How would you like to do business with a BIG radio station that really works and worries and fights to get better results for you? WHO does just that—and here’s an example:

Since January we've been carrying a free-mail offer of limited appeal, on two 15-minute broadcasts a week, which started off by pulling only about 15 to 18 requests per day. That worried us. We checked back against the time, the announcer and the script. Finally we asked the agency’s permission to put a little more punch into the commercial. Agency said O.K. Returns immediately jumped to point where client receives more requests each day than he formerly got in an entire week. Now the agency writes: “Don’t know what you did, but WHO is apparently a mail puller now. We are getting seven to eight times as many inquiries as previously.”

In other words, WHO cares as much about your results as about our billing. May we prove it?

WHO for IOWA PLUS

Des Moines . . . 50,000 Watts  J. O. MALAND, Mgr. . .  FREE & PETERS, INC., Representatives
SALES EYE VIEW OF COLORADO

"Our maps do not measure square miles but the people who inhabit them."

CBS 4th Listening Area Study

The listening area of KLZ embraces more than 80% of Colorado's "business section," measured not in potentials but in actual listeners. CBS' Fourth Listening Area Study accurately outlines the coverage of this powerful selling influence.

No spot in America offers the lover of scenic beauty as grand a treat as Colorado, but in these days of carefully budgeted advertising, sales plans must be concentrated in the densely populated areas to be most efficient. When planning sales campaigns in the Denver-Rocky Mountain region, let Colorado's most active station sell Colorado's most active market for you.

In Denver It's KLZ

CBS NETWORK — 560 Kc. — 5,000 WATTS L.S. — NATIONAL REPRESENTATIVE — THE KATZ AGENCY, Inc.

AFFILIATED WITH WKY, OKLAHOMA CITY, AND THE OKLAHOMA PUBLISHING COMPANY
THE WOODEN INDIAN WAS GOOD ADVERTISING IN ITS DAY...

—and just as this mute advertising medium has passed, so has the theory that one or two stations can give you adequate coverage in the many scattered New England markets.

Splitting the territory into smaller units, served by local outlets, multiplies many times the effectiveness of your message; and this can be done at moderate cost through The Colonial Network’s fourteen-station facilities.

A glance at the following list will show how strategically these stations are placed to give direct, forceful coverage in centers of greatest population and sales volume.

The combined coverage of these fourteen stations adds up to a New England-wide audience, available at a lower network cost than is possible through any other combination of stations.

| WAAB Boston | WLBZ Bangor |
| WEAN Providence | WFEA Manchester |
| WICC Bridgeport | WNBH New Bedford |
| WICC New Haven | WLLH Lowell |
| WTHT Hartford | WLLH Lawrence |
| WNLC New London | WBRY Waterbury |
| WSAR Fall River | WLNH Laconia |
| WSPR Springfield | WRDO Augusta |

The COLONIAL NETWORK
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Representatives
It's got to be GOOD!

"SPOT SHOTS" never cry "wolf"! It's an extra special occasion when they go into the mail to agencies and advertisers. For we send them out only when one of our stations has an exceptional spot or program to offer. And because time buyers and account executives know this every "Spot Shot" gets as much attention as a telegram. The "Spot Shot" is only one of many sales activities which are creating more business for the stations on our list.

Now Representing

WDRC  Hartford
WORC  Worcester
WINS  New York
WBAL  Baltimore
WCAE  Pittsburgh
WLS  Chicago
WSN  Milwaukee
KOMA  Oklahoma City
WACO  Waco
KNOX  Austin
KTSA  San Antonio
KOY  Phoenix
KEHE  Los Angeles
KYA  San Francisco

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

www.americanradiohistory.com
That old market research standby—the “trading areas” of single cities—has given way to a wholly new marketing unit. In it, you will find ten, twenty, a hundred—yes, even two hundred cities and more—woven into a single, tightly-meshed sales unit. These units have a specific name. They are the “PRIMARY LISTENING AREAS” of radio stations. With consummate ease, they cross all city and state lines. They span all economic levels. Of just off the press is the latest measurement of these new marketing units—in specific reference to the Columbia Network. And for the first time in the history of radio, not only are radio listeners measured within these areas, but also the dealers serving the dialers!

The Columbia Broadcasting System
The 4th Study of CBS Listening Areas, just released, contains the only network maps which measure the radical differences between day and evening radio coverage. They are the only network studies of coverage based entirely on evidence of actual listening. The maps are based on degree of coverage of the total market, not merely on the radio families within the market. And the number of actual listeners, as well as relative levels of listening, are indicated for each CBS station.

Of prime importance to advertisers and agencies—the maps show only the minimum listening areas of each station: where an average new program will be heard in its first week’s broadcasts—not the coverage for all the station’s programs accumulated over a whole year. And they show Columbia’s coverage under average seasonal conditions—exactly mid-way between mid-winter and mid-summer broadcasting.

As a result these new Columbia maps are the most conservative measurements of station coverage ever issued in radio. Therefore, the most useful measurements.

*This is one of the 204 CBS Listening Area Maps! It shows one of the new marketing units of the nation—not just New York, but 204 cities of more than 5,000 population! A total of 14,501,900 people live in WABC’s daytime primary area—including 1½ million rural listeners. Here, woven into a single unit, is a market delivered by one medium—one CBS station—WABC!
THE FIRST CBS STUDY OF ZONES OF DEALER INFLUENCE writes another new chapter in radio research. It provides new tools for advertisers: direct reports of where the nation’s dealers are reached by Columbia’s stations. Such maps as these are obviously needed in radio... for the dealer plays a double role in radio. He makes radio-advertised products available to people whose buying habits are vitally shaped by sponsored programs. But he is part of the audience, too—listening to the same programs, subject to the same influences. And he knows, both from word-of-mouth comment and the movement of goods from his shelves, that the stations he listens to are those his customers listen to.

Like CBS Listening Area maps, these are based entirely on reports of actual listening—and on separate reports of Day and Evening listening. Dealer reports were received from 2,770 counties—90.2% of all U. S. counties—which contain 98.6% of all radio families in the United States. They show accurately and conservatively just where Columbia Network-advertised products can be strongly merchandised!

*This is one of 198 CBS Zones of Dealer Influence! It shows one of the new merchandising units of the nation—not just New York, but a five-state “dealer” market with 5-billion dollar retail sales! Along with the other radio listeners in this area, these dealers are delivered to Columbia Broadcasting System clients by one advertising medium—one CBS station—WABC!
SWEEPING "CORRECTION"!

Multiply each map-area in the 4th Study of CBS Listening Areas by two or by three—yes, double or triple the coverage that each station shows—before you compare it with other maps of station or network coverage*

Such corrections must be made—in fairness to the CBS stations which courageously cooperated in repeating CBS LISTENING AREAS, despite the fact that the stations against which they compete in their own local markets still use very different, and usually far more generous definitions for the "coverage" they deliver.

Far more generous? Here's the comparison: ONE WEEK, AND ONE OFFER—Against a FULL YEAR, AND ALL OFFERS! As we pointed out on a previous page, CBS stations made no attempt to measure all the coverage they deliver to all their programs, month in and month out. Instead, they show the coverage a single new CBS program will get the first week it is on the air!

In contrast, some of the stations against which CBS stations compete use maps of the combined coverage all their programs accumulate in a full year of broadcasting!

Some stations do not measure actual listening at all, only potential listening. And very few maps—beside the CBS studies—separate day and night coverage into the radically different patterns any station delivers, day and night.

Six years ago—in the first CBS Listening Area study—we took our stand on the need for conservative radio maps. We said then (and proved!) that the most useful map in radio is the most conservative one. We've found no reason since, to reverse our position.**

** There's an ingenious method by which coverage-comparisons between competing stations can be made:

a method first used by a leading advertising agency. This agency made an offer over CBS stations for one week. It then plotted the returns in the same, conservative ratios used in Listening Areas. It found "amazingly exact correlations between our maps and the CBS maps." Similar offers were then made on competing stations. The returns were charted in exactly the same manner—and the agency had a direct basis for comparing the coverage of CBS and other stations.

* Except field strength maps. But note the contrast between a FIELD-STRENGTH map and an ACTUAL LISTENING map for the same station. Here is a typical example of a station whose FIELD-STRENGTH line does NOT follow the ACTUAL LISTENING PATTERN as given by the audience itself.
CBS STATION IMPROVEMENTS

Technical improvements and additions to the network set a faster pace than statisticians and map-makers can follow. As a result, such changes become a final precaution against inflation in conservatively measuring CBS Listening Areas. For example, over 70% of CBS stations have installed the new automatic program amplifier since the Listening Areas maps were plotted. This one improvement is equivalent to doubling the transmitter power for each of the stations. And there are other major improvements, too numerous and technical to detail here, which increase signal effectiveness from 20% to 200% without power increase. In addition, the following stations have these specific wattage increases:

<table>
<thead>
<tr>
<th>STATION</th>
<th>NEW POWER</th>
<th>OLD POWER</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWL** New Orleans, La.</td>
<td>50,000 WATTS, DAY</td>
<td>10,000 WATTS, DAY</td>
</tr>
<tr>
<td></td>
<td>50,000 WATTS, NIGHT</td>
<td>10,000 WATTS, NIGHT</td>
</tr>
<tr>
<td>KSFO San Francisco, Calif.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td>WGAR Cleveland, O.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td></td>
<td>1,000 WATTS, NIGHT</td>
<td>500 WATTS, NIGHT</td>
</tr>
<tr>
<td>WBNP Columbus, O.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td></td>
<td>1,000 WATTS, NIGHT</td>
<td>500 WATTS, NIGHT</td>
</tr>
<tr>
<td>WMBD Peoria, Ill.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td></td>
<td>1,000 WATTS, NIGHT</td>
<td>500 WATTS, NIGHT</td>
</tr>
<tr>
<td>WDBO Orlando, Fla.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td>KLRA Little Rock, Ark.</td>
<td>5,000 WATTS, DAY</td>
<td>2,500 WATTS, DAY</td>
</tr>
<tr>
<td>WMZI Macon, Ga.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td>KFBB Great Falls, Mont.</td>
<td>5,000 WATTS, DAY</td>
<td>2,500 WATTS, DAY</td>
</tr>
<tr>
<td>WCOC Meridian, Miss.</td>
<td>1,000 WATTS, NIGHT</td>
<td>500 WATTS, NIGHT</td>
</tr>
<tr>
<td>KOY Phoenix, Ariz.</td>
<td>1,000 WATTS, NIGHT</td>
<td>500 WATTS, NIGHT</td>
</tr>
<tr>
<td>WRDW Augusta, Ga.</td>
<td>250 WATTS, DAY</td>
<td>100 WATTS, DAY</td>
</tr>
<tr>
<td>KGLO Mason City, Iowa</td>
<td>250 WATTS, DAY</td>
<td>100 WATTS, DAY</td>
</tr>
<tr>
<td>WMMN* Fairmont, W. Va.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td></td>
<td>1,000 WATTS, NIGHT</td>
<td>500 WATTS, NIGHT</td>
</tr>
<tr>
<td>WTOC* Savannah, Ga.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td>WCOA* Pensacola, Fla.</td>
<td>1,000 WATTS, DAY</td>
<td>500 WATTS, DAY</td>
</tr>
<tr>
<td>KNOW* Austin, Tex.</td>
<td>250 WATTS, DAY</td>
<td>100 WATTS, DAY</td>
</tr>
<tr>
<td>WGR Buffalo, N. Y.</td>
<td>5,000 WATTS, DAY</td>
<td>1,000 WATTS, DAY</td>
</tr>
<tr>
<td>WNOX Knoxville, Tenn.</td>
<td>5,000 WATTS, DAY</td>
<td>2,000 WATTS, DAY</td>
</tr>
<tr>
<td>WGBI Scranton, Pa.</td>
<td>1,000 WATTS, DAY</td>
<td>500 WATTS, DAY</td>
</tr>
</tbody>
</table>

**Operation effective on or about July 1, 1938. *F. C. C. construction permit granted for this higher power.
YES, Colonel — the sign on the door is exactly correct: Our New York Office moves on April 16 to new and bigger quarters at 247 Park Avenue.

Why more space, you ask, Colonel? Well, we had to have room for the research library of data we’ve been building up these past six years. So we got the space — enough for a 24-foot library. An audition room is included, of course — with a separate turntable control room, adjoining. . . . And so on.

No, Colonel — it’s not a “fancy” layout. No panelling, and you won’t sink up to your pocketbook in the rugs. But it’s a darned efficient office, and we think it will help us to improve our service to you. Won’t you drop in and see us there?

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO  
100 N. Michigan  
Franklin 6373

NEW YORK  
247 Park Ave.  
Plaza 2-6131

DETROIT  
New Center Bldg.  
Trinity 2-8444

SAN FRANCISCO  
One Eleven Sutter  
Sutter 4383

LOS ANGELES  
C. of C. Bldg.  
Richmond 6184

ATLANTA  
Boa Allen Bldg.  
Jackson 1678
Radio Holds Its Own in Business Slump

Network and Local Time Sales Above Level of Past Year; Profits Cut by Added Costs; Building Boom Noted

THE BUSINESS of broadcasting, so far as the rank and file of stations are concerned, remains a bright spot on the business horizon. Now, as during the last depression, broadcasting, by reason of its potency as a selling medium, seems destined to be the last of the major advertising media to feel either the economic or psychological effects of the cloudy business skies. Recovery of the business community at large may come—and there are signs that it is definitely enroute—even before broadcasting feels any depressing effects at all.

Visits with some 50 broadcasters, agencies and allied business men in more than a score of cities in representative sections of the United States during March revealed to the writer that the business of broadcasting generally is holding up. Network and local time placements are equal to if not ahead of best previous years. The only sign of decline discerned was in national spot, and this does not seem to be serious in proportion.

React to Conditions

Radio managers cannot help but sense reactions of their business communities to the news of the stock markets and other reports of trade activity. But if broadcast managers are evincing any evidence of jitters and if businesses associated with broadcasting are at all disturbed, their disquietude is masked beneath outward manifestations of optimism. If there is any lack of confidence, it should be attributed more to infection by the bearish news of the day than to the fact that radio’s index curve may be flattening out. Also some are disturbed by the falling medium, lack of policies, on the part of the administration and of the regulators of radio in Washington. The broadcasting business curve is still upward, though it may not be pointed up as sharply as during the last dozen or so years of commercial operation, the depression of this fall being simpler than mere talk of depression: Time on the air is limited; the clock cannot be extended like the pages of a newspaper for there are only so many hours to the waking day; many stations, particularly those better situated so far as market and facilities are concerned have very few of the more favored listening hours left to sell, and some even have waiting lists of sponsors who wish to take any relinquished hours.

Except in spotty instances, usually traceable to market, competitive, managerial or coverage disadvantages, the general conclusions may be drawn that the broadcasting business today is good-to-excellent—with the networks better situated stations, including locals doing an especially good daytime business, carrying as large a volume as they did during the same months of the record $140,000,000 year, 1937 [BROADCASTING 1938 Yearbook Number]. In many cases an even larger volume is reported.

Profits Down; Much Building

On the other hand, while volume may be up, or even with the preceding year, profits appear to be leveling off. This is attributed primarily to increased levies by the musicians’ and other labor unions and increased costs of operation generally, quite aside from enormous increases in expenditures almost everywhere in plant investment.

This huge investment, amounting practically to a “building boom”, is incidentally one of the anomalies of a situation which finds many accepted as example—business is coming next, yet having enough faith in their youthful industry to be willing to convert profits into tangible improvements. For why the general market condition is responsible, with earned capital, having so few places to go these days, aat facing such high undistributed profits taxes, finding that spending on plant improvement is the most feasible and most prudent current investment.

On the basis of observations during this trip, added to reports constantly streaming into the offices of BROADCASTING, it is probably no exaggeration to state that just about every other broadcasting station in the United States currently is engaged or recently has completed some sort of building or plant modernization and improvement program.

Local business, in spite of this cautious buying, is holding up remarkably, most of the broadcasters interviewed asserted. Once on the air, like the network sponsors who hang on to most-favored-listening-time franchises, they hesitate to give up their periods, whether short spots or longer programs, because radio has become one of their basic sales promoters and because they fear competitors will quickly take over their time.

Regional Prosperity

In the South—if Louisiave, Memphis, Shreveport, Dallas, Houston, San Antonio and Amarillo may be about as exemplary—business is good from a radio standpoint, and many of the radio men said they themselves were surprised that business held up so well in the face of the fall in cotton prices. Some even said that retail business generally was excellent in their communities, attributing this to lowered inventories, buying geared more evenly to distribution and the fact that “we don’t seem to be affected by your depressions in the East, and in the big cities, until a long time after you do, if at all.” In some communities, government projects have helped in a big way, of course.

All along the West Coast, from Los Angeles to Seattle, much the same story was heard. Business is good, but they wonder what is going to happen to network and national spot in view of the constant

Chart of Future NAB Setup

A “BLUE-PRINT” of the future NAB, geared to handle all industry problems, has been drafted by President Mark Ethridge, with the building process to develop as the funds become available.

Immediately following creation of the new executive structure by the NAB board of directors, several projects were started under the Ethridge leadership. Finding the right men for the “expert” jobs was the first order of personnel business, and action on at least two of the six positions is expected at the next board meeting called by Mr. Ethridge for April 30.

During the last fortnight there has been considerable preliminary work done not only by the executive group in Washington, but by committees designated to pursue particular inquiries. Although the present headquarters’ staff is temporary, the work is proceeding on a permanent basis, with the objective of having a functioning organization when the regular appointments are made.

Producers, Ethridge has spent several days in Washington since his election, and has been in regular telephonic contact with Special Counsel Philip G. Loucks, and with Edwin M. Spence, former WBAL general manager, who is serving temporarily on the board as the staff executive in Washington. There have been numerous conferences with the committee chairman named at the last board meeting, notably in connection with legislation and with the search for possible appointees to specific posts.

Reaction from the industry to the new NAB operation has been almost unanimously favorable. A score of stations have been admitted to membership since the last board meeting, and it is expected that when the board meets at the end of the month, the membership total will eclipse the 400-station mark. Both NBC and CBS have been admitted as associate members, with dues to be fixed according to their station ownership and operation. The annual figures probably will amount to about $25,000 and $20,000 respectively. Associate memberships for other nonstation units in the industry, such as tran-

Continued on page 59

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bearish business news from the big cities from which national tones largely emanate. Three cities in Idaho—Boise, Pocatello and Twin Falls—reported business on the uprise; Salt Lake City said business was good; in Omaha, where a spokesman for other Nebraska and Iowa radio towns was interviewed, it was found to be in very good shape. In Chicago the blues were being sung, possibly due to such close contact with the news from La Salle Street.

Curious About Washington

Nearly everyone wanted the answers to the same questions: What is the FCC going to do next? Do these questionnaires about our operating costs and revenue mean eventual rate-fixing? Will the Hoover-Havana Treaty be signed, and when will its allocations go into effect? Are the reformers really serious and isolated, and what will the NAB do about them? Does Mr. McNinch really think we are as badly in need of program restrictions as he and I seem to believe? Does Washington have any appreciation for the community and public service jobs we are doing? Do the Washington authorities realize how much money we are ploughing back into equipment and improvements all on the basis of a six-month license? Is politics really "out the window" at the FCC?

On one point, particularly, many station managers were curious. What did Chairman McNinch mean when he questioned against "intoxicating beverage" advertising? Does he really think that any station carrying hard liquor advertising (the writer found practically no stations carrying whiskey or even wine accounts, possibly because so few are being offered but in most cases because they are against station policy) or does he regard beer advertising as falling in that category? Shall we drop our beer business (which is quite plentiful) when our local clergy and some of our younger element are not complaining?

It would take the son of a prophet to answer such questions. The FCC itself hasn't answered them and, if a poll of Congress were taken, one would probably find dozens of answers to each question—depending upon the background, the politics, the knowledge and the inclination of each and every Congressman or Senator.

Certainly this interviewer, who came to interview rather than be interviewed, could refer his questions only to the current news developments.

And by large, it can be concluded that radio as a business seems to be keeping ahead of cycle disturbances to the whole of business yet cannot help but be affected psychologically by what big and little business and Washington think, feel and say.

G E N E R A L M I L L S, Minneapolis (Whewells), on May 6 assumes sponsorship of the "Betting All-Time Highs in Network Time Sales Despite General Recession in Business"

"He wants to know, can his aspirin spot announcements follow all the political speeches."

All-Time Highs in Network Time Sales Despite General Recession in Business

SETTING a new all-time high for network time sales, March, 1938, produced a total billing of $7,103,397 to advertisers by the network. January, a month when even the Original Red Network would have been a poor showing, posted an increase of 10.6% over March of last year. Previous high mark in network billings was January of this year, the combination pushing up to the highest three-month billings ever recorded in network history, $20,490,810, a gain of 11.7% over the $18,349,183 combined billings for the first quarter of 1937.

Individually the networks all showed increases for the quarter over a year ago. CBS, whose billings for the January-through-March period totaled $8,628,689, has a lead of 18.8% over its first quarter total of $7,206,653 in 1937. MBS is 10% ahead of last year, showing $763,781 for the first three months of 1938, and with $694,406 for the same period last year. NBC, which is no longer reporting separately for its Red and Blue networks, shows a 1938 total of $11,098,400, 6.2% above the $10,452,064 billing during the first three months of 1937.

March Records

For the month of March NBC reports an all-time high billing of $3,806,831, a 53% gain over March, 1937. CBS also shows a new high for the month, $3,055,929 as contrasted with $2,559,716 for the same month of 1937, a gain of 19.4%. MBS, with a March billing of $240,837, is 2.7% below March of last year.

Publication of network gross time sales figures in this issue represents the second change in policy of the network officials this year. The January resolution was reached after publication of gross billings, with no reference to expenses, gave a false picture of network prosperity and served only to encourage further raids on broadcasting by organizations wishing to levy tribute from the industry.

As this was in line with the sentiments of the broadcasting industry, which at the special NAB convention held in New York last fall adopted a resolution favoring establishment of a unit time method of reporting radio's gains and losses without reference to dollars, similar to the lineage system used in comparative newspaper figures, BROADCASTING refrained from publishing monthly figures for January since they were readily available from a number of sources. Unwilling, or unable, to refuse this information to agencies and other interested parties, and realizing that only a complete shutdown would accomplish their purpose, the network this month released summary of their gross billings to the trade press. Figures for the first three months of this year, together with those for 1937 and the percentage of gain or loss, follow:

GROSS MONTHLY TIME SALES

<table>
<thead>
<tr>
<th>Network</th>
<th>1938</th>
<th>1937</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$3,086,831</td>
<td>$2,566,063</td>
</tr>
<tr>
<td>MBS</td>
<td>$240,837</td>
<td>$194,406</td>
</tr>
<tr>
<td>NBC</td>
<td>$3,806,831</td>
<td>$2,559,716</td>
</tr>
</tbody>
</table>

DST Again

ARRIVAL of daylight saving time early in the morning of Sunday, April 24, will bring into operation the usual sets of revised network program schedules. As in the past, programs will be heard an hour earlier in cities remaining on standard time. Many programs have been shifted in the process of adapting schedules to the change. [BROADCASTING, March 10, 1938]. The list of cities using daylight saving time in 1938 will be found on page 34.

KECA, Los Angeles

SOLD for $100,000 to San Diego Man

Heast Continues Liquidation

Of His Radio Properties

SALE of KECA, Los Angeles, by Earl C. Worcester, San Diego, draftsman and engineer, for approximately $100,000, was recently completed. If it be removed to San Diego, was consummated April 12 subject to FCC approval.

The transaction grows out of the purchase last month, likewise subject to approval of the Commission, of the WOR, Newark, from Hearst Radio Inc. for $400,000. Already the operator of KFL, Los Angeles, is taking over as well as KECA, Mr. Anthony has sought to dispose of KECA since concluding his arrangements with Hearst for the KEHE acquisition.

Prior Application Denied

Mr. Worcester, who is 28 and the grandson of one of the founders of U. S. Steel Corp., has been interested some time in acquiring a new station in San Diego. The FCC on March 25 denied his application for a station on 1550 kc. with 250 watts night and 1,000 day, on the ground that he had failed to file a necessary application for an additional station in San Diego particularly because of interference that would result within poor good service area of KLO, Ogden, Utah, operating on the same facility.

Meanwhile, negotiations were still in progress for sale of the remaining Hearst-owned stations as part of the general liquidation of the process of Hearst properties. The identity of principals in these transactions was not divulged by Hearst officials but all signs pointed to consummation of the sale of the four Southwest stations (KTSF, KOMA KNOW and WACO) within a short time, as well as KECA and WASH, WISN, Milwaukee, and KYA, San Francisco.

The application for transfer of KEHE has been filed with the FCC. That of WINS, New York, to Col. Arthur O'Brien, Seattle attorney, and one-time resident of Washington, D. C., for $250,000, will be filed shortly. If the Commission follows the usual course of procedure, both of the applications will be designated for hearing.

In accepting KEHE, operating on the 780 kc. channel with 1,000 watts night and 5,000 watts day, Mr. Anthony proposes to operate the station as a NBC-Blue Net work outlet in the Los Angeles area, replacing KECA. Because it is felt that it would not be able to operate three stations in the same city, Mr. Anthony immediately sought the permission of KFL, designee to 1430 kc. with 1,000 watts night and 5,000 watts local net set, to interests outside that particular area.

In San Diego, it is understood the negotiations involved not only Mr. Worcester, but also the Diego Union and Tribune, of which Ira C. Copley is the operating head, both of which parties have been active in the negotiations for the JR radio station before the FCC for a new station in San Diego.

Mr. Worcester, while a draftsman (Continued on page 78)
Reallocation Held Up by Treaty Delay

FCC Marking Time With New Rules; Chain and Superpower Probes Make Progress as Committees Are Named

WHILE the FCC goes through a rapid-fire pace on such matters as its so-called chain-monopoly and superpower inquiries, immediate prospects for progress on both broadcast facilities as prescribed in the Havana Treaty are dimmed.

New rules and regulations, which were to set the foundation stone of the projected revision of allocations, are still tabbed. They cannot be considered until the Havana Treaty is ratified since the projected reallocations must coincide with the technical requirements of that treaty.

At the present writing, the treaty is being held at the State Department because of a letter from Chairman Frank R. McNinch asking that it be held. [See article on this page]. With Congress seeking adjournment by mid-May, only the most expedient sort of action could assure ratification of the treaty.

Inquiries Progressing

Meanwhile, the FCC is moving ahead with its two separate broadcast inquiries—one dealing with its chain investigation and the other with the superpower. Each inquiry has been delegated to an FCC committee which will follow through on its own report but report to the full Commission for action.

The chain-investigation committee comprises Chairman Frank R. McNinch as chairman, Thad H. Brown as vice-chairman and Commissioners E. O. Sykes and Paul A. Walker.

The superpower committee comprises Gov. Case as chairman, T. A. M. Craven, vice-chairman, George H. Payne, and Chairman McNinch, ex-officio. The committee also heard the superpower hearings scheduled to begin May 16 involving applications of 16 stations for authority to use 600 kw. A postpone-ment, however, is likely.

Meanwhile, conflicts within the FCC continued to rage. There was discussion over a resolution offered by Commissioner Payne April 6 which in effect invited a Congressional investigation of the FCC. Sprung as a surprise, Commissioner Craven seconded the motion on the resolution but on motion of Commissioner Case and by a subsequent 5 to 2 vote it was tabled until April 13, at which time it was voted down 5 to 2 with Payne and Craven supporting it.

That of the resolutions, the following statement by Commissioner Walker, concurred in by Chairman McNinch and Commissioners Sykes and Craven was made public: "Whether an investigation of a governmental agency created by Congress should be made, is wholly a matter for the judgment of the Congress itself. This Commission should neither advocate nor oppose such investigation. If at any time the Congress should see fit to enter upon an investigation in which this Commission may be concerned or by which it may be affected, this Commission should expect to be consulted in its additional in assisting in the active prosecution of such an investigation and in making immediately available all the facts pertaining thereto."

On the chain-monopoly inquiry, returns of the questionnaire mailed out to all stations March 25 were being received by the chief accountant William J. Norfleet. They are due April 25.

Tending further to provoke interest in"X" was a report issued by Commissioner Payne following the vote. He declared it was "prepostoreous to deny that there has been obstruction of a Congressional investigation within the Commission. There has even been lobbying against it." He attacked Commissioner Walker's position, citing the latter's charge of a "leak" on his AT&T investigation report and mentioning the improper manipulation of AT&T stock.

The FCC committee on April 11 directed the AT&T broadcast operations at the earliest possible date the list of all contracts relative to chain broadcasting now on file with the Commission, together with an analysis or brief summary of the terms of such contracts."

Mr. Norfleet and his chief associates in the chain inquiry, Henry M. Long, conferred during the first week in April with accounting executives of the major networks and of the Yankee Network in connection with the schedule of statistical information desired from them. Mark Woods, NBC vice-president; Henry S. McLean, CBS executive vice-president; Howard McKean, NBC auditor; Frank K. White, CBS treasurer, and Paul Porter, CBS Washington attorney, completed conversations with the FCC accountants on April 11, after having talked with them during the preceding week in connection with the schedules. Robert F. Ide, Yankee Network auditor, conferred April 8 regarding the network breakdowns. The network schedule will be sent to some two dozen national and regional chains with regard to the data supplied as early as possible.

One of the principal problems in connection with network statistics affects breakdowns on owned or operated stations, particularly those in key cities where controversy arises as to what may be regarded as expense and income on individual station operation when actual network operations are carried on from such stations.

The chain-monopoly committee has not yet indicated hearings in compliance with the investigation order adopted last month. An enormous amount of analytical work must be done before hearings can be scheduled. Chairman McNinch stated April 12, however, there was no intention of postponing hearings until fall and that they would be inaugurated as soon as possible, perhaps in June.

That a postponement of the superpower hearing will be sought became evident April 12, following the meeting of the Clear Channel of the Chicago Hearing. It was indicated that at least a majority of the group will ask for a continuance on both the regulation and on individual applications designated for hearing. It was felt that data which the FCC is gathering on economics of the industry will not be available in time.

A TREATY

Ratification of Havana Radio Treaty Ensnares in Departmental Routine

A RACE against time confronts ratification by the Senate of the Havana Treaty, which provides for the reallocation of North American broadcast facilities, even should its stalemate in the State Department be broken.

With Congress striving for adjournment by May 16, the all-important pact still is tied up in the State Department, awaiting word from the FCC withdrawing objection to its ratification.

As late as last month, it is understood, a communication from the FCC assenting to the withholding of submission of the treaty to the Senate pending further hearings on the radio stations, could not be understood to have another communication from Commissioner T. A. M. Craven, who served as chairman of the American delegation to the conference in Havana last year, setting forth factors in connection with it designed to expedite Senate ratification once the treaty is submitted.

Action in Other Countries

While no official word was forth-coming, it is understood that the State Department is disposed to withhold any action until the objection of Chairman Frank R. McNinch is withdrawn. Consequently, with such a short time remaining between now and contemplated adjournment of Congress, most expeditious action would be required for ratification.

Failure to act on the treaty also has hindered the implementation of FCC rules and regulations dealing with broadcast allocations. It is expected that a desirable treaty isns, as far as broadcast allocations in this country are concerned, the pact already has been approved by the Cuban government and has the implied approval of Canada. The Mexican government has been reported ready again until December, at which time ratification might have been anticipated prior to the controversy between that nation and the United States growing out of the oil seizures. With three of the four countries ratifying the treaty, and with the fourth (Mexico) signifying its intention of doing so, it would have the effect of international law.

In some quarters, it is held, failure of this country to ratify the mission of Congress might result in a repudiation of the pact by one of the three others. The Department would understand to have another communication from Commissioner T. A. M. Craven, who served as chairman of the American delegation to the conference in Havana last year, setting forth factors in connection with it designed to expedite Senate ratification once the treaty is submitted.

The basis for objection to the treaty, it is understood, relates largely to the exclusive, or "clear channel" situation. Under the treaty itself, 32 exclusive waves are reserved for the United States of which 25 would be available for use against which it is felt means clear channel. Other channels would be duplicated.

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WE COMMEND to our readers, more particularly to Congress, the FCC and the host of crusaders and fault-finders who constantly belabor radio, the annual report of CBS to its stockholders published in full in this issue and made public by way of the CBS wavelengths the other night by President William S. Paley. It is a foreword and a forthright statement of the major problems of the broadcasting industry at large by a youthful executive who has won the esteem of his colleagues in the industry not only for his reputation for square dealing but for his ability to probe the root of a problem—an ability again demonstrated in this statement as in several previous statements.

The broadcasters are at fault, says Mr. Paley, for having failed more generally in public discussion about the use of their medium; hence his novel presentation of his report over the radio. Hence also he hopes, and we echo the hope, that the newly reorganized NAB may well be the instrument to accomplish this.

Isn't the FCC's primary function that of policing the airwaves in view of the limited number of ether highways which physically limits the number of stations and the traffic thereon? Mr. Paley thinks it is, otherwise "there would be no more reason for a Federal commission to regulate broadcasting than there is to regulate newspapers or magazines or clothing stores or manufactures of hardware."

Beyond legislation and regulation governing business generally, laws against indecency, fraudulent advertising and the like, and regulation "devoted principally to making sure that facilities are used fairly and nonpartisanly," program regulation is the new duty under our competitive private system. The audience must be free, non-partisan, monopolized by neither majority nor minority—who in a democracy can quarrel with that thesis?

