area its first Los Angeles contact... and KLZ listens to their first eyewitness reports of the recent flood disaster across the Rockies.

Contact with friendly amateurs supplied the link between flooded California and the high and dry Denver region, served so effectively by KLZ's news service.

KLZ FOUNDED THE WAY TO GET THE FACTS

Once again KLZ earns its spurs as the Rocky Mountain district's favorite station... gains more of that listener loyalty that makes KLZ so productive.

K L Z
DENVER
Representative - The Katz Agency, Inc.

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

BROADCASTING • Broadcast Advertising
Quick Conquest of Austria by Hitler Given Extensive Coverage by Networks

EVENTS leading to and surrounding the conquest of Austria by Hitler were thoroughly covered by CBS, Mutual and NBC. Eyewitness accounts of events in Vienna and other European capitals were broadcast by local commentators, network representatives and newspapers.

All three of the networks carried Adolf Hitler's speech from Vienna, heard in this country from 5:15 to 5:37 a.m. on March 15. English commentary was handled by Eduard Roderich Dietze of the German Broadcasting Co., and more complete translations of Hitler's remarks were broadcast later. CBS had 12 transatlantic broadcasts from March 11 to March 15, augmented by Press Radio reports. Edward Murrow, Columbia's European director, usually stationed in London, flew to Vienna and spoke from there for five broadcasts. William Shirer, CBS' Central European director, who had been in Vienna, flew to London for four broadcast descriptions of what he had seen before leaving. In addition CBS carried talks by Pierre J. Hus of International News Service from Berlin; Edgar Mowrer, Chicago News, from Paris; Sir Frederick Whyte, British journalist, from London; Albin Ross, New York Times, from Berlin; Alvin Steinkopf, chief of the Associated Press in Vienna. NBC had a total of nine European broadcasts from Friday night (March 11) to Monday afternoon. Max Jordan, NBC representative in Continental Europe, on March 12 arranged for a pickup at Linz, Austria, where Hitler had arrived enroute to Vienna. Expecting a description of the ceremonies there, the announcement suddenly came through that the Chancellor himself was speaking, and NBC thus had the first broadcast of the conqueror's voice after his entry into Austria.

The events were carried by landline to Berlin and short-waved from there. Others who spoke from Europe for NBC were William Hillman of the International News Service, in London; Laurence Hillis, publisher of the Paris Herald; Robert Best, chief of the United Press staff in Austria, interviewed by Jordan; Helen Paul Kirkpatrick, American correspondent, from London, and William Bird, American newspaperman in Paris.

Benito Mussolini's speech on March 16 to his Chamber of Deputies was carried by the three networks direct from 2RO, Rome. All three also broadcast Secretary of State Hull's speech, "Our Foreign Policy," on March 17 which was rebroadcast in five languages by shortwave divisions of NBC and CBS. Remarks of Senator Lewis B. Schwellenbach of Washington, as part of the world-wide symposium on the German-Austrian situation on March 13, were broadcast by NBC and CBS.

New Kate Smith Series

KATE SMITH on April 4 will start a new program, on a sustaining basis, Mondays, Wednesdays and Fridays on CBS. The program will be one of news and human interest, with no music. Ted Collins will act as announcer. In line with her expansion as a business woman and outstanding personality as well as a singer, Miss Smith is also covering a syndicated column of the same type. The program is an experiment and there will be no commercial angle. Until it has been thoroughly tested, probably for 13 weeks. General Foods Corp., which sponsors Miss Smith on CBS for Swansdown cake flour and Cajunet baking powder, also has a five-week program with Mary Margaret McBride. Miss Smith's new program will be heard at 3:30-3:45.

Continue Set Drive

SOUTHERN CALIFORNIA independent stations, warning for the past month against sale of automatic dialing receivers whose automatic pickup is limited to relatively few stations, have voted to continue their air propaganda campaign of five daily announcements indefinitely. Decision was made after the association through its president, Leo B. Tyson, manager of KMPC, Beverly, had protested to certain manufacturers of automatic tuning receivers.
Unexplained Delay in Federal Agencies Halts Approval of Havana Radio Treaty

MYSTERIOUS circumstances surrounding the Havana broadcast treaty envisaging a sweeping reallocation of broadcasting assignments in this country have resulted in bottling up of the pact in the State Department, it was learned March 30.

State Department spokesmen candidly admit there is no present intention of sending the treaty to the Senate. It will be held over this session. They ascribe this unofficially to word from the FCC asking that it be held up. With Congress expected to adjourn two months hence, expeditious action would be needed to get Senate ratification.

It was declared officially at the State Department that the treaty first was held up because of a letter received in mid-February from Chairman Frank R. McNinch in which the Department was asked whether any inconvenience would be caused if the treaty were withheld pending further study and possible revision by the FCC. The State Department replied it had no objection, since the treaty was of a technical character and should be passed upon by the FCC.

FCC Rules Held Up

It was reported also that the letter of Feb. 18 had been superseded by other advisers withdrawing objection. Despite that, however, State Department attaches said oral word evidently had been given that the State Department would take no action until further notice. Chairman McNinch is understood to have told the FCC that it was not purely domestic, whereas the treaty itself has definite international implications and failure to ratify promptly might lead to further chaos in American broadcasting through operation of additional powerful "outlaw" border stations in Mexico and Cuba.

Increases in Power

Moreover, it is not illogical to assume that demands for more extensive facilities from each of the other nations may be a result of failure to ratify at this session. It is generally felt that the American Broadcasting Association has a favorably able agreement in Havana, to which the other nations are bound by convention. Failure to ratify could only be viewed, it is felt, as a repudiation by this country of the terms, and open the way for renewed increased demands, which might mean sacrifice of additional facilities by this country.

It was reported that the treaty is ratified by treaty of the four nations parties to it, with the fourth—Mexico—signifying its intention of doing so. The other nations, in addition to the United States, are Canada and Cuba, the latter signatory having been ratified.

Some objections have been raised because of provisions relating to clear channels. Whereas existing allocations in this country specify 40 clear channels, the treaty would provide a maximum of 25 so-called Class 1-A channels or those on which one dominant station would operate to minimum power of 50,000 watts. Actually 11 of the 40 clear channels are "broken down" by virtue of pre-existing operation.

Chairman McNinch has expressed his opposition to clear channels and to superpower, although he has made no specific statement to that end. In addressing before the NAB convention last February, he endorsed unequivocally the views of Senator Wiberg (D-Mont.) who threatened to thrust out in opposition to such broadcast units.