"I have said," adds Mr. Paley, "that there should be a minimum of regulation. I have explained why I believe that simple rules of fair practice would justify such regulation be kept at a minimum. I ask you to keep in mind that the public itself has always the most swift and potent means of regulating broadcasting so long as the industry is competitive and so long as each individual listener has strength enough to snap a switch or twist a dial."

Quite aside from his defense of network broadcasting in view of the pending FCC probe, Mr. Paley trod boldly on dangerous political ground when he suggested the regulators, recently goaded into feeling they are bound to determine the fair selling price of stations, are not really protecting the public in proposing to fix or limit such prices. "So long as buyer and seller know the terms of the license [and, of course, so long as the buyer qualifies as a licensee under the existing law, which says nothing about price] I do not think it is a matter of public concern what Jones wants to pay for Brown's station, any more than it is a matter of public concern what means one wants to pay for Brown's department store . . . we must remember that the public pays nothing for radio service and therefore it is unaffected by the values established for radio stations."

As for six-month broadcast licenses: "It is as unfair and as unwise to license it in this way as it would be to give men short-term licenses to publish newspapers, to write books, or plays, or to make motion pictures . . . I think a broadcaster should have to agree to freedom of the air, fairness of the air and non-partisanship of the air, as a condition to getting a license at all. So I say, give him a license over a term of years."

Another is the indifference of statesmen of radio speaking out—and we hope such simplicity and directness and force will be demonstrated by the new NAB—when Mr. Paley asserts: "I feel quite sure that nobody really wants to keep broadcasting in a position where it might some day be faced with the necessity of pleasing those in power in order to continue to exist."

THORNBURGH SEES PICKUP IN AUTUMN

"NO SURPRISING slump in radio business is indicated by present conditions," declared Donald W. Thornburgh, CBS Pacific Coast vice-president, upon his return to Hollywood April 6, from New York conferences with network executives. He also attended the NAB directors' meeting in Washington.

"While a comparatively quiet vacation season may be expected as usual this year, present commitments justify our expecting autumn business to be just as good as usual," Mr. Thornburgh said. "Hollywood origina- tions, incidentally, will be at least as numerous as in the summer."

"It is not correct to say that eastern business men are optimis- tic. General conditions do not warrant their expecting a record-breaking summer. It is true, how- ever, that most business men anticipate a healthier condition this autumn and that they are both ready and anxious to become optimistic again at that time."

Mr. Thornburgh pointed out that with the opening of the new CBS Hollywood headquarters building at Columbia Station on April 5 and with completion of the new KNX, Hollywood, transmission expected by autumn, his organi- zation is better equipped than ever to provide service for both old and new clients.

A NEW SYSTEM of five-minute Transradio news broadcasts to be heard daily at "sign-on" and "sign-off," according to the recent announcement of KFRC, San Francisco, April 4, WOR, Newark. The station opens each day except Sunday at 7:40 a.m. with a resume of world events, and closes with similar five-minute periods seven days a week at 2 a.m.

AP Membership Will Vote on Proposal To Raise Revenue from Radio Service

POSSIBILITY that the Associated Press will join United Press, International News Service and Transradio Press service in selling news for use on commercial broadcasts has been raised in a letter sent by AP President Frank B. Jones to the membership of that group, stating that the board will propose a change in AP by-laws to permit this. The board meeting will be held April 25 in New York.

The letter points out that AP has been supplying news to Press Radio Bureau without charge while competitive news agencies have also been permitting sponsorship with financial returns to these news agencies; and contorts that "members have said that the time has come to permit the AP to obtain additional revenue from this source in order to meet the costs of the increasing amount of material which the members will understand have necessarily been increased." AP states that the revenue is the assessments on members, which in 1932 were reduced by approximately $1,200,000 annually.

Expect Passage

AP headquarters in New York declined to comment on the proposal other than to say that no details have been worked out as yet but it is understood the measure is expected to pass, despite stren- uous opposition by those who have no radio affiliations and who have always fought any newspaper-radio alliance.

Officials of other news services which are already serving radio stations likewise refused to make any official comments on the possible results of AP's entry into the field. Off the record, however, they were unanimous in expressing the feeling that AP is going to find radio a far different proposition than newspapers and that it will in the future be in a position to compete effectively with organizations which have been serving broadcasters with news for three or four years.

Situation Facing AP

It was pointed out that many stations have three and five-year contracts with their present sources of news; that the newspaper-radio rivalry in many cities would render the station unwilling to buy news from the paper, and that the paper will be in a position to compete effectively with organizations which have been serving broadcasters with news for three years.

Oh Henry Using Nine

WILLIAMSON CANDY Co., Chicago (Oh Henry), started daily on April 12, broadcasting announcements over KFRC, San Francisco, April 4, making nine stations now carrying the announcements stations in the North and West which will go throughout the summer while three stations in the South will go off for the summer. Stations to continue are WBZ, WBZA GY WTM KOA WMAQ KFRC. Stations scheduled to go off are WTW, KTUL, KOMA, KRLD. John H. Dunham Co., Chicago, is agency.

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Minimum Interference Asked by Paley
Seeks Longer Licenses; Opposes Plans for Regulation Of Programs and Limitation of Station Sales Prices

By WILLIAM S. PALEY*

EARLY everyone in America is interested in broadcasting. For that reason I am addressing my annual report as president of the Columbia Broadcasting System to the listening public as well as to our stockholders.

These are days of confusion and doubt about the patterns many think should take shape and so I invite your attention to what has been achieved in American broadcasting by enlightened competitive private enterprise. I believe of most thoughtful people that in no other country and under no other plan of operation in the entire world has mass communication been used as effectively for the entertainment, the information and the education of whole people.

In face of this record there has been an increasing degree of examination of the whole philosophy of the present system of broadcasting in America, and there have been growing number of proposals that would, to my mind, cripple our operations in one way and another.

Telling the Facts

The broadcasters themselves are at fault for having failed to engage more generally in public discussion about the use of their medium. We owe it to the listener to tell him more frankly and fully about broadcasting so that he may be in better position to form his own judgments as these proposals are considered from time to time.

We know we are not perfect. We have profited by criticism and we shall continue to profit by it. It is only when one critic or another, to connect what I am afraid as a fault, proposes some approach to censorship, some measure that would weaken the whole structure of broadcasting, that I feel it to be fair for everybody to hear what he thinks ought to be on the air, some mathematical formula for making programs good according to his judgment of good, that the broadcasters become disquieted.

Whether you are interested in the lighter side of entertainment, in classical things, in news, in public discussion, in education, or in all these things, you—the listener—are affected by every proposal of the kind I have just described. Our American system of broadcasting thus far has been developing as a stronger and stronger tool of democracy. Re-shaped in the name of reform, it could become a far different thing.

The broadcasting industry should unite on a definite program of service, of progress and of protection. Once it has such a program, the industry will more as political

*Full text of statement to stockholders contained in annual report of CBS, read April 5 over the network by William S. Paley, CBS president.

PARTIES and all public spirited men and women to help make that program effective. The newly reorganized National Association of Broadcasters, designed now to be truly representative of all elements in the industry, may well be the instrument for accomplishing what I have just proposed.

Federal Regulation

Let me now, with nearly 10 years of very active life in broadcasting behind me, give my views on some of the things in broadcasting about which it seems to me there has been confused thinking. As you probably all know there is a Federal Communications Act. That act creates a Federal Communications Commission. That Commission in turn is empowered to license us to broadcast "in the public interest, convenience and necessity." The proposals which I first want to discuss in a general way are those types which, in their final and inevitable effect, would make the Congress or the Commission, by means of more and more regulation, the real determiner of what you shall hear on the air.

I have always believed that all sensible thinking about broadcasting must start with the knowledge that Federal regulation arose out of a single physical fact. I refer to the fact that the wavelengths over which we broadcast impinge upon each other and therefore they had to be policed to prevent interference which would spoil the listener's reception. To prevent this interference, the number of stations within the broadcast band had to be limited. Were it not for this necessary limitation of stations, there would be no more reason for a Federal commission to regulate broadcasting than there is for one to regulate newspapers or magazines or manufacturers of hardware.

Broadcasting, of course, should be subject to all legislation and regulation governing business in general. There are laws against indecency, fraudulent advertising and the like, but if some new invention made the number of channels practically unlimited tomorrow, there would be no need for any special legislation or special regulation. This is true because this is what would happen: we would have all kinds of networks and all kinds of stations just as today you have all kinds of newspapers and all kinds of magazines.

So I repeat that all special regulation of broadcasting should start from the premise that broadcasting is regulated at all only because there cannot be an unlimited number of broadcasters. If this is true, it follows that regulation should be limited to the bare necessities of the case and should never go beyond that.

An Unpartisan Medium

Before the bare necessities of the case I mean that since regulation arose out of the fact that facilities are limited, regulation should be devoted principally to making sure that facilities are used fairly and non-partisanship. If this is done, the danger of monopoly, either through too great control of facilities by one group or because broadcasters themselves happen at some time to lean all in the same direction, will not exist. Later I shall try to show you that under our competitive private system program regulation is unnecessary. But first I want to develop my own conception of what I have described as the bare necessity of regulation.

The air has become one of our greatest means of public information and discussion. Subject to the limitations of program balance, it must remain so. Since this is true and since broadcasting therefore is bound to have an important effect on public opinion the Columbia Network has pledged itself not only to freedom of the air but to non-partisanship and fairness of the air.

By freedom of the air we mean that the right of any speaker to express his views, subject only to general laws and the laws of libel and slander, the rule that he may not seek to prejudice or promote hatred and the ordinary limitations of good taste and the decorum appropriate to the homes of the nation.

By nonpartisanship we mean that broadcasting as an instrument of American democracy must forever be wholly, honestly and militantly nonpartisan. This is true not only in politics, but in the whole realm of arguable social ideas.

Freedom and Fairness

To put it another way, we must never have an editorial page, we must never maintain a form of our own, on any public question except broadcasting itself. Moreover, we must never try to further either side of any debatable question, regardless of our own private and personal sympathies. But, of course, I do not mean that any broadcaster as an individual may not on occasion express his own views on a controversial issue like any other citizen. The principle of fairness which I mentioned a moment ago and which I am about to define.

By fairness we mean that no discussion must ever be one-sided so long as any qualified spokesman wants to take the other side. The majority in power must never dominate the air. No majority must ever monopolize. Minorities must always have fair opportunities to express their views.

These are doctrines to which we believe all broadcasters will strenuously subscribe. I do not believe it would be amiss for the Commission if it has the power or the Congress, if the Commission does not have the power, to make adherence to these principles a prerequisite of having and holding a broadcasting license.

In advancing this thesis of freedom of the air, nonpartisanship of the air and neutrality of the air, let me say that I do not believe these things in practice are difficult of determination.

I have said that I think there should be a minimum of regulation. I have explained why I believe that simple rules of fair practice would be justified. I believe that regulation be kept at a minimum. I ask you to keep in mind that the public itself has always the most swift and potent means of regulating broadcasting so long as the industry is competitive and so long as each individual listener has strength enough to snap a switch or twist a dial. If broadcasting in America improves

(Continued on page 63)
BASEBALLERS—At the Edgewater Beach, Chicago, lined up plans for baseball this year. In photo at left are H. M. Dancer, vice-president of Blackett-Sample-Hummert; Frank H. Casey; Wadhams division; Milwaukee; C. S. Samuelson, General Mills account executive. Second from left are Henry Bellows, General Mills public relations director; William Harridge, president of American League; Ford Frick, president of National League. Pair in third picture are George N. Walker, Socony-Vacuum advertising manager and Frank Griffin, of J. Sterling Getzeh. At right are Bill Brown, WHO, Des Moines; Conner Tunstall, White Eagle; Morgan Sexton, WCCO.

General Mills to Use 75 for Baseball

With Co-Sponsors, Will Spend $1,500,000 This Season

By HAL TATE

GENERAL MILLS, Minneapolis, reaffirmed its faith in success results of baseball broadcasts for the coming season. In photo at left are

account executive. Second from left are Henry Bellows, General Mills public relations director; William Harridge, president of American League; Ford Frick, president of National League. Pair in third picture are George N. Walker, Socony-Vacuum advertising manager and Frank Griffin, of J. Sterling Getzeh. At right are Bill Brown, WHO, Des Moines; Conner Tunstall, White Eagle; Morgan Sexton, WCCO.

Knox Reeves again will send out a promotional piece to announcers, which will contain pictures, news notes and merchandising ideas. Called Ad Liberties it will be published under the direction of Ken Pottle, account executive. Ad Liberties will come out every two weeks instead of every three, as was the case last year.

“Building baseball attendance with broadcasts” was the theme of the opening session April 10, which was in charge of George Trautman, president of the American Association. Speakers were: George Higgins, WTAC, St. Paul; Charlie Jordan, WRR, Dallas; Arch McDonald, WJSV, Washington. Two umpires, Ernest C. Quigley and Emmett Ormsby, spoke on “Calling the Close Ones”, and “How to Umpire,” respectively, while Al Schacht, comedian, spoke on “Inside Baseball.” Edgar G. Brans, editor of Sporting News, baseball trade paper, commended the stations for arousing interest of fans by training camp broadcasts.

Donald Davis, president of General Mills, emphasized the three-year responsibility of sports announcers—baseball, stations and sponsors—pointing out that all must benefit from baseball broadcasts if they are to be successful. He said radio will play an im-
BASEBALL—Was the topic of two days at the Edgewater Beach. Here (left) are Luther Wood, Ruthrauff & Ryan and F. T. Tucker, Goodrich. At right are Wayne Hunt, Knox-Reeves, and R. W. Heizer, who attended as representative of J. Sterling Getchell.

Important part next year when baseball celebrates its 100th anniversary. He predicted that 1938 would determine the course of baseball broadcasts for the next few years.

Mr. Davis praised the co-sponsored idea by saying that otherwise it would not be possible for General Mills to broadcast so many games.

As last year, Knox-Reeves will have three men acting as contact men between the floor of the studio and the board. They are likely to be the one who will cover the central territory; Jim Kelley, the southeastern, and Brad Robinson, the eastern. Both, however, veteran sports writer, has been appointed baseball contact man by General Mills. He is designated as "liaison officer".

(Continued on page 72)

Gulf Starts Disks
GULF OIL Corp., Pittsburgh (Spray insecticide), on May 15 will start a series of quarter-hour transcriptions on about 30 stations, mostly in the South. Cut by Associated Recorded Program Service, the discs will probably be heard two days a week. Agency is Young & Rubicam, New York.

AGENCY OFFICIALS
And Sponsor Executives at
Baseball Session

PROMINENT agency and advertising executives attended the second annual baseball announcer's conference held at Chicago April 10-11 by General Mills and co-sponsors of 1937 diamond broadcasts. They were:

General Mills—Don D. Davis, president; S. C. Gale, director of advertising; C. B. Lingenfelter, director of sales relations; Bill Stoumen, sports director.

Soco-Vacuum Oil Co.—George N. Walker, advertising director; F. B. Stull, advertising manager.

Walter S. Lingle, director; T. L. Goodrich, advertising manager.

Vacuum—Ralph B. Baker, director.

Socony—Jack Foreign, president; E. R. W. Getchell, advertising manager.

ACME—Harry Hartman, advertising manager.

DUTURE—Wayne Hunt, president.

BIKES—H. L. Lingle, president.

WESTERNERS—Among announcers who attended the baseball announcing conference held recently in Los Angeles, were: Frank Franks, KKTG; E. T. Bitter, KFAC, Los Angeles; Herb Allen, KROW, Oakland; Ernie Smith, KGO, San Francisco, all slated to handle games for Goodrich and General Mills.

Disc Negotiations Also Are Delayed Pending Agreement

ALL'S QUIET in broadcasting-musician relations at the moment, with the exception of the April 20, when the committee for the nonnetwork stations is scheduled to meet with the International Executive Board of the American Federation of Musicians. Negotiations between the makers of phonograph records and transcriptions and the AFM have been temporarily halted, since their future course cannot be well determined until the union and the nonnetwork broadcasters reach an agreement.

If independent stations whose incomes are large enough to permit employment of live musicians will agree to contracts with the AFM on the pattern established by the network affiliates, the transcription licensing program will adjust itself automatically, according to Joseph N. Weber, AFM president. Offenders of the present licensing form, for the protection of stations to which AFM contracts the musicians would no longer need this protection and could drop the clause from their transcriptions, which would then be acceptable.

Suits or Service

But if the independents refuse to meet the AFM terms the musicians will not willingly discard their one means of forcing these recalcitrant stations into line and the transcription companies it is stated, will be forced to decide between taking their chances on defending suits from stations to which they will refuse service or giving up their union musicians, which in most cases would mean going out of business.

As there is nothing that can be accomplished until the nonnetwork broadcasters have acted, the transcription licensing program has not met with the AFM since the convention of the independent broadcasters in New York last month and does not plan to meet with the AFM before the get-together of the AFM board and the independent committee April 20.

Similarly, the makers of phonograph records have no further meeting scheduled with the AFM. At their last session on March 31, the committee was considering the calling on the boycott provisions, which as in the case of the transcriptions, an agreement between union and independent stations might eliminate, if far enough is concerned. However, the phonograph record companies also furnish their discs to restaurants, bars and other places for use in coin-operated machines, and the union believes some of these establishments would employ live musicians if the records were not available. Agreement by the record firms to act on union complaints, and the fact that only a very few places in the country are not willing to give employment to the union during the current strike, are arguments for presentation to AFM at its meeting. Replies are coming in rapidly, it was stated, and the committee hopes that before April 20 it will have sufficient information to enable it to begin working out an equitable agreement with the musicians. NAB is financing the independent stations' operation.

Phonograph Plugs

Another question to be considered by the AFM board following its sessions with the broadcasters is the use of phonograph records for the network stations. The question of the necessity of the record companies to include short sales copy in addition to the usual music, was planned by Trans- Electra Corporation, which through its subsidiary, National Phonographic Network, claimed contracts for the placement of its commercial records on more than 100,000 coin machines.

Several weeks ago the board stated its opposition to the venture and announced at the New York, Local 892, not to record any such discs. Upon application from officers of the company, however, the board rescinded its previous ruling to the effect that any presentation of their case and a meeting is set for April 22. Trans-Electra executives told the board they believe the union will change its ruling after they have presented their side of the story.

Meanwhile the committee of the Independent Broadcasters Network Affiliates is rounding up stragglers whose contracts were not signed at the time of the general exchange negotiations last month. Twelve more contracts were exchanged last week and the committee hopes to complete negotiations with the rest of the stations by the end of the month.

As soon as the radio negotiations are concluded AFM will begin its long scheduled attack on the major record companies, when it is likewise hoped to do away with certain "unfair" practices with a resulting increase in employment for the musicians. The question will undoubtedly come up for consideration before the AFM board adjourns.

Limit on Earnings Urged By New York Musicians

ABOUT 3,500 members of New York local 892, American Federation of Musicians, met April 11 to vote on a proposed amendment to Article 10 of the Federation's by-laws which would prohibit members from taking free-lance assignments beyond those in their contracts for the pay they have earned.

The plan was defeated by membership vote, but wait awaits the decision of Judge Ernest Hemmer, who is considering an application for injunction brought by 15 members of the Broadcasters Local (March 1). If the legality of the amendment is upheld by the court, it will be incorporated into the free-lance rules, and will be dropped otherwise.

A less drastic means of spreading earnings over the membership was adopted, limiting the number of days musicians may work. Salaried musicians making $54 for a five-day week may not work on the other two; those working six days may not work on the seventh; and musicians employed on a seven-day weekly schedule may move to seven hours to shorten their week to six days.

AGRP-WJSV Parleys

NEGOTIATIONS for an increased wage scale based on the length of service were going forward in Washington, April 11, between American Guild of Radio Announcers & Producers and A. William Burgess, owner of WJSV, CBS outlet. The present AGRP contract which expires July 1 contains no wage scale agreement and specifies 45 cents per week minimum with a 40-hour week for all regular announcers. It is understood that a group in question are considering a wage scale agreement rather than length of service should control wages. WJSV employs six regular announcers, all AGRP members.

CONTROL of WHDF, Calumet, Mich., would be transferred from a.A. L. Burgen, banker, miller and mine owner, to the Nightlight (The Mining Gazette under an application filed by Burgen. Burgen now owns 57.5% of the stock in Upper Michigan Broadcasting Co. licensees are required to have a 24% interest in the newspaper, owns 27%. The new control will be effected through transfer of 333 shares of common.

Office Boy Glory

SO POPULAR have talks on radio by staff members of KDYL, Salt Lake City, become that all available staff members were engaged to speak before difficulties commenced at the same time. In the emergency, Ray Shafer, office boy of KDYL, rushed to address a meeting of school boys and was so well received that he's signed for a repeat engagement.

Raymer to Chicago

PAUL RAYMER, station representative, has moved headquarters from New York to Chicago and will take charge of the new office, replacing Ed Bowers, resigned, Fred Brokaw remains to direct the New York office.

Independents' Committee Meetings Planned

GRATIFIED over the returns received from independent stations on the questionnaire to be utilized in connection with negotiations with the American Federation of Musicians, the committee representing independent broadcasters met in Washington April 11 to discuss plans in connection with the conversations to be resumed April 20 and to examine the 200 returned questionnaires. The NAB board of directors, at its last meeting, authorized retention of counsel for the independent group and also is paying running expenses of the committee.

At the sessions were Harold A. Lafount, former member of the old Radio Commission, representing WAGA, Atlanta, and other stations with which he is associated; Frank Smith, WWWS, Pittsburgh; H. B. McNaughton, WTOB, Columbus; Mr. C. Alden, WRNL, Richmond; Stuart Sprague, New York attorney, counsel for the group. The committee chairman, C. Lloyd Thomas, WROR, Rockford, was unable to attend and designated a new committee to come together in New York on April 18, preparatory to the discussion ofa new President J. N. Weber of AFM.

NEW ORLEANS SETTLEMENT

Is Believed to Be Near

NEW ORLEANS, chief trouble spot in IRNA-AFM negotiations, with the two NBC stations (WSMB and WDSU) holding out and only CBS's WWL signed with the AFM local, was believed about ready to fall into line as this issue of Broadcasting went to press. Following a visit to the city by John Norton, of NBC, and Fred W. Birnbaum, of AFM, a contract was drawn up between the local union and WSMB that was satisfactory to Harold Wheelahan, station manager, and expected to be signed by E. V. Riddle, union owner, on his return from Nassau. Once WSMB has signed, WDSU is expected to follow suit, according to executives at AFM's national headquarters in New York, who said that the reports of strike against WDSU as greatly exaggerated. The station does not at present employ AFM members, so the union could do would be to cut off remote pictures from local dance bands. Possibilities of NBC being asked to refuse network service to WDSU were remote, it was stated, as the stations are not in the same field. Sustaining programs are also planned.

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BROADCASTING • Broadcast Advertising
WLS has long been distinctive for its responsive early morning audience. 13,436 listeners wrote recently, in a period of two weeks, responding to a program broadcast at 6:45—in the morning! 11% of them were from Metropolitan Chicago.

The above further verifies a fact—long known to WLS—and from which many WLS advertisers have profited—that WLS has a tremendous early morning audience—that will respond—and buy.

On the air at 5:30 each morning, WLS has established some of its most successful records for advertisers in those early morning hours. It's a family audience—receptive—eager—and loyal to WLS. And loyal listeners make advertising results. WLS Gets Results!
Propaganda Poisons the European Air

In ancient times, when warring tribes met on the field of battle, their leaders went forth to challenge the spirit of his opponent. The fiercer the champion's defiance, the more contemptuous his insults and the more bombastic his boasts, the more warlike would be the spirit of his followers and the fiercer the enmity. At last their armies would join in combat, to show that actions speak louder than words.

With the introduction of firearms, actions spoke not only louder but faster; and the invention of strategy the leader's life became too valuable to be risked in the front line. The warrior-champion became effective, so the recriminations had to be carried on by diplomats or newspaper editors, reaching their mark with much less trouble now.

But with the invention of radio, the old-time champion has come into his own once more. Instead of going out into the open and shouting himself hoarse, he or his minions may sit comfortably at a microphone and let their voices go forth to their people to work up pride, and to the enemy to demoralize his ranks. There is just one difference: in the old days the people who did the talking had to make good their talk; nowadays, those who order the talking done can send others out to risk their lives.

Is Europe's Air Free Or Speech-Poisoned?

If anyone thinks that this interpretation of events means facetious, let him sit at any good radio set in Europe, preferably one that will tune to both long and short waves. At various times of the day and evening, right into the night, he can hear from many countries what is usually announced as 'news', given very accommodatingly not only in the language of the country but also in languages which foreigners understand, notably English, Spanish, and French. The reason for this solicitude toward the foreigner becomes clear only when one compares the news of a significant event—a battle in China or the sinking of a merchantman in the Mediterranean—as given by the radio interpreters of the different countries. It soon becomes apparent that their interpretations are just the subtle modern equivalent for the opprobrium of the past.

And as for the boasts? We have a longer word for them now, complemented with the adjective sophistication and variety, but fundamentally the meaning is the same. The word is Propaganda.

Mr. Saerchinger

Ether Warfare Waged Fiercely as The Nations Strive for Power

By Cesar Saerchinger

Broadcast propaganda, both national and international, economic and political, is the bane of Europe today. In nearly every country, the ether is suffused with excellent things—beautiful music, drama, ethics, and poetry—but all this is shot through with propaganda—just as American radio is shot through with advertising. Only, while you can always detect advertising, the cloven hoof of propaganda is often more subtly concealed.

Now when we examine the various kinds of propaganda, and hostile broadcasting generally, it is well to be clear about who 'owns' the European air. At the risk of repetition, let us summarize this: Out Italy, the U. S. S. R., Austria, Bulgaria, Estonia, Finland, Hungary, Danzig, Poland, Portugal and Yugoslavia, all political controversial talks are conducted in their state-owned medium, except in the Yugoslav air. In at least two more countries, namely, Czechoslovakia and Yugoslavia, all political controversial talks are conducted in the state and in other countries, democratic or otherwise, some sort of censorship is exercised by the broadcasting officials themselves, though in most cases simply by the standards of law and good taste.

In Great Britain all supervision is suspended during election campaigns, and the same is true of some other democratic countries. Turkey—a phenomenon in this respect—boasts a total absence of mitre.' made a point of saying that radio programs are 'rigorously controlled by the State', that even national and financial news must be previously submitted to the government, and that 'nobody is allowed to speak before the microphones of the stations unless the E.J.A.R. has previously obtained government permission.'

It would seem, then, that there is precious little freedom on the European air. In the authoritarian states we know that the motive of control is political, and the objective is the elimination of opposition or criticism of the government, the country, and its institutions; further than that, the elimination of favorable comment on certain other countries and their institutions, acts and policies—in short, complete dictation for nationalistic ends.

On the other hand, in democratic countries such as the Scandinavian kingdoms, even State control does not mean the abrogation of free speech, any more than the state operation of posts and telegraphs necessarily means the censorship of communications. Denmark, for example, has a state-owned and operated broadcasting system, yet the control exercised over speakers is wholly on the basis of decency and good taste.

Importance of the IBU To Continental Radio

Norway considers that all propagandas, whether political or religious, is out of place on the air; hence the only political speeches allowed are those at election time. The BBC, which has a license agreement with the British Post Office, is subject to a certain amount of parliamentary control. Yet there is no greater liberty anywhere in Europe when it comes to the broadcasting of controversial matter. Speakers from the extreme right or the extreme left, including Fascist and Communist, have had access to the microphone; though, as in the United States, one opinion must be balanced against another if violent protest and attack are to be avoided.

But in the last analysis the air belongs to the governments, and it is the policies of the governments which determine the degree of freedom, or otherwise. In dictatorship countries in countries living in the shadow of dictatorship, freedom in the air does not exist.

So much for 'internal' broadcasting subject to internal laws and regulations and policies. But strictly speaking no exclusively internal broadcasting exists. No way has been discovered by which ether waves can be restricted in their radius so as to conform, even remotely, to the eccentric boundaries of

(Continued on page 64)

1 Holland, one of the 11 'free' countries, is an exception. In the country lies a five broadcasting organizations (not counting the shortwave service to the colonies) and two of these, owned respectively by the Catholics and the Socialists, permit political speeches favoring their own parties and principles only.

www.americanradiohistory.com
Come—rest, you weary gentlemen,
And ladies likewise weary.
If you dismay this April day
Drop us a hasty query.

Consider WOR’s recordings
Priced as sweet as slumber;
True of line . . . so extra fine
And made in any number.

For what avails the summer rose;
The ball park’s knotted boardings,
If to your ear the sour notes rear
From not-so-good recordings?

₀, clip this ad and hold it;
Place it top among your hoardings,
For come the day you’ll surely say:
"Make mine WOR recordings!"

You’ll rest, you weary gentlemen
And save your purse and coffer,
When kin and kith you pleasure with
The job we have to offer.

FREE . . . Write today for your copy
of "A Matter of Record," an interesting
booklet describing the various services
offered by WOR Recording Service and
the very reasonable cost at which they
can be had.
NBC Proved Most Profitable
Of RCA Companies Last Year
Provided $41,000,000 or 36% of Gross Income in 1937, According to Report by David Sarnoff

NET PROFITS of $3,700,000 were earned by NBC during 1937 on a gross of $41,000,000, it was divulged April 15 by David Sarnoff, president of RCA and chairman of the board of NBC, at the annual RCA stockholders’ meeting. Although this figure is in no way comparable, as a separate item in RCA’s financial statement, NBC being a wholly-owned subsidiary, Mr. Sarnoff disclosed it in answer to a query from the floor.

According to his statement, NBC was the most profitable of all RCA companies last year, even surpassing RCA Mfg. Co., which he stated contributed slightly more than $3,000,000 to the net profit column. Complementing its enviable position, NBC also made a net increase of approximately 94% of its investments in the United States in line with its policy of concentrating investments in the domestic field.

First quarter 1938 operations were favorable, Mr. Sarnoff reported, but the figures are not yet available. Referring to the business situation, he said “the various divisions of our company are sensitive to the same influences which promote or retard business generally throughout the United States.” He estimated that profits for this year will be down somewhat, however, due to “the steep decline during recent months in the nation’s volume of business.”

Facsimile Progress
With respect to RCA’s research program, Mr. Sarnoff pointed out that the two most important products of radio research now in the advanced stages are facsimile and television.

RFC ANNEXATE
Income and Surplus for Year Ended Dec. 31, 1937

<table>
<thead>
<tr>
<th>Gross Income</th>
<th>$11,852,875.83</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deductions</td>
<td>$5,421,776.33</td>
</tr>
<tr>
<td>Surplus</td>
<td>$6,431,099.50</td>
</tr>
</tbody>
</table>

SOGI IN SUDS—Acoustics were terrible but echo was fine when Dave Baylor, announcer of WAGAR, Cleveland, demonstrated how operation from a ceramic-lined chamber, using facilities of the Hotel Statler for the broadcast.

“Various broadcasting stations will shortly commence experimental transmission by facsimile of new bulletins and pictorial material to a limited number of receivers in their localities,” he said. The RCA Mfg. Co. is now building facsimile transmitters and several hundred receivers which have been ordered by independent broadcasting stations for this purpose. The fundamental technical problems of facsimile have been solved, and the immediate question is largely that of determining useful and self-supporting services for the medium.

NBC believes that technical and economic problems of television are far more complicated, progress towards their solution continues to be made. Television pictures are larger, sharper, and more brilliant than a year ago, due to marked improvements in both transmitting and receiving apparatus. Developments now, under way toward the acceptance by the industry of definite technical standards, which must be established before any public television service is practicable.

“Meanwhile, the NBC is continuing its study and experiments with television programs, both inside and outside the studio. The new NBC mobile television unit, the only apparatus of its kind in the United States, is being used on outside pickups. This is an all-important field for experiment, since on-the-spot pictures of news events are among the most useful and popular services of television.”

The board of directors of RCA was reorganized, the four directors whose terms expired being reelected for another three-year period. These are Arthur E. Altmann, E. J. Doherty, Edward W. Harden and Mr. Sarnoff. Other directors of RCA are Cornelius N. Bliss, Bertram Cutler, Edward J. Jamieson, Frank R. Shepherd, DeWitt Millhauser, Edward F. McGrady, Charles G. Dawes, Gano Dunn and Maj. Gen. James G. McDonald. Chairman of the board, who was absent representing RCA at the World Radio Conference in Australia.

Office Staff Transferred
By NBC in Hollywood

BECAUSE of overcrowded conditions at the NBC Hollywood headquarters, NBC has erected a temporary frame structure in the rear of the main studio building on Melrose Ave to house the publicity department. Other departments have also been switched around. The production department, headed by John Swallow, has taken over the former publicity office and is now occupied by the NBC Artists Bureau. The latter, managed by Dema Harshberger, has been moved to the main studio building. Sidney Dixon, western division sales manager and his staff, have also been moved to the annex building.

NBC western division daily news letter, which formerly emanated from San Francisco, has been moved to Hollywood, requiring the腾命 publicity quarters. New setup transferred Nell Cleary, writer, and two typists, Ruth Chapel and Dee Waller, to Hollywood. A weekly program release and daily schedule will continue to be released from San Francisco, until the traffic department is moved from that city. Various departments will remain in their present offices until the new Hollywood Radio City, now being erected at Sunset Blvd. and Vine St., is ready for occupancy in September.

NBC SYMPHONY Orchestra concerts each Saturday night are now being heard over KFPH as well as in the United States and Canada. RCA Studios cover the International broadcast to CMQ, Havana, for rebroadcast. Julian Muriel, Spanish speaking announcer, is one of the staff of the NBC international division, the commentator.

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With transmitter located MIDWAY BETWEEN FORT WORTH AND DALLAS, KGKO's primary zone includes the greatest concentration of Wealth, Population, and Resources in the Southwest.

**KGKO**

5000 WATTS DAY 1000 WATTS NIGHT

AFFILIATED FORT WORTH STAR-TELEGRAM


FORT WORTH, TEXAS
CBS Net Profits
Of $4,297,556 in 1937 Are Shown

NET PROFITS of CBS and subsidiary companies (including its owned and leased stations) for the 52 weeks ended Jan. 1, 1938, reported to CBS stockholders April 5 by Frank K. White, treasurer, amounted to $4,297,556 as compared with $3,299,544 for 1936. Gross income from the sale of facilities (time), talent and lines for the 1937 period amounted to $54,239,866, which compares with a gross income of $77,780,300 for the 53 weeks ended Jan. 2, 1937—an increase of 27.3%. 

After time discounts and agency commissions, amounting to $10,419,351, Columbia showed a net income for the 1937 year of $23,820,544, which was charged off as $2,209,052 for depreciation. For 1936, $2,529,582 was paid back.

Increase Per Share
Based on the 1,707,950 shares of new $2.50 par value stock outstanding as of Jan. 1, 1938, the 1937 net profit is equivalent to $2.52 per share as compared with $2.41 per share for the same period in 1936. CBS paid cash dividends totaling $3,329,682 during 1937, representing a total distribution of $1.95 per share on its $2.50 par value stock. Continuing the policy of the preceding year, the network's board ordered the undistributed profits of $907,884 (approximately 25% of 1937 earnings) added to surplus to provide for the ready financing of prospective capital requirements.

During the year, 3,298 shares of the new $2.50 par value stock were sold to CBS executives at $15 per share under an option arrangement by which options on these shares became exercisable on Jan. 1, 1938.

Annual meeting of the stockholders of CBS will be held April 20 at the New York offices of the corporation, at which time they will be asked to ratify the actions of the board in directing the payment last December of $176,727 to 123 executives and employees of CBS. Among other matters to come before the stockholders will also be ratification of the bonus arrangement of William S. Paley, president.

CBS BALANCE SHEET
Consolidated Profit and Loss and Earned Surplus Account for the fiscal year (52 weeks) ending Jan. 1, 1938

| Gross income from sale of facilities, talent and lines | $24,239,866.00 |
| Less—time discount and agency commissions | 10,419,351.87 |
| Selling, general and administrative expenses | 18,185,478.20 |
| Net income for the year before interest, depreciation, Federal income taxes and miscellaneous income | $5,644,086.02 |
| Less: | |
| Interest | $44,329.61 |
| Depreciation | 335,152.53 |
| Federal income taxes (including $129,385.54) | 897,021.50 |
| Add—miscellaneous income (net) including interest, discount, dividends, profit and loss on sale of securities | 129,998.44 |
| Net Profit for the Year | $2,497,556.52 |
| Earned Surplus at Jan. 1, 1937 | $3,755,522.16 |
| Deduct—Dividends (cash) | 3,329,682.50 |
| Earned Surplus at Jan. 1, 1938 | $4,884,569.25 |

NOTE—The equity in the undistributed earnings of controlled subsidiary companies not consolidated as of Jan. 1, 1938, in the amount of approximately $397,000, is not included in the above accounts.

ASSSETS as of Jan. 1, 1938

<table>
<thead>
<tr>
<th>Current and Working Assets</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash in banks and on hand</td>
<td>$1,636,307.04</td>
</tr>
<tr>
<td>U.S. Treasury discount notes (par value)</td>
<td>2,000,000.00</td>
</tr>
<tr>
<td>Notes and accounts receivable including $35,076,10 advances to officers and employees</td>
<td></td>
</tr>
<tr>
<td>Reserve for Federal income taxes</td>
<td>2,209,052.48</td>
</tr>
<tr>
<td>Prepaid time discounts and doubtful accounts for</td>
<td>125,024.11</td>
</tr>
<tr>
<td>TOTAL CURRENT AND WORKING ASSETS</td>
<td>5,904,894.20</td>
</tr>
<tr>
<td>Other Accounts Receivable</td>
<td>6,643,746.63</td>
</tr>
<tr>
<td>TOTAL CURRENT AND WORKING ASSETS</td>
<td>13,548,640.83</td>
</tr>
</tbody>
</table>

| Buildings, equipment and improvements | 4,890,598.25 |
| Deposits | 243,250.00 |
| Investments in Affiliate | 2,900,000.00 |
| Capital stocks | 33,791.59 |
| Advances | 0.00 |
| Prepaid Insurance, Taxes, Rents, etc. | 1,911,417.57 |
| Fixed Assets | 445,113.78 |

| Liabilities as of Jan. 1, 1938 | |
| Accounts payable and sundry accruals | $2,056,834.51 |
| Reserve for Federal income tax (including surtax on undistributed profits) | 907,665.74 |
| Mortgage obligations due within one year | 7,309.00 |
| Total Current Liabilities | 3,251,765.28 |
| Mortgages Payable (including $120,000 standing demand) | 3,980,175.00 |
| Total Liabilities | 7,231,940.28 |
| Preferred stock (including $125,000 standing demand) | 4,178,504.00 |
| Reserve for Contingencies | 94,405.00 |
| Total Liabilities | 11,974,389.28 |
| Capital and Surplus | |
| Capital stock (par value: $2.50 per share) | |
| Authorized—1,500,000 shares Class A and B (see note) | |
| Issued—981,786 shares Class A and 948,674 shares Class B | $4,731,375.00 |
| Capital surplus, representing excess of proceeds from sale of capital stock (par value thereof) | 41,000.00 |
| Earned surplus, per statement attached | 4,884,585.29 |
| Total—2,850 shares Class A and 189,750 shares Class B in treasury reacquired at cost of | |
| 1,055,070.64 | 8,291,297.64 |
| Less—3,289 shares Class A and 3,289 shares Class B in treasury reacquired at cost of | |
| 13,572,054.50 | 8,291,297.64 |

NOTE—Under options 12,428 shares Class A salable in annual installments at $15.00 per share under plan approved by stockholders on March 14, 1937.

Dellinger Managing WBT, Schudt Goes to WKRC
Mc Cormick With WCCO

SHIFTS in personnel of its owned and managed stations, ordered by CBS to become effective April 15, found Lincoln Dellinger of WBT, Charlotte, and William A. Schudt Jr., who goes to W K C Co., Cincinnati, as its new manager. Mr. Schudt succeeds to the post John McCormick, who has been appointed assistant general manager of WCCO, Minneapolis, under Manager Earl H. Gammong. Mr. Schudt, who has been traveling for station relations for several years, is a native of Seattle and a graduate of the University of California. He was for three years manager of KGB, Seattle, after which he joined Radio Sales Corporation, a subsidiary, where he served a year before being transferred to station relations.

Mr. Schuddt, who first achieved Mr. McCormick distinction as conductor of the CBS program Bill Schudt's going to Press as a member of its publicity department, is a native New Yorker and former newspaperman. He was assigned to WKRC original as a production manager and will succeed to WKRC original as production manager. With WCCO he succeeds K. Wallace Husted, who left Jan. 1 to join a new management.

Mr. Schuddt will head WLW-WSAI, Cincinnati, as assistant general sales manager. All three of the new CBS appointees are in their early thirties.

Bedding Firm to Add

CHICAGO BEDDING Co., Chicago, started March 3 quarter-weekly programs on KFEF, St. Joseph, Mo., and a quarter-hour program weekly on KMA, Shenandoah, Iowa, continuing a 12-weekly quarter-hour show on WLS, Chicago. Other stations that may be added shortly include KXOK and WTMJ. Irving Rocklin of Selvair Broadcasting System, Chicago agency handling the account, stated that Chicago Bedding plans to spend $25,000 in radio advertising this year.

H & H on Nine

H & H CLEANER Co., Des Moines, manufacturers of soap cleaner for 60 years, has appointed John H. Dunnam Co. as its advertising agency. One-minute announcements broadcast 26 times on Mondays, Wednesdays and Fridays have started on nine stations, WMAQ WTAM WOWO WHKJ WWJ KSTP WHO WBNF.

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www.americanradiohistory.com
NOW READY! 22 TYPE PORTABLE SPEECH INPUT

THEY'RE READY — just in time for the opening games! The popular 22 type portable speech input equipments — re-designed to incorporate your suggestions — available in two models, 22B and 22C.

Like the 22A, they're really portable — and give you high fidelity at low cost. They're rugged — designed for fast set-up and easy operation even in the dark. Complete and compact in two durable cases, they're easily handled by one man.

Features: stabilized feedback — frequency characteristic flat from 30 to 10,000 cycles — operate from 115 volt 50/60 cycle AC supply or batteries — 4 mike mixers and main gain control — completely factory wired and tested. Ask Graybar for full details.

... with SIX outstanding improvements

1. Complete structural re-design for maximum accessibility. Rear cover easily removable with no disconnections.
2. Microphone receptacles on removable end plate, allowing adaptation for any type receptacle.
3. Attractive new face panel — extremely durable anodic aluminum finish.
4. Operating convenience and appearance improved by use of new mushroom shaped knobs with skirt and raised pointer, and new flat type key handles with concave finger surfaces.
5. Four-channel parallel mixing circuit with 45 db range — increase of 8 db.
6. Choice of two types of volume indicator meter — ask for details.

FIVE WEEK PLAN
Lands Number of Sponsors

WFIL, Philadelphia, is winding up its Five Week plan to stimulate sales affected by the business recession and normal seasonal decline in sales. It has drawn new advertisers to radio, the plan had brought seven new contracts by the end of the week, said by Donald Withycomb, general manager; Jack Stewart, sales director; and Richard McNinch, sales manager. A second Five Week Plan is to be instituted.

BEHIND the idea was the realization that last spring a contest was held in a small business firm and services that had never used radio because of past inefficiency effort had been made to sell them. Eighteen such firms were selected and three assigned to each of WFIL's six salesmen with instructions to make thorough investigations. For the radio contest phase, a conference was called with production and program departments and the company's 18 chairmen individually, with appropriate presentations being drafted and auditions recorded. Repeated calls were made on the prospects without an effort at direct salesmanship. Of the 16, only three were not won as unapproachable. "From now on we're going to make the little fellow's problems our problems," said Mr. McNinch. "If he refuses, we take him down," the agreement was. Technically, the contest is designed to bring new listeners to the radio contest phase, with the experience then used in the second phase of the campaign.

Dear Mr. McNinch,

I hope this finds you well,.

Sincerely,

[Signature]

Mr. McNinch,

United Broadcasting

Mr. McNinch said that, so far as he was concerned, he would not even see the returned form sheets or contest entries. He will not act as a judge, he said, and simply consented to the use of his name as a patriotic service. The campaign has no competition aspect. He emphasized that he had made no commercial or sustaining programs, or radio contest radio station, and that he was not interested in any way.

McNich Disposes Fears

Mr. McNinch said that, so far as he was concerned, he would not even see the returned form sheets or contest entries. He will not act as a judge, he said, and simply consented to the use of his name as a patriotic service. The campaign has no competition aspect. He emphasized that he had made no commercial or sustaining programs, or radio contest.

Spots for Gold Dust

GOLD DUST, New York (Shinola), Inc., has issued a series of 10 spot announcements a week on WFAA WOAI, KPRC WVL, KMSB WNBC, WGBK WFRB, WACK WINK, WFRB. Schedule for WFRB is three announcements a day, six days a week, plus one spot a day for five days. The announcements are both live and transcribed. Agency is BBD0, New York.

CBS Fete to Open Hollywood Studios

Noted Figures in Radio Will Join Ceremonies April 30

OFFICIAL opening of the new CBS West Coast headquarters is expected at a ceremonial program at which over $1,750,000 will take place on April 30, with special ceremonies planned to be presided over by William S. Paley, CBS president, network officials from New York, Chicago, and other radio centers of the country as well as in attendance.

Charles Vanda, West Coast program director, has lined up an array of big names, including dignitaries from the good old days of radio, celebrities, civic, county, state and federal officials who will participate in the festivities. The program will start at 6 a.m. and continue through until 12:45 a.m. the following morning. Relays set up by CBS include a Canadian network series and the longest continuous shorts of the current broadcast calendar.

Programs

BROADCASTING has included appearances of network and film celebrities and those of cultural and educational authorities. Fourteen of the programs to appear in the next month, including a number of Los Angeles and Hollywood, depicting the life of the radio and television personality, from the corner man to the commercial side as well as entertainment.

A chorus of 20,000 children's voices will broadcast from the Hollywood Bowl with Dr. Orville McDaniel conducting the 108-piece Los Angeles Philharmonic Orchestra of the Pacific, Victor Young, Raymond Scott and Harry Simeone, with full orchestra. A premiere of a series of musical compositions which have been written especially for the occasion, million-dollar set at the California Institute of Technology, Pasadena, Cal., will be heard.
Funny how quick we are to take things for granted!

Last night I switched on my radio, wanted to hear the news of the world. But instead of words, I got a sputter or two and then the light went out... Just a burned out tube, the repair man told me. And he had it going in just a few minutes, clear and strong. But it started me thinking.

Here I was, like millions of others, taking the miracle of radio for granted. I had come to accept the fact that the turning of a switch could bring me music or news or knowledge from far places. I had forgotten the years and the research that went into the inside of that trim radio cabinet. I had forgotten the wonder of time and space and sound that man had captured and confined within a tiny box. And then the light went out and made me think of it again. That wasn't all I thought about either. Just as I had come to accept the mechanical miracle of hearing sound at the turn of a switch, so had I come to expect that my radio would bring me things I wanted to hear.

I realized that my radio was no better than the things men sent out on the air. And out of this realization I suddenly got the picture of what American radio is. For every hour and every dollar spent to make radio technically good I knew that others hours and other dollars had been spent to improve its service to me as a listener. I knew that the same freedom that allowed it to emerge from the laboratories had allowed it to become the social force it is today. I knew, because I am a listener, that it is free to instruct and entertain because free men are its operators. I realized that American radio belongs to all the people, and knows no censorship but good taste and the public welfare. I had taken this for granted, but thinking made me know that it was planned by those who manage the American System of Broadcasting.

They have made radio a vital, constructive force in my life and in the lives of millions like me. And it took the burned out light of my radio to make me realize who keeps the light of radio alive.

---

WSM
The Air Castle of the South
50,000 WATTS

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

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY INC., NASHVILLE, TENNESSEE
Walker Advocates More Power To Control Rates for Wires


SPECFIC recommendation that the Communications Act of 1934 be amended to prohibit "discriminating" in charges for telephone lines used in chain broadcasting or incidental broadcast uses, was made in the proposed report on the A. T. & T. investigation transmitted to Congress April 1 by the FCC. The report, over the signature of Commissioner Paul A. Walker, was in the nature of a preliminary document to the Congressional committees rather than a final draft approved by the FCC members.

The ponderous document, which followed a three-year $1,600,000 investigation, proposed that the Bell System would be given a 25% rate reduction as desirable throughout the Bell System. Specific portions of the report were devoted to broadcasting with particular emphasis on long lines for network hookups and incidental connections.

Monopoly on Lines

Commissioner Walker concluded the Bell System has a virtual monopoly in the furnishing of wire facilities to broadcasting stations and chains.

Although there is much controversy over the general recommendations of the proposed report regarding more stringent regulation of A. T. & T., reaction in official circles was that the public recommendation relating to broadcasting will find its way into the final FCC report when submitted, since it appears to be no serious dispute.

Both the Senate and House Interstate Commerce Committees, to which the proposed report was submitted, were regarded as being in no particular haste to act, apparently waiting for the final FCC report which might be completed before Congress adjourns. It was agreed there was little possibility of action at this session.

After reciting the history of A. T. & T. participation in broadcasting activities beginning with the advent of the regular broadcasting in the early 20's, the proposed report recounted specific complaints against A. T. & T. in connection with telephone wire service.

It recommended amendments to the Communications Act, the report on this subject said:

Section 202(b) of the Communications Act of 1934 prohibits discrimination and preferences by common carriers in charges for, or services in connection with the use of wire in chain broadcasting or incidental to radio communications of any kind. It does not prohibit such discrimination or preferences in connection with wire facilities used in connection with the manufacture or sale of transmitting apparatus. Through Western Electric, it also has engaged in the manufacture and sale of transmitting apparatus. At a radio conference in 1928, a program for licensing broadcasting stations has been discussed under which such stations might obtain Bell wire facilities.

Interconnected Circuits

This program was formulated in November, 1928; it was added, but procurement of the license did not entail the furnishing of wire facilities since facilities might not be available or the restrictions placed on furnishing wire telephony as an adjunct to radio broadcasting "might prevent the furnishing of facilities." This license policy was modified until in 1926 the broadcasting activities of the so-called "radio group" and Bell System were contested in settling disputes arising under the 1920 cross-license agreement. In May, 1926, WEA was sold by A. T. & T. to RCA for $1,000,000, and the FCC, in its report of April 1, 1926, declared it, as the Bell System, retaining patent rights to engage in broadcasting, agreed to refrain from such activity but obtained exclusive patent rights to furnish wire services to broadcasters. Since 1926, it was added, this has been the Bell System's principal function in broadcasting. Through Western Electric, it also has engaged in the manufacture and sale of transmitting apparatus.

The conclusion of that phase of the Walker report relating to broadcasting follows in full text:

"By reason of the 1920 cross-license agreements between the American Telephone and Telegraph Company and others, the American Telephone and Telegraph Company (Westinghouse Electric & Manufacturing Company and others, forming the Radio Group), the Bell System asserted a patent monopoly to manufacture, use, lease, and sell broadcast equipment, and other wire facilities used in connection with radio broadcasting, subject to the Radio Group's right to erect and operate such facilities. The resultant rate intensive rights asserted by the Bell System were contested by the Radio Group.

The arbitration proceedings resulting therefrom showed that the Bell System Company rights were not as extensive as asserted by the Bell System. But the tentative determination was unsatisfactory to both groups. A new cross-license agreement, therefore, were executed between the American Telephone and Telegraph Company, formed by between the American Telephone and Telegraph Company, formed by the Radio Group, the Bell System received, among other grants, exclusive patent licenses under the patents of both parties to furnish wire facilities to the Radio Group subject to the Radio Group's extensions, and non-exclusive licenses to furnish broadcast equipment. The Radio Group, among other grants, received non-exclusive patent licenses under the patents of the Bell System, and sale and broadcast equipment licenses.

By complementary agreements, the American Telephone and Telegraph Company business to Radio Corporation of America, the American Telephone and Telegraph Company (Westinghouse Electric & Manufacturing Company and others, forming the Radio Group), and others.

These agreements and others specific to charges for, or services in connection with the broadcasting of any kind, it has been found necessary to regulate the necessity of strict regulation of the Bell System's use of wires in chain broadcasting or incidental to radio communications of any kind, in apparent, if this type of broadcasting may be expected to be found to the public interest. Regulation of this Act of 1934, as amended, prohibits discrimination as to charges with respect to facilities furnished for radio broadcasting (Sec. 202 (a), 47 U.S.C. 402 (b), which specifically relates to "charges for, or services in connection with the service more equitable and reasonable and removing provisions in its tariffs which are contrary to the requirements of competition in the field. Annual savings, it is estimated, by the Bell System will be approximately $800,000, or approximately 20 million dollars. The savings from this source for the Bell System is approximately $1,000,000.

The Bell System had obtained its monopoly position in this field prior to the enactment of the Communications Act of 1934. In view of the policies and practices that have been employed by the Bell System and federalized prior to regulation, the necessity of strict regulation of the Bell System's charges, practice, and regulations, as applied to the use of wires in chain broadcasting or incidental to radio communications of any kind, is apparent, if this type of broadcasting may be expected to be found to the public interest.

In view of the possibility that the Bell System might be used to secure an advantage over other broadcasting companies, an amendment was provided in Section 202 (d) (as with respect to broadcasting, and further that it is a condition of the Federal Communications Commission, discrimination practice in this type of broadcasting is prohibited. In the event of future discrimination of the Bell System, the FCC is empowered to impose a fine of $1,000,000. The inclusion in Section 202 (b) of discrimination practice is provided for is the establishment of WEAF in New York and WCAP (now WRC) in Washington, later known to the audience to the FCC as part of the agreement. Mention was also made of the practice of Bell companies in prohibiting interconnected radio facilities and non-Bell wire facilities used for broadcasting. At a radio conference in 1928, a program for licensing broadcasting stations under the A. T. & T. patents was discussed under which such stations might obtain Bell wire facilities.

In the course of the Commission's investigation of Bell System practices and policies, the FCC found that the Bell System had followed a policy of restricting the use of wire facilities in chain broadcasting or incidental to radio communications of any kind, and had the incidental to radio communications of any kind, and had the Commission in desiring to have any future discriminations in the use of wire facilities in chain broadcasting or incident to radio communications of any kind, has been modified.
PROGRESSIVE Advertisers realize that to be "Keyed To Sales" to our rich "Friendly Family" of 2,500,000 Italo-Americans there is only one way —

The Italian way!

ALSO do they know that with Italo-Americans, who constantly spend over a Billion Dollars annually, all kinds of American products of merit can be quickly popularized so as to become a permanent part of our "Friendly Family" that lives with us every day of the year!

BY outstanding results in the Italo-American Market does the Sales Echo of our many Successful Sponsors spread and grow louder and louder. To profit, tune in and tie up with this Sales Echo!

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS
Radio Gets Most Results Per Dollar, If Wisely Spent, Milligan Tells Club

THE proper kind of radio advertising has been getting the most results, per dollar spent, in the shortest possible time,” declared L. D. Milligan, vice-president and account executive with Blackett-Sample-Hummert, Chicago, before the Chicago Federation of Radio Club class April 7. He qualified his statement, however, by saying that the program which proves most profitable, in his experience, when backed up by adequate publicity, will be used to prove it.

In selling merchandise by radio, Mr. Milligan told the class that commercial spots should not sound as if a speech were being made. A second point of Mr. Milligan was: “Talk with the radio audience—not at them.” He went on to say that new advertising copywriters at Blackett-Sample-Hummert were always instructed to write their copy as if it were being spoken in a a general rule, he was not in favor of chain breaks and small-sized announcements in themselves but that they could do a good selling job when used as an auxiliary medium.

Small announcements could be used effectively, he said, since they were tied in with heavy promotional advertising in other fields and they were as interesting to radio dealers seeing that they “pushed” the product. He pointed out Spyr as an example of how this had been accomplished successfully.

Merchandising’s Place

Speaking of merchandising in connection with radio advertising, Mr. Milligan believed that it was particularly profitable for advertisers manufacturing lower-priced staples. “Merchandising is no good if the show is no good,” he said. He added that it was the advertiser’s salesmen who should spend time in selling and merchandising his product—not, advertising advertising.” Insofar as merchandising by the stations themselves is concerned, he believed it helped the advertiser and should be encouraged.

Archibald M. Crossley, president of Crossley Inc. and recently elected chairman of the public affairs committee of the American Marketing Association, was to address class April 14 on radio research, popularity of programs, methods of checking size of audience, and rigid code of ethics governing their policies because they realize the fact that the side with the best music has won at its point if time were sold for discussion of public issues. He cited the question of the desertion penalty for holding companies, with the utility companies ready to spend millions, to tell their side of the story. If the broadcast companies were organized and had enough money to make an equal presentation of the other side.

To Sell Spots

RECORDED spot announcements played in clients’ offices on various marketable advertising units have resulted in one campaign of 312 spots, according to WTMJ, Milwaukee. This is now considering live talent quarter-hour shows with selling of prospective clients built into the program. Jager Baking Co. signed for the 312 announcements and is using the radio to train its sales force and route men. Henry Saevke, WTMJ salesman, closed the deal.

WHOPPER—This 247-pound silver king tarpon was landed by H. Redick (right), manager of CPRB, Toronto, and president of the Canadian Association of Broadcasters, after a two-hour fight during a recent vacation at Tampico, Mexico.

FIRST AID STATION

Is Established by KOA at

Its Transmitter

EMERGENCY Red Cross first aid station has been established in the transmitter of KOA, Denver, located 12 miles east of the city on U. S. Highway 40. First aid instructor’s certificate has been issued by the Red Cross to J. Slusser, KOA transmitter engineer, and standard certificates to Engineers Roy Carrier and Russell Thompson.

In a special broadcast recently conducted by Clarence C. Milligan, KOA program director, Colorado’s Secretary of State George Saunders, and other dignitaries, commissioned KOA on the public service performed by establishing the Red Cross emergency station, said to be the first installation of its kind in a radio transmitter house.

PACA Convention

AGENDA of the 35th annual Pacific Advertising Clubs Assn. Convention, to be held in Los Angeles from June 26-30, will include 12 departmental meetings on various phases of advertising, according to Lou R. Koch, president of PACA. The departments will cover radio, sales management, advertising agencies, club management, outlook, direct mail, newspaper advertising, retail, activities of women, junior activities and public utility advertising.

Skel to Use Radio

SKOL Co, New York, has appointed J. Walter Thompson Co., New York, to direct advertising of its sun-glasses. Some months ago the agency was placed in charge of advertising of the company’s sun-glasses. Some months ago the agency was placed in charge of advertising of the company’s sun-glasses. Some months ago the agency was placed in charge of advertising of the company’s sun-glasses. Some months ago the agency was placed in charge of advertising of the company’s sun-glasses.
This map indicates approximately our Proved Primary Listening Area — minimum of audience territory.

21.4% OF ALL OUR TIME
Is Given To Cultural Broadcasting

Percentage Is Often Higher, Never Lower. We Have Been Doing It Nearly 16 Years. While Cost Is Great, It Has Won for Us Priceless Listener Confidence.

Radio station WHAS began regular broadcasting on July 16, 1922. In the first six years of operation the programs were entirely cultural, or educational. Then we accepted a few dignified and wholly experimental commercial announcements. No grave casualties resulted, so in May, 1929, we ventured further and issued our first commercial rate card.

Because returns to advertisers using our station have been satisfactory to them, our commercial business has steadily grown. But we're not porcine. We have poured earnings back into plant, equipment and payroll. And we have never failed (as the record will show) to deal fairly with the public.

Today our station allocates not less than 21.4% of all its time to the dissemination of Culture spelled without a $ mark. That is, for more than five hours out of each twenty-four hours we operate, we broadcast news, education, music, drama, health, farming, religion, and such, solely to please and edify our vast audience.

This cultural activity doesn't bring us a dime a year in revenue. In fact, it is probably the biggest item in keeping down our annual net to a modest return on investment. But we're not wailing. We figure it's really a small contribution to American civilization... perhaps a sort of thanksgiving offering for the privilege of being American. (Listening to the radio poison spewed into the ether overseas nightly, we get pretty soft about the good old U. S. A.)

Of course, it would be silly to pretend we derive no practical benefit from our cultural output. Indeed, it has done much to give us prestige... to establish listener confidence in our station that couldn't be bought with the War Debt.

50,000 WATTS... Nationally Cleared Channel... 820 Kc.... CBS Outlet

Station WHAS LOUISVILLE

Edward Petry & Company, National Representatives

Courier-Journal & Louisville Times Station

Broadcasting • Broadcast Advertising  April 15, 1938 • Page 31
Now-a Transcription

To measure TRANSCRIPTION SERVICE

AN IMPRESSIVE presentation of Standard Radio's TAILORED TRANSCRIPTION SERVICE has just been completed. Its unique contents include a YARDSTICK by which can be measured the true worth of ANY transcription service you may now have or are considering. This presentation is available in a limited edition to stations who are genuinely interested in getting the most for their transcription dollars.
Service that fits you!

-because it's tailored to your needs!

Standard Radio's TAILORED TRANSCRIPTION SERVICE is tailored to fit you at four vital points: Size of Service, Types of Music, Types of Talent and Costs.

Thus, you take your choice of 3, 12, 15, 17 or 20 hours per week. You choose the percentage of popular music and concert music you desire. You select the talent types which fit in with your other live talent sources. And you regulate your costs according to your pocketbook.

A guaranteed minimum of 100 new musical selections every month gives Standard Radio the clear leadership of the transcription field. Five different plans of service enable you to exercise your choice in both quantity and type of talent. One of these plans will fit you — save you money — and make it possible for you to answer in the affirmative that significant question:

"Are your Transcriptions up to Standard?"

Standard Radio

AMERICAN CITIES OBSERVING DAYLIGHT SAVING TIME

NEW YORK

Harrison Brookville Lynbrook Levittown Babylon

New York Farmingdale Elmont Flatbush Woodhaven

Staten Island New Richmond Huntington Huntington

Hicksville Islip Valley Stream

Cohoes Niskayuna Scotia

Troy Troy

ALABAMA

Birmingham Bessemer Florence

Baton Rouge New Orleans Mobile

Columbus Montgomery

TALLAHASSEE

Ft. Myers St. Petersburg

Sarasota Tampa

FLORIDA

Daylight saving time will be observed this year by many cities, the period generally extending from 2 a.m., April 24 to 2 a.m. Sept. 25. At the cities of cities, towns and villages in the State observe Daylight Saving in the time zone, as compiled from questionnaires by the Merchant's Association of New York, is presented on this page.

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"You Parallel TIME . . ."

"In my opinion BROADCASTING has transcended the function of a trade paper and as a mirror of the radio industry has come to parallel TIME in the general news field. Thanks again for your 'plus' service to this subscriber."

Fred H. Fidler  
Resident Manager  
J. Walter Thompson Co., St. Louis

"Nearly every time buyer and important Radio Advertiser regularly reads BROADCASTING"

"I've Read the Magazine Regularly..."

"BROADCASTING has been a fine influence in guiding the radio industry through its years of youthful development to its present position. Personally, BROADCASTING has been very important in keeping me abreast of industry development. I've read the magazine regularly since its inception."

N. H. Pumpian  
Media Director  
Henri, Hurst & McDonald, Chicago

"It's economical to tell your story in BROADCASTING **"

"A Great Help in Keeping Our Radio Department Posted . . . ." "Your publication is a great help in keeping our radio department posted, particularly regarding competitive conditions in buying spots. Keep up your good work."

Arthur Rosenberg  
President  
Arthur Rosenberg Co., New York
Shortwave Broadcast Band Is Widened
As Cairo Conference Comes to Close

WITH formal adjournment of the International Telecommunications Conference at Cairo, Egypt, April 8, practically all of the American delegates and accompanying representatives of private communications and broadcasting companies were either back in the United States or en route home. The chief of the American delegation, Senator Walter A. H. McNab, Republican of California, April 5 on the Queen Mary and was in his Washington office next day.

Sailing from Alexandria, Egypt, April 6 on the Excelsior, due in New York May 12, was Admiral C. C. Hooper, who had been placed in charge when Senator White departed, together with E. K. Jett, FCC chief engineer and a delegate, and most of the others who attended the Cairo parley. Left behind to clear up final details of American participation were Francis C. DeWoff, of the American Telephone and Telegraph Co., Lieut. Comdr. E. W. Webster, FCC engineer, and Gerald C. Gross, chief of the FCC International Section. They were scheduled to leave Alexandria April 16 on the Excelsior. Comdy. Joseph R. S. Smith, chief of the KDKA management, was to leave May 19 by air from Rio Janeiro.

Europe Using 1500-1600 Kc.

European countries, in order to make provision for more local broadcast services, agreed to the use of 1500-1600 kc. This was to be used on a shared basis with fixed and mobile services. Shortwave broadcast facilities of several countries, notably America, were allocated in accordance with the outline in the Articles of Agreement.

One of the most important accomplishments of the Cairo Conference was the success of the U. S. delegation in the major controversy over telegraph rates, in which its stand for the status quo prevailing in the British Empire was successfully defended by the United States. The agreement was considered very important. Senator White, means to make available to countries in the regular routine of prior resisting in case public relations demand of the International Telegraph Union.

Government Committee On Foreign Broadcasts Files Tentative Report

A TENTATIVE draft of the report of the Interdepartmental Committee on International Broadcasting was submitted to FCC Chairman Frank R. McNinch April 7 by a subcommittee headed by Dr. John Studebaker, Assistant Commissioner of Education. The proposed report probably will be considered at a meeting of executive officers of several Government departments, at a meeting planned within a fortnight.

Details of the report will not be divulged until its text has been understood, because the committee was appointed by President Roosevelt. The final report will not be submitted to the chief executive until April 8.

Shortwave broadcast bands will be made wider by the Cairo Conference.

International cooperation will be strengthened in the propagation of recent events.

Headquarters of the International Conference at Cairo was at the Egyptian Ministry of Post and Telecommunications.

Cover photo: The Cairo Conference makes provisions for 1500-1600 kc broadcasts.

AMERICAN OIL Co., Baltimore, for the third successive year, on May 14 will sponsor the Press Club's annual dinner dance. The event will be held at the Palace Olio, the new Red house at 150 New York Avenue. The dance will be presided over by the Press Club's new president, John A. S. Kirk, and will include a buffet lunch at the Press Club this year for the first time.

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
In this Corner --

"Kid" Diversity

...Who Has What It Takes To Go The Sales Route In The Milwaukee Market

Pittsburgh kisses the canvas quick when its "Steel Sleeper" fails to find the button. Detroit goes down in a heap when the old "Uncle Auto" slapper misses connections. Minneapolis stands or sprawls on its "Wheatfield Whistler." Bangor, Atlanta, Dallas, Des Moines, Seattle— all get woozy if they can't find an opening for their pet economic "persuader."