It was reported that the entire treaty situation would be brought to a head shortly within the FCC, since considerable anxiety is being expressed lest failure to move forward on the sweeping reallocation.

Commissioner T. A. Craven, former chief engineer of the FCC, was chairman of the U. S. Delegation to the Inter-American Radio Conference in Havana late last year, at which the treaty was drawn. He regarded that of the essence in the ratification of the treaty, holding that any revisions in allocations or individual station assignments should be worked out at hearings before the FCC following ratification, since those parties have been purely domestic, whereas the treaty itself has definite international implications and failure to ratify might lead to further chaos in American broadcasting through operation of additional powerful "outlaw" border stations in Mexico and Cuba.

Howard E. Clark

HOWARD E. CLARK, 36, for 11 years manager of WJAS, Pittsburgh, died March 7 of pneumonia following an emergency appendicitis operation. He is survived by his wife and daughter, Roberta.

Audition Winners

WINNERS of the Metropolitan Auditions of the Air contest, announced March 27, are John Carter, tenor, and Leonard Warren, baritone. Chosen from 707 contestants, the two New York boys, in addition to their Metropolitan opera contracts, received checks for $1,000 each and silver plaques from George A. Martin, president of the Sherwin-Williams Co., sponsor of the program. The show, heard on the NBC-blue network, went off the air on the same date. Agency is Cecil, Warick & Legler, New York.

Brotherly Love

UNITED Automobile Workers, CIO affiliate, has been sponsoring a program on WJBK, Detroit. Ponds recorded short and they asked WJBK if an overall company could take over their program. O. K. But a CIO regional director heard that AFL men worked for the overall company which called AFL headquarters in New York and asked if they could sponsor the program. "What?" wired AFL headquarters, "sponsor a program produced by CIO! Never!"

Strass Now Recovering

From Laboratory Blast

AN EXPLOSION that completely wrecked the quarters of the Allied Recording Products Co. at 126 W. 45th St., New York, was nearly fatal to Jack Strauss, engineer executive of the firm, who was working alone in the laboratory at the time of the blast, 10:30 Sunday evening, March 13. He had made a recording and then taken him to a dark room, where he was washing them with chemicals when the blast occurred, throwing him 20 feet across the room. So violent was the explosion that even the window frames were blown out and bits of glass and metal were sprayed in all directions. Windows were shattered in all nearby buildings.

Still seriously ill in the Poly- clinic Hospital, where police took him following the blast, Mr. Strauss is believed to have passed the most dangerous stage and to be on his way to recovery. Future plans of the company are as yet unsettled.

"They Said Not tobother Them While They're Listening to WHB."

WHB * Kansas City's Dominant Daytime Station affiliated with Mutual, has the
Biggest Band, The
Biggest Symphony, Information.
DON DAVIS, President, KANSAS CITY, MISSOURI

...In Step With Spring...

The rich Capital District, solidly prosperous with highly diversified industry, isn’t concerned with sales-chart valleys, and is stepping out briskly for its usual profitable Spring. WOKO, favorite of listeners and advertisers alike, will put you in step, too.

WOKO—In the Heart of "The State that Has Everything"

Harold E. Smith, General Manager
John Blair and Company, National Representatives

KFRU *

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

Sealest to Start

NATIONAL DAIRY PRODUCTS Corp., New York (Sealest division ice cream and milk), on April 25 will start a new five-a-week quarter-hour show on about 40 NBC-Red stations. The new program will be unconnected with "the average American family" and is tentatively titled Your Family and Mine. It will be heard Mondays through Fridays at 5:30-5:45 p.m. Merchandising plans include the distribution of three million recipe books through dealers. Agency is McGee, Albright & Ivey, Phila.

Page 72 • April 1, 1938
Radio Well Represented at Capital Press Party

A SCORE of radio celebrities, headed by six of the seven members of the FCC, attended the 17th annual dinner of the White House Correspondents Association in Washington March 12 at which President Roosevelt was the honored guest. Entertainment was provided by NBC and arranged under the direction of vice-president John F. Royal, New York, and Frank M. Russell, Washington. All members of the FCC were present but Col. Thad H. Brown, who was in Ohio.

Among others from the Commission who attended were General Counsel Hampson Gary, Acting Chief Engineer Andrew W. Carse, Assistant Chief Engineer Andrew D. Ring, Assistant General Counsel George B. Porter, Assistant Secretary John B. Reynolds, and Chief Examiner Col. Davis S. Arnold.

President Roosevelt was the honor guest at the "off the record" dinner. He was flanked by his secretaries, Stephen T. Early, M. H. McIntyre and James Roosevelt, members of the Cabinet and others high in Washington's official life.

Radio celebrities present included NBC President Lenox L. Rohr; his chief assistants, Frank Mason; vice-president, Frank Woods, Niles Trammell, and Russell and Royal; Clark angrily, NBC vice-president; Frank Mullen, RCA public relations director; Harry C. Butcher, CBS, Washington vice-president; Amon Carter, publisher of the Fort Worth Star-Telegram, opera manager; A. B. Johnson, Beverly Berkeley, manager, John Dodge, commercial manager, Carlton Smith and Fred Shaw, assistant managers of WRC-WMAL, Washington; F. P. Guthrie, RCA, Washington; Luther Reed, CBS publicity director; Arthur W. Scharfeld and George S. Smith, Washington attorneys; L. A. Batton, president, and Marvin Murphy, publicity director, N. W. Ayer & Son; Schuyler Kudner and Charles Gannon, vice-presidents, Associated Newspapers, Inc., and Borden Gray, WJJS, Winston-Salem, N. C.

NBC entertainment included Joe Cook, as master of ceremonies; Ben Bernie; Edward McHugh, gospel singer; Zinka Milanov, of Metropolitan Opera; Fred Welch, "Pop-eye" comedian; Raquel Cortay, the Vass Family; Mervyn Duchardt, guitarist; Margo Cozi, baritone; Blanche Ring, Francis White, Eddie Leonard, Frank Black and his orchestra, four ballet dancers from Radio City Music Hall, and ten dancers.

In a special Movietone News prepared for the occasion, one of the shots was a parody on the Mae West incident and was headed "Believe it or Not, McNinch Goes West."

DIPPY RIDDLES

DIPPY DUDS!

New hilarious material to pop your Man and Home Program. 500 riddles with snappy comebacks! 500 clever questions - laugh-provoking answers. Write us for information.