But Milwaukee, lad-ies and gents, is different... with a difference that advertisers like!

This market relies upon no single Sunday punch to win the fight for sales. It lashes out with an astonishing assortment of payroll lefts and rights that whittle resistance right down to toothpick points.

Ringsiders tell us that for variety and versatility of defense, Milwaukee has no equal anywhere! Thanks to a 46% dominance of miscellaneous industries, no one of which contributes more than 2% to the general purse, Milwaukee is solidly shielded against a knockout by any one strike or any one slump.

The remaining 54% of the guard, behind which Milwaukee protects itself, consists of nine major outputs—the largest of which accounts for only 10% of the factory dollars spent!

No market in the world is less affected by economic strife or recession. No other market has more of what it takes to weather worry or knock sales curves sky high. Milwaukee is always ripe with spendable money. Cash registers will continue to ring here long after they're silenced elsewhere. Nowhere can you find a market with a more dependable, more secure type of prevailing prosperity.

Consequently, Milwaukee is a champ market for marketeers—the safest place in America for continued advertising investment. Especially if the bid for business is made through The Greater Milwaukee Journal Station... WTMJ... Milwaukee's champ station!
THE TEXAS QUALITY NETWORK

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Network

EDWARD PETRY & COMPANY, INC
You can do it lots of places but you can’t do it in Texas.

Take the East, for instance—or certain midwestern sections where there is a high concentration of population in a restricted area: you can sometimes spotlight those markets with a combination of small stations. But it takes floodlights in Texas!

For Texas is so vast an area (265,896 square miles) in which live so many people (5,824,715) spread so evenly over the entire area (Dallas-Fort Worth-Houston and San Antonio account for only 16.3% of the population!) that you can’t cover it with any group of small stations.

It takes the four great NBC stations which form the Texas Quality Network. They are tops in their respective cities of course, but more important, they are tops throughout the wide reaches of the state. Their effective influence areas merge to floodlight the entire state—every radio home in Texas—and more.

The one effective, economical way to reach the Texas radio audience—and seven million people besides—is to put your program on TQN.

- **WFAA-WBAP**
  - DALLAS
  - FT. WORTH

- **KPRC**
  - HOUSTON

- **WOAI**
  - SAN ANTONIO

---

**Standard Market Data Brochure**

**— NATIONAL REPRESENTATIVES**
Beauty Time in Akron--A Utility's Saga

Indirect Approach Is Adopted to Sell Electricity to the Housewife

Heading each chapter of the book devoted to the different subjects such as hands, hair and skin, a full-page advertisement is used to emphasize the importance of electrical service, with the woman's quest for greater loveliness. For example, in discussing "over-weight" and "under-weight," there are presented many suggestions for increasing the weight as well as for reducing. Here Mr. Webber ties in the cheapness of electric service by saying "Ladies, if you had reduced in the last few years in proportion to the reductions that have been made in the cost of electric current, you would weigh less than half as much as you do now." Through the employment of similar ideographs every page becomes a balanced document pointing the way to greater freedom from time-consuming duties, pointing out more clearly than ever that the woman who does the work that electricity will do is working for less than one cent per hour.

Tie-Ins Galore

In analyzing the book it was interesting to note the clever manner in which Mr. Webber entered clear danger zones. Any book dealing with such subjects or recommending any treatment other than a certain formula is met with controversy and disension. However, only suggestions and treatments commonly advised and thoroughly endorsed by competent authorities were selected, thus the good-will of professional people such as beauticians and salons was maintained. Mr. Webber does not set himself up as an authority on beauty and certainly does not profess to be a medical curist. The application of the rules he has selected will encourage any mother or daught-
er who follows her own verve and patience. The thought of health and beauty as realizable achievements is so logically laid down and so firmly and consistently held that there is little doubt of the result.

The book having been developed, Mr. Webber used the newspaper and radio to complete the program. In order that a close check could be made, the program was promoted only in the Akron Division of Ohio Edison Company. Signing with the local broadcasting station on a three months' trial basis for fifteen programs, weekly except the last Sunday, the activity got underway early in April. By the first of June the program had met with so great a response that it was necessary to arrange for a second printing of the book and renew the radio contract.

The radio programs are presented by a young lady, Miss Ruth Richey, thus the title Ruth & Reddy. She discusses various topical topics of interest to the homemaker, including discussions from various chapters from the book, "Hints to Health, Beauty and Charm" with the announcer plugging the advantages of electric saving appliances in the homemaker's beauty program. This method of sales promotion offered an unlimited opportunity to tie-in and reap a new harvest with suggestions for Mother's Day, birthdays, holidays and similar occasions succeeding the month of June, Miss Richey made timely suggestions of electric appliances for wedding gifts, showers and anniversaries. The many types of subjects that are of interest to the homemaker such as fashions, recipes, home decoration and beauty hints tie-in harmoniously with all appliance advertising.

To create the good-will, Miss Richey was instructed to contact the leading department stores and departments. This was done by letter, telephone, and by personal visits. They were told first-hand that the program was designed to help them as much as it was the Edison Company and any special promotion such as style shows or beauty contests that a manufacturer set up on the Ruth & Reddy program would be done gladly.

Radio Contest Series

Several electrical manufacturers and distributors were also contacted and arrangements were made with each to give away an electric range. These were presented to the radio audience in the form of a contest and the contest for each range given away lasted thirty days. During this time, newspaper ads were released and a portion of each broadcast was used to stress the outstanding features of this particular make of range and instruct the listening audience to call at their nearest dealer handling this particular make of range. The homemaker was then asked to write a letter of not more than 300 words beginning with this heading, "I would like to have an electric range because..." The winner of each contest was introduced personally on the radio program and the manufacturer of the appliance...
TO THIS BILLION DOLLAR MARKET

The smoothest path to Southern New England's billion dollar market is also the surest—through the 50,000 Watts of Station WTIC. Ross Federal's survey shows that WTIC outranks its field in popularity to the tune of 60% of the families in the Hartford area compared to 24% who listen to the number-two station at any given time.

As for WTIC's popularity with advertisers—based on its record as a business builder, consider this impressive record of Southern New England's number-one station—

F I R S T

In Number of Network Advertisers

In Number of National Spot Advertisers

In Number of Local Advertisers

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

WTIC

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

50,000 WATTS
HARTFORD, CONN.

- Member NBC Red Network and Yankee Network
- James F. Clancy, Business Manager
- New York  Detroit  Chicago  San Francisco

April 15, 1938 • Page 41
FCC Again Upset by Federal Court

"Statements Are Not Correct,"

Says El Paso Case Ruling

CONSISTENT with its recent series of reversals of FCC actions, the U. S. Court of Appeals of the District of Columbia on April 7 handed the commission another judicial jolt by denying its petition for rehearing of the so-called KTSM case in which it had reversed a lower court's decision granting a new local station in El Paso, Tex., to Dorrance D. Rod- ericks, publisher of the El Paso Times.

Adopting the unusual procedure of handing down its decision, in this case, the court pointed specifically to the FCC, Loucks, counsel to the commission, as being in the wrong. The court said that the FCC ignored its own mandate laid down in another case decided last month.

The court said: "... These statements are not correct."

What is an Inference?

In detail, the court explained that, while it denied the commission's statements, but considered them with great care. It held that these were not entirely supported by the findings or in the evidence before the court. A closer look at the facts of the case reveals that the court, with meticulous care, sought to decide the inferences from the evidence in the case. In fact, the court, in its finding, pointed specifically to the FCC's decision that was not supported by the evidence in the case.

To the FCC contention that the court did not base its decision on the testimony of Mr. Doderick as to probable financial support available for the station, the court said: "... And still they come."

National improvements seem to attract more attention than any other sort of movement, and for this reason the "Children's Week" was treated rather kindly at WHK-WCLE. As a result the stations had also joined in the celebration of "Spanish War Veterans' Week," "Veterans of Foreign Wars Week," and "American Legion Week." Then the American Legion Auxiliary wanted to do something about that, just to keep things going. By that time station executives were waiting for a veteran of the American Legion to do the War of 1812 to celebrate his week.

The Bar Association approached the program directors of their nearest was for several periods to dedicate to the celebration of "Constitution Week." The idea received official O. K. When the scripts arrived, they mentioned the celebration and then talked about the celebration of the way the Constitution is being treated by the present Administration.

From law to meat is a easy stride in radio, so "National Meat Packers Week" required them to dramatize the slaughter of hogs and cattle, the dramatization to be done by one of the innumerable groups of Little Theatre actors and actresses, who spend all their time they are not pestering radio officials in thinking up plans to place before influential groups who might use them free on radio time.

These alleged Little Theatre Groups haunt any one who has the license to broadcast. There is one thing, they are seldom capable of anything but dramatization of the slaughter of cattle. If they are good, and secure a spot on the air of their own right, then all their competitors race to the station to demand equal facilities.

Youth must keep moving, so the City Council of Youth plans a celebra-
tion of one week's duration. They plot a march on the Na-
ton's capital, and want a short-
wave description of their depar-
ture. When the station refused, they used the phone.

The health situation of the na-
tion is emphasized, for the National Health and Social Security Board, the Commission on the Need for Health, and the U. S. Army have all agreed to lend a hand. The Board will send its program for the week to the stations.

"Time to Lay Eggs"

Children must live in houses, and houses are built on lots, so the Real Estate Board wants a weekly series of housing programs. They are generous in their demands, however, for they offer the station a transmitter site which was formerly the home of Jones estate, and is located in the same valley which offers a remarkable ground connection at the special price of $15 per acre instead of $15 which it is worth.

Until need for a new transmitter arises the engineers could go into the poultry raising business in celebration of "National Poultry Congress Week" which will be held in Cleveland in 1939, and is already asking for time to lay eggs on various programs which they think should originate in the studios of WHK-WCLE.

Give radio just one tiny week to prove that it can educate and en-
tertain, rather than just promote!

Watch Tower Hookup

WATCH TOWER Bible and Tract Society, Brooklyn, is arranging for the speaking of its head, Judge Ruth Glazier, to do a monthly broadcast on a special West Coast hook-up of 25 to 30 stations. The occasion for the broadcast is the con-
vening of the national convention of Jehovah's witnesses of the Northwest, to be held at the Civic Auditorium in Seattle. Aecor Agency, New York, is in charge.

VOTE GETTER — WOOD, Grand Rapids, Mich., stuck a microphone in the city hall tower on April 4, election day, to bring an hourly tolling of the giant bell. A message read at the time such as: "Thank you citizens of Grand Rapids, with the big city hall clock striking (blank) o'clock, and reminding you that you have just (blank) hours left to vote, today," As a result the vote was 26% higher than the usually accurate forecast of Jacob Van Wingen, who has been predicting the total vote with uncanny ac-
curacy this year.

Test of Copyright Act

VALIDITY of the Federal Copy-
right Act has been attacked by Groucho and Chico Marx, film actresses, in the case brought to the Federal Circuit Court, San Francisco, in which the brothers are asking a reversal of a lower court's decision that they were found guilty of "Groucho's" asserted use of a radio script.

The Hollywood Adventures of Mr. Dibble and Mrs. Dibble, written by Carroll and Garrett Graham in 1934, and used in a broadcast over KJL, Los Angeles, in Sept., 1936 [BROADCASTING, May 1, 1937].

Civil suit of the Grahams, filed in Los Angeles on Oct. 15, 1936, for asserted plagiarizing the script, was settled out of court early last year for a sum said to be in excess of $50,000. The Grahams originally asked $50,000. The Federal Grand Jury in Los Angeles on April 14, 1937, indicted the two Marx bro-

ASCAP Florida Ruling

A TEMPORARY injunction re-
straining the State of Florida from making effective its anti-ASCAP law, pending adjudication of ASCAP's petition for a permanent injunction, was granted April 4 by the three-Judge Federal District Court in New Orleans. The plea for the injunction was opposed by the State of Florida at a hearing in New Orleans March 3 before the court.

The court at the same time denied the State motion to dismiss the action, and ruled that it did not pass upon any of the matters relating to ASCAP operation in Florida. During the course of the argument but was a "nerve con-

June 15, 1938

BROADCASTING • Broadcast Advertising
Are you hitting or missing the West’s 3rd largest market?....

Accurate checks have proven conclusively that Inner California ... one of the most lucrative markets in the entire nation ... can not be covered adequately by San Francisco or Los Angeles radio stations.

Are the McClatchy Stations on your NBC network? Only these stations ... regular NBC Red & Blue Network outlets ... offer complete coverage of Inner California ... with 80% of the radio families in this rich trading area “regular McClatchy Station listeners”. Spot or network, day or night, this audience is competition proof!

The McClatchy stations owned and operated by the McClatchy Broadcasting Company ... affiliated with the Sacramento Bee, Fresno Bee and Modesto Bee ... provide an ideal set-up for “testing” because of their isolation and exclusive coverage.

Inner California ... it’s heart as far from San Francisco as Baltimore is from New York ... includes the key distributing centers of Sacramento, Fresno, Stockton and Bakersfield ... all four among the nation’s leaders in per capita retail sales. You must cover this market in order to “sell” California. You will miss it if you ignore its “home” network ... the popular McClatchy Stations!*

The McClatchy Broadcasting Company maintains a top rank merchandising service comparable to the best in the nation. Requests for all types of marketing information concerning the important Inner California trading area will be promptly answered by McClatchy Broadcasting Company, Sacramento.

For a complete coverage of all California use the California Radio System which includes the McClatchy Stations and popular station outlets in both San Francisco and Los Angeles.

McClatchy Broadcasting Company SACRAMENTO CALIFORNIA California Radio System

Broadcasting • Broadcast Advertising April 15, 1938 • Page 43
Higher Station Tax In Canada Sought
Fees of $10,000 a Year Named In Parliamentary Inquiry

By JAMES MONTAGNES
C A N A D I A N broadcasters are next in line to have their annual license fees increased, it was indicated by Mr. Brockington, CBC chairman, at the opening of the Standing Committee on Public Accounts, in Ottawa, on Monday. Mr. Brockington offered as a basis of the increase the fact that during the past year, the Canadian government, the Canadian commercial broadcasters each should pay an annual license fee of $10,000 to the CBC to do away with all need for commercial programs.

While Mr. Brockington did not agree that private broadcasters should pay an annual fee of $10,000, he said the time was long overdue when some stations making considerable profits should be called upon to pay more than $50 a year for use of the air. Set fees were revised to $2,500 a year April 1, against the former $2.

The CBC is also investigating the profits of existing private broadcasters with the idea of charging them higher license fees. Chairman Brockington said he had heard that some of the private stations, having written off all their physical liabilities, are making $100,000 a year, and he thought it was excellent that these stations should make such profits without contributing toward better radio for the sparsely settled areas.

A Probe Of Newscasts
Private broadcasters were told they have no vested rights in the air. There will be a reallocation of channels when the Havana agreement is completed, Mr. Brockington stated, and pointed out that the CBC does not recognize final and continued ownership of any channel.

Radio newscasts also came in for a probe by the committee when members asked the CBC general manager, Gladstone Murray, if the CBC had paid for newscasts similar to the Associated Press, had tried to keep them out of Canada. Mr. Murray replied that "there had been no attitude taken by the CAHC Press office to make the CP news so excellent that it would be only good policy for the CBC to give it preference. We do give it preference, but only on its merits." The CBC does not plan to ignore newscasts sponsored by newspapers as those sponsored by newspapers. Neither the Canadian Press nor the CBC desire to set up any monopoly in restraint of trade, he said.

Mr. Murray submitted to the committee that the CBC had cut out commercial rates to attract big United States advertisers. As a result, if private stations had been forbidden by the CBC to organize private-station national networks to carry United States commercial programs, how the previous Canadian Radio Broadcasting Commission had to deal with the situation of national private chains dependent upon United States advertising would be discovered. There is no evidence to have indicated any change from that policy.

Because the Parliamentary committee would not bear representa-

EDITOR, Broadcasting:

We may be a bit prejudiced, but we wish to break wide open the controversy on the question of which is the oldest radio program on the air. We understand that Cities Service claim this distinction. However, they give the date of the beginning of that program as December, 1927.

Sachs Quality Furniture claims the distinction of having the oldest commercial program on the air today. Specifically, this program was started Nov. 21, 1925, on WMCA. As you may know, it is now on WMCA 7 times a week, with half-hour visible audience programs on He chais evenings and Sunday afternoons; the other five are 15 minute periods. Today's program of the "Little Sachs" will be announced as the 4,407th.

FIRST — Whether Don Hastings, manager of KDB, San Jose 1525, was the first sideline interviewer may be disputed by a few hundred other pioneers, but at least he is the first person to file a tenth anniversary claim for street talking. He has originated the program Oct. 19, 1928 at WFCO Indianapolis, along with Bailey Fesler, now with RKO in Hollywood, and submits this photo with the label "taken during one of the popular sidewalk interviews". The microphone appears on the examination to belong to KFWB Hollywood, where he once announced.

Press Wireless Seeking Permit for Handling of Transoceanic Programs

MODIFICATION of licenses held by Press Wireless Inc., points to a bid for a half-hour press subsidiary handling press dispatches via shortwave, to permit handling of transoceanic radio dispatches, was asked by the corporation in hearings held before the FCC April 4. In this case the Press Wireless asked for modification to permit multiple address radio dispatches for press.

Fred Weber, general manager of Mutual Broadcasting System, testified April 5 that his network was using Press Wireless at present and was anxious to see the authority granted since it would permit free interchange of international broadcast programs at considerably cheaper rates. It was stated that Press Wireless rates were between 35 and 60% lower than those of other communication carriers.

Joseph Pierson, president and general manager of Press Wire- less, declared that his organization computed its rates on the basis of cost which included factors of power and time of transmission and not traffic and "a word that can't bear". Responding to questions by FCC counsel Bartlett, Mr. Pierson said he felt that program service via Press Wireless would be superior to shortwave broadcasts because the latter are listened to only by a small portion of the population, whereas the regular broadcast stations of foreign nations and of this country are listenable.

In advocating granting of the Press Wireless applications, Mr. Weber said his company was handicapped at present due to the high rates for programs via the existing radiotelephone services. He added that in all discussions that Mutual has had with foreign administrations for broadcast of foreign programs, these nations have requested reciprocal programs from them. The high costs of supplying such programs have seriously handicapped favorite station arrangements of programs for foreign sources, he said.

The examination by Frank Wozencraft, general attorney for RCA, Mr. Weber said that aside from cost Press Wireless had nothing to offer that could not be obtained from the existing radiotelephone carriers and denied any evidence, which a witness had given, that his company had never had any complaints from the service rendered by RCA Communications or A. T. & T.

Miss Shedlow at WHN

POLLY S HEDLOW, for six years conductor of the Polly the Shopper program, left KJZT, St. Paul, on April 18 to inaugurate a half-hour daily shopping program over WHN, New York. To be broadcast 9-9:30 a.m., the Paddy Power show will include fashions, shopping hints, beauty talks and music, followed by a beauty talk by Miss Shedlow at KSTP.

KGO, Missoula, Mont., on April 6 was the site of a contest of the KGO "Daily F. It will increase its day power to 5,000 watts on 1560 kc.

www.americanradiohistory.com
America's foremost business execs, Hardly can wait from one issue to next!

Broadcasting's near 100% circulation, Will spread your story all over the nation.

Vol. 1, No. 5  
April 15, 1938

We'd better adjourn, Cadwallader! It's the new issue of BROADCASTING!

COMPARE Broadcasting's current advertiser and agency circulation with, say, a year ago. You'll be surprised at the big gain ... gratified by the increased radio-mindedness of America's leading advertisers. Today Broadcasting's 7200 circulation includes nearly 100% of the firms that count. Broadcasting makes them radio-minded; keeps them that way. That's its job! And that's why it will do the job for your station!
WHEN you pay for a fifteen-man orchestra, you expect to get 15 men! When you buy thirty minutes on the air, you expect to use 30 minutes. When your order calls for ten stations, you want 10—no less!

And when you buy transcriptions, you expect them to reproduce all of your program. Not two-thirds of a piano, or three-quarters of a violin. Not most of the music, but all of it!

You expect your transcriptions to deliver all the vocal beauty of your high-priced singer, all the tense drama of your actors, all the atmosphere of your sound effects, all the penetrating personality of your commercial announcer. You want your entertainment and your sales message to live in the ears and minds of your listeners.

There’s only one sure way to get “Living Sound” when you buy transcriptions. That is through WORLD’S Vertical-Cut Wide Range recording method. There’s nothing on the air
money’s worth in sound

to equal its beauty and realism. Let your own ears prove, in an audition at any World office or World-affiliated station, that Vertical-Cut recording and reproduction means your money’s worth in sound.

Over 120 leading advertisers specify WORLD’S Vertical-Cut method for their transcribed programs, involving more than 30,000 station hours a year — $10,000,000 in station time alone — testifying to the amazing quality of WORLD’S “Living Sound” recording.

WORLD BROADCASTING SYSTEM
Transcription Headquarters
ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
Clearing House

AS A GROUP broadcasters are becoming rather callous. After years of experience they can readily spot a time-chisel, a per inquiry offer, or skillfully-worded commercial disguised as a sustainer, in the middle of the morning's stack of mail—and send it sailing into the wastebasket.

The problem diminishes in industry-wide importance day by day as more worthy "prospects" after a few unsuccessful forays often return as legitimate business. But broadcasters are confronted with a much more serious problem in time demands made by governmental agencies. It would be unjust to characterize them as time "chisels", for that is not the intention. Yet the ever-increasing volume of demands for time from Federal agencies is causing concern in broadcasting ranks, not only because there aren't enough hours in the day to accommodate them, but because of the seeming introduction of a "pressure" element now and then.

The most recent instance is the National Air Mail Week campaign. The effort is described elsewhere in this issue. Quite inco- 

cently, Paul R. Younts, executive chairman of the campaign, has solicited all stations to cooperate by giving time, but lends a new twist to the request by proposing a competition among them. Logs would be kept by stations, and the top donor of time in each of three power categories would receive an award in the name of FCC Chairman McNinch.

To some broadcasters there seemed to be an element of compulsion in the campaign, which was not intended. The proposal that stations submit logs of their Air Mail Week broadcasts, was feared as a building up of a record that might be scrutinized by the radio authorities and possibly used against those who did not cooperate. When this was brought to the attention of Chairman McNinch and of Mr. Younts by Broadcasting, both quickly dis- 

claimed any such thought. Stations have been so advised.

This is only one of many efforts on the part of governmental agencies to seek contributions of time. It tends to illustrate the diffi- 
culties under which station operators labor. Stations cannot meet the public interest standard by broadcasting haphazardly without regard to program balance the constantly mounting volume of "requests" emanating from official Washington.

The current episode emphasizes the desir- 

ability of establishing a clearing house for government programs. Possibly a small board could be set up to coordinate radio material, and to confer with industry representatives before launching "campaigns." A top limit of time which would be asked by the entire Federal establishment could be determined, and definite standards could be established to in- sure acceptable script and programming.

We believe this should be done before the situation gets out of hand. Funds already appropriated for government studios, workshop projects and exploratory surveys might well be diverted to such a practical undertaking.

Transcriptions

WHENEVER a business or an idea takes hold and begins to thrive there are at once imitators. But in the broadcasting business, imitators are parasites who seek quick money by riding on the other fellow's momentum. They produce cheap imitations with all the surface appearances of the real product.

This has become true in the electrical trans- 

cription field to an alarming degree. It is already having an adverse effect on the other side of the microphone. Fly-by-night com- 

panies are peddling poor quality recordings to stations under the sham of studio-recorded productions. Many of these are slam-bang re-recordings, throwing transcription quality back to the pre-crystal set era.

It was only a few years ago that transcriptions carried the connotation "canned music". The regulatory authorities had placed rigid restrictions on them making mandatory their announcement before and after each rendition. They were stigmatized in the public eye. Then, due to pioneering work of old-line companies, fidelity was improved. Public acceptance fol- 

lowed. The FCC finally modified its regula- 

tions, giving recognition to electrical trans- 

scriptions made exclusively for broadcast pur- 

poses.

In the last two years spot broadcasting has come into its own because of high-quality transcriptions and the development of high- 

quality library services. A transcription con- 

notes a specially produced studio rendition recorded on wax, instead of transmission by telephone line to stations. It is an original broadcast performance. Only the distributing medium is different.

Thus, it is only because of the success of the transcription that the imitators have developed in droves. Broadcasters should beware of inferior recordings, lest there be a revival of the "canned music" crusade, and a deterioration of program quality that will turn the program curve downward after a steady march in the right direction.

There is another factor, too. A dubbed recording sold under the guise of a transcription made exclusively for broadcast purposes con- 

stitutes deception. It is a field into which the Federal Trade Commission has gone in other products. It might find it advisable to study the "transcription" field, too.

Let Well Enough

IN THESE days of business unrest, Uncle Sam's satellites, whether in Congress or in its various bureaus and commissions, ought to 

look with satisfaction upon the healthy state of the business of broadcasting. Elsewhere in this issue we publish 1937 profit figures of the major units of the industry, and also the reve- 

nue figures of the national networks for the first quarter of this year. We also publish the comments of one of our own observers based on a recent tour; he found the broadcasting business good generally, the broadcasters increasing their stature and prestige in their local communities, and the operators of stations engaged in a veritable building boom so far as studio and transmitter equipment are concerned.

All of this, providing employment for thou- 

sands at no direct cost to the American public, while at the same time everyone recognizes that programs are ever improving, should im- 

pel the authorities in Washington to encourage rather than discourage an industry which fur- 

nishes such substantial evidence of American initiative and enterprise. Longer licenses would be a step in the right direction.
EDNEY RIDGE

A VOICE for radio in Congress to offset the small but vociferous group who believe broadcasting whenever opportunity arises, has long been the desire if not the need of the broadcasting industry.

The next session of Congress, which convenes in 1939, may have such a spokesman. If Edney Ridge, general manager and part owner of WBIG, Greensboro, N. C., emerges victorious in the Democratic primaries in that State in June, a practical broadcaster who knows the business from the operating end will grace the halls of the lower House. The elections are not until November, but the Democratic nomination is tantamount to election in North Carolina.

In Major Edney Ridge, ex-soldier, ex-newspaperman (publisher as well as reporter) and practical broadcaster, the industry would have a champion meeting all the requirements which it would like to find in radio. Misinformation about the broadcasting industry spread through Congress by antagonistic groups has assumed amazing proportions. The events which have led to today’s opposition are against the industry have increased in frequency. There just hasn’t been any return fire.

Broadcasters know that these attacks, given additional color by anti-radio press groups and by the amusement trade press, can be answered logically, soundly and completely. In Major Edney Ridge they would achieve a voice in Congress who would be listened to because he has found them for himself in making the wheels go round at a broadcaster station since 1932.

Edney Ridge announced his candidacy last month for the seat to be vacated voluntarily by Rep. W. B. Umstead, he was the eighth Democrat to enter the race. But he is given more than an even chance of winning the nomination. His announcement of a “100% New Deal” platform won spontaneous support in his district. Even the newspapers which have been openly competitive with him in Greensboro, have taken to his candidacy singing his praises as “energetic, resourceful and enterprising”, and “independent in spirit, word and deed”.

Fifty years old, Major Ridge is a native of Greensboro, and the descendant of a family which for 150 years has lived in the State and which has sent soldier sons to every war in the Nation’s history. He had an early army service which in 1916 took him on the punitive Mexican expedition. He was in the regular Army service overseas for two years, achieving the rank of major and returning to enter newspaper and advertising work on the Greensboro Daily News. From 1927 to 1932 he was manager and part owner of the Greensboro Record. After its sale he became the operating head of WBIG. Last year he acquired an ownership interest in the station, CBS Greensboro, and has combined the various activities which has thrived under his direction.

Edney Ridge teamed up with radio because it felt it was a logical projection of the newspaper in a region where the radio press war was at white heat, he held that “radio is complementary to the newspaper, and there is no fight between the two”. Bringing his rich newspaper experience to radio, under his direction WBIG was developed from a state of virtual insolvency and community impotency to one of steadily growing influence and established leadership in civic affairs and program ethics.

Another of the Ridge radio tenets is that broadcasting stations are public servants and not merely quasi-public enterprises. From that conviction has sprung a thorough and highly-developed policy of cooperation with educational, civic and charitable organizations such as Greensboro and North Carolina.

Similary, definite program and advertising standards were established under the Ridge aegis long before such a trend became widespread in the industry.

In Major Ridge a outstanding quality is abounding energy. This is coupled with an audacious courage which friend and foe alike respect. The spirit of devotion in defense of his personal or business standards. Yet he is no troublemaker, for his disposition is sunny and his manner pleasant.

At 22, Edney Ridge enlisted in the Army and in two terms of enlistment fought his way through the ranks before he was commended numerous times by high officers of both the American and French armies for service in France and Italy. At the time Major Ridge sold his interest in the Greensboro Record and quit as its publisher, Chief Justice Stacy of North Carolina had made a public statement in which he cited his “real courage and indomitable will,” adding: “I have found him a man of steel and a loyal-hearted friend”.

In 1916, Edney Ridge married Miss Lorraine Procter of Durham, N. C. He is active in the Veterans of Foreign Wars and the American Legion, as well as in practically all civic and charitable enterprises. His primary hobby is his work.

PERSONAL NOTES

HUGH M. FELTIS, commercial manager of KOMO-KJR, Seattle, was away on the week of April 11 to show the stations’ films, recounting its activities and graphically depicting the Seattle market, to the Department of Commerce and U. S. Chamber of Commerce. He has been requested to come from Seattle until mid-May, spending most of his time in New York and Chicago contacting agencies.

WILLIAM S. FOLEY, CBS presi- dent, will head the committee for pro- business radio broadcasting companies and their employees for contributions to the $10,000,000 New York City campaign to make Greater New York Fund to supplement City’s private welfare and health agencies.

HERBERT PETTEY, associate di- rector of VHF, New York; W. B. HAMILL, general manager of WOL, Washington, and Herbert Bingham, Washington attorney and their respective wives, left April 7 for a vacation at Welaks, Fla., bass fishing camp. They plan to return April 24.

DOUG YOUNGBLOOD, former commercial manager of WBFL, Columbus, Ga., has been named general manager of WFOR, Battleground, Miss. Willard Joy, WBRL salesmen, has been promoted to commercial manager.

ARCHIE L. MADSEN, manager of KOIL, Utah, accompanied by Mrs. Madsen, was in Hollywood in early April on a combined business and honeymoon trip to Honolulu.

R. L. KELLEY, formerly of KIY, Glendale, Cal., has joined KFWB, Hollywood, as account executive.

L. M. TOWNSEND, executive of KJW, Los Angeles, has resigned.

RAY CANNON, who for eight years was a member of Tracy-Locke-Daw- iewicz, Inc., has joined the office of the commercial department of WPAF, that city, has been named commercial manager of KPTX, Paris, Tex.

A. J. KETCHUM Jr. has been transferred from the San Francisco to Hollywood CBS sales staff.

BROADCASTING • Broadcast Advertising

PERSONAL NOTES

M. F. WOODLING, manager of KYES, Merced, Cal., and formerly with KQV, San Jose, and KJBS, San Francisco, has resigned and will become manager of KWLX, new station at Longview, Wash. John W. Bigelow, former manager of KYES succeeds Woodling as manager.

GARDNER COWLES, head of the Town Broadcasting Co., which oper- ates KSO-KRNT, Des Moines, and a director of the Des Moines Register & Tribune, sailed on the Normandie March 31 with Mrs. Cowles for a Eu- ropean trip.

WOODY KLOSE has been promoted from program director to assistant manager of WTMV, E. St. Louis, Mo. Klose is giving six weekly lectures in radio advertising to classes at St. Louis Radio College of Advertising, that city.

HUGH M. SMITH, former commercial manager of WAML, Laurel, Miss., has been named commercial staff of KFRO, Longview, Tex., to han- dle regional accounts.

MISs HYL. KICZALES, general manager of WOVB-WNL, New York and WSEP, Philadelphia, was to sail on April 15 for an eight-day cruise to Bermuda and Havana accompani- ed by her niece.

BART BINGHAM, president and publisher of the Courier-Journal and Louisville Times, and operator of WJIE, New Orleans, has been named a director of the Harvard Alumni As- sociation. He is a 1928 graduate.

EDDYTH FERN MELOUSE, for- merly of KXAY, Cleveland, and afterward in the radio depart- ments of the Los Angeles Times and Honolulu Record, has joined WJEF, Hagerstown, Md., in charge of national sales.

R. J. STUART, executive director of KRVY, Knoxville, is giving four week- end bound after a two months’ visit to this country, visiting Los Angeles, Portland, Seattle, Chicago, San Francisco, inspecting leading radio stations in those cities and, formally of the Knoxville Journal, has joined the sales staff of WNOX, that city. Miss Dorothy West married W. B. Westerman, manager of WNOX, vending Joe Johnson, who has joined WCDP, Cincinnati, as secretary to J. C. Hearne, vice- president of Scripps-Howard Radio Inc.

LESLIE JOY, manager of KYL, Philadelphia, has been named in the radio committee of the New York World’s Fair.

RICHARD H. MASON, manager of WJG, Greensboro, has been named captain of the Red Cross Roll Call in Wake County.

NORMAN L. SCHWARTZ, former sales representative for KYOS, Mer- ced, Cal., resigned to join the sales staff of the new Modesto Shopping News.

EDMUND MEEHNER, general manager of the International Broadcast- ing Co., with headquarters in London, is at Harvard, New York.

H. W. HURKE, Sr., owner and operator of KFVD, Los Angeles, on April 7 started publishing a weekly eight-page tabloid newspaper, titled Light. KFVD is a sales management for sales manager of NBC, San Francisco, recently addressed the Sacramento Advertising Club.

FRED McPHerson, formerly publicity director at KRE, Berkeley, Cal., recently was named sales manager.

REN HOWELL, manager of RFKX, Santa Ana, has been named manager of the new KFXJ, San Francisco.

HARRIS R. ANGEL, new to radio, joined the sales staff of WHP, Ham- mond, Ind., in March.
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JIMMY McClain, formerly of WWOOF, San Antonio, has been named studio manager of KABC, that city, to succeed Charles Field. Field resigned. D. Hartigan, formerly of WOOP, Boston, has joined the KABC announcing staff. William K. Blanton has relinquished the announcing staff. John R. Alderman has resigned from the KABC staff to join the Lewis-Werner Adv. Agency, that city.

GUSTAV KLEMM, program director of WBBN, Baltimore, resigned in 1935, resigned April 14. He has not made known future plans.

HOWARD KEMPER, formerly of KRRM, Abilene, Tex., has become the announcing staff of KBST, Big Spring, Tex.

F. M. LEARNED, former program director, has been named assistant manager of WMFQ, Plattsburg, N. Y.

C. D. Lätti, former announcer at WHER, Cleveland, has left April 11 to work with Thomas Volota, also a new assistant to Mr. Lätti.

ROBERT HANSON, formerly of WBCQ, Akron, Ohio, has been named announcing staff of WJK-WCLE, Cleveland, to replace Robert F. Lee who plans to record a Fox Pop series in Europe.

AUSTEN CROOM-JOHNSON of the NBC production division, New York, has been appointed an assistant to Washington. He has been with the New York World Telegram, Milwaukee Journal, and St. Louis Post Dispatch.

JOSEPH OCHIOBI marked his 10th year as musical director of WOVR, New York.

PERCY WINNER, until recently director of the international division of NBC, has started a two-week series on the NBC New York, to answer listeners' questions on news events.

MISS ERDEAN MADALL and amateur sparrow sailed the circuit. She has been advising H. L. Worrall's broadcast office.

RALPH BURGIN, formerly of WJZ, Winston-Salem, N. C., has joined the announcing staff of WPTO, Richmond, N. C.

TED KIMBALL, program director of KDYL, Salt Lake City, recently married Miss Betty Daniels.

PAUL MASTERTON, KGER, Long Beach, Cal., announcer, is spending his spare time producing an old time western movie thriller. He is using both amateur camera equipment and actors.

VIRGINIA RACHLY has been appointed assistant to Emma Umphr, fashion editor of NBC. Miss Biekly was formerly secretary to Wane Randa, of the network, and is succeeded by William Bettis, who has been in NBC's International Division.

AL SIMON, publicity director of WNN, New York, has been a frequent guest at the ladies of Syracuse University in Montclair, N. J., on the "Pet of the Month" program.

AL JARVIS has been appointed program director of KNTR, Hollywood. Rudy Cornell, who formerly held that position with the duration of chief announcer, has been returned to general staff. Don Copeland has been made chief announcer.

MORRIS MOON has rejoined the announcing staff of WBGR, Knoxville.

JOHN DAVIES, announcer of WWWW, Pittsburgh, will marry Miss Elsie Poulton June 25.

VIRGINIA E. BURNETT, former assistant announcer at WOR, has rejoined the announcing staff of WOR.

PAULINE SWANSON, of the Tom Finzale office in Hollywood, has been named vice-president in charge of the West Coast office in Hollywood.

BETTY ROBERTS, conductor of the women's program What's Happening on WJZ, has moved to Williamsburg, Va., early in April to see the Rockefeller restoration of that colonial village and to gather data for talks to women's clubs. Miss Roberts also plans to go to Alaska with George Buchanan and his boys and girls on July 30.

LARRY TAYLOR has rejoined the artists department of KLLU, Philadelphia.

GLENN PARKER, former announcer of WIP, Philadelphia, has joined WHO, Des Moines.

GEORGE EARLE WILSON, former program director of KWTW-KGB, Springfield, Mo., has been promoted to program director. Mr. Wilson has been a network program director.

PAUL GALE, traffic manager of NBC, San Francisco, is in New York working on new operating practices.

JOHN B. HUGHES, Don Lee network news commentator in San Francisco, has addressed the wide convention of high school journalism students at the University of California. He spoke on "News Writing for Radio."

BILLY HOLMES, script writer at NBC, San Francisco, and previous to that radio editor of the Oakland Post, has been moved to the NBC newsmen's news city.

CAROLINE KING is presenting a home economics programming program from the NBC studios, San Francisco.

NELL CLEARY, former member of the NBC San Francisco publicity staff, has been serving on the network's Hollywood press bureau.

DICK WEBSTER has resigned as promotion manager of KHI, Los Angeles.

FRANK ANDERSON, KHEE, Los Angeles, announcer, has been made assistant to Milo Wesley, news director. Don Lee, who was a newscaster for several months, has returned to the position, taking Anderson's former position.

ROBERT ROGERS, Hollywood script writer, has been signed to a two-year contract for the CBS Joe Penner program. He is sponsored by R. B. Davis Co. (Cocomalt).

LEWIS PATTERSON has been made continuity editor of KHEE, Los Angeles, succeeding Noriey Granger. He has joined the announcing staff of KFAC, Los Angeles.

NORMAN G. GREEN, former Cali- men in charge of the Los Angeles Press Syndicate, has been named general manager of the NBC Hollywood page boys. Seward Spencer is his assistant.

LEANDER B. RYAN is now program director of KTXA, San Antonio, having resigned his KIF-KFKA, Los Angeles, appointment to take over the new assignment.

DON BECKER, former KHFZ, Kansas City, announcer, has joined the announcing staff of KXIB, Kansas City.

VERNE SAWYER, former manager of KMCO, Chicago, has been made a member of the Los Angeles public service department. He is also a member of the California State Highway Patrol.

FRANCES SCULLY, NBC Hollywood, fashion editor, has been made a member of the Los Angeles police department. She is also a member of the California State Highway Patrol.

CHARLES PULL, production manager and chief announcer of KBKB, Cal., has resigned to join the announcing staff of KABC, San Francisco.

KENNETH AITKEN, announcer-operator of KYR, Merced, Calif., has resigned to join the staff of WLW, Muscatine, Iowa.

TYS HERVEY and Russell Hirsch are now in the announcing staff of WNOX, Knoxville, Charlie B. Davis has joined the WNOX staff to handle radio promotion work.

GORDON SOULE has resigned as president of Trans-Electra Corp., New York, and activities of the firm will be headed by Forest J. Johnson, vice-president, until the board of directors selects a successor.

GEORGE E. BOES JR., formerly of WSCC, Charleston, S. C., has joined the staff of KABC, San Antonio. He is special events and sports announcer.

DON BECKER, production manager of Trans-Omnon's Broadcast & Television Corp., after several weeks in Hollywood, has returned to New York after continuing work on the Rider series. He will return to New York, complete the production of the Green Wave Co., three member talent and transmitted series. Warner Bros. Academy Theatre.

FRANK MCINTYRE, formerly of KBBY, Kansas City, and KBST, Big Spring, Tex., has joined the announcing staff of KROY, West, Tex.

CARLTON KELSEY, musical director of KJU, Los Angeles, resigned effective April 10.

JOHN DAVIS, announcer of WWWW, Pittsburgh, will marry Miss Elsie Poulton June 25.

HAPPY GREEN, of the continuity and production department of KMMO, Seattle, Wash., is the father of a baby girl born recently.

LOUIS HARTMAN, formerly of WTXA, Springfield, Ill., has joined the announcing staff of WMMO, Joliet, Ill.

JOE WHEELER has rejoined the announcing staff of WROL, Knoxville.

HARRIET V. EDWARDS, director of educational programs of KMOX, St. Louis, addressed the annual Lincoln Speech Association at Columbia, Mo., April 2, on "Radio's Widen the Horizons of the American Youth." HUGH CONWAY, another of WJSV, Washington, is the father of a baby boy born recently.

NORMAN NOYES has been appointed supervisor of the NBC Hollywood page boys. Seward Spencer is his assistant.

ERLAND B. RYAN is now program director of KTXA, San Antonio, having resigned his KIF-KFKA, Los Angeles, appointment to take over the new assignment.

DICK JOY, CBS Hollywood announcer, addressed the drama class of the University of Southern California, Los Angeles, on April 11. His topic was "Taking Anderson's former position.

LUE VICKERS, formerly of WDCN, Durham, N. C., has joined the announcing staff of WJSV, Washington.

LARRY NIXON, publicity director of WBBW, New York, is the author of Book and Magazine Publishing, will be published by Little, Brown & Co. in July.

OSCAR GOREN, who has been an announcer and record director of several programs at WPN, Philadelphia, for eight years, returned April 8 to take over similar duties at WEVD, New York.

GILBERT MARTY, former Cali- men in charge of the Los Angeles Press Syndicate, has rejoined the announcing staff of KWAM, Kansas City, effective April 10.

MILT HEIDRICH, formerly of the Chicago Tribune, has been appointed the publicity staff of WGN, that city, as assistant to Frank Schreiber and Jack Bennett.

PAULINE SWANSON, of the Tom Finzale office in Hollywood, has been named vice-president in charge of the West Coast office in Hollywood.

Tell me about the Blowout by Drum assignment mentioned in the text and its importance. The Blout by Drum assignment is a broadcast effect that involves the broadcasting of the sounds of a blowout during various types of events. It serves as a safety demonstration and is used to explain the effects of blowouts during different conditions. The assignment is important as it helps educate listeners on the potential dangers and consequences of blowouts in various situations. The specific examples mentioned include the announcement of a new series, the reopening of a radio station, and the introduction of a new program director.
Reverse Feedback Installed by NBC

REVERSE feedback, device to reduce tonal distortion caused by transmitting equipment, recently installed at NBC stations WJZ and WEAF, New York, and WTM, Cleveland, will be installed in all NBC managed and operated stations, according to O. E. Hanson, vice-president and chief engineer. A similar system is in operation at WABC, New York.

Mr. Hanson, explaining the device, said, "Reverse feedback is a mouthful phrase to describe a comparatively simple idea. The idea is to cancel a plus quantity with a minus quantity. We have applied this to transmitter harmonics."

"These false harmonics are inherent in vacuum tube circuits and radio transmitters. We may, for instance, deliver a perfectly pure tone to the transmitter, but if this energy is transmitted through great amplifying tubes it accumulates some harmonic distortion."

"In using reverse feedback at our two New York City stations, we take a small amount of energy as it leaves the transmitter, reverse it, and before it goes to the antenna. This energy, of course, carries with it the unwanted harmonics that distort the radio signal quality. Then we completely reverse the phase; as it turns up upside down, to so speak. Where there was a peak in the original energy wave, we create a corresponding dip. Then we bring this energy around to the point where the program is entering the transmitter and feed it into the circuit. The re-introduced harmonics, being negative in relation to those created in the transmitter equipment, cause almost complete cancellation of the latter."

"It is the combination of this new 'reverse feedback' with extensive overhauling of our transmitters that has reduced this annoying form of distortion to practically zero at the WEAF and WJZ transmitters."

Complete Coverage of the Pacific Coast by Don Lee Network

26 Primary Stations in The 26 Pacific Coast Markets

DON LEE PRIMARY AREA

DON LEE BROADCASTING SYSTEM

THE NATION'S GREATEST REGIONAL NETWORK

Represented by John Blair & Company

BROADCASTING - Broadcast Advertising

April 15, 1938 - Page 51
Ethridge Charts Future Setup of NAB

Response of Industry To New Structure Is Favorable

(Continued from page 11)

the industry exchequer and solidify industry interests. John J. Gillin Jr., manager for 19 years and a member, is chairman of this committee, and is devising the plan for the associate membership group.

At the board meeting April 30, it is expected appointments will be made to certain of the staff posts, such as labor relations, publication, legislation, engineering and research. Separate committees are expected to make recommendations to the executive committee of six, which meets two days in advance of the board sessions, and then the executive committee in turn, will pass along the recommendations to the board.

A special committee on the labor relations post, and also to handle future problems of the industry from the labor sphere, has been named by President Ethridge. It is headed by Samuel R. Rosenbaum, of WFIL, Philadelphia, who served as chairman during the latter days of the Independent Radio Network Affiliates' dealings with the American Federation of Musicians. Mr. Rosenbaum has made several trips to Washington to confer with NAB heads regarding his work and his cooperation has been highly praised by President Ethridge.

Serving with Mr. Rosenbaum on this committee is Mr. W. Morton Jr., president of WAVE, Louisville; Ralph R. Brunton, KJBS, San Francisco; Earl J. Glade, KSJ, Salt Lake City; Don S. Elias, WBNX, Asheville, N. C.; J. Harold Ryan, WSPD, Toledo, and Lloyd C. Cockey, WKSU, Rockford, Ill.

The legislative committee, of which John J. Kennedy, WCHS, Charleston, Va., is chairman, met with Messrs. Ethridge, Loucks and Spence on April 9 to survey the entire legislative field, both Federal and State, and to discuss policies. Other members of the committee present were Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president; T. C. Strickland, Music Publishers vice-president, and Luther Hill, vice-president of Iowa Broadcasting System.

Senate Hearings

Having been notified that hearings are contemplated at this session on the Chevez-McAdoo Bill for creation of a government-owned international broadcasting station at San Diego, Cal., to broadcast Pacific-American programs, the committee discussed plans in connection with industry opposition to the measure. Senator Bone (D-Wash.), chairman of the sub-committee to hear the measure, has been referred, informed Mr. Butcher that it is his plan to schedule hearings prior to adjournment, now expected by mid-May.

President Ethridge declared a survey of all pending legislation is being undertaken to ascertain the intent and effect of individual measures, and then to establish policy for the industry in connection with each measure. State legislation is not being overlooked, he said, since such bills may involve principles that might spread to other states unless they are properly handled in the first instance.

Discussing copyright, Mr. Ethridge said the executive committee has been particularly charged with the problem of labor relations, and a separate committee designated as in the past. The executive committee seeks to do three things in the immediate future, he said: (1) To support enactment of the Duffy Copyright Bill pending in the Senate for two years, with certain modifications which may tend to eliminate opposition to it; (2) to approach the networks in the hope of obtaining an agreement in principle on copyright in music (and other program material) at the source, with terms to be reached through negotiation; and (3) to confer with ASCAP as soon as possible in the light of the expiration of present-year contracts on music performance in 1940, and in the hope of arriving at an intelligent and reasonable solution of present difficulties in advance of contract expiration. In addition, the executive committee will contact the Department of Justice in connection with the long-pending anti-trust suit against ASCAP, in which the Government has threatened to drop.

In other fields, exploratory work is being undertaken, and will be made to dove-tail with the plan devised by Messrs. Ethridge and Loucks. The Joint Committee on Radio Research, comprising NAB, Association of National Advertisers and American Association of Advertising Agencies membership, which has been making little progress of late, will receive NAB attention in the immediate future. Mr. Loucks has been designated to carry forward on this project. The tower committee of a cooperative bureau to audit station coverage and audience reactions. He already has assigned Dr. Herman S. Hettinger, former NAB research director, as a member of the technical subcommittee, to serve for NAB.

Joint Radio Promotion

A meeting has been scheduled in New York April 19 with executives of the Radio Manufacturers Association to discuss preliminary aspects of a promotion plan for the industry. Mr. Bond Geddes, executive vice-president of RCA, will be present, along with representatives of the major networks, along with an NAB committee. The board already has agreed in principal to a proposal that 15 vertically-tuned stations be set aside for use of radio time, and a cooperative effort is being sought wherein stations will collaborate, since in such a scheme it is hoped to translate itself into increased audience, while set replacements make for a better-satisfied audience.

Meanwhile, Mr. Ethridge is planning a day-to-day business at NAB headquarters has been undertaken by Mr. Spence, who was retained by the board in an interim basis to serve with Messrs. Ethridge and Loucks. He is expected to continue in office until the permanent organization may be set up through selection of a paid president. Meanwhile, Mr. Ethridge, who is serving without pay while retaining his vice-presidency and general management of the Louisville Courier-Journal and Times and of WHAS. Search for this “outstanding figure” is being continued by the executive committee, and the prevalent thought is that this work will be ready to act in the fall—preparatory to the next annual membership meeting.

Mr. Spence on April 9 sent to the NAB on behalf of the accounting committee an analysis of the FCC questionnaire sent to all stations seeking financial data that is part of the chain-monopoly investigation. Because of the inquiries received by the committee and the NAB, Mr. Spence conferred with FCC Chief Accountant W. J. Norfleet and obtained the clarifying data.

Meanwhile Mr. Loucks is planning to attend district meetings of the NAB throughout the country. The first will be in Boston March 18, at the call of Robert Shepard, 3rd, district director. Others are contemplated among the 17 districts, with several of the districts regional areas, as well as the conferences held to hold joint meetings. Mr. Loucks will outline organization plans in every instance and seek to establish a system of coordinated operation between the districts and the national organization.

AYLESWORTH GETS COVETED POST

REALIZING an ambition in journalism, Merlin H. Aylesworth, first NBC president, became publisher of the New York World-Telegram April 4, moving up in the Scripps-Howard newspaper organization, with which he has been associated for the last year.

Succeeding Roy A. Huber, who returned to the general management of the Scripps-Howard Newspapers, Mr. Aylesworth remains on the board of Scripps-Howard Radio Inc. and will continue his contact on general operations of the broadcast stations operated by the newspaper chain. During last year, Mr. Aylesworth has devoted himself to development of national advertising for the newspaper chain as well as to radio. As a member of the general management, he acquainted himself with the newspaper publishing business and prepared himself for his new position.

Mr. Aylesworth was founder and first president of NBC in 1926. He was instrumental in developing broadcasting on a national basis. After ten years, he became president of RKO and reorganized its operations, at the same time continuing his supervisory direction of NBC. Always ambitious to enter the newspaper business, he joined Scripps-Howard as a director of that company. Prior to joining NBC, he was managing director of the National Electric Light Association and before that chairman of the Public Utilities Commission of Colorado.

NBC Station Sales Staff

Auditions Capital Shows TO FAMILIARIZE themselves with what they are selling, the NBC eastern division station sales staff, New York, went to Washington April 9 to audition 26 acts developed by WRC and WMAL. The idea, an innovation in station management tactics, may be extended to other NBC managed and operated stations, according to M. M. Boyd, sales manager, eastern division, NBC station sales.

The new WRC-WMAL offices in Washington were inspected, as well as the new WRC transmitter now operating on 1,000 watts, with 5,000 watt reserve. Members of the staff who made the trip in addition to Mr. Boyd were W. O. Tilden, station manager, Don Roberts, J. D. Van Ambuha and Walter Scott.

WMC and WREC Given Plaques for Flood Work

PLAQUES for meritorious service during the 1937 flood will be awarded April 21 to WMC and WREC, Memphis, by the local chapter of the U. S. Junior Chamber of Commerce. The two stations turned over their entire facilities to flood relief work during the crisis and WREC was on the air 512 continuous hours during which relief work and rescue activities were conducted. Red Cross funds solicited and information transmitted to state and local officials as well as Chamber of Commerce executives from nearby cities and States will participate in the ceremonies and the presentation to WREC will be broadcast on CBS.
By R. W. Byrne
Account Executive
Campbell-Ewald Co., San Francisco

"This is the 15th Marin-Dell Amateur Hour!"

With these words, Budda, conductor of the three-year-old program, began a recent Saturday's broadcast on KFRC, San Francisco. And behind the announcement lies the story of a phenomenal business growth in which radio advertising has played a vital part.

At the lowest point in the late depression, when long-established firms were struggling to keep their heads above water, a small group of courageous dairy farmers from Marin County, California, formed an organization and entered the milk distributing business. Incorporated under the name Marin Dairymen's Milk Co., Ltd., the firm began the marketing of Marin Dell dairy products through the Independent Stores in San Francisco.

Budda Is Born

Their resources were small but they were determined to progress. Slowly at first, with a limited personnel, the organization started its march forward under the leadership of Thomas Foster, general manager, and Michael Riordan, sales manager. They looked towards advertising longingly, but it seemed out of the question with their limited finances.

Then one day Foster and Riordan agreed the group had to increase its market to maintain steady progress. They knew the only way to do this was to advertise.

With their limited appropriation they had to choose their medium wisely, and they chose radio. They hired Dean Maddox, popular West Coast master of ceremonies, to stage an Amateur Hour, and the now famous Budda was born. Maddox's name is never mentioned with any reference to the program. It is always Budda.

That was three years ago and today Budda is still on the air and Marin-Dell is a leading brand of milk in San Francisco. General Manager Foster and Sales Manager Riordan are enthusiastic in their praise of radio and particularly Budda and his Amateur Hour as a business builder.

Marin-Dell's advertising appropriation has been increased in proportion to its sales, and practically every medium of advertising is now being used, but radio remains the primary medium, according to Mr. Riordan.

"It is my belief that radio advertising has done a thorough job in assisting us to reach our present top position in milk sales in San Francisco," he said. "However, I do think that Dean Maddox, the Budda of our program, has been particularly beneficial both to Marin-Dell and to radio advertising, by increasing public interest in the program over such a long period. Each week we are deluged with requests for tickets to see the broadcast and at the present time we are issuing tickets for the latter part of the summer.

"We think this is an enviable situation, having thousands of people waiting for tickets to receive our advertising messages in person, not content with hearing the program over the air. The amateur hour, heard each Saturday night at 8 is a no-script, unrehearsed, extemporaneous hour. All the talking, including commercial announcements, is ad lib and all the contestants are bona fide amateurs.

The records show 9,000 amateurs have asked to appear on the program and 250,000 letters have been sent by listeners.

Careful air-checks reveal that more than 500 other advertising firms have been mentioned on the show. The sponsors take the unique attitude they will not object to the mention of companies, products, individuals and organizations when such subjects come up as a matter of course in the process of interviewing so many people from so many walks of life.

Executives of Marin-Dell, determined that Budda shall not be hampered or the spontaneous trend of the show stymied, have permitted at least three contestants employed by rival milk dealers to appear on the show, giving a nice send-off to the competitive companies.

"We do not plan to rest on the laurels already accomplished," Mr. Riordan said. "We will keep going forward, expanding our market and our sales, and we firmly intend to continue our radio advertising to help us in this march of progress." The program, which has the highest ranking of any locally produced program in the San Francisco Bay area, is handled by the San Francisco office of the Campbell-Ewald Co.

PERMUTIT Co., New York (water-conditioning equipment), has started a weekly program of news comments by Bud Squires on WPRL, Syracuse. Agency is Compston Adv., New York.

BOSCO Co., New York (milk amplifier), sponsoring Rhyming Minstrel with Don Ross, baritone, on WOR, New York, since Jan. 5, on April 11 expanded the show to a Mutual network of three stations. WCAE will also carry the program starting April 26. Kenyon & Eckhardt is the agency.

Babson Says......

(Quote from report of March 14, 1938)

Be sure that the following states are included in any of your Spring advertising and sales campaigns:

NORTH DAKOTA

MONTANA

TO REACH THIS AUDIENCE

KFYR IS THE LOGICAL OUTLET

LET US TELL YOUR STORY

MEYER BROADCASTING CO.

BISMARCK • NORTH DAKOTA

Gene Furgason and Co.—National Representatives

Broadcasting • Broadcast Advertising

April 15, 1938 • Page 53
Lever Bros.
Roma Wine
Paxton
Longines-
Elmer
Bunk C.
Bermingham, Castleman
thru
Ryan, Lennen
(associates, Chicago.
thru
Products
-Tau),
thru
(Cal.
Zonite Products
-Dent Products
-Tobacco
&
Meadowland
(N.Y. &
Robert
direct.
&
Co.,
(wholesale groceries) 3 weeks
thru
A. Miller Agency, Oakland.
Daytona Beach, Fla.
Borg-Warner Co., Detroit (Norge
refrigerators), 6 weeks
thru
Cruger-Kesselt Co., Milwaukee.
WOR, Newark
Journal of Living Publications Corp.,
thru
Franklin Bruik Adv. Corp., N. Y.
WWWS, Pittsburgh
Finger-Deen, Williamsport, Pa. (latex
boothbrush), 3 daily
direct.
Daylight Saving Time
(Continued from page 34)

HOW THEY GREW—Radio and
Sen Kaney, assistant to the
vice-president of NBC's Central Divi-
son in Chicago. When Mr. Kaney
first got into radio 16 years ago as
a 18-year-old college student,
engineer, he sat in the studio and
kept an eye on the old tin can
microphone suspended from a
crossbar. The other picture of Mr.
Kaney was taken recently. He likes
to tell how he has made his
living for 16 years from radio
alone, and he predicts the next 16
years will see many more changes.
FLOOD WATERS—Of the Chehalis and Cowlitz rivers, aided by heavy rain, recently flooded approaches to the new studio and transmitter building of KELA, Centralia, Wash., forcing the staff headed by J. Elroy McCaw to use rowboats to enter and leave the building from Chehalis, only three miles away. Even Congressman Martin Smith of the Centralia-Chehalis district had to be ferried to and from the station when booked for a speech. Damage was negligible, the waters falling just an inch short of flooding the building's floors and reaching only a short way above the insulators. KELA went into operation last November as a full-time 500-watt station on 1440 kc.

Weiss Belittles Charge Made by Townsend Club CLAIM of Dr. Francis E. Townsend that he had been denied freedom of speech on the Don Lee Broadcasting System because a portion of his April 4 prepared Townsend Radio Club speech was deleted, was branded as "childish" by Lewis Allen Weiss, general manager of the network, in Los Angeles.

"One sentence which took a slap at President Roosevelt was deleted from Dr. Townsend's speech," Mr. Weiss said. "This deletion detracted nothing from the effectiveness of the broadcast. So far as an attack on the President is concerned, that is an implied restriction."

Townsend Radio Club program was a weekly quarter-hour feature on 12 California stations of the Don Lee network for several months, and was cancelled by the Prosperity Pub. Co., sponsors, following the misunderstanding. It was scheduled to switch to 7 California Radio System stations starting April 11, for 26 weeks, emanating from KFOX, Long Beach, Calif., the contract having been signed by Lisle Sheldon, Adv., Los Angeles agency, Prosperity Pub. Co. plans to add other California stations.

In this Studio

STUDIO A—WOWO-WGCL Fort Wayne, Ind. One of many stations where J-M Engineers have applied the perfect architectural background and, at the same time, assured interiors of lasting beauty.

Of course, modern studios must have perfect acoustics. But the decorative background is important. To combine the two successfully, leading broadcast engineers from coast to coast rely on J-M Acoustical Engineers.

Working with J-M Sound-Control Materials, these engineers apply the acoustical treatment that assures perfect high-fidelity reproduction. The adaptability of these materials permits unlimited decorative possibilities. The result—studios whose improved appearance and program quality are important assets to the station.

No station need remain obsolete, either acoustically or in appearance. A J-M Engineer will be glad to work out your sound-control problems ... and show you how you can secure the decorative treatment that appeals most to you. For full details, write J-M Acoustical Engineers, 32 East 40th Street, New York, N.Y.

Beauty Time

(Continued from Page 40) In this studio innovative manufacturers presented the range to the winner. The effects of this constant day by day advertising were soon noticed by the local dealers. Through their cooperation it was possible to check the dealer merchandising value of the book. Dealers were given opportunities to secure quantities of the book for distribution and announcements were made on the program suggesting a visit to these dealers for copies of "Health, Beauty and Charm." Some were skeptical of individual benefits since the name "Ohio Edison Company" appeared on the book cover, but when they learned that its distribution was increasing store traffic, sales and customer interest, the "doubters" came in person to secure their supply of books. The following tabulation shows the various channels through which the books were distributed:

Number of books given out at bill paying offices, 15,402; personal requests—telephone, mail, etc., 1,580; schools, 410; n of books used by salesmen, direct canvassing, etc., 471; requests from dealers, 15, 189; total for Akron division for period of six months, 54,958.

Some dealers stamped their name and address on the books so that customers would recall where they had received their books. Others also put additional advertising pamphlets in the envelope in which the beauty book was presented. Summing up the phases of Mr. Webber's program—the dealers, the electric customers, the radio salesmen, the schools and the stores—it has proved to be a far-reaching, interest-gaining sales activity and after all that is an advertising man's job.

Naturally, the prospect lists secured from hundreds of telephone, mail and personal contacts all contributed to the success and interest of the project. Similar programs based on the book have been introduced in the other divisions of the company and their favorite acceptance further proves to advertising men the possibilities of this trend toward interesting the women—our chief users of electric power and equipment in the home.

NBC Shifts Technicians

NBC has transferred three technical experts from New York to Hollywood to supervise construction of the network's new division headquarters now being erected in the latter city at Sunset Blvd. & Vine St. Robert S. Clay, engineer, in charge of electrical and mechanical installation, J. J. Arnone, technician, has charge of architectural details and construction and Edward Nolen will supervise installation of broadcasting equipment in the new unit building. They have established headquarters at the field office site of the new building and will remain until the structure is completed. The new NBC western division headquarters are to be ready by September.
DROPPED IN

OLDEST fans. In Chicago, the series for Co., WBBM, Dugout four April 11. The new show, aired from 1:15 p.m. five times weekly is written by Orin Tovrov and produced by Stuart Dawson. F & G will continue with Truman Bradley, commentator program, on WBBM at 9-45 to 10 a.m., six days weekly. H. W. Kastor & Sons Adv Co., Chicago, is agent.

NELSON BROS. Furniture Co., Chicago, has placed the accounts of its local South Side store and Peoria store with George H. Hartman Co., those of its local North Side and Milwaukee stores with Selvair Broadcasting System. Hartman Co. does not have the entire account as incorrectly stated in Broadcasting April 1. Nelson stores are sponsoring a number of baseball programs this season.

CHARLES GULDEN Inc., New York (mustard), on May 4 renews GULDEN Serenade on WJZ, New York, for four weeks. Program is heard Tuesday and Thursday evenings, through Chas. W. Hoyt Co., New York.

MORRIS PLAN BANK, sponsoring New, the Peck Diamond, on WQAF, New York, Tuesday evenings, on April 5 increased the length of the program from 10 minutes to a half-hour, Gotham Adm. Agency, New York, is in charge.

L. H. DRACHAMP & SON, Alhambra, Cal, (Canary-Vita bird food), which used radio last fall in a two-month campaign, on May 2 will start participation every other week in the Hoosier Protective League and Swallows Salad programs on KNX, Hollywood. Sponsor will participate in each program three weeks during its 13 weeks contract. Agency is Lockwood-Shackelford Co., Los Angeles.

PROCTER & GAMBLE Co., Cincinnatii (American Family soap), increased its radio advertising in the Chicago market by starting sponsorship of Manhattan Mother, new serial on WBBM, April 11. The new show, aired from 1:15 p.m. five times weekly is written by Orin Tovrov and produced by Stuart Dawson. F & G will continue with Truman Bradley, commentator program, on WBBM at 9-45 to 10 a.m., six days weekly. H. W. Kastor & Sons Adv Co., Chicago, is agent.

APECHE AFFECTS THE WHOLE SURFACE EQUALLY...

Probably everyone has tossed a pebble into a pool and watched the waves ripple out to the edges. Something similar happens when your advertising message goes out over the air from KWK. It affects the whole surface of the rich St. Louis trading area. So completely and effectively do we serve this territory, advertisers are often surprised by the large returns on their investment.

STOP WEAR Co., Los Angeles, which has not used radio in more than two years, is conducting a four weeks test campaign for Stop-Wear shoes liquid on KFI, that city, and KNX, Hollywood, using participation programs thrice weekly. Campaign started March 30 and sponsor is using Ann Warner's Chats With Her Neighbors on KFI and the KNX Eddie Allbright program. Newspapers, street car cards and dealer displays are also being utilized, Lord & Thomas, Los Angeles, has the account.

LIE H. MERRILL, recently was transferred from the Los Angeles office to become advertising manager of Golden State Co., San Francisco (dairy products), pioneer users of radio time.

7-UP BOTTLING Co., Dallas (soft drink), on April 13 started a weekly show titled Professor J. Q. on KRLD, that city, broadcast from a theatre.

COCKSHUTT P L O W Co., Brantford, Ont., has signed for a month's daily participation starting April 5 in Canadian Farm & Home Hour on CKKNX, Wingham, Ont. Alternate announcements are devoted to each of Cockshutt implements. Placed direct.

JAMES E. KNOX, vice-president and general manager of Charles R. Kien Gelatine Co., Johnstown, N.Y., was in Hollywood in early April on a combined business and pleasure trip.

Agency Appointments

SEARS, ROEBUCK & Co., California division, Los Angeles, has named Mavera Co. Inc., Los Angeles, to direct its advertising. Radio will be continued also in other media.

BUXA-COLA Co., New York (beverage), has appointed the Raymond Lee Organization, New York, to direct advertising. Radio may be used during the summer.
A Challenge to National Advertisers and their Agencies:

(According to "SALES MANAGEMENT" 1938 Survey of Buying Power)

Baltimore Area's Effective Buying Income is $651,239,000

but Actual Retail Sales in 1937--were only $387,438,000

therefore $263,801,000

"LONELY DOLLARS" in the Baltimore market are awaiting the right appeal!