RADIATION SERVICE

612 N. Michigan Ave.
CHICAGO

BROADCASTING • Broadcast Advertising

April 1, 1938 • Page 73
Peace,

AMERICAN League for Peace and Democracy on March 25 started a weekly program, *Voices for Peace*, a quarter-hour commercial program, placed by Dunders & Frank, New York. WMCA, New York, will carry the program on Friday for two weeks and then shift to a regular Thursday evening schedule. Off-the-air recordings are being made for chapters of the organization to place locally. The program dramatizes current events.

**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers
Catered to E. C.
S. O. S. B. - P. O. S.
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

**McNARY and CHAMBERS**
Radio Engineers
National Press Bldg., Nat. 4048
Washington, D. C.

**JOHN BARRON**
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

**HECTOR R. SKIFTER**
Consulting Radio Engineer
Ft. IEUT FIELD SURVEYS
STATION LOCATION SURVEYS
CADASTRE SERVICE
SAINT PAUL, MINNESOTA

**A. EARL CULLUM, JR.**
Consulting Radio Engineer
2975 North Henderson Avenue
Telephones 3-2179 and 5-2143
DALLAS, TEXAS

**PAGE & DAVIS**
Consulting Radio Engineers
Munsey Building - Field Office
Washington, D. C.
Evaston, Ill.
District 8456
University 1419

**HERBERT L. WILSON**
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
300 E. 16th St.
NEW YORK CITY

**R. D. MARTIN**
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St.
Spokane, Wash.

**FREQUENCY MEASURING SERVICE**
**APPLEBY & APPLEBY**
**RADIO ENGINEERS**
JASPER & WHEELOCK AVES.
ATLANTIC CITY, N. J.
Leff., Condo, Thomas Appleby, U.S.R.
President and Chief Engineer

**WORLD WIDE WIRELESS**

**Air Week Recordings**
WOR Recording Division is preparing 700 pop pieces of transcriptions by Postmaster General Farley and Colonel Edgar C. Gorrell, former chief of staff of aviation during the World War, for National Air Mail Week May 15. The pressings will be distributed to stations throughout the country for radio tie-ins with the campaign.

**CLASSIFIED ADVERTISEMENTS**

**Help Wanted and Situations Wanted**, 7c per word. All other classifications, 10c per word. Minimum charge $1.00. Payment in advance.

**Forms close 25th and 10th of month preceding issues.**

**Help Wanted**

Wanted: Announcer capable of handling United Press news service. Must be able to handle musical programs and work around a small station such as continuity writing, etc. Experienced man only. A real opportunity for the right man who has ability to handle programs and assist in management. Nominal salary to start with future dependent on ability to show results. KDLR, Devil's Lake, N. Dakota.

New local station, retail market 500,000, needs sale manager and on one station. Excellent opportunity right man. State education, experience, references. Box 926, Broadcasting.

Complete station personnel: new: all details (experience, salary, etc.) very completely first letter. Box 922, Broadcasting.

**Situation Wanted**

Young announcer, newscaster: three years’ experience, including programs, continuity, selling. Anywhere. References. Box 929, Broadcasting.


Program director and sports commentator $5kioyest New York station. Ten years’ experience, including producing, announcing, syndicated sports, special events. Box 940, Broadcasting.

College graduate, 22 years old, desires position as announcer. Inexperienced but re- ceived on educational team. Good voice and diction, Commercial artist and promotion experience. Box 928, Broadcasting.

Station or group can profitably use research merchandising man: five years magazine, newspaper, network experience. Ex- cept vars. 33, married, presently employed. Box 932, Broadcasting.

Radio station manager, completely experienced in entire operation of station. Has operated an important outlet in major city. Details furnished, sale, operation and general management. Box 986, Broadcasting.


Versatile announcer, production man, union musician, organ and piano, with six years radio experience desires connection with progressive station or agency. College education. Go anywhere. Box 983, Broadcasting.

Industrial and zealous announcer and production man available for position on staff of station in city up to 300,000 population. Four years’ experience in radio. I believe that this, together with innate good taste has qualified me to meet your demands. I want chance to show my ability in view of advancement. Best character references.

Address: Box 944, Broadcasting.

**NBC Punch Festival**

THIRTY scheduled rounds of boxing will be described blow-by-blow in a broadcast on NBC-Blue network on April 1, Beginning at 10 p.m., listeners will hear the 15-round Fred Apostoli-Glen Lee fight at Madison Square Garden, New York, and the 15-round world’s heavyweight championship, Adal Hat. N. Y., will sponsor in its markets.

**Situations Wanted (Contd.)**

RCA graduate, both licenses, I.R.E., Class A. Assistant, west coast. Box 914, Broadcasting.

Young intelligent Yale graduate, experienced continuity and commercial writer, announcer, newscaster, desires change. References, application on request. Available immediately. Box 935, Broadcasting.

Station manager with 12 years experience in managing stations, wants position as manager of station large or small, in California or on Pacific Coast. Has proven record of building up station, economics, and building station acceptability. Box 929, Broadcasting.

Active, experienced man; News: Announce: Production: Continuity: M. C., function any capacity. Details to best able to handle local station. Thirtys-five, single, own transportation. At liberty two weeks. Gentle operated station preferred. Box 990, Broadcasting.


Announcer at liberty at close of Palm Beach season. Brilliant experience producer, network member, select accounts, and announcing orchestra remote world’s most exclusive clubs. Experienced as continuity writer. MC., action, producer manager, dramatic, minimal, program director, Capable in any position of responsibility. Colonel, best advertising. Cosmopolitan background. Personable, Dependable. Inquiries invited. Box 934, Broadcasting.

**Situation Wanted**

Commercial Manager now employed would like to confer with the management of a station interested in increased volume of business and profitable station operation. Box 943, Broadcasting.

**For Sale**

100 watt full time Southern station. Box 941, Broadcasting.

1000 Watt Western Electric D-8703B radio transmitter, (Western Electric 6-B equivalent with vacuum tubes and spare armatures for all generators. Price $1,800. Box 915, Broadcasting.

**Wanted to Buy**

Low powered station serving small Southern or Western Community. Box 941, Broadcasting.

100 or 500 watt transmitter. Station low-est cash price. Box 911, Broadcasting.

**For Rent—Equipment**

Approved equipment, RCA TMV-75-B closed circuit receiver set (new), direct reading; Etteline Angus Automatic Recorder for fantastic on distant stations; G. R. radio frequency bridge; radio oscilla-
tor and many accessories, rental. Allen Research Laboratories, 260 East 16th Street, New York City.
OPENING of the new studios of WMCA, New York, which had been tentatively scheduled for March 31, has now been definitely set for April 21, with the triple-decker opening ceremonies to be held on April 21 and 22. Work has progressed to the point where no further delay is likely, the station says.