The "right appeal" is up to you . . . but the right place for the appeal is WFBR, Baltimore's oldest and most popular radio station!

Vitalogy Regional

VITALOGY Assn., West Los Angeles, Cal. (home remedies) started weekly five-minute programs on the Oklahoma network April 13. If test is successful other stations will be used. The business is placed direct.

Gulf Oil Co.'s CBS show, Phil Baker, will leave the air June 26 to be replaced for the summer by a new program, not yet chosen. Agency is Young & Rubicam, New York.

Broadcasting • Broadcast Advertising

April 15, 1938 • Page 57
New idea for presentation of operettas is that used on WNYC, New York, for Gilbert & Sullivan programs. The series is live for straight dialog and uses transcriptions for the music. One act is presented each week. The program is fed to Inter-city and WLB-Lite stations. * * *

Help Wanted

CLASSIFIED section of the air is broadcast three times daily on WSAR, Fall River, Mass., under title of Buyers and Sellers Club. Apartments to let, houses for sale, help wanted and other classified items are aired under sponsorship of several local business men. So well liked that all sponsors are signing renewals, says WSAR.

Answers for Visitors

TO ACQUAINT San Franciscans with the details of local history so that they can answer all questions asked by visitors at the 1939 Exposition, KSPO, that city, has started Landmarks of Romance, a Saturday afternoon series directed by the Federal Theatre and produced under auspices of the local Junior Chamber of Commerce.

WWL NEW ORLEANS LOUISIANA'S MOST POWERFUL STATION
850 Kc. 10,000 WATTS affiliated C.B.S.

WWL

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Phone Fun

NEW radio game called Answers has started on CKLW, Windsor-Detroit, Friday evenings, under direction of Frank Burke. Listeners write out the word "answers", placing their telephone numbers under the seven letters. Announcements go, "If Lincoln freed the slaves and the first letter of your phone number is D, give yourself a check; if it's false that Babe Ruth is the greatest living football star and the second letter of your number is A, give yourself a check." First listener with a checkmark in one of the seven spaces calls the station, is declared winner of the evening. The local Well's Furniture Store is sponsor.

Council Meetings

CITY council meetings are recorded by WSPD, Toledo, for broadcast during the late afternoon when local citizens are at home. Recordings are made in the WSPD studios with a direct line to the council chambers. Local listeners are taking a real interest in city government, says WSPD.

In the Spring...

MEMBERS of the special events department of WJSV, Washington, are busy listening in on all conversations between boys and girls at dances, parties, over cocktails. Idea is to present a special broadcast of typical conversations to prove or disprove the old notion about spring and what happens when boy meets girl.

Answers

INFORMATION on any subject is supplied during Bureau of Information, a daily late afternoon program on WAAF, Chicago.

WABY's rich Capital District, prize merchandising area, is stepping up its buying pace for the usual profitable Spring, and there isn't a note of gloom in the whole prosperous zone. Your sales message, over its favorite station, will put you in tune, too, for can't-miss business.

In the Heart of "The State That Has Everything"

Harold E. Smith, General Manager

STATION WABY ALBANY, N.Y.

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BROADCASTING • Broadcast Advertising

Purely Programs

Flowers for Ladies

NEW SLANT on programs which carry salutes to prominent local women. This is that of KSL, Lake City, during its five weekly series titled The Bouquet of the Day. Sponsored by the local Auerbach Department Store. The program uses style chats and apparel news. A participating florist arranges a different floral display each day and a brief of the woman's achievement is announced. The woman selected is presented with the bouquet and asked to tune in while the program is on the air.

What Happened?

DIFFERENT slant on historical drama is that given during It May Have Happened, a weekly series on NBC-Blue Network. The half-hour programs feature historical dramas with a modern historical sketch. Each broadcast, complete in itself, deals with a peculiar historical situation in which the ending is not clearly recorded and two or more solutions are possible. Burr Cook wrote the series.

Old Classics

DRAMATIZATIONS of children's classics like "Treasure Island" have started on KMPC, Beverly Hills, Cal., under title of The Children's Theater with Arthur E. Sutton, KMPC program director, produces the show and Jerome L. Schwartz adapts the 'Parents' Association. And school officials are enthusiastic about the new series, says KMPC.

How Smart

JUST for fun, CKGB, Timmins, Ont., makes I. Q. tests of various fraternal and service organizations during its broadcasts at club meetings. Makes for good humor and gives the program a punch, says CKGB.

Who's Abnormal?

FOR those who want to know a little more about the psychological problems of every day life, WINS, New York, has started a series called Who's Abnormal, featuring talks by Dr. Daniel Harris.

MILKING—Contest at North Dakota Agricultural College was won by Miss Gladys Kelly, so Barney Lavin, commercial manager of WDAY, Fargo, challenged her to a private contest. Left to right, Cow, Lavin, Cow, Miss Kelly. She won by two squirts.

Stomach Appeal

COOKIES are given to all children who pack the auditorium studio of KELO, Sioux Falls, S. D., each Saturday afternoon to compete during The Cookie Jar. Seven boys and girls are chosen each week from the same grade in school to answer questions on current events, limericks, jokes and proverbs. A young woman announces the questions, a judge passes on them and if contestants can't answer any visitor is eligible to volunteer. If he answers correctly, he wins a guest prize, one of the 25 small prizes awarded during the show.

Overseas Highway

WHEN the new highway linking Miami and Key West was dedicated recently, WQAM, Miami, broadcast a 45-minute program of the Key West ceremonies which had been recorded in advance by Leslie Harris and Phil Kelleher of the WQAM special events department. The program was broadcast at the exact time of the ceremony and the transmissions were later presented to the city of Key West as a record of the event.

Battle of Words

NEW angle on dictionary programs is that on KGVO, Missoula, Mont., called The Word Boot. Included in the play-down are selections of synonyms, completion of sentences with proper verbs, phrasing in simple English verbose renditions of old sayings and adages. Winner of the weekly contest gets his choice of any book at a local bookshop.

Space Explored

TO GIVE the curiosity the ordinary man has about stars a semi-scientific basis, CBS has started a series called Exploring Space, produced by WPA in cooperation with the Hayden Planetarium and the Columbia U. department of education.

1st in Local Accounts in Chicago

JUGS

WABY

SPRING SONG

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JUGS
How They're Biting
FOR the sixth consecutive season, KQ In, Portland, Ore., broadcasts a Friday night Fishing Bulletin, telling week-end anglers the streams where "they are biting." Sponsored by a hardware firm, broadcasts are compiled from late reports of resort keepers and sporting goods dealers throughout Oregon and Washington. Excellent cooperation is obtained by mentioning names of those submitting reports in the respective areas.

* * *

Good Earth
WHEN spring came to Milwaukee the man with the hoe and the woman with the trailing arbustus tuned in Your Garden, Week by Week on WITI, that city. This service is conducted by Dr. Carl Schwendener, chairman of the city garden group. Broadcasts are Saturday afternoon so all gardeners may listen.

New Deck
LOCAL bridge fans couldn't figure out the new Royal deck of 65 cards so WQAR, Cleveland, suspended a Mike above a bridge table of experts and broadcast the descriptive comments of Ethel Hawes and Ben Levin of the WQAR staff handled the show.

EGG-EATERS—Thronged the studio auditorium of WNOX, Knoxville, the other night to see Robert Sauls, champion egg-eater, consume an even five dozen. Waitress Helen June Otto applauds the winner of a contest so popular that 2,000 persons were turned away.

For More Homes
KFRO, Longview, Tex., has started a Sunday evening series sponsored by dealers in materials for home building. The program is built around the Famous American Homes transcription series of the Federal Housing Administration and is designed to instruct local listeners on every phase of home building from the purchase of the lot to the completion of the house. "Let's Make Longview a City of Homes," is the slogan of KFRO.

Old Songs
MORE than 100 letters is the daily average mail pull of Try and Stump Us, a feature program on KFRC, San Francisco. Listeners try to think of a song that Ben Moss can't sing. So far, Moss has been able to sing 80% of the requests.

Timing and Punch
COLOR and pacing are given newscasts on WMFJ, Daytona Beach, Fla., by having three announcers handle the 15-minute periods. Titled Three Men on a Microphone, the newscasts feature Ed Sims, Ray Clancy and Roscoe Beach.

Radio and Schools
A plan to increase student listening interest has been devised by KZL, Denver, whereby high school students study radio at the KLZ studios during school hours. Selected pupils spend four hours each afternoon in various KLZ departments and are given a corresponding number of credit hours by school officials. Practical education with a wide appeal, says Howard Chamberlain, KLZ production manager.

DOVE-TAILING its new educational series with courses in government, and political science, studied in high local schools and colleges, CKLW, Detroit, has started School of the Air, Monday and Friday mornings. Methods of programming will be open forum, quizzes, guest talk and lectures in which local civic and business leaders will participate. Public safety, crime and other social problems will be discussed.

TWO studios with a direct wire to KFAC, Los Angeles, have been constructed at a cost of $15,000 on the campus of Los Angeles Junior College. Under the direction of G. Douglas Knight, instructor, students in radio helped plan and install all equipment.

NFJ announces that more than 100 high schools have entered the NBC-Scholastic Radio Competition for the best-known all high school student produced and planned broadcast, held jointly under auspices of NBC and Scholastic, a high school weekly. Contest will close April 30 and four victory microphones will be awarded.

DESIGNED for classroom listeners, KGER, Long Beach, Calif., has started a daily quarter-hour news summary called News for Students. The news is selected for its educational value and historical significance and the programs are well received by local educators, according to C. Merwin Hovnum, KGER manager.

WOWO-WGL, Ft. Wayne, Ind., recently helped raise a high school basketball scholarship fund of $2,000 by broadcasting a three-hour program featuring school talent. One hour consisted of a play-by-play of the final basketball game, the other two of bands and variety teams.

TITLED Discovering Our Schools, KHL, Los Angeles, has started a new series directed and presented by high school students.

Pacific Northwest Coverage Group
KFRO - Spokane
KGFY - Butte
KFPA - Helena
KRS - Seattle
KXL - Portland

Represented by GENE FURGAISON & CO.
THREE IN FLORIDA
SIGN WITH BLAIR

W. WALTER TISON, general manager of WFLA, Tampa, announced April 8 the appointment of John Blair & Company as exclusive national representative, effective April 15th. With John T. Hopkins III, manager of WJAX, Jacksonville, and Fred W. Barton, president of WQAM, Miami, previously announced the appointment of John Blair & Company, this will give the Blair organization representation of three dominant stations in the increasingly important Florida market. The three Florida stations and the Blair organization plan to work together on the development of uniform market presentations on the individual markets, and the State of Florida as a whole. Plans are also under way for the three stations to join together in a promotion campaign designed to sell Florida as a year around market.

The Blair company also represents Don Lee Broadcasting System, Inc., which covers the three Pacific Coast States. Its list of stations includes WWVA, Wheeling; WSPD, Toledo; WHLM, Columbus; WOW, Omaha; WGBI, Chippewa Falls, WI; and KDLY, Salt Lake City.

Max Wulfsong's news agency.

LEADS THE WAY
FIRST to open the NEW field in "Home" Facsimile broadcasting.
FIRST SYSTEM placed in actual operation by the MAJORITY of MAJOR facsimile broadcasting stations.
FIRST to PERFECTION automatic, fully visible, CONTINUOUS feed "HOME" recorders, requiring neither liquids nor carbon transfer sheets.
FIRST to develop an automatic selective soundtracking method which permits "HOME" facsimile recording in all AC or DC areas.

The FINCH laboratories are open to licensed broadcasters for demonstration, by appointment. Call Plaza 6-6570.

BROADCASTING • Broadcast Advertising

FINCH TELECOMMUNICATIONS LABORATORIES, INC. 37 West 43rd Street New York City

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Walker Asks More Power Over Wires
(Continued from page 28)

program transmission with privately-owned circuits or those of other companies, the report said this practice was continued without modification until later. It was then modified to permit the broadcaster to interconnect Bell local or exchange circuits, as distinguished from Bell long distance or interexchange facilities, with wire circuits of others.

"Prohibiting interconnections has been an effective means of preventing competition in the furnishing of wire facilities for broadcast purposes," the Walker report continued. Telegraph companies, the only competitors in this field, have in many instances been able to furnish satisfactory interexchange circuits but have been unable to provide the necessary local facilities. "Hence the policy has eliminated the use of telegraph circuits in those instances where it was necessary to obtain local Bell circuits."

Policy Prior to 1936

The report held that Bell System companies have generally assumed responsibility for quality of service and protection of Bell System financial interests and plant as reasons for the preparation and continuance of the interconnection policy. Prior to the change in 1936, Bell companies "generally declined to furnish circuits to broadcasting companies which contemplated making interconnections with circuits of others. Exceptions have been made for broadcasts of great public interest, and in cases where adverse public relations would result by denial of circuits."

Asserting that numerous exceptions to the policy prohibiting interconnection were revealed in the investigation, the Walker report said that, in general, exceptions were "tolerated or permitted" in the interest of "public relations". The report set forth a resume of two of these instances as illustrative of exceptions—a case involving Westinghouse stations WBB and WBZA, Boston-Springfield, and the so-called "Pennsylvania case" involving stations in that State which used Western Union circuits

between Philadelphia and New York City, for the old American Broadcasting System which was the forerunner of the present Inter-City Broadcasting System.

Discussing the present position of A. T. & T. in furnishing wire facilities, the report stated that the Bell System gross revenue from furnishing such facilities to broadcasters totaled approximately $5,500,000 during 1935. The Long Lines Department of A. T. & T. received $4,529,162 of the amount, of which $502,905 represented provates to the other Bell operating companies. These latter companies in addition to prorates received gross revenues of about $1,000,000. Western Union and Postal, which also lease circuits to broadcasters, derived revenues from this source during 1935 of $19,754 and $8,865 respectively.

As of March 31, 1938, Bell furnished NBC and CBS 4,949 and 17,217 circuit miles of radio channels respectively. In addition, it furnished to other stations not associated with these chains, "many hundred miles" of circuits. In contrast, Postal furnished 3,869 circuit miles of radio channels to broadcasters on Aug. 6, 1936, whereas Western Union was furnishing only a little more than 300 miles as of July 29, 1936.

WSAY, Rochester, N. Y., authorized last year as a 100-watt daytime outlet, goes to full time with 100 watts night and 250 watts day on 1210 kc. as a result of a recent FCC decision.

BROADCASTING • Broadcast Advertising

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Paley Asks Minimum Interference
(Continued from Page 15)

as steadily for another 10 years as it has during the past 10 under the stimulus of private competition and the growing realization on the part of the broadcaster of his public responsibility and his public opportunity, the authorities will in the end find deep satisfaction in having furthered another American triumph along traditionally democratic lines.

Getting at the Facts

The next thing I believe is that there should be consistent public effort to strengthen and encourage network broadcasting. The miracle of radio lies in networks. That will always be true unless you can achieve a geographically even distribution of talent and can arrange that every great event, every human drama throughout the world, can be played simultaneously in every man’s back yard. The greatest usefulness of radio lies in its ability to bring to all the nation the best entertainment, the most authoritative discourse and discussion, the swiftest first-hand participation in the drama of the world; and to do those things you must have networks. In saying this, I do not in any sense decry the local station and the usefulness with which it can serve its community. Both local stations and networks have contributed to the fact that 82% of the homes in America have radio receivers, a larger percentage than in any other country. Though it is true that stations with network service are listened to by vastly more people than those without it, we should not forget that even the smallest local stations very generally find striking opportunities of service in their own areas.

The FCC has just decided upon a full investigation of network broadcasting and the relationship of stations to networks. Because there has been so much talk of monopoly, I am glad they are about to get the facts, because I believe the facts will show that broadcasting would suffer very quickly if network operations were limited or harnessed.

There is no other way for the public to get the kind of radio broadcasting that dominates in America today. It is not physically possible and it is not feasible from a dollars and cents point of view. I can assure you that I can imagine no more intense competitive spirit than that which today drives the three sets of owners and management groups who operate the four existing nationwide networks.

Those who regard a local station as the primary purpose of broadcasting and cry monopoly because part of the time of the local station is used in giving network service and because network programs have the right of way, are taking a narrow local view. In my opinion, of the real contribution that network broadcasting makes to the public. There are a great many local stations not connected with any network and no network even begins to use all of the time of the stations affiliated with it or ever intends to.

Size of Networks

I turn now to a question frequently raised and thus far never settled. How many broadcasting stations should a network be allowed to own? Confusion on this point arises I believe from fear that we might use facilities for propagandizing to get the public to believe the same. I have gone further and said that I believe no broadcaster should be allowed to be a monopoly. So even if you are one of those who see a danger in a chain of newspapers, I believe you cannot logically draw the parallel. I do know that you will not find local station standards higher than network standards. I do know that a network like Columbia, which first brought competition in the field and which is today the largest single network in the world, should always have adequate country-wide facilities so that its programs can easily be heard in all parts of the country. And further, we should be able to control the network’s operation to a degree that makes them effective and responsible and economically sound.

Columbia at the present time is a network of 114 stations. Of these a great many are owned outright and lease one. All the others have voluntarily entered into contracts with us. If those a great many the insufficiently interested will ask around in any of the few communities in which we do own stations, I think you will find that we are more than welcome in the community.

So I think our own operating and economic problems should govern our acquisition of stations and that there should not be a false assumption that the public interest is being endangered or monopoly is threatening when now and then, we buy or lease one.

Prices for Stations

There is also a question as to the price that should be paid for stations. Some have argued that the FCC should try to regulate such prices. I believe the Commission itself is perplexed on this point both as to law and as to duty. Certainly there is no clear mandate in the law. The law charges the Commission with seeing that licenses operate in the public interest, convenience and necessity, but is silent on the question of sale prices. Naturally a decision on this point is of great importance to all broadcasters. I hope that the Commission will decide that it will not try to set up any regulations governing the price at which a radio station should be sold. The logic that the ordinary rules of business transactions should govern impresses me as the soundest public policy. We have ourselves been criticised because we paid a very large sum for a radio station in Los Angeles. The facts are that we needed better facilities there, we could not get them for less, and we bought at the best price we could negotiate. I think we could have been more justly criticised had we refused to spend the money to better the network.

Analogy of Newspapers

Frequently I draw my parallels from the newspapers. Would the public tolerate having some public agency fix the price at which newspapers could be sold with the purpose of keeping that price down? Would it be sound to say to a newspaper proprietor, Make all the money you can while you are at it, but no matter how prosperous a property you build up neither you nor your estate may ever sell it to advantage? I do not think so. I think you would interpose too much human intervention to milk that property in a hurry. And I do not believe any kind of regulation or legislation could be sharp enough and shrewd enough to prevent such milking. I believe the same is true of radio stations.

So long as buyer and seller know the terms of your license, I do not think it is a matter of public concern what Jones wants to pay for Brown’s station, any more than it is a matter of public concern what Jones wants to pay for Brown’s grocery store. And I believe it is
much more important for Radio Brown to want to build up a valuable property, associated with public trust and confidence and popular esteem, than it is for Grocery Store Brown. In thinking about this we must remember that the public pays nothing for radio service and therefore it is unaffected by the values established for radio stations.

There is one more vital aspect of broadcasting that I want to discuss.

A Longer License
As you probably know, broadcasters operate under a licensing system—a license of only six months duration. Every six months renewal applications are acted upon. Broadcasting is a creative business, and many of its aspects more an art than a business. It is as unfair and as unwise to license in this way as it would be to give men short-term licenses to publish newspapers, to write books or plays, or to make motion pictures. I feel quite sure that nobody really wants to keep broadcasting in a position where it might some day be faced with the necessity of pleasing those in power in order to continue to exist. I do not think it is wise for the American people to allow the whole broadcasting structure to continue to rest on such a weak foundation. I know that licenses running over a period of years would be in the interest of broadcasting; I very earnestly believe that such long-term licenses would be in the interest of the public. I have already stated that I think a broadcaster should have to agree to freedom of the press and to a nonpartisanship of the air, as a condition to getting a license at all. So I say, give him a license every six months? The education requires that he operate in the public convenience, interest and necessity. If after a full and open trial it is proved that he has not so operated, take the license away from him. This seems to me a stable, sensible, equitable plan of operation that harmonizes with our whole system of administrative affairs in this country. I propose this now because I believe in such a plan would lie ample public protection and at the same time it would put an end to the present sense of instability that is bad for all concerned.

The Public’s Interest
I have not touched upon even the highlights of a year’s work which involved more than 18,000 Columbia Broadcasting System programs covering virtually every phase of our national interests—entertainment both popular and classical, news and information, sports and education, religion, and a host of others. The planning, the thinking, and the combination of a small army of people went into the creative advances, the technical improvements, and the widened spheres of entertainment which we achieved during the year. We have in preparation a complete analysis of what we have been doing and we shall be glad to send it to any listeners who would like to have it.

I have devoted my entire annual report to discussing some of the public phases of broadcasting because it seems important that they be discussed at this time and I have made this report to you, the radio audience, because, as I said at the outset, these public phases of broadcasting do not concern broadcasters alone.

America’s great glory is freedom of the press, of speech, of assembly. None of these has been achieved accidentally or in a tampered idly. Today I believe it may fairly be said that freedom of broadcasting takes its place in important alongside them. That is why I think Americans generally should be actively interested.

Paley’s Speech on Federal Regulation Draws Favorable Comment From Press

NEWSPAPER editorial reaction to the April 5 speech of William S. Paley, CBS president, was generally favorable, with one press agreeing that Federal censorship of programs would endanger the basic freedom-of-speech requirement of democratic government.

The Washington (D. C.) Post, commenting on the address, criticized the FCC six-month license policy. “Since Washington’s primary concern with the radio is to devise a new license system, or order another, the Post said, “the FCC’s ‘six-month license’ seems an unnecessary frequent requirement. Each renewal brings the radio ager before a public official. The less the necessity for such meetings, the better democracy is functioning.”

The Post concluded its discussion of the censorship phase by saying, “I have already stated that I think a broadcaster should have to agree to freedom of the press and to a nonpartisanship of the air, as a condition to getting a license at all. So I say, give him a license every six months. The education requires that he operate in the public convenience, interest and necessity. If after a full and open trial it is proved that he has not so operated, take the license away from him. This seems to me a stable, sensible, equitable plan of operation that harmonizes with our whole system of administrative affairs in this country. I propose this now because I believe in such a plan would lie ample public protection and at the same time it would put an end to the present sense of instability that is bad for all concerned.”

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pointing out that radio amply demonstrated its eagerness to avoid bias during the recent political campaign. No censorship is required from the good-stand point, said the Post, because of the publicity with which listeners protest and sponsors apologize.

Gen. Johnson Comments

Gen. Hugh S. Johnson, newspaper syndicate writer, said the only justification for Federal regulation is the fear that broadcast stations interfere with each other if not regulated. “Perhaps the greatest single essential of democracy is free press and free speech,” Gen. Johnson wrote in his April 9 column.

“What more justification is there for the FCC, by any device or invention, to control what may be said on the air, than for the War Department, for example, to control what may be said on a street corner or in what is voiced in the editorial columns of a newspaper?”

“The FCC was an absolute necessity to assign the various wave lengths to particular stations to prevent the air from becoming a pandemonium of bad circulation and to make sure the public of orderly, receivable programs, on channels at least well enough defined to prevent intolerable chaos.

“About whether it has done that job impartially and well, that is a great deal of argument, but how can anybody successfully refute Mr. Paley’s argument that necessity for doing that does not confer any right or justification for censoring speech or programs.”

“Free speech and free press are properly restricted by the laws and remedies against lewdness, libel, fraud, scandal, indecency and immorality. These have served as well as liberty can permit them to serve in relation to both the written and spoken word. They serve equally well in relation to the broadcast word. The eternal, valid law which is the price of liberty, requires that no Federal bureau be permitted to sneak up on them by any such device as begins to decide whether what is spoken is ‘in the public interest, convenience or necessity.’

“Is there danger of that? Danger? A broadcasting license has already been threatened because the commission thought a particular program was not in the public interest, convenience or necessity.

“ ‘It is not in the public interest and it is not necessary for me (to write this piece). Suppose on such dictum the FCC could prevent its publication. A howl would go up from one end of this country to the other. But its argument seems to go the length of saying that commission at least has the power to do just that on the air.

“The danger of radio violating these FCC rules is more than sufficiently controlled by the licensing provisions, which are far too drastic and which I think have been arbitrarily used with too little good faith. But I believe there is a real danger to free speech in the general attitude and tremendous powers of this commission.”
Propaganda Poisons Europe’s Air
(Continued from page 20)

European states. This tremendous thing—the power of radio waves to pass all man-made boundaries, both physical and spiritual—was welcomed at first as a great new factor for peace. But soon after the setting-up of broadcasting systems in Europe it was found to be a new and incalculable element in the propagation of war. Indeed, the interception of radio waves was forbidden for some time after the World War; and this prohibition, dictated by fear, delayed the setting-up of radio services in the European area.

It must not be forgotten that this circumstance, as much as any, brought about the various measures of control which today give such an unsatisfactory picture of European broadcasting from the point of view of freedom. "Thus it soon happened," says A. E. Burrows, secretary-general of the International Broadcasting Union, "that most broadcasting organizations, certainly those in the highly complex and politically sensitive European area, found it necessary to ask for a previous submission of the manuscript from all invited to broadcast from their studios." As early as 1926 the International Broadcasting Union, which without legislative power of any kind has brought order into the European ether and maintained it without government aid for upwards of eight years, negotiated a gentlemen’s agreement to the effect that the member organizations would adopt all possible guarantees against transmissions which would harm the spirit of cooperation and good international understanding. Ever since then an important part of the Union's activities has been directed to the restriction of propaganda, hostile comment, and incitement of political unrest.

The first flagrant example of hostile broadcasting came in 1926 and, significantly enough, as the result of the minorities question created by the more well-meaning of the statesmen responsible for the Treaty of Versailles. As a result of the plebiscite in Upper Silesia, decided in favor of Poland, more than 200,000 Germans found themselves on the Polish side of the border, and their alleged treatment by the Poles became the subject of border strife. The powerful German transmitter at Breslau took a hand in the fight by broadcasting to the expatriated Germans, and the Poles were furious. The result was that at Geneva Polish and German statesman made faces at each other while fiery protests were aired. In the meantime German and Polish broadcasters, friendly comembers of the IBU, settled the matter by a regional agreement of nonaggression.


TOWER—Of WCKY, Cincinnati, one of two retired by a new and modern radiator, is shown on the way down as a high wind finished the job after its old vertical antenna had been used to cut the bases. The two 230-foot towers were replaced by a vertical antenna 250 feet high for WCKY's 10,000-watt signal.

How Radio Is Utilized
In Race for Power

This agreement has worked, as between Germany and Poland, to that day; and for years only minor infractions of the earlier gentlemen’s agreement occurred, to be adjudicated by the IBU. Then in 1933 the Nazis came to power in Germany, and within a short time there started a radio war.

It illuminated in lurid colors what hostile broadcasting really meant, how it could precipitate a national tragedy in a neighboring country.

The lesson was taken to heart—if not by Germany, then by others. Austria, unable to come to terms with her most powerful neighbor, concluded a radio nonaggression pact on the Polish model with Czechoslovakia. And in far-away South America, six countries concluded agreements to the same effect. Broadcasting had gained recognition as a breeder of war.

This recognition was in fact already being accorded in more sinister ways. It started a race for power in the ether. At the beginning, when it was just a question of frontier stations, the Union exerted its influence for the reduction of power; the new power competition concerned not merely single frontiers but the whole of Europe, for distance was no longer a serious handicap in the high-power era that had begun to dawn.

In 1930 the 238 stations of Europe developed an aggregate power of 1813.9 kilowatts; in 1937 there were 336 medium and longwave stations alone with an aggregate power of 7290.8 kilowatts. The average power of the single station had nearly trebled in the intervening space of time.

Overwhelmingly the greater part of this increase is accounted for by highpowered and superpowered stations, such as would be neither permitted nor practicable in the United States. This development is sensational when one realises that in 1930 the 100-kilowatt station was unknown. Then, after the
construction of the 120-kilowatt stations at Warsaw and Prague in 1931 (presumably in answer to the previous erection of high-power stations in Russia), the race began. Stations went up to 100, to 150, even to 150 kilowatts all over Europe, and Russia, to top everything, built Europe's most powerful station at Moscow, developing 500 kilowatts. The following table will show more clearly what has happened within the short space of five years—years which coincide with the recrudescence of aggressive nationalism and the greatest armaments race in history.

<table>
<thead>
<tr>
<th>Stations of</th>
<th>1932-1937</th>
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<tbody>
<tr>
<td>20-29 kw.</td>
<td>9</td>
</tr>
<tr>
<td>30-39 kw.</td>
<td>7</td>
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<tr>
<td>40-49 kw.</td>
<td>1</td>
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<tr>
<td>50-59 kw.</td>
<td>9</td>
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<tr>
<td>60-69 kw.</td>
<td>9</td>
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<tr>
<td>70-80 kw.</td>
<td>1</td>
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<tr>
<td>100-119 kw.</td>
<td>5</td>
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<tr>
<td>120-149 kw.</td>
<td>2</td>
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<tr>
<td>150-189 kw.</td>
<td>0</td>
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<tr>
<td>200-300 kw.</td>
<td>0</td>
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</tbody>
</table>

Total high-power stations 37 116

The great propaganda machine was nearing completion; the voice of the modern 'Tower of Babel', with...
at any desired section of the globe, thereby increasing audibility in that region. Thus it came to be used for transoceanic communications.

As the abstruse science of shortwave transmission can be best termed (adaptability of certain waves to light or darkness, seasonal cycles of energy, activity, etc.), broadcasters began to exploit the new domain in hitherto unused waves. In 1930 only three shortwave transmitters were used for broadcasting in Europe; today there are over 40 sizable ones, and more are being built. Shortwaves require proportionately less power to project than longer waves. A 2-kilowatt transmitter in Adis Ababa carried the Negus’s voice to America, over 7,000 miles away. Yet many shortwave transmitters now in use are of the order of 40 and 50 kilowatts; others now being built will go up to 100 kilowatts and probably more.

The value of this method of long-distance transmission in creating a new link between parts of a far-flung community like the British Empire is obvious. Great Britain therefore built the first. The British Empire station at Daventry, with its six transmitters, reaches virtually every British dominion and possession with a carefully timed cycle of transmissions. But for Germans, whose ‘empire’ is of different nature, were not far behind. Prior to the Olympic Games of 1936 they increased their small but very efficient shortwave station at Zeessen to comprise eight powerful transmitters—two more than the British—thus making it the largest and most potent propaganda machine in the world. By this time the games were over, this giant station, by virtue of highly intelligent engineering and very astute publicity technique, had become the most terrifying face of the spread of political doctrine that the world has ever seen.

What Italy and Germany Do With Shortwave

Having no colonial territories, the policy of the German shortwave service is, first, to reach ‘colonies’ of overseas Germans wherever they may be, making them conscious of their ties to the Fatherland, and preach to them the Nazi philosophy of national greatness; secondly, to promote good will and create German markets in competition with other exporting countries; thirdly, to convince the rest of the world of German greatness and the justice of German aspirations. This is being done consistently in six languages—and more, as required.

But Germany, estranged with tremendous thoroughness, broadcasts being aimed with great accuracy and efficiency at definite communities to be cultivated. Gency, Americans in the United States are showered with brotherly love from ‘home’; the South Africans, in their afrikaans language, are mollified by German colonial claims; the South Americans, in Spanish and Portuguese, learn to revere Germanmusic and incidentally German machines; and so on. Nobody is forgotten. A series of broadcasts aimed at Tasmania—opening with ‘Hello, Tasmania, beautiful Apple Isle’—is but one example of this new ‘spot’ propaganda.

Germany, not far behind the big brother in this field. The shortwave station at Prato Smeraldi, always one of the best-functioning in Europe, is, according to official announcement, largely supplemented by two shortwave transmitters of 100 kilowatts each and three of 50 kilowatts each, besides an ultrashortwave at Monte Mario. This will carry the Italian ‘empire’ station far beyond its British prototype, although the Duce still considers his empire in its infancy.

The use to which these transmitters will be put is not in doubt. Even now the Rome transmitters emit a fairly steady stream of Fascist propaganda, mostly in the guise of news, history lessons, broadcasts regarding the March of Italian civilization in Africa and elsewhere. During 1937 the Italian shortwave station was broadcasting regularly in Italian, English, Spanish, Portuguese, Arabic, Chinese, Japanese, and Hindustani. As a result, the British felt themselves politically menaced in the Mediterranean, in India, in the Near and Far East, and along their trade routes everywhere, and soon announced their policy of worldwide broadcasting in six foreign languages. For this purpose additional powerful shortwave stations have been authorized, a step which is bound to be answered by further increases in Germany, and so on.

Other countries with colonial empires—the Dutch, the French, the Belgians, and the Portuguese—are all using shortwave broadcasting to provide their colonists and natives with news and entertainment. None of these cases does there seem to be a determined effort at propaganda outside the legitimate scope. But France, which already broadcasts a cultural program to the United States, soon ordered the construction of a 100-kilowatt shortwave station at Pointe-à-Pitre. The first to enter the shortwave field is Czechoslovakia, with its excellent station at Policebrady (35 kilowatts), which at last accounts was broadcasting in Czech, Slovak, and—for the United States—in English.

Propaganda Dominates
In the War of Words

When we give all this activity its right name, we must not forget that advertising in the nationalist countries of Europe, is regarded as an entirely praiseworthy endeavor. Even the region as a whole, which is subsidizing radio, with the leading European languages in its shortwave transmissions) attacks Germany, Germany retaliation; all accuse each other when giving ‘information’ about Spain. The air is filled with reiterations of this sort.

The only nonnationalist shortwave transmitters of any importance, at the present writing, are those of the Vatican, which is nevertheless ideological, and of Prang-Gen. Switzerland, which for broadcasting purposes is leased to the League of Nations. This, the
only neutral shortwave outlet in Europe, is available for program traffic to any foreign broadcaster who wishes to hire it and submit to the rules (due notice and submission of manuscript if required); and it has been largely used on this basis by the American radio chains.

The League itself has made a practice of broadcasting bulletins of its own activities in the principal languages at least once a week for some time. During the League Assembly of 1937 daily transmissions were broadcast for the first time, and parts of the actual speeches were interpolated, either directly or by the recording method, to add program value. A broadcasting expert, lent by the BBC, was attached to the staff, and the new broadcasting budget provides for an increased service.

No attempt was made, however, to broadcast League propaganda, or in any way to counter the propaganda of anti-League countries; in other words, international democracy is even less vigorous than the national democratic governments in defense of its principles in the air.

Apart from these mild, academic effusions the earth's ether is suffused with political venom, projected with ever-increasing efficiency by those countries which profess anti-democratic creeds. The dictator countries have, roughly, preempted 30 out of the 94 effective shortwave frequencies now operated for broadcasting, with an aggregate of 1,033,000 watts out of the available 1,484,000 watts of short-wave power in the world (1938). In assaying the opposing forces in this 'war of words', and comparing the effectiveness of the authoritarian stenors with the democratic ones, it must also be remembered that the advantages of initiative and unscrupulousness are on the side of the former. It is not likely that any of the Fascist dictatorships will sign or ratify the 'moral disarmament' pact. Their mouths—as well as their hands—are therefore free.

Popeye Also on Discs

JOE LOWE CORP., New York (Pop'sicle's), starting Popeye the Sailor on CBS May 2, three quarter-hours a week, on May 15 adds transcriptions of the same show on more than 60 stations. Agency is Blackett-Sample-Hummert, New York.

**Stations Provide Service in Storm**

RAIN and snow storms throughout the country on April 7 broke down A. T. & T. wires in a number of spots in the West and Midwest and threatened interference with NBC programs. By re-routing shows to and from the Coast, no station missed programs. CBS and Mutual were not affected by the storms.

The sleet storm which struck Iowa and the Midwest April 5 interrupted the power at WHO, Des Moines. On the morning of April 6 telephone communications between WHO studios and transmitter were compromised to ice-weighted wires unable to withstand the added pressure of a 40-mile gale.

Transmitter engineers, using an emergency turntable, played phonograph records without a microphone until studio engineers made the 18-mile trip with more equipment. Off at 9:30 a.m., program service was resumed at 10:30. Roy Pratt, WHO plant supervisor, strung a temporary aerial for a receiver on which NBC-Red network programs were picked up from WOW, Omaha.

WMBD, Peoria, Ill., was quick to begin operations from the scene when a tornado recently struck South Pekin killing nine persons and destroying property worth $1,000,000. All lines were down and temporary quarters were installed in the kitchen of a Pekin home. With the help of Kenneth Patterson, amateur operator of W9MDF, Chief Engineer Ted Giles of WMBD, and Jack Brickhouse, special events announcer, broadcast Red Cross and relief instructions.

Meanwhile, in its Peoria studios, the WMBD staff enlisted doctors, nurses, ambulance police and rescue workers. Harold Bean, program director, Announcers Don Tolliver and Howard Dorsey broadcast messages to the State police and enlisted emergency services from listeners. Police cars were tuned to WMBD and the station cleared all official messages for more than three hours. Gomez Bath, assistant manager of WMBD, and Announcer Brooks Watson described activities from the scene of the disaster and cooperated with officials in keeping highways clear by broadcasting emergency warnings.

Staff artists of WMBD broadcast a special relief fund program for the Red Cross, raising the $1,500 quota in less than an hour. The local press, civic and social organizations praised the service rendered by WMBD.

**WWNC**

ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

$50,000,000 Tourist Business

...yearly in North Carolina. And the ONLY blanket radio coverage of tourist favored Western North Carolina, the mountain area, is over WWNC. The big months for visitors and vacationers lie just ahead. Start your WWNC schedule AT ONCE!

**THEN THE DEALERS SPOKE UP AND SAID—**

A recent full-week telephone poll accorded a local WAVE program 72% preference as Louisville's favorite daytime program! But did the program increase sales for its sponsor? In a loud chorus, 90.9% of the dealers questioned said "YES!". They said some other things, too: "More than doubled my sales"..."Your program has made the product one of my five leading items", and so on... May we show you our recipe for building and holding better business in Louisville? Write WAVE today!

An N.B.C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

**WROK**

IS THE RADIO VOICE OF NORTHERN ILLINOIS AND SOUTHERN WISCONSIN

Rockford, Ill. 1410 K.C.
Kelly-Smith Co., Reps.

**BROADCASTING** • Broadcast Advertising  April 15, 1938 • Page 67
Reallocation Held Up by Treaty

(Continued from page 18)

WBZ, WGY, WHAS, WJR, WJZ, WOR, WOAI.

The Commission on April 4 made public its bill of particulars in connection with the superpower hearing, sending the notice to all stations in the regular broadcast band. The scope of the hearings was made sufficiently broad to include economic issues as well as the purely technical aspects of so-called superpower operation. Effect of 500,000-watt operation on the earning capacity of stations, including rates and commercial support available, were made a definite part of the proceedings.

May Seek More Data

It is probable that additional information for the superpower hearing will be sought by the committee. Data on programs of these stations and detailed figures on employment, presumably breaking down various classes of employees, may be sought in advance of the hearings.

Specifically the question raised in the notice was whether the present maximum power of 50,000 watts on clear channels should be made the minimum power thus opening the way for 500,000-watt operation or even higher power. But this was made to apply to all clear channels as set forth in the present FCC rules. That number totals 40, despite the fact that a dozen already are "broken down" by virtue of duplicated operation and with the proviso the Havana Treaty, which would reduce the number of Class I-A channels to a maximum of 13, was not considered.

The opposition to the FCC proposal has tended to confuse the whole issue of the forthcoming hearing and has caused the concern existing among broadcasters.

The departure from FCC procedure in setting up committees to follow through on these individual prospects is expected to be the forerunner of further delegation of authority to committees or individual commissioners. The physical inability of the Commission to cope with the many regulatory activities confronting it plus the prodiging it is receiving at the hands of certain members of the Commission, has made such a course not only advisable but necessary. Whether the upshot will be the elimination of the superpower form of operation is still problematical, although it is talked about within FCC circles. Chairman McNinch,however, appears to favor any distribution of work on an autonomous division basis at this time.

Capitol Hill Echoes

In Congressional quarters, some pressure is still being exerted for a Congressional investigation of the FCC and this likewise has had repercussions within the Commission itself.

With adjournment slated within a month or six weeks, all thought of legislation of any character at this session of Congress has been largely dispelled. Despite that, the movement for an inquiry persists, apparently with the hope of getting a Congressional type of committee which would permit a recess investigation by a select Congressional committee.

A recent report quoting Chairman John J. O'Connor of the House Rules Committee as favoring "an immediate sweeping investigation of the industry and of the Commission" was denied by Mr. O'Connor April 1 as "manufactured out of whole cloth." The article directly quoted Chairman O'Connor. His response was "I think somebody is impersonating me. I believe an investigation on that score would prove extremely interesting."

Another outcry for a Congressional investigation developed on the House floor April 11 when Rep. Connery (D-Mass.) placed in the record considerable correspondence, newspaper stories and other data dealing with the subject. He referred also to a statement made by Chairman O'Connor in a letter to the managing editor of the Brooklyn Tablet. Cartoonist Ben Green, in his newspaper, stating that if the Commission did not do something about an investigation of the "radio monopoly" he would do everything possible to procure a Congressional investigation. Mr. Connery attacked the committee set up to investigate networks as a "deliberate attempt to hoodwink the Congress" and to "cover up." He placed in the record correspondence with Commissioner Case relating to stations owned by Arde Bulova, New York's largest manufacturer, and to stock interests held in such stations by Harold A. Lafount, former radio commissioner.

He charged Chairman McNinch and his associates with "following the dictates of the radio monopolists," and "to get the public." He revealed in the record correspondence with Commissioner Craven for a network investigation. Chief Accountant Northfield declared April 11 he was pleased with the returns of questionnaires received from stations up to that time. He said that stations generally did not appear to be having any great difficulty with the interrogatories.

Bill of Particulars

The text of the FCC bill of particulars on the superpower hearings follows:

Pursuant to said order you are hereby notified that a public hearing is to be held on the question of the proposed increased service which will be...
or, economic or social power and influence in the clear channel stations, and if so, whether this may have an effect upon other stations, the service rendered by them, or upon the public.

7. To determine whether an increase in power on clear channels will tend to or result in a decrease in competition between stations and whether the service to the public will be affected thereby.

8. To determine whether an increase in power on clear channels will tend to or result in a duplication of service, other day or night, rural or urban, and if so, the nature and extent of such duplication.

9. To determine whether the stations new operating upon clear channels are so located geographically that an increase in the maximum limit of power on such channels will bring about, or tend to bring about, a proper distribution of service, particularly to the rural areas served by each station.

10. To determine whether the habits of listeners under such conditions will be such that they will listen to the high power service rather than the more localized and local class service.

11. To determine whether or not there is an increase in the maximum power limit on clear channels to which Stats has been granted for the purpose of making a statement in the case of Clear Channel Stations, Inc., vs. Federal Communications Commission.

12. To determine whether the above mentioned statement has been presented to the Commission.

13. To determine whether or not the maximum limit of power should be fixed in the case of Clear Channel Stations, Inc., vs. Federal Communications Commission.

14. To determine whether or not the present maximum limit of power should be maintained.

15. To determine whether or not the maximum limit of power should be increased.

16. To determine whether or not the maximum limit of power should be decreased.

TED BUSING will probably announce his retirement on the Jack Benny show on CBS May 1 for Brown & Williamson, according to a spokesman for H. K. Williams, New York, the agency.

WJR, Detroit, has declared its regular quarterly dividend of 40 cents per share. The disbursement is payable April 30 to stockholders of record April 20. In 1937, a 50-cent extra dividend declared before Christmas brought disbursements for the year to 85 cents per share.

Transradio Subsidiary And Radio Events Join In Transcription Service

TRANSRADIO News Features, transcription subsidiaries of Transradio Press Service, and Radio Events, which has produced many programs for agencies in addition to its nationally syndicated script service, have combined forces to offer stations and agencies a new service of transcribed dramatic programs featuring well known players of the legitimate stage at less than the cost of individual station production, according to an announcement by W. G. Quisenberry, president of Transradio News Features.

Production will be under the supervision of Joseph M. Kochel, president of Radio Events, which in addition to its staff of writers, producers and technicians, is building a stock company of radio actors to support the stage stars in these programs. Marketing of the shows will be through the Transradio organization, which has bureaus in 30 cities and a number of traveling sales representatives.

Three Transradio-Radio Events productions are already under way: Salute to Love, starring Selena Royal and Earle Larrimore; Closed Doors, written by Yolande Langworthy and starring James Bell, and The Green Fiddle, a mystery thriller by Libeth Abarbenel.

Johnson Renews Fibber

S. C. JOHNSON & SON, Racine, Wis. (Glo-Coat), has renewed Fibber McGee & Molly on 64 NBC-Red stations for another year, starting April 12. Program, on for nearly three years now, will be broadcast 8:30-9 p.m. (CDST) and will continue to originate in Chicago. The firm, which has been sponsoring Attorney at Law on 14 NBC-Blue stations, 9:30-9:45 a.m. (CDST), closed through Friday, for another, will probably go off for the summer, returning in the fall. Needham, Louis & Brody, Chicago, is agent with J. J. Louis account executive.

WCAE offers NBC-Red, Mutual and outstanding local programs to this vast audience who will 'lend an ear' to your sales message.
Trophy for Toscanini

ARTURO TOSCANINI will be presented with an illuminated parchment and a gold card conferring upon him honorary life membership in the Associated Musicians of Greater New York, Local 802. The parchment cites the maestro for having "achieved outstanding distinction as a libertarian and defender of the civil liberties and rights of mankind." The card and parchment were given to John F. Royal, NBC vice-president in charge of programs, who sailed for Europe on the Normandie on March 21 and was scheduled to meet Toscanini in Palestine on April 12.

WBNs
Columbus

ALL YOU NEED IN CENTRAL OHIO
RepS. JOHN BLAIR

NOW 1000 WATTS

THE MOST POWERFUL STATION
between St. Louis
Dallas and Denver
Covers the Heart of the Triangle

KVOO
"The Voice of Oklahoma" — Tulsa

25,000 WATTS
NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

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

EDWARD PETRY & CO., Natl. Representatives
New York Chicago Detroit San Francisco

MUSIC CONTEST
Creates Talent and Publicity
For Indiana Station

PROFITABLE slant on local talent is that used by WFIB, Indianapolis, Ind., which broadcasts a weekly program featuring the students of Jordan Conservatory of Music, an affiliate of the local Butler U. A scholarship plan was devised for all high school students who were 21 and who had been residents of the State for one year. The plan includes 14 scholarships in voices and instrumental training providing for two lessons each week from September, 1938, through June, 1939.

To introduce the contest idea, WFIB aired three daily spot announcements, told listeners to write in for explanatory booklets. All music teachers and principals of Indiana high schools were contacted in cooperation with the office of Superintendent of Public Instruction. Nearly 200 local newspapers throughout the state carried stories of the cultural aspects of the contest. The series has created more widespread, dignified publicity and favorable community reaction than we had ever expected, says WFIB.

WKBX, Salt Lake City, has started a Saturday series crissmoming against crime during which Ernie J. Ginde, managing director of KSL, interviews Dr. Arthur L. Beeley, professor of sociology at Utah U. The program is tied in with an extensive newspaper campaign directed to administrative, municipal and law enforcement agencies of the western states. KSL recently broadcast a 30-mile relay program when the original cornerstone of Utah State Agricultural College was opened.

NEW SONGS, from which the listening audience is asked to pick potential hits, are played on CBS' new program "The Red Fraud," which began Tuesday afternoons. Music is by Freddie Rich's orchestra, with Edith Puck as vocalist.

WITH occupancy scheduled for July 1, construction is being rushed on the new CBS station, known as the Palace Hotel, San Francisco, to be the new home of KNSF, CBS outlet, of which Philip G. Lasky is president. The new studios, executive offices and broadcasting equipment will represent an investment of more than $350,000.

NBC has started a Saturday evening series of original radio comedies and dramas. First play titled "Heads I Win" was broadcast April 9. It was written by Richard McDonough, member of the NBC script division.

WCRK, Cincinnati, is cooperating with the local advertising club and the four other Cincinnati stations in a campaign to educate the public to the value of advertising. Lloyd G. Venard, WCRK director of sales, is conducting a series of five-minute talks by ad club members on the ethics of radio advertising and consumer safeguards. WCRK has also started "Fashion Speaks," a weekly program featuring Capt. Etienne Fredericks in talks on how fashions originate and how designers work.

TRANSMISSION Press announced April 7 that on May 8 it will switch its call letters from WDSU to WNBZ, New Orleans, under a new four-year contract which gives WSBM facsimile rights.

KMPC, Beverly Hills, Cal., has started a new series called the Children's Theatre of the Air, featuring professional child actors in dramatizations of classics such as "Treasure Island," "Pinocchio," Arthur E. Sutton. KMPC program director, produces the series.

ADVICE to the lovelorn, set to music, is given by The Boy Friend, heard three days a week on WINS, New York. Suggestions are accompanied by music and each problem is linked to a ballad.

KSL, Salt Lake City, was presented a recognition and appreciation plaque as the largest dispenser of Commerce radio-free fete.

ADVENTURES of a family making a transcontinental tour in a trailer is a theme series on WMP, Philadelphia, called The Trailer Family.

A SERIES of talks on the problems of social adjustment has started on the NBC-blue network, conducted by Joseph Jastrow, psychologist. The title of the series is The Devil Takes the Hindmost.

COLUMBIA MANAGEMENT of California Inc., Hollywood talent agency and a subsidiary of CBS, has acquired the television rights of "Four Days," a play written by William S. Hart, from the Equitable Bldg., to the network's new West Coast headquarters. The production is now being completed by Everett Jones, formerly manager of John Charles Thomas, concert singer, has been named publicity counselor. W. Arthur Bush is manager of the arts services.

SIX MEMBERS of the production staff of CBC at Ottawa, Can., will visit the CBC studio in Toronto in May or June as a part of an experimental plan to make Toronto a chief CBC production center. It is planned to have five production centers—Hull, Toronto, Winnipeg, and Vancouver.

CJIC, Sault Ste. Marie, Ont., and CJLS, Yarmouth, N. S., have been added to the CBC network and are available as supplemental stations on the CBC commercial network, according to an announcement from the Toronto commercial office of the CBC.

INQUIRING reporter of the Dur- ham (N. C.) Sun-Gazette was recently asked, "Do you buy what is advertised on your favorite radio program?" Four out of five persons said that they did.
A FILM called "New Tower—New Power" showing the construction of the new transmitter of KSFO, San Francisco, from the driving of the pile to the lighting of the airship beacon was recently previewed at KSFO. Photographed under the direction of General Manager Philip G. Lasky, the picture included the special events programs made from the site during construction.

KDKA, Pittsburgh, will soon start a series of weekly programs called "Workshop of the World," based on the history, tradition and industries of that city. Presented in conjunction with the local Chamber of Commerce, this series replaces similar campaigns recently broadcast in cooperation with the "Post Gazette, Pittsburgh Press, Warner theatres and the local Electric League.

VGES, Chicago, has started a series of programs designed to assist foreigners in that area who are seeking to become Americans. Featured are talks by members of the U. S. Department of Naturalization and Immigration.

DURING its weekly series called Salute to Industry, CJOR, Vancouver, B. C., borrowed a street car and ran it up and down a spur track for 30 minutes to provide vivid sound effects. Effects were recorded and interused when CJOR aired the electric railway company.

WBOW, Terre Haute, Ind., has purchased a three-story residence situated at $25,000 where it is installing four studios and offices. A smaller building on the property will be used as a warehouse studio. WBOW will occupy the new studios in early June.

WOR-Manual's Let's Play Games, audience participation program conducted by Jane Martin, will be published in game form by Parker Bros., Salem, Mass.

Ski Specialists

WITH skiing now a major sport in the Pacific Northwest, KVI, Tacoma, is specializing in the origination of ski broadcasts. Chief Engineer Jim Wallace, an enthusiastic skier, has his staff equipped and trained to handle remote ski programs from any location. Estimating Northwest skiers at 75,000, KVI this year inaugurated a series called Skiing on Air with Mike Donohue, ski editor of the Seattle Post-Intelligencer, commenting on snow and road conditions, local and national ski competition.

WMMX, Fairmount, W. Va., has received a congratulatory letter from the county probation officer for being instrumental in returning 11 runaway boys and girls to their homes.

WFBP, Syracuse. N. Y., recently broadcast a special events program from Chittenango creek on the opening of the trout season. Staff members Paul Squires and Norm Basset handled the program which was short-waved 16 miles to the WFBP transmitter.

WGN, Chicago, will start a series of programs, Golf School of the Air April 11. Programs will be conducted by Joe Channon in the Country Club pro, and Lou Waldron, Mohawk Country Club pro.

WXNX, New York, on April 10 began its new hourly time signal service direct from the U. S. Naval Observatory at Arlington.

WHN, New York, is working on plans for the dramatization of short subjects from the M-G-M library.

The programs on WROI, Knoxville, begin with the local police announcer calling squad cars to the scene of the broadcast on a downtown corner. Joe Wheeler, WROI special events announcer, interviews drivers about their records, pedestrians aboutjaywalking.

WOOD, Grand Rapids, Mich., broadcasts a Sunday afternoon series of dramatizations under auspices of the local Community Chest. The plays are based on actual cases and a recent program resulted in the retention of property by an unfortunate person because a realtor who controlled the property was living in.

RIFLE shoots are broadcast each Sunday afternoon on KYOS, Merced, Cal., featuring rifle teams of 10 nearby towns. The programs are sponsored in each town from which a match is broadcast.

WGN, Chicago, has started Peoples Places and Things, a twice weekly series of little known facts, featuring Thomas Conrad Sawyer.

WATT, Atlanta, Ga., has started a six-week program called Classified Column of the Air which features a buying guide.

**There are no idle dollars on**

*The use of money is all the advantage there is in having money.*

Benjamin Franklin "Hints to Those Who Would Be Rich!"

*There is no better way to "Use Advertising Money" in the rich Wichita Market than by using the complete market coverage facilities of KFH—the Station where useful dollars reflect themselves in profitable sales increases.*

**KFH WICHITA • KANSAS**

Basic Supplementary, CBS

National Representatives, Edward Petry & Co., Inc.
In Washington

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

General Mills Baseball Season
(Continued from page 16)

between the sponsor, station, and baseball men.

It was Mr. Slocum who struck the keynote of the opening session April 10 when he replied to charges made by Editor & Publisher in an editorial April 2 that organized baseball permits broadcasts only under a "stringent code" of censorship and biased reporting. The editorial added that contracts with the baseball leagues prohibited mention of rain or cold weather, errors and poor decisions, and warned that baseball broadcasts set a dangerous precedent for "twisting other news," Mr. Slocum said.

Accurate Discussions
He pointed out that it would be ridiculous for broadcasters to attempt to conceal cold, hot or wet weather from listeners who merely had to look out the window and see what the weather was. Listeners know the ball-park isn't air-conditioned, and you can't kid them into believing that steam pipes heat up the stands, he said.

"As to concealing bowers, bets and bum decisions," Mr. Slocum continued, "the broadcaster is obligated to tell everything he sees on the field or in the stands. Every boner shall be described as accurately as a brilliant play or a perfect catch. It is the job of the sports announcer to report every play, good or bad—every decision as he sees it. However, it is not the announcer's job—as a reporter—to editorialize on the umpire's mistakes, hold the players up to ridicule, or second guess the manager. The baseball announcer is first, last and always a reporter. He must tell the facts. He is not a super-umpire or a super-manager."

Sponsors of baseball broadcasts together with major and minor league presidents concurred with Mr. Slocum's view that baseball broadcasts were neither censored nor biased. Will Harringo, president of the American League, agreed with all of Mr. Slocum's points and said he had not received a single complaint last year from clubs or umpires against the announcement of broadcasts. Frank Shaughnessy, president of the International League, admitted announcers in the early days had made mistakes and that they were not too specific regarding various plays, but said the broadcasts were improving greatly year by year.

Criticizing Editor & Publisher's editorial as sarcastic and not particularly true, he said: "Baseball press reporters are columnists—announcers are purely reporters, not critics." He said that radio has been good for baseball, especially since the announcers have improved by experience.

Ford C. Flick, president of the National League, cautioned play-by-play broadcasters to remain reporters and leave the role of commentator, editorializer and critic to the press. "Don't color, hide, or hold back a single fact in the game," he said. "Remember you are the eyes of 10,000,000 listeners who are in effect ten million blind people. Content yourself with that job and you will never have any trouble.

"If there was any doubt as to the integrity, honesty, fearlessness and fairness of the umpires, baseball could not endure," Mr. Flick added. "Fair reporting demands that the baseball announcer report the umpire's decision as official. If players protest or the crowd boos and boos, that belongs in the report, too. The announcer's own opinion does not."

WPTF
Raleigh
"THE FAVORITE OF NORTH CAROLINANS"

NBC • 5 Watts

Bank Disc Series Uses 29 Stations
Nationwide Campaign Follows Public Relations Study
AMERICAN BANKERS' Assn., New York, which after a two-year preliminary study of banks' public relations problems recommended the use of radio for its members [Broadcasting, Nov. 15, 1937] now has its WBS transmissions on 29 stations, placed by as many members. Under the title Money Matters, 16 quarter-hour discs are available to members. Each bank using the program does its own merchandising.

Users of the ABA series as of April 1 were:
Colorado Springs Clearing House Assn., Colorado Springs, KXVQ,
Bridges-City Trust Co., Bridgeport, Conn., WCXZ,
Hartford Group, Hartford, Conn., WDRC,
First National Bank, Orlando, Fla., WDBO,
First National Bank, Circleville, Ill., WHFC,
Rapides Bank & Trust Co., Alexandria, La., KALB,
St. M. C. Durfee Trust Co., Fall River, Mass., WSAR,
Lansing Clearing House Assn., Lansing, Mich., WJIM,
Deposit Guarantee Bank & Trust Co., Jackson, Miss., WJDX,
Merchants & Farmers Bank, Kentwood, Miss., WHFD,
The Business National Bank, St. Louis, Mo., KED,
Commercial National Bank, Charlotte, N. C., WBOC,
Third National Bank, Durham, N. C., WDNX,
St. Joseph Clearing House Assn., St. Joseph, Mo., KFJX,
First National Bank of Fargo, Fargo, N. D., WDAY,
Ohio National Bank of Columbus, Columbus, Ohio, WOAC,
Security Central National Bank, Portsmouth, O., WFAY,
Youngstown Clearing House Assn., WKBN,
Erie Clearing House Assn., Erie, Pa., WGSR,
Kroger Clearing House Assn., Columbia, S. C., WLOB,
First National Bank, Madison, Wis., WIBA.

Sportscasters Organize
WITH the sanction of George M. Trautman, president of the American Association, the first radio organization of baseball broadcasters was formed at the General Mills Baseball Conference April 11. The organization is composed of General Mills baseball announcers broadcasting games of American Association teams and is headed by George Higgins, WTCN, St. Paul, as president, and John Neblett, WBNS, Columbus, as executive secretary.

The "Gold" states mean money to spend. Babson's Sales and Credit report for March places Oklahoma decidedly in the "Gold." Oklahoma City is the only city in the tenth Federal Reserve district to show an increase in department store sales for both the week and the three weeks ending March 19, 1938 over the same periods of 1937.

WYK
Representative—The Katz Agency, Inc.

AFFILIATED WITH THE OKLAHOMA PUBLISHING COMPANY

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Broadcasting • Broadcast Advertising

www.americanradiohistory.com
HOLLYWOOD, Calif., is planning to establish its main office and manufacturing plant in Chicago. Sales office will be located at 620 N. Michigan Ave. Manufacturing site has not yet been selected. President of the firm is William H. (Bill) Snow, who was president of Radiotone in Chicago. Richard Bellack is disbanding his advertising agency, Richard Bellack Adv. Agency in Wausau, Wis., to become vice-president in charge of the Chicago office. Radison Studios, headed by Leslie Noel Zemer, will continue to be mid-west distributor of Radiotone.

WILLIAM STEPHENS Inc., Hollywood talent agency, has purchased an interest in the North Star Transcription Corp., New York, and will establish an indexed library to service West Coast stations with transcribed programs. Dick Cherwin is in charge of the agency's Hollywood department.

SHERMAN McFEDRIES has been appointed production manager of American Radio Features, Los Angeles, succeeding Major David Taylor who resigned to free lance. He was formerly an account executive, Jack Kiefer, formerly manager of KMPX, Beverly Hills, Calif., has been added to the sales staff succeeding Ed Lindsay, resigned.

MILTON BLINK, head of Standard Radio, Chicago, and Alex Sherwood, recently appointed sales manager of Standard, left Chicago April 12 on a six-week western sales trip and a two-month eastern sales trip, respectively.

Goodrich Discs
B. F. GOODRICH Co., Akron, Ohio (tires) in cooperation with local dealers has started on 15 stations weekly RCA transcriptions of The Shadow, half-hour show which proved successful during the winter for Delaware, Lackawanna & Western Coal Co., New York (Blue Coal), on 11 Mutual stations. Other stations will probably be added, according to Luther H. Wood, account executive of Ruthrauff & Ryan, New York, handling both accounts.

LOU R. WINSTON has resigned as vice-president of Atlas Radio Corp., of California and Atlas Radio Distributing Corp. of New York City, and as director of Criterion Radio Productions, New York, selling out his holdings. He has taken over offices at 930 North Western Ave., Hollywood, his own building, and states he will resume transcription production under his old firm name of Radio Producers of Hollywood.

KECA is Purchased
(Continued from page 18)
man and engineer by profession, is not employed at present. His net assets, valued at $160,000, consist largely of listed stocks and bonds constituting a trust estate. He resides with his family in San Diego. A number of competitive offers are pending for various Hearst properties, it is reported. Several bids have been made for WBAL and WINS as well as for KYA, the San Francisco outlet. Of the 10 Hearst stations, only WCAE, Pittsburgh, is not for sale, since it is owned by Hearst Consolidated Newspapers rather than by Hearst Radio Inc. or its parent company, American Newspapers, Inc.

Negotiations for the sale of the Southwest group, which have been in progress for nearly two months, involve also the transfer of International Radio Sales Inc., station representative subsidiary, and International Radio Productions, Hearst adjuncts. Whether these properties will be sold as a unit or separately, has not been divulged.

Joseph V. Connolly, president of International News Service and chairman of Hearst Radio, and Elliott Roosevelt, second son of the President, who this year became president of Hearst Radio Inc., are handling negotiations in connection with the liquidation process.

EARNERS! SPENDERS!

Consistently active industries keep money flowing freely in the territory covered by WAIR. Tap this rich, receptive market through the sales power of—

Winston-Salem, North Carolina
National Representatives
Bryant, Griffith & Brunson
FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

at any hour every day in the year

R. C. A. COMMUNICATIONS, Inc.
Commercial Department

A RADIO CORPORATION OF AMERICAN SERVICE

66 BROAD STREET
NEW YORK, N. Y.

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BROADCASTING • Broadcast Advertising
ANPA Will Discuss Proposal To Discontinue Radio Columns

Los Angeles Papers Testing Four-Week Campaign
To Eliminate Comment; Reaction Is Observed

By DAVID GLICKMAN

ELIMINATION OR MAINTENANCE of radio columns, it is understood, will be one of the issues to be discussed at the annual meeting of the American Newspaper Publishers Association in New York April 26-29. It is further understood that the discussion will center on reports made of the four-week test campaing started in Los Angeles April 11 when the five metropolitan newspapers—Examiner, Times, Herald-Express, Daily News and Evening News—dropped all editorial comment and columns and started using radio logs only.

Los Angeles newspaper publishers debated the issue for several weeks and after several secret meetings put themselves under ban for the four-week testing see how the campaign through. Move is said to be an attempt to force radio into newspaper advertising. Los Angeles has been broadcasting as business as entertainment and would place radio on the same basis as motion picture advertising. Theatres are already paid on a double rate, with agreement that certain amount of space be given to press releases and photos based on lineage percentage. Publishers contend that radio is the theatre of the air and should come under the same restrictions.

Other Publications

Jack Holmes, formerly assistant radio editor of the Los Angeles Herald-Express, has been designated as a central clearing bureau by the five newspapers in charge of radio logs. The Hollywood Citizen-News is in agreement with the downtown Los Angeles newspapers and will continue its present policy of paying half the space to radio news as well as logs. Homer Canfield's radio news column, which is run in 26 Southern California newspapers, will continue in Los Angeles county publications. The 33 Los Angeles neighborhood publications planned to meet April 11 to discuss the feasibility of giving more space to radio. Some are weeklies and others bi-weeklies. They have a free circulation of more than 1,500,000. Radio Guide, fan publication, on April 11 circulated Los Angeles and Hollywood with 60,000 free four-page tabloids containing feature stories, photographs, logs and general radio news. The tabloid also called attention to the fact that the weekly magazine was available on all newstands. Radio Guide quadrupled its order with an additional 30,000 issues of the preceding week being placed on newstands.

Although numerous ideas and propositions have been presented to the networks and major stations of Los Angeles to combat the ban, no retaliating measure will be taken for the time being. The various radio publicity bureaus are directing the bulk of their material to the weeklies, neighborhood papers and the Herald-Express.

Station managers feel that pressure brought by readers will demand a return of the columns. Other Southern California radio executives feel that radio interest is far greater than the other section of the newspapers. They point out that newspapers devote several pages to sports with small percentage of advertising. Same is true of the women's pages and other sections that bring in little revenue.

Broadcasters Take Notice

Southern California Broadcasters Association has taken official position on the campaign of Los Angeles newspaper managers and on April 11 a closed meeting to discuss the situation was undertaken. It was understood that no prissipal measures in retaliation were discussed. Los Angeles newspapers have already felt the result of the ban in loss of revenue.

Dale Armstrong, who was radio editor of the Times and Raine Bennett of the Herald-Express, are the only men daily set in new posts. Armstrong will continue his daily broadcast on KECA and his weekly Radiofo program on the same schedule, while Armstrong will take over duties of shipping editor of the Herald-Express. Other radio editors eliminated are Jim Harper, Daily News, and Rudy Block, Examiner.

San Francisco newspapers have placed restrictions on radio copy and have cut their columns considerably in a move to eliminate them. The same situation exists in Oakland, Cal., which has two, the Times and Post-Enquirer. Salt Lake city newspapers run only daily logs.