WLBC, Muncie, Ind., has started United Press service under the direction of E. Pierre deMiler, WLBD news editor.

KYW, Philadelphia, has awarded a contract for several thousand dollars worth of office furniture for its new studios and offices to A. Fournier & Co., that city. Executive offices will be furnished in walnut and general offices in oak, according to J. F. M. Proulx, KYW office manager.

WHEN a tornado recently struck Belleville, Ill., KMOX and KWK, St. Louis, hurried to the scene for complete coverage and reporting. From KMOX west Harry W. Flannery, news director; Jerry Hoekstra, in charge of public events, and Jim Alt, staff announcer; Gene Kemper and Chief Announcer Allen C. Anthony covered the disaster for KWK.

KTHS, Hot Springs, Ark., has opened a business office in Little Rock under direction of J. P. Smith. KTHS will open a studio in Little Rock in April. KTHS and KCMC, Texarkana, Tex., have undergone a combination for rebroadcasts of sustaining and selected commercial programs.

WSAI, Cincinnati, has added six heavy news bulletin slots to its schedule of more than 12 hours of weekly newscasts. H. Lee MacEwen in WSAI news editor and the station uses UP and International News Service.

KFRO, Longview, Tex., has started a series of programs on social diseases during which listeners are urged to take blood tests.

WOR, Newark, has renewed its contract with Transradio Press Service for a three-year period. The new contract includes the right to use the news in facsimile form.

SO THAT each department may know what is going on in the other departments, KOVO, Missoula, Montana, holds a monthly staff forum of all employees under the direction of Art Mosby, KOVO manager.

CONGRESSMEN are given free radio service on WTMJ, Milwaukee, which uses National Rural Radio Committee speeches by Senators and Representatives.


KDKA, Pittsburgh, has opened a news studio in the editorial department of the Pittsburgh Press for up-to-the-minute newscasts.

Spicy Tales Abroad

A NEW twist in procuring audience has been devised by the Italian operators of the international shortwave station directed toward the Holy Land, according to the advance reaching here. The broadcasts are in Arabic. In order to build audiences for the news propaganda broadcasts, the programs are interspersed with subtle jokes and other off-the-line yarns, it is stated.

INDISCERNIBLE SWIPPING of cables by men working on the Sixth Ave. subway was blamed when CBS' Seventh Ave. studios were thrown off the air March 16. Levin & Fink's Life of Mary Sothern, 5:15-5:30 p.m., had been on air five minutes when the blast occurred, the period being filled with music from CBS at 495 Madison Ave. Colgate-Palmolive-Peet's Alltop House was in rehearsal at the time, to go on at 5:45 but the blast got to Madison Ave. in time to broadcast without apparent difficulty.

TRAINING camp activities of the St. Louis Cardinals and Browns are broadcast by France, Laux, sportsmen of KMOX, St. Louis, by direct wire from San Antonio and St. Petersburg, Fla. Recordings are also made of camp highlights. Hyde Park Brewing Co. is sponsor.

DRAKE U., Des Moines, Ia., will soon announce the results of its annual radio playwriting contest. Judges are Burke Boyce, former continuity director of NBC; Lyle Flannigan, continuity chief, WHO; Des Moines, and David Novinman, copy editor of KRTV, and KSCO, that city. Cash prizes will be awarded.

FIRE in a building adjoining studios of KVJO, Antmoine, Okla., was vividly described March 19 by James Griffith, manager, and Ramon Martin, newsreader, who had to dodge from the smoke-filled studios every few minutes for fresh air.

WHO, Des Moines, broadcast a 90-minute program March 19 during the campaign of the local Animal Rescue League. League members sold announcements at card rates to bolster their fund.

TRANSPRO PRESS SERVICE has added two correspondents to its Washington staff. The company recently moved to larger quarters in the National Press Bldg., that city, where it has installed additional teletype facilities. The firm has extended its leased teletype service in Washington State and Oregon from 8½ hours daily to 13-hour-a-day basis.

WHYN, Cicero, Ill., opened its own auditorium studio seating 500 people. On Sunday, March 27, the first time it had admitted guests to programs.

DIVERSITY of educational programs have started on various stations. WHAM, Rochester, N. Y., and CBL, Toronto, Can., are alternating broadcasts of Translating Study Group a Wednesday series of round-table discussions on current topics by high school students. KLX, Oakland, Calif., is airing a series called Schools of Today in cooperation with an educational fraternity of Stanford U. Each week three teachers discuss the wide variety of activities being undertaken in modern schools.

WOR, Newark, on April 2 will start a series of eight weekly programs by New York high school dramatic groups under auspices of Newark U.

WEVD, New York, has started a weekly series of talks on city administration called The Next Four Years.

KMO, Tacoma, Wash., recently featured the journalism class of the local Lincoln high school in a day's newscasts collected, edited and presented by the students. Fifteen students covered the regular assignments and the school's newspaper was featured in a special newscast.

AVIATION series has started on KLZ, Denver, called Wings Over America. The Friday night program is built around the adventures of veteran pilot Jack Knight and features awards for youngsters who excel at model craft construction.

IMAGINE: 242 ft. insulated Lehigh Vertical Radiator at WKAQ, San Juan, P. R., built to withstand 200 mile indicated wind velocity.

THE MOST POWERFUL STATION

between St. Louis Dallas and Denver

Covers the Heart of the Triangle

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE
MORE POPULARITY, MORE RADIO SETS AND MORE SPENDABLE INCOME THAN ANY OTHER OKLAHOMA STATION, WITH EXTENSIVE COVERAGE IN KANSAS, MISSOURI AND ARKANSAS.

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

"THE VOICE OF OKLAHOMA" - TULSA

BROADCASTING • Broadcast Advertising

April 1, 1938 • Page 75

www.americanradiohistory.com
NAB Names Ethridge

(Continued from Page 18)

been even more meteoric than his ascendency in the journalistic field. His acquaintance among persons in public life is wide by virtue of the numerous executive posts he has held in the editorial field in Washington and in the South. He ranks high in the American Newspaper Publishers Association and commands the respect of perhaps as wide a circle of friends and acquaintances as any man in broadcasting.

The 42-year-old Southerner, although mild of manner, is a ball of fire when it comes to energy, incisiveness and follow-through. A top-flight reporter before he went into the business side of journalism, he has been the executive head of such newspapers as the Macon Telegraph, Richmond Times-Dispatch, and the Louisville papers. His first intimate contact with radio came just two years ago—in April, 1936—when he became general manager of the Louisville organization, including WHAS.

Directed Negotiations In IRNA-AFM Fight

It was only last summer, however, that he found himself injected into the middle of one of those sizzling broadcasting controversies—the IRNA situation. The first time he got up on his feet before the IRNA group in New York to make a few observations, he found himself figuratively lifted bodily from the audience and placed on the floor. That he got IRNA during its arduous negotiations. When the IRNA handed down the ultimatum of a virile reorganized NAB or a separate permanent IRNA organization, he was the spokesman. He worked closely with such men as Edwin W. Craig, W. M. Massey, Emile R. Rothbaum, WPIL, Philadelphia; Emile Gough, formerly Hearst Radio Inc. executive, and afterward with Phil Louis, who eventually became his right-hand man.

After adoption of the reorganization plan for the NAB at the episcopal convention in Washington Feb. 14, Mr. Ethridge was elected temporary chairman of the NAB. He ran the convention with a firm hand, and the result was a unanimous vote for the new structure. He found himself still with the gavel in his hand, but directors unanomously elected him temporary chairman, which made him the acting operating head of the NAB. Throughout this siege Mr. Louis was his constant advisor and assistant.

Under the new transition structure, Mr. Loucks will continue to serve as executive vice-president of the NAB or any post he has held since the NAB reorganization at the February convention when James W. Baldwin, managing director, stepped out of office. Since the preceding October, when an emergency convention was held in New York to elect new NAB officials, Mr. Loucks was the chairman of the reorganization committee which comprised Messrs. Ethridge, as ex-officio member, Walter J. Damm, John Shepard 3d, Edward A. Allen, Edwin W. Craig and Ed Craney, KGIR, Butte. He was managing director of the NAB from 1930 when it was largely a paper organization until 1935 when he voluntarily retired to reenter the practice of radio law. He had built the organization to a going concern with a membership of 400 and with a policy and a platform. He commanded a respectable following in the industry which spontaneously arose to urge his return to the NAB fold when both began to slip. He refused to relinquish his law practice but because of his intense interest in industry activity, he finally agreed to act in an interim capacity.

Mr. Ethridge plans to spend at least two days each week in Washington from now on until he is relieved of his duties. Mr. Loucks will divide his time between the

NAB LEGAL CHIEF

MR. LOUCKS

Philip G. Loucks

Philip Geiselman Loucks was born in Jacobus, Pa., Aug. 8, 1899, of a pioneer Pennsylvania Dutch family. He was graduated from York (Pa.) High School in 1917, going from there to the York College of Pharmacists in 1919 and while there captained both basketball and track teams. Working his way through college, he was variously employed as a director of municipal sports, railroad clerk, water main repairman, trucker and a moulder of false teeth in a large factory. But his most interesting jobs were as reporter, sports editor and news editor of various newspapers in southeastern Pennsylvania.

While working for his law degree at Georgetown University, in Washington, he was on the staff of United Press and the General Press Association. He graduated from law school in 1925, was admitted to the District bar in 1926 and was appointed managing director of the NAB at the Cleveland convention of 1930. In 1925, he married his high school classmate, Marguerite Livingstone. He is a member of the National Press Club, the American Bar Association, Delta Chi fraternity, Tramier Club and Congregational Country Club. His hobbies are radio and sports.

Ion and Sigma Delta Chi, Member Pendennis, River Valley, Conservancy, Quindecim Clubs. Hobbies, horseback riding and golf. Kentucky chairman Farm Security Administration and Louisville Community Chest.

McNichol Confer

FOLLOWING through on a promise made at the NAB Convention in Washington in February, Chairman Frank R. McNinch of the FCC conferred with the NAB Board of Directors at its special session held Aug. 1 at the Willard Hotel March 30. General industry matters, notably those pertaining to the so-called chain-monopoly investigation, were discussed at a luncheon session.

NAB and his own law offices in the National Press Bldg. Henceforth, all administrative steps will be taken to assign a staff of specialists along with necessary clerical and administrative help. There are perhaps a dozen applications for each of the six specialized positions, such as legal, labor relations, public relations, engineering and research, and as many for the post of secretary-treasurer, which is the administrative position and second-in-command of the new organization is completed.

Attending the all-day board meeting March 30 were all of the directors, including Mr. Craig, who was prevented from being present because of the serious illness of his father, president of the National Life Insurance Co., and C. W. Myers, KOIN-KALE, Portland, who was delayed by grounding of his plane. Present were Messrs. Ethridge; John Shepherd 3d, Yankee Network; Harry C. Wilder, WSYR; Clark McColough, WDEL; John A. Kennedy, WCHS; W. W. Tison, WFLA; John E. Fetzer, WKOZ; W. J. Damm, WTJ; John J. Gillin, WOW; Earl H. Gammons, WCCO; Herb Hollister, KANS; O. L. Taylor, KGNC; Gene O'Fallon, KFEL; Ralph R. Brunton, KJBS; Donald W. Thornburgh, CBS vice-president, KTVK; Hild Hough, WBZ; A. M. Lambdin Kay, WSB; Frank M. Russell, WRC; Elliott Roosevelt, Hearst Radio; John Elmier, WCBM, and Edward A. Allen, WLVA.

Locke Drops Suits

THREE suits filed by Charles O. Locke, script writer, against Floyd Gibbona, Colgate-Palmolive-Feet and Benton & Bowles were discontinued March 29. At the last hearing Feb. 21 (BROADCASTING, March 1), Locke's attorney appeared to dismiss complaints but Locke was granted the right to file amended complaints within 20 days which he failed to do. Formal releases were negotiated.

Royal Lace Tests

ROYAL Lace Paper Works, Brook-lyn, has announced tests of its super- tion programs on a dozen stations in the Northeast and Midwest for its shelf paper and continues five-minute promotion programs on about 14 stations for doilies. Agency is Law- rence G. Cumbinner, New York.

JOHN ROYAL, NBC vice-president, left March 31 for a six-weeks' European tour. He will visit Iraq, Iran, France and Palestine, returning via South America.
A DEPARTMENT STORE'S HOUR
Every Day, Frederick & Nelson Addresses Seattle Women, With Excellent Sales Results

TYPICAL of the results of Concert Hour, daily program on KRSC, Seattle, sponsored by Frederick & Nelson department store (western branch of Marshall Field Co.) since July 1, 1932, is that one daily announcement for one week doubled the store's sales of frozen foods. Designed for women listeners, the program is confined to classical music and is broadcast from 9 to 10 a.m. One day each week is reserved for radio. The Sunday program is uninterrupted by commercial announcements.

The method of presentation is dignified and John Hefley, KRSC announcer in charge, heads the program with five minutes of Transradio news. Women announcers are used for announcements with a purely feminine appeal, such as fashion notes and beauty shop instructions. The program carries considerable institutional advertising emphasizing the store's service and giving news of auditorium events which include art exhibits, lectures and safe driving classes.

On the half-hour there are five minutes of news flashes of special interest to women, news of women who are in the world's headlines. Prominent authors, movie stars, fashion experts and designers are interviewed when they visit Seattle. The weekly program is a co-production with the Seattle I. International Scientific Radio Union will be held in Washington April 29-30.

PLUNGING into its work of establishing an aggressive trade association under the administration of Mark Etridge, elected president March 30, the NAB board of directors named seven committees, with instructions to proceed immediately on specific projects.

A legislative committee composed of John Kennedy, WBLK, Clarksburg; W. Va.; Edwin C. Craig, WSM, Nashville; John Hill, KSO, Des Moines; William Dolph, WOL, Washington; E. B. Craney, KGLK, Butte, Mont.; Frank M. Russell, NBC Washington vice-president; Harry Butcher, CBS Washington vice-president; Theodore C. Streiberg, MBS vice-president, and John Elmer, WCBM, Baltimore, was instructed to make a study of pending legislation and to determine how it affects the industry and propose policies for consideration of the board.

An engineering committee, headed by C. V. L. Wilcoxon, Jack DeWitt, WSM, Nashville; John Schilling, WHB, Kansas City; Jack DeWitt, New York; Paul Lovet, WBO, Des Moines, Ia.; Bill Edgerton, KTS, San Antonio; O. B. Hanson, NBC, New York; E. K. Colman, CBS, New York; Carl Meyers, WGN, Chicago; Albert E. Heiser, WLYA, Lynchburg; West, WTMV, East St. Louis; Porter Houston, WCBM, Baltimore; Paul de Mars, WNA, Boston, and Herbert Holister, KANS, Wichita, was instructed to survey the engineering phases of all types of stations and propose a permanent set up for meeting the information needs of the industry as a whole.

An accounting committee, headed by H. C. Wilder, WYIR, Syracuse, is composed of E. M. Stoers, Hearst Radio Inc., New York; Frank White, CBS, New York; Mark Woods, NBC, New York; Ted Hill, WOR, West Orange, Johnson, WL, St. Louis; and Harold Wheelahan, WSMB, New Orleans. This committee was instructed on behalf of the industry, to make a study of accounting proposals and report to the Board.

Research Committee

The Association's representatives on the Joint Committee on Radio Research, composed of committees of the American Association of Advertising Agencies and the Association of National Advertisers, will be Arthur A. Church, KMBB, Kansas City; J. A. Crooks, Chicago, sales vice-president; Roy C. Witmer, NBC sales vice-president; J. O. Maland, WHO, Des Moines, and Mr. Louchs. The Joint Committee during the past three years has been studying standardization of station coverage methods.

The board appointed Mr. Louchs, John F. Royal, NBC president vice-president, New York, and Fred Willis, assistant to CBS President W. S. Paley, to represent the association's activities on the Federal Radio Education Committee, created by the FCC to study the problem of educational broadcasting.
GROWING Stations Bring Rebuttal to FCC as Fines are Announced

Program inquiry as complaint provocation

***GROWING***

***Stations Bring***

was instituted May 1 to aid the broadcasting industry in maintaining order with the result that stations immediately are stigmatized and competitors embark upon campaigns for their business. The practice, it is understood, was instigated by a committee of FFC Chairman McNinch, pending determination of definite policy.

A committee comprising Chairman McNinch, WOR, New York, WABC, WNYC, WNYE, SYKEs and WNBC New York has been named March 9 to study the whole matter of complaints and determine what future course should be followed. The committee is expected to report within a fortnight, it was asserted.

Amounts to Intimidation

The effect of the current procedure, it was declared, is to intimidate stations and actually results in a form of censorship. Complaints, for example, from certain CIO affiliate unions have been received by the Commission in increasing numbers after which the Commission has advised the claimants that the matter will be looked into in connection with renewal of license of the particular station.

In certain cases, it has been used by well-known broadcast stations to bring pressure to bear on other stations.

**General Mills on Coast**

WESTCO ADV. Agency, San Francisco, agency for General Mills on the West Coast, signed with NBC March 30 to broadcast all Pacific Coast League games played in the Seals stadium on KGO, calling for an estimated expenditure of $40,000. The contract permits KGO, Blue outlet, to cut in with regular sponsored shows when necessary, a summary to be given when the game is resumed on the air.

**Levy Eyes Transradio**

DENYING reports that Transradio Press Service may be purchased by a national network, Herbert Levy, who negotiated the deal March 30 that "Transradio is not for sale at any price," Mr. Moore added to the life of the program. WCAU and large stockholder in CBS, has offered to buy a small block of Transradio stock if it can be obtained and that Transradio will be glad to accommodate Mr. Levy's group, if possible. Adding that this transaction will not affect the control as Transradio controlling stock is held by Mr. Moore and two associates who founded Transradio in March, 1934.

**Secular Commentator**

LONGINES - WITTNAUER Co., New York (watches), sponsored a clergyman, in a half-hour current events commentary program in which Dr. Bradley will discuss only secular topics. Starting April 3 Dr. Preston will broadcast every Sunday, 1-1:30 p.m. (CT). Arthur Rosenberg, N. Y., is agency.

**Coast Group in Doubt**

WHETHER the Northern California Broadcast Association, which includes stations in Nevada and Hawaii, will be dissolved, rests with the decision to be made by a special committee appointed by Ralph R. Brunton, director of the 16th NAB district, and chairman of KJBS, San Francisco, and KQW, San Jose. The follow- ing committee was appointed as Brunton after reporting to the representatives of 31 stations, on the proposed changes in the radio industry, for the purpose of determining difficulties, which lie ahead. The old Masonic Temple has been leased and completely rebuilt into a studio auditorium. The station is under the direction of Sidney S. Fox, KDYL president. Under construction and due for completion early in July, is its new transmitter plant of KDYL, which includes new Western Electric equipment throughout, a 400,000 watt, vertical radiator and a $15,000 building.
Examiner Opposes Transfer of WTIC
Shift to Subsidiary Inspires Analysis of Utility Laws

DENIAL of the application of WTIC, Hartford, for voluntary assignment of its license from one subsidiary company to another, was recommended to the FCC March 22 by Examiner P. W. Seward in a report in which he took occasion to analyze the law respecting public utilities and common carriers.

The author of several provocative reports in recent months, Examiner Seward held that the applicant for assignment had not proved financial responsibility. The station is owned by the Travelers Insurance companies, but has been licensed in the name of Travelers Broadcasting Service Corp. The assignment was to Travelers Broadcasting Co., another subsidiary. No actual change in basic ownership was involved.

Seven Years of Losses

In a lengthy dissertation on the profit and loss statement of the station, the examiner brought out that it had lost a total of nearly $2,000,000 over a seven-year period up to 1936 but that for the first nine months of 1937 it showed actual net profits of more than $115,000.

"The record is not clear just how the operation of station WTIC and its associated short-wave stations could have resulted in these enormous losses, or why the stations were kept on the air, unless it was on the theory that the parent company, having originally established the station to advertise its business, considered that the continued operation would be worth as an advertising medium any losses sustained. The parent company and the assignee had at all times a ready means at hand to put a stop to these enormous losses if the parent company considered it was not getting value received in advertising its insurance business. The stations could have been silenced and the licenses relinquished to the issuing authority."

By way of legal analysis, the examiner delved into the public utility issue although, so far as known, it was not raised in any manner in the hearing. He referred to the General Electric case in which the Supreme Court held that broadcasting stations were a "peculiar public utility". Then he said there seemed to be no doubt that a station with respect to its service to the listening public is a "public utility", and declaring that this had never been challenged. But he added there is a pronounced difference between a public utility and a "common carrier". "There seems to be no doubt but that all common carriers are public utilities, but the reverse is not true. There is a special declaration in the Act that the licensee of a radio broadcast station is not a "common carrier", but nowhere in the Act is it declared or implied that a radio broadcast station is not a public utility."

Exceptions to the report will be filed on behalf of WTIC, with oral arguments requested, it is understood.

We Promised Efficiency and Economy... and CFAC got both!

The increased efficiency and the lowered costs that Lingo promises are once again PROVEN FACTS... based on the excellent performance of the Lingo Tubular Steel Radiator recently installed at station CFAC, Calgary, Alberta.

R. A. Erickson, chief engineer, writes, "I am satisfied that a more efficient and economical radiator could not be obtained". Mr. Erickson is one of several progressive engineers who have told this same story... a new realization of peak performance. It's a story of lowered costs and new standards that will interest YOU, too!

A double saving effected by lower height

This installation proves that with the Lingo Tubular Steel Radiator the height can be considerably less than usually required and that the field strength is much higher than the minimum requirements. The CFAC radiator pictured here is only 175 feet high (equivalent to but 1/6th wave length tall for the frequency of 930 KC). Naturally, this effects a great saving in cost, not only on the low basic price of Lingo Radiators, but also because it is possible to use a shorter Radiator than usually required.

JOHN E. LINGO & SON, INC. Est. 1897 CAMDEN, N. J.
MARCH 14
MISCELLANEOUS—NEW, King Tren- dium Co., Inc., granted cenz. to WBRK, titled "Great Voice of Detroit Inc," for new station 1510 kc, 100 w 250 kw D, in Aurora, Ill., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, Mob, granted cenz. to WFILE in Philadelphia, Pa., for new station 1560 kc, 100 w 250 kw D, in Philadelphia, Pa., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WWSA, Columbus, granted license to WDCF, Columbus, for increase of performance effective date applic. for CP 1320 kc 100 w 250 kw in Columbus, Ohio, to WOSA, Columbus, for grant of special license to WOSA, Columbus, for new station 1510 kc, 100 w 250 kw D, in Columbus, Ohio, for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WPRO, Detroit, granted license to WQAM, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQW, Detroit, granted license to WQW, Detroit, for new station 1560 kc, 100 w 250 kw D, in Detroit, Mich., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQVQ, Cincinnati, granted license to WQVQ, Columbus, for new station 1560 kc, 100 w 250 kw D, in Columbus, Ohio, for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.

MISCELLANEOUS—NEW, WQXK, Miami, granted license to WQXK, Miami, for new station 1560 kc, 100 w 250 kw D, in Miami, Fla., for hearing, withdrawn without default.
BROADCASTING • Broadcast Advertising

Gates Rema Equipment Co.

Financial

New Business

GENERAL MILLS, Minneapolis (Gold Medal Flour), on March 23 started Get This to Music on 2 Mutual stations. Mon., Thurs., Sun., 9:45 a.m. on WCAE and 10:30-11 p.m. on WGN, Chicago, with a 60-second Field Sales Cuts promo. Also air on 23 other Mutual stations. Blackett-Sample-Hummert, Chicago.

ASSOCIATED Funeral Directors Burial Insurance Co., Waco, Tex., has started Bc Call on Mutual stations.

Texas Network for 26 weekly quarterhours, Sun., 2:20 p.m. thru Aug. 28. Series originates at WFAA, Dallas. Placed direct.


LIGGETT & MYERS Tobacco Co., NY, on April 3 starts Colonial Field Sports Cuts promo on 86 NBC network stations.


McKESSON & ROBBINS, Bridgeport, Conn. (Calox tooth powder), on April 10 starts J.S. Herb & Co. Columbus, OH, 2-14 minutes on CBS. Mon., thru Fri., 9:30-9:45 a.m. (EDST) Agency: Brown & Sharp, N. Y.

LAMBERT PHARMACAL Co., St. Louis (Listerine products), on April 2 starts Grand Central Station Cuts promo on 3 NBC network stations. Mon., Tues., Thurs., Sun., 10-10:30 p.m. Agency: Lambert & Feasly, N. Y.

JOE LOWE Corp., New York, (Popsicle) on April 18 starts 26 weeks The Sailor on CBS. Mon., Wed., Fri., 6-10:00 p.m. (EDST) Agency: Blackett-Sample-Hummert, N. Y.

GRIFFIN MFG Co., Brooklyn (All-Wite shoe polish), on April 19 starts New York Times Sunday Art Section on 3 NBC network stations. Tues., Fri., 10-10:30 p.m. Agency: Berthingham, Castleton & Pierce, N. Y.

PEPSODENT Co., Chicago, on March 21 starts 26 weeks Colgate-Palmolive Co., Cuts promo on 5 NBC-Red network stations. Mon., thru Fri., 3:15-3:30 p.m. (PST). Agency: LCD.

KRUEGER BREWING Co., Newark, on May 22 started Kreuger News Reporter on 3 Yankee stations Tues., Thurs., Sat., 1:30-2:00 p.m. Agency: Youn & Rubicam, N. Y.


AIRPORT LAND STATION

DYNAMIC UNIVERSAL MIKE CO., 424 Warren Lane, Inglewood, Calif. U.S.A.
Ring Repairs

Benjamin Irving, Long Beach, Cal., (diamonds), which in the past used spot announcements, has started a six-weekly quarter-hour evening news program on KFOX, that city. Contract is for 52 half hours and this is supplemented with a Sunday night quarter-hour commentary program, The Shopman’s Views of the News, which features Alvin Wilder. As merchandising tie-in, sponsor offers to clean and repair diamond rings free of cost. To announce the nightly broadcasts, cards have been placed in all street cars and buses of Long Beach. Agency is Alvin Wilder.

Mutual Train

To prove that economic facts can be made interesting and to tell the story, sponsor has published a small book in five colors called “Study in Ups and Downs” which it made and distributed at the D. L. & W. Coal Co. and its “blue coal” program on 11 MBS stations, The Shadow. Across the names of the book runs a train full of coal.

These Three

WHO, Des Moines, has issued a brochure called “City, Town, Farm,” analyzing its market under these three headings indicating who its listeners are and how they live. The brochure includes a comparison of radio listening to newspapers and other statistical market data and lists featured WHO programs.

WTMV Advertises

WTMV, E. St. Louis, has started a series of peep shows in local papers which feature new accounts and give program listings. Oakleigh R. French & Associates, that city, has been named agent responsible for WTMV and monthly meetings with the entire personnel of WTMV are held for discussions of promotion and publicity.

For Years

Printed in green and black is the attractive promotion folder published by WISN, Milwaukee. It shows the historical growth of the station, in sponsors, in coverage, in listener interest. “In Milwaukee This Has Been Going On For Years” the folder says.

Troubles on Loan

“IT’S the pants on a lamb chop,” says the cover of a 24-page brochure sent out by WBT, Charlotte, which goes on to define the “it” as showmanship and to give a number of reasons why WBT can. The folder identifies itself “the showmanship station of the nation.”

The Word is Schmalz

WKRC, Cincinnati, CBS station under the general managership of John M. McCormick, has issued a brochure, “Schmalz! The word for it.” The book describes the station’s local shows and its appeal to the city’s clubwomen.

Denver Trailers

KZL, Denver, exhibits movie trailers in 19 local theaters and estimates that 200,000 movie goers view them weekly. In addition to the above seven houses of the Civic Theatre group where institutional copy is shown. * * *

KTSF Joins Tour

KTSF, San Antonio, gave away 10,000 copies of the new March Good Will Tour of San Antonio business men in South Texas.

For Sick Business

NOVEL promotion piece issued by WRC-WMAL, Washington, is titled “Washington’s Home Remedy.” Inside the folder is a cardboard pill-box with red and blue pills. Suffering business men are asked to swallow the red tablet for quick relief on WRC, member of NBC Red network, and the blue tablets for pep on WMAL, NBC blue outlet. Prescription is signed by John H. Dodge, B. D. Doctor of Broadcasting.

WHBF Bowling Tourney

BOWLING tournament sponsored by WHBF, Rock Island, III., recently drew 900 entries who competed for cash prizes totaling $1,500. Entry fees and a dance paid for the prizes and local merchants sponsored daily broadcasts during the six-week WHBF bowline tour on a cooperative basis. WHBF also recently sponsored a local basketball tournament.

Store Entertains

WMT, Cedar Rapids, la., recently handled the promotion program for Kilian’s Department Store, that city, when it celebrated its silver anniversary. WMT bands and entertainment personnel were used throughout the store during the celebration and more than 20,000 persons were in attendance.

Heart of Missouri

KPRU, Columbia, Mo., has issued a folder of data on its mail pull with a coverage map made from a study of 18,474 pieces of mail. Letters from satisfied sponsors are included in the booklet with statistics of population and radio families.

FILM TIEUP—This tieup display was used by WKY, Oklahoma City, in connection with showing of the movie “Big Broadcast of 1938.” It showed growth of radio-entertainment plants and studios and was placed in the lobby of the Midwest Theatre.
248,700 TIMES since 1931, WLW representatives and Retail Dealers have enacted this scene.

And here, as in every interview before, the Retailer is learning why WLW-advertised products merit his support . . . how he can capitalize on the tremendous listener preference for products advertised over the Nation's Station . . . how he can make more money by tying in with this advertising through prominent display of these products.

In short, this is the "story behind the story" of the effective selling job being done for advertisers who use

WLW - THE NATION'S STATION
CINCINNATI
**New RCA Studio Assembly now available for two-studio operation—or two studios and announce booth! Equipment has complete switching facilities, emergency provisions, high fidelity amplifiers**

No longer need control consoles be mounted on a desk—with amplifiers in a separate rack! For RCA's two new studio systems, 80-A and 80-B, have all apparatus in a single unit, including control turret! This means new convenience, greater flexibility for you!

Model 80-A illustrated, has all facilities for handling two studios and an announce-transcription booth. Permits auditioning in one studio while broadcasting from the other. Provides for talk-back into either studio with interlocked speaker. Switching facilities are complete—designed to anticipate practically all requirements. As many as three microphones can be used in either studio. Mixing is at high level. Monitoring can be switched to studio line or transcriptions. Cue can be fed on remote lines. Monitor amplifier may be switched in as an emergency line amplifier. A standard double jack strip is included.

Model 80-B, similar in appearance to 80-A, is designed for stations with several studios operating into a master control room. This model has input switching provided for four microphone positions or lines. For a full description of this equipment, its flexibility and convenience, write to the nearest district office.

**RCA tubes in speech input equipment help reduce costs, mean satisfactory service**

**RCA Studio Control Desk Model 80-A.** This model, and its companion, the 80-B, use high fidelity amplifiers throughout to produce program circuit response flat to plus or minus 1 db. from 30 to 10,000 cycles, distortion below 0.5% at plus 10 db. between 50 and 7000 cycles, and a hum level less than minus 60 db. The desk top is polished black bakelite. Chromium frame. Control turret and amplifier compartment are two-tone umber gray crackle or black. Lower doors open permitting easy access to equipment. Amplifiers are hinged for servicing. Illuminated VI meter also used for measuring plate currents. Remote line switching and equalizing facilities are provided.