More Shifts in Programs

As Daylight Time Nears

ADDITIONAL time changes of NBC clients with the advent of daylight-saving on April 24 are as follows: Miles Laboratories moves to rebroadcast of National Barn Dance, WTMJ-WBAY, KWK-W FAIR, KSO KOIL WREN WBOB WAVE. Anacan Co. and A. S. Bair Co. move their Cabbage Patch move to the broadcast of KSD KSTP WOW WHO and drop WDAF, which is not available at the later time. Affiliated Products moves to repeat of John's Other Wife, KSD KSTP WOW WHO, and drops WDAF, which is not available at the later time. Affiliated Productions moves to repeat of John's Other Wife, KSD KSTP WOW WHO, and drops WDAF.

Roving Reporter

KGER, Long Beach, Cal., has undertaken a novel experiment in news reporting. In an attempt to find out what the people of the United States are thinking about on paramount questions of the day the station has sent John Pearce, KGER special news correspondent on a hitch-hiking trip to Washington, D. C. Enroute he is asking certain stoichi to radio listeners in all localities through which he travels. Reports from the "roving reporter" are broadcast weekly by the station.

MERLE MILLER, columnist of the Des Moines Register and Tribune, has been sent to London by the Chicago Tribune for a four-month period of study of news broadcasting with the British Broadcasting Corp.

Primary Campaign on Quaker Network Will Bring Income Totalling $150,000

PROCURING all contracts for the general primary election program of newspapers and radio stations, the Quaker Network will handle 82 quarter-hour broadcasts for an approximate sum of $150,000. According to an announcement made April 11 by Roger W. Clipp, co-ordinator of the network and business manager of WELT, Philadelphia.

Six candidates of both major parties are participating in the campaign, as evidenced by the amount of broadcasting space and media Agreement to participate was reached at a meeting of reaching representatives of both parties.

Programs will be keyed for the most part from WFIL and will be broadcast on a staggered schedule culminating on primary day May 17. The size of the network for each broadcast will vary from one to eight stations to 26, with leading outlets in Philadelphia, Pittsburgh and Harrisburg included in the supplemental list.

Staff is Enlarged

To combat the sizeable traffic volume problem, involving time clearances, programming, remote pickups, and creating the most efficient arrangement possible, the agencies bought a new man for the timing of the contracts and created the position of assistant to John K. Harper, general manager, for the agencies bought a new man for the timing of the contracts and created the position of assistant to John K. Harper, general manager, for the agencies.

To the network's operation and management. He personally secured all of the current radio contracts and created the position of assistant to him for the timing of the contracts and created the position of assistant to him for the timing of the contracts. Harper, general manager, for the agencies bought a new man for the timing of the contracts and created the position of assistant to him for the timing of the contracts.

CIO Head Sues WTBO

LIBEL suits aggregating $30,000 have been filed by John T. Jones, CIO regional director in western Maryland, against WTBO, Cumberland, and a newspaper in that city, for alleged false and slanderous statements, according to a dispatch in another of the CIO News April 2. The suits were said to be the outgrowth of a recent mayoral campaign in which Labor forces were alleged to have libeled labor in an effort to defeat its candidate.

Zorbit Plans Test

ZORBIT Inc., Montclair, N. J., maker of a rheumatism treatment, has appointed A. L. Delin as account executive. Plans are being made for use of local radio on a test basis.

STUDY of radio made by the Federal Councils of Churches in America, New York, is now nearly completed 000 will be released about the first of May.
KRQA Sale Is Opposed By Examiner on Ground of License Trafficking

ON THE premise that nearly half of the $14,000 purchase price represented “additional going concern value” in consideration of a transfer of license, Examiner F. W. Seward on April 12 recommended that the FCC deny the application of Trans-Lux Broadcasting for a license covering a station at Evanston, Ill. Examiner Seward’s report refers to this phase of the proposed transfer deal as “trafficking and trafficking in radio frequencies which is prohibited by law.”

Although Mr. Martin originally bought the station for $15,000 in a deal which the Commission approved, Mr. Seward’s report, while finding the assignee otherwise legally, technically and financially qualified to continue its operation, sets forth his theory of new principles of radio station purchase deals, still subject to dispute as to FCC authority, in stating:

“It is elementary that a businessman does not ordinarily pay any amount of money unless he receives something in return therefor, and if the original cost and present value of the radio station here involved, exclusive of the item of $5,000 claimed as additional going concern value, is but $7,194.50, then for what purpose is the additional $6,805.72 being paid, if it be not as consideration for the transfer of the license from the assignor to the assignee. It appears futile to argue that this sum of money is being paid for any purpose whatever the transfer of the license, which amounts to a trading and trafficking in radio frequencies, which is prohibited by the law.

“The fact that this Commission approved the sale of this station at some time in the past for $15,000 is not controlling or even persuasive as fixing the value of the station or that this application should be granted, as each must be determined upon the facts adduced in connection therewith.”

General Motors Proposes New Method To Combine Spot Frequency Discounts

A PROPOSED agreement with broadcast stations, covering spot time purchased by General Motors Corp., or any of its subsidiaries, is being offered stations by General Motors as a means of insuring maximum time and frequency discounts on any contracts signed.

A form letter sent to stations over the signature of D. H. Odell, of the GM advertising department, explains that use of spot broadcasting by the company and its divisions has increased to the point where it is deemed advisable to inaugurate a uniform procedure for handling business.

While current Chevrolet contracts for spot business carry a “seller” covering placing of all business by other divisions of GM, Mr. Odell said it was felt the new procedure would simplify keeping of rate and maximum discount records. While the “seller” method has been satisfactory, he declared it has tended to create confusion in billing.

The agreement, which does not constitute a contract for time, general arrangements (except contracts from any division of GM through its authorized advertising agency, in accordance with its rate card for a 12-month period; that contracts will be accepted from any division only at the going rate for the month period; and that the broadcasting of any or all of its divisions will be within the maximum time period and remitted by check directly to GM.

Begun by Chevrolet

Reiterating that the procedure would simplify handling of spot transactions, Mr. Odell stated: “It will make unnecessary the various rider agreements or other arrangements for protection of rates and discounts now followed. It will also be unnecessary for you to revise your billing for any one division when contracts are received from some other division, because discounts will be computed only in accordance with the amount of purchases by that division, and additional arrangements among the groups of all divisions will be computed only at the end of the agreement year and paid directly to the General Motors Corp.

“As we wish to put this new plan into operation as quickly as possible, we have received authorization from the Chevrolet Motor Division to request all stations now broadcasting Chevrolet Motors programs to sublimate this new General Motors agreement in the form of a rider agreement. * * * The only difference in your present procedure will be that, for the balance of the contract year, you will follow the revised method of applying frequency discounts.”

The President Speaks

MORE than 350 stations, representing the combined networks of NBC, CBS and MBS, along with many independents added under the networks’ policy of non-affiliates to take such events provided they arrange for their airing, were to be hot and ready April 14, 10:30-11:15 p.m. E.S.T., for President Roosevelt’s latest fireside chat. The day before, April 13, the President spoke over combined NBC and MBS networks and over short-wave systems, followed by Spanish, French and Portuguese translations, on the occasion of Pan American Day. Special arrangements are being made for reception throughout Latin America.

kn has engaged Hans W. Steinberg, a conductor of the Palestine Orchestra, to head the 12-man group that will make its premiere next season in rehearsal of the NBC Symphony Orchestra.

Radio Awards May 4

FOURTH annual luncheon of Women’s National Radio Committee will be held at the Hotel St. Regis, New York, on May 4, when Presidents Paley, McGrother and McCombs of CBS, NBC and MBS, respectively, will be guests at table. Awards for outstanding programs will be made on a new basis this year. Instead of choosing one program from each type of program for the award, the committee will give its awards to the programs it considers most worthy, regardless of classification, so that several programs of a single class may be mentioned without receiving no awards. In addition, a special award will be made for outstanding achievement in the field of radio during the past year, which may be given for a program, an idea, a technique, a mechanical device or anything at all which is connected with broadcasting.

Officials See Film

HEADS of bureaux of the Department of Commerce, along with other government officials, witnessed a showing of the KOMO-KJR motion picture of the Pacific Northwest [Broadcasting, Feb. 15] at the Department’s auditorium April 11. H. M. Peltis, commercial manager of the stations, in Washington for the occasion, explained the purpose of the innovation in radio studies. On April 12, the film was shown at the U. S. Chamber of Commerce in Washington and witnessed by many civic officials under arrangements made by Jack Underwood, Washington representative of the Seattle Chamber of Commerce. Passenger agents of the American Railway Association witnessed the showing the evening of April 11.

FRANKLIN D. ROOSEVELT Jr. will be the featured guest in describing the Columbia-Navy crew race over CBS April 23.

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BROADCASTING • Broadcast Advertising
HOW TO CRACK A MARKET
AT THE CRACK O' DAWN —

and how to get 15,000 requests in one week on a 6 to 7.30 a.m. program!

Dozens of smart advertisers have learned a short-cut to the Southern California market: KNX' SUNRISE SALUTE. It's become a habit—in nine Western states—to tune in this popular participating program—at 6 A.M. every week day. More than 15,000 letters arrived in one week, asking for booklets offered on SUNRISE SALUTE. One advertiser hit an all-time high in response at a national low in cost (5½¢ per enquiry). And all participating sponsors report skyrocketing sales when they tell their stories to Western homes—through KNX and SUNRISE SALUTE. If your budget’s low and your Western sales ambitions high, investigate SUNRISE SALUTE. It’s the big mail puller on the biggest station in Southern California—KNX, owned and operated by CBS—the nation’s biggest network.

QuickHookup Assembled For Fr. Coughlin Speech

WHEN it appeared March 31 that the Reorganization Bill might be passed by Congress, Father Coughlin, radio priest, arranged a last minute special hookup. Many stations could not clear time on such short notice at the 10 o'clock broadcast hour, but the following carried the speech: WJR WKBW WPW WMCA WCKY WSYR WDAS WGAJ KSTP WCAO WJAS WFIL WAAB, Quaker State and Colonial Networks.

As soon as the broadcast ended, telegraph offices were flooded with calls and thousands of telegrams were received by official Washington. On Sunday, April 3, Father Coughlin renewed his attack on the bill which he had started on his March 26 program.

(U.P.)

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

UNITED PRESS

BLILEY
CRYSTALS

Precision manufacturing facilities and correctly designed holders assure dependable frequency control for any frequency from 20 Kc. to 30 Mc. For technical recommendations on standard or special applications, a statement of your requirements will receive immediate attention. A technical catalog is available on request.

BLILEY ELECTRIC COMPANY
ERIE, PA.

Firestone on 26

FIRESTONE Tire & Rubber Co., Akron, is placing quarter-hour WBS transcriptions, Voice of the Farm, on 26 stations. The program, to be heard twice weekly for 18 weeks, consists of interviews with people prominent in the farm world. The agency is Sweeney & James, Cleveland, and the stations are WREX WLW WDAY WHK X THS K H S WO K YR K L R A KOMA WWL WSM WFAA KVOO WOAO WPRC WHK WTMJ WLS WDAY WPWP WTMJ WSC WMJ WCW WWB KCCB KGBX WNBC.

Kellogg on KFRU

HOME games of the St. Louis Cardinals and Brown will be broadcast play-by-play on KFRU, Columbus, Mo., daily except Sunday beginning April 19. Kellogg Co. will sponsor the KFRU baseball series originating from Sportsman's Park, St. Louis, using a direct wire and giving eyewitness account. N. W. Ayer & Son is the Kellogg agency.

Research Firm Splits

CLARK HOOPER, research and advertisement reporting firm of New York, split into two corporations April 1. C. E. Hooper Inc. moves to 51 E. 49th St. on May 1 with L. M. Clark Inc. remaining at 17 E. 45th St.

WBBM, Chicago, has created a department of education under the direction of Mrs. Lavinia S. Schwartz, local social worker and educator. She will supervise all educational programs as well as women's programs, which include those of the Illinois Federation of Women's Clubs, D.A.R., Better Films Council.

RADIO SET SURVEY
NEAR COMPLETION

COUNTY breakdown of radio homes prepared by the Joint Committee on Radio Research will be made public about May 1, according to present indications. Figures, totaling 25,700,000 radio homes for the entire country, have been approved by the technical subcommittee and turned over to John Benson, chairman of the Joint Committee, who has sent them to the other members for their approval.

Figures were based in part on a rural survey conducted by the committee last fall and in part on the figures collected by Daniel Starch for CBS, with a number of special supplementary studies added to verify inconclusive data in certain localities.

The aggregate figure is lower than that estimated by Fortune, which totaled net-owning families at 28,000,000, but higher than the 25,000,000 homes estimated by the American Institute of Public Opinion, whose head, Dr. George Gallup, cast the sole dissenting vote in the subcommittee's decision to approve the 25,700,000 figure.

The subcommittee is currently reviewing all studies made under its guidance during the past two years in an effort to determine a method of measuring station coverage which can be set as a standard for use by all stations. Advertisers and agencies are eager for such a yardstick which would give them a means of comparing station coverage comparable to the Audit Bureau of Circulation figures which they now use to compare publication circulation, but Committee members are proceeding slowly and say that no method will be endorsed until they are certain that it can be used accurately and fairly by all broadcasters.

NEW TIP—Of the 360-foot transmitter tower of WIS, Columbia, S. C., can be seen by pilots for 50 miles. More than 180 feet of red neon tubing were used by WIS engineers to solve its tower illumination problem.

WLW and WWJ Starting
Finch Facsimile System

WLW, Cincinnati, nation's largest station, and WWJ, Detroit, one of the country's pioneer outlets, have begun experimental facsimile operations, according to Finch Telecommunications Laboratories, New York, whose equipment the stations are using. They are transmitting on their regular broadcast frequencies during early morning hours, picking up experimental signals on records strategically located in the service areas of the stations. First material transmitted at WLW was copy prepared by Powell Crosley, WLW president. The experiments in Detroit are under the direction of Carl Wesser, engineer in charge of facsimile.

First demonstration of Finch facsimile was given April 9 at Krueger Auditorium, Newark, with some 2,000 radio amateurs constituting the audience. The demonstration was at the Union County Radio Amateur Association's annual "Hamfest".

Adam Hat Ponders

ADAM HAT STORES, New York, sponsoring prize fights on NBC, will allow its contract to expire on May 27, and has made no decision about sponsorship of summer fights from Madison Square outdoor bowl. According to Glickman Adv. Co., agency in charge, the company is almost certain to reject NBC next fall for a new series of bouts from Madison Square Garden.

New Streamlined Model 0-7 Pickup

Here is a new streamlined pickup designed especially for modern amplifier and radio station installations. Includes Axial Cushioning, Offset Head and other improved features. Full your guarantee.

List Price $15.00

New Streamlined Model 0-7 Pickup

Here is a new streamlined pickup designed especially for modern amplifier and radio station installations. Includes Axial Cushioning, Offset Head and other improved features. Full your guarantee.

List Price $15.00

J. R. WILLIAMS Co., Glenshottbury, Conn. (Glider sharing cream), on April 21 will start a weekly quarter-hour program on WEF, New York, featuring Bob Howard, negro pianist, Thursdays, 11:15, p.m. Agency is J. Walter Thompson Co., New York.
Here is how

To get greater antenna efficiency at a lower cost

Stop waste. Step ahead of competition

At last scientific minds and structural experience have combined to offer new standards for vertical radiators...new standards that mean lowered costs—optimum performance—reliability—and a 5-year insurance policy that "means something".

Our message is too important to keep to ourselves... We want to tell it to every station executive and engineer... even if they might only be "thinking" about replacing their present antenna system. If you want to know before you spend your good money, not only what you can expect... but what you CAN GET... then drop us a line. We can tell you in advance (on receiving complete information) the efficient performance you will get from your Lingo "Tube" Radiator and tell you exactly what it will cost... in advance!

Lingo Vertical Tubular Steel Radiators have already done their job well... and the interest in them constantly grows. One station executive says, "We are more than satisfied with the performance." Another engineer reports, "I am satisfied that a more efficient and economical radiator could not be obtained."

Those and other letters in our files all tell the same story...a new realization of antenna performance, efficiency and low cost. These are new standards developed by Lingo and tested by outstanding radio engineering consultants. They will step up the efficiency of your station and give you the complete coverage that today's competition demands.

If you would like to know more about this amazing new type of Vertical Radiator, write us complete information on location, optimum performance desired... and we will send you complete details immediately.

"New Standards for Vertical Radiators" on Request

John E. Lingo & Son, Inc., Est. 1897  Camden, N. J.

MAIL THIS COUPON TODAY

John E. Lingo & Son, Inc., Camden, New Jersey

Gentlemen: Please send me, without obligation, your detailed, illustrated brochure, "New Standards for Vertical Radiators".

Name________________________

Company______________________

Address_______________________

P. O. Box 360, Camden, N. J.

*Executives! . . . Engineers! . . .

Equipment

The FCC has approved Amperex type 278-A vacuum tube to be used in the last radio stages of broadcast transmitters at the following ratings: 750 watts for high level modulation or plate modulation in the last radio stage; 500 watts for low level modulation or the last radio stage operating as a linear power amplifier.

SHURE BROTHERS, Chicago, has developed a series of new carbon and crystal military type hand microphones designed to fit naturally in the palm. They are described as small, light and compact without the conventional handle. All models are finished in black morocco-grain with bright polished modern grille.

WEW, St. Louis, during the week of April 10 dedicated its new RCA transmitter and newly modernized studio, which includes a 1,200-seat auditorium at 3644 Lindell Ave.

WMFF, Plattsburg, N. Y., has installed Collins modernistic 12-H speech equipment and a Gates audio compressor.

WGAR, Cleveland, has purchased a $1,500,000 transmitter from RCA.

KMLB, Monroe, La., is constructing three studios, offices, control room and teletype room. Air-conditioned, the studios will be equipped with WE speech equipment and microphones.

WWL, New Orleans, has chosen a site on Lake Pontchartrain for erection of its new 50,000-watt transmitter which will go on the air in late August.

KYSM, Mankato, Minn., purchased a new 251-foot Truscon tower on April 2. Bob Kaufman, manager of the station, is supervising construction of the new 250-watt station.

WTNJ, Trenton, N. J., has purchased a 216-foot WE vertical radiator and has installed new WE speech-input equipment and microphones in its studios.

M. B. LOWE, of the engineering staff of Bendix Radio Corp., Chicago, has resigned to become chief engineer of the Illinois State Police Radio System at Springfield.

KDFY, Salt Lake City, plans to dedicate its new plant by July 15. Now being installed are a new 5,000-watt RCA 5-D transmitter and a 400 ft. Blaw-Knox vertical radiator. A $15,000 transmitter building also is being erected.

JAMES R. FOUCH, president of Universal Microphone Co., Ingleswood, Cal., in early May starts his annual visit to factory representatives of the concern in various parts of the United States.

KTRI, Sioux City, Iowa, has purchased a 200-G RCA transmitter and speech input equipment.

NEW 50,000-watt transmitter of KNX, Hollywood, which is being constructed at Torrance, Cal., at a cost of more than $250,000, will be in operation by late summer or early fall, according to A. B. Chamberlain, CBS chief engineer. The transmitter includes an antenna system consisting of a 490-foot uniform cross-section guyed vertical steel mast and a ground system of more than 120,000 feet of copper wire. A circular transmitting building to house the equipment will be built in modern design and so arranged that most of the operation will be visible to the public.

WTAR, Norfolk, Va., will dedicate its new shortwave transmitter, WXXE, April 18. It operates on 20,000 kc.
Decisions...

MARCH 31

NEW, Glk Bros Radio, Sanford, Ariz.—Granted CP 1920 kHz 500 w in 250 w US unl.
NEW, Robert-MacNab Co., and Gallatin Radio, Chicago.—Granted CP 1490 kHz 100 w in US unl.
NEW, MacNab Co., granted CP 1470 kHz 100 w in 250 w US unl.
NEW, Holcomb, etc., granted CP 1470 kHz 100 w in US unl.
NEW, W. J. Sadler, etc., granted CP 1470 kHz 100 w in US unl.
NEW, S. C. Sparks, granted CP 1210 kHz 100 w in US unl.

APRIL 1

MISCELLANEOUS—WWL, New Orleans, granted auth. move trans. locally.
KELD, Dallas, granted mod. CP move trans. 100 w D.
WAVE, Tampa, granted pet. interconnection.
NWE, Coast Broadcasting Co., Granted CP 1260 kHz 100 w in US unl.
WAVY, Norfolk, Va., Granted CP 1340 kHz 100 w in US unl.
WTBF, Baxter, Ark., Granted CP 1340 kHz 100 w in US unl.

April 4

RKYD, Huron, S. D.—Granted temp. ext. time to April 20.
KYSM, Mankato, Minn.—Granted ext. time to file app. mod. CP.

MARCH 31

NEW, Union Tribune Broadcasting Co., San Diego, Calif., granted auth.
NEW, Robert-MacNab Co., Livingston, Mont., granted continuance CP extend 12 months.
NEW, Cumberland Broadcasting Co., Fayetteville, Ark., granted CP extend 12 months.
KURL, Burlington, Vt., Granted auth. trans. 100 w D.

APRIL 1

ASSIGNMENTS TO SIGHTING BEAMS—St. John, Ont.; W фир, Detroit; CP move 600 w.
WKZI,这句话的本地化为“...W фир, Detroit; CP move 600 w.”

APPLICATIONS GRANTED:

WAPI, Birmingham, Ala.—Auth. directional change to SH transmit on 6 kW.
KITY, Yakima, Wash.—CP increase to 600 w D.
WAZ, Zephath, N. J.—CP increase to 600 w.
WSAU, Wausau, Wis.—CP increase to 950 w.
KXOK, St. Louis.—License for facsimile.
WOR, Newark.—License for facsimile.

APRIL 11

APPLICATIONS DENIED:

NEW, John H. Brink, Chicago.—CP relocation.
NEW, Adam Heydweiller, Ogdensburg, N. Y.—CP relocation.
NEW, W. E. Peck, etc., Granted auth. take depositions.

APPLICATIONS FILED:

NEW, O. W. Snyder, Hastings, Minn.—Application for CP relocation.
NEW, George B. Gosselin, New York.—CP relocation.

APPLICATIONS DENIED:

NEW, John H. Brink, Chicago.—Application for CP relocation.
NEW, Adam Heydweiller, Ogdensburg, N. Y.—Application for CP relocation.

EXAMINERS' REPORTS


APRIL 5

NEW, W. W. Wom, St. Louis.—Mod. License for CP relocation.
NEW, A. C. Lowery, St. Louis.—CP relocation.

APRIL 7

NEW, W. W. Wom, St. Louis.—Mod. License for CP relocation.

APRIL 9

NEW, George B. Storer, Pontiac, Mich.—CP relocation.

APRIL 11

NEW, W. W. Wom, St. Louis.—Mod. License for CP relocation.

MARCH 31

NEW, King-Trendle Broadcasting Corp., Detroit—Granted CP Extension for 30 days to April 12.

APRIL 1

APPLICATIONS DENIED:

NEW, Lee M. Pritchett, El Paso, Tex.—CP relocation.
NEW, H. M. Slattery, Rockville, Md.—CP relocation.

EXAMINERS' REPORTS:


APRIL 9

APPLICATIONS DENIED:

NEW, W. W. Wom, St. Louis.—Mod. License for CP relocation.
NEW, A. C. Lowery, St. Louis.—CP relocation.

APRIL 7

NEW, W. W. Wom, St. Louis.—Mod. License for CP relocation.

APRIL 9

NEW, George B. Storer, Pontiac, Mich.—CP relocation.

APRIL 11

NEW, W. W. Wom, St. Louis.—Mod. License for CP relocation.
BROADCASTING • Broadcast Advertising

NEW BUSINESS

BOSCO Co., New York (Milk amplifier), on April 11 starts Rhyming Device on 3 Mutual stations: WOR New York, WMCA New York, WPTO New York, 12-12:15 p.m. WCAE will be added on April 22. Agency: Kenyon & Eckhardt, N.Y.

PROCTOR & GAMBLE Co., Cincinnati (Dial), on May 5 will start participation in Woman's Magazine of the Air, on 5 NBC-Pacific Red Stations. Agency: Pedler & Ryan, N. Y.

NETWORK NATIONAL

WFIL (All Network), New York, 5:30-5:45 p.m., Monday, Wednesday, Friday, April 11-13, will broadcast a 30-minute radio comedy series, "Madison Square Garden," starring John Van Dreunen, president of Madison Square Garden, and will act as masters of ceremonies. Dedication ceremony of the 1938 spring season of the Garden will take place at a luncheon meeting of the New York Advertising Club and will be hosted by Lowell Thomas, president of the club, presiding. Donald Flapm, president of WMCA, will be honored guest.

Representing the broadcasting industry at studio ceremonies during the evening of April 11 will be David Sarroff, president of NBC; Alfred Lord, president of WOR, and Col. Thad H. Brown of the FCC. A series of special events programs will include salutes from Philadelphia, Washington, New England, Cincinnati, Hollywood and London. Remotes from a United Airline and the Queen Mary will be aired. Programs which have become well-known during the development of WMCA will be re-enacted.

Sinclair Sports


CARNATION Co., Milwaukee (condensed milk), on April 25 adds KVOO, Tulsa, to its roster of stations on 69 NBC-Red stations. Mon., 10-10:30 p.m.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 11 added 10 stations to its roster of stations, including WPIL, Pittsburgh, and on May 2 adds WJAY for Story of Mary Martin, formerly on 26 NBC-Red stations. Mon., through Fri., 4:10-5:10 p.m.

PROCTOR & GAMBLE Co., Cincinnati (Ivory Snow), on April 11 added WJAY and on May 2, adds WJAY for Story of Mary Martin, formerly on 26 NBC-Red stations. Mon., through Fri., 4:10-5:10 p.m.

EUCILD CANDY Co., San Francisco (Red Cap candy), recently added KON, KIRO, and KAPI to CBS-Peabody's 30-minute program Headlines on Parade. Agency: Sidney Garfinkel, San Francisco.

GENERAL FOODS Corp., New York (Hustler's), on April 20 adds 11 NBC-Red stations to Believe It or Not, Tues., 10-10:30 p.m. Agency: Benton & Bowles, N.Y.

WMCA Opening Fete

THREE days of celebration ceremonies are scheduled for WMCA's new studios on Broadway between 51-52, E. of 6th St., April 21, 22, 23. Postmaster General Farley, former Mayor Walker and Col. Mitchell, president of Madison Square Garden, will act as masters of ceremonies. Dedication ceremony of the new studio will take place at a luncheon meeting of the New York Advertising Club and will be hosted by Lowell Thomas, president of the club. Presiding will be Donald Flapm, president of WMCA, will be honored guest.

Representing the broadcasting industry at studio ceremonies during the evening of April 21 will be David Sarroff, president of NBC; Alfred Lord, president of WOR, and Col. Thad H. Brown of the FCC. A series of special events programs will include salutes from Philadelphia, Washington, New England, Cincinnati, Hollywood and London. Remotes from a United Airline and the Queen Mary will be aired. Programs which have become well-known during the development of WMCA will be re-enacted.

CBS Stock Transfers

REPORTS of the Securities & Exchange Commission recently public indicate that Isaac D. Levy, director of CBS, on Feb. 22 gave 702 shares of class A and 69 shares of class B stock to his wife and two children, reducing his holding to 64,200 A, 23,466 B. Leon Levy, CBS director, on Feb. 11 sold 250 shares of class A, reducing his holding to 37,850 shares. Leon Levy owns 44,900 class B shares, according to the report.

LOCAL GOVERNMENT

Springfield Mayor Hires Radio News Reporter

SERIES of weekly-hourly interviews on civic government will conclude on WMAS, Springfield, Mass., April 21, at which time a new series will start on WSPR, that city, Titled From The Mayor's Office, the programs originated by the office of Mayor Roger Lowell Putnam where department directors are interviewed by Miss Spencer, municipal employee with the title of Radio Reporter.

St. Louis Disc Meeting

CONTENTION that the American Federation of Musicians and not the International Brotherhood of Electrical Workers, has jurisdiction over handlers of transcriptions and records at broadcast stations, was made April 13 by Joseph N. Weber, AFM president. After conferring with officials of KMOX, St. Louis, regarding the controversy over use of union men to handle discs, Mr. Weber said KMOX had agreed to the AFM demand. KWW was to meet with Mr. Weber April 14.

The Crystal Specialist Since 1925

SCIENTIFIC

LOW TEMPERATURE CO-EFFICIENT CRYSTALS

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Two for $75.00

Supplied in Insulating Air-Gap Holders in the 550-1,000 Kc. Frequency Drift guaranteed to be less than three cycles per million cycles per degree change in temperature. Accuracy "better" than 0.1%. Order direct from:

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324 Jackson Avenue
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What-

Practical Radio Engineering training for experienced radio engineers.

How-

In three convenient formats:
Home Study — Residence — Combination.

Why-

To enable ambitious men to advance in Radio thru modern training.

Who-

Capital Radio Engineering Institute—Original home-study radio engineering school.

Where-

14th & Park Road, N. W., Dept. B-4, Washington, D. C.
—Write for FREE COPY of the CRI "Test Plan."

April 15, 1938 • Page 81

www.americanradiohistory.com
Mercantile & Promotion

Sealtest and Family — When Gas Is Free — Members of NBC Symphony — Masks for the Youngsters

NATIONAL Dairy Products Corp., New York (Sealtest), on April 25 starts a campaign to increase consumer interest in the Sealtest Laboratory Kitchen and the service it renders to housewives, as well as the entire Sealtest System of Laboratory Protection. A five-week dramatic show, tentatively titled Your Family & Mine, starts April 26, on about 40 NBC-Red stations. Newspaper advertising will be used in about 38 cities where the company has distribution, and recipe booklets will be given to listeners on request. About 75 dairy and ice cream companies associated with the Sealtest System will cooperate in merchandising to both consumers and dealers. Several million ice cream folders will be distributed each month during the summer. One such folder will be offered on each program.

The program will describe everyday adventures in the life of an American family. A food expert will give a short talk on each program stressing the use and value of ice cream and other Sealtest products. The agency is McKee, Albright & Ivey, New York.

FREE GASOLINE is given to listeners writing the best safety suggestions to WWYS, Pittsburgh, which airs a daily news program sponsored by Republic Oil Co., that city. Postal cards are given at the sponsor’s service stations and the five best daily suggestions win 10 gallons of gas each. Company gives away 300 gallons each week as a result of the program. Sponsor also gives auto license emblems to listeners who join the Republic Safety Club.

STERLING Products, Wheeling (Dr. Lyon’s) offers a charm bracelet for carton front and 10c on two NBC-Red network programs.

TRADING POST — Set up in Kallison’s General Store, sponsor of a 15-minute program by that name six days weekly on KTSA, San Antonio. Bulletins list articles to be swapped. Series is so popular that a local trader has set up an actual trading post on the same street as our sponsor and is doing a thriving business, says KTSA.

TRADING POST — Set up in Kallison’s General Store, sponsor of a 15-minute program by that name six days weekly on KTSA, San Antonio. Bulletins list articles to be swapped. Series is so popular that a local trader has set up an actual trading post on the same street as our sponsor and is doing a thriving business, says KTSA.

The Southeastern Facts REPLYING to anti-radio copy carried in newspapers and trade papers by a group of Southeastern newspapers (some of them operators themselves of radio stations), WAT, Charlotte, has issued a booklet titled “Here Are the Facts on Southeastern Advertising Coverage.” The Southeastern group’s attacks appear to be part of a concerted campaign, possibly due to the depression’s ravages upon national newspaper lineage, in which one medium is attacking another — to the advantage of neither, as pointed out in Broadcasting’s reply [Jan. 18] to the Crowell Publishing Co.

Point of Purchase

WMC, Memphis, has issued a brochure called “Buying Listeners” which contains the results of a recent listener survey made by questioning shoppers in local drug and grocery stores after they had made purchases. The survey was designed to test listeners while they were shopping in order to ascertain the effect of radio on those of buying age.

NBC’s Musicians

NBC has issued a 120-page book called “The NBC Symphony Orchestra,” detailing the orchestra’s history and including charcoal drawings of its members, together with brief biographies. There are also a number of “candid” photographs of the orchestra and its conductors in action.

Sponsor’s Staff

SOME 750 employees and executives of the Rogers Peet Co., New York, were guests at the WOR-Mutual Playhouse on April 5 for the broadcasts of Morton Gould and Gabriel Heatter, the latter program sponsored by Rogers Peet. Frank Braucher, WOR vice-president in charge of sales, welcomed the guests on behalf of the station.

KSFO Mailpiece

KSFO, San Francisco, has begun a merchandising service for wholesalers, jobbers and large retailers of drug and grocery products. In the form of a large postcard, this monthly mailpiece is sent out to the merchandising managers of all manufacturers’ representatives, listing the products advertised for the coming month on KSFO. The piece urges wholesalers, jobbers and large retailers to help radio boost their sales by featuring radio advertised products on their counters and in window displays. On the front of the card, attention is called to new and outstanding shows about to begin or that are currently running on KSFO, giving the time, talent, and any contest information.

INVITATIONS — To listen were recently distributed by KSFO, Long View, Tex., on behalf of the local Rembert National Bank which sponsors a Sunday afternoon show called “Money Matters.” Designed like currency, the invitations were also sent to advertisers with the legend, “Every minute of the day KSFO is talking to thousands upon thousands of the best income people in Texas. Let KSFO talk for you!”

Ranger Display

WCWK, Cincinnati, has a Long Ranger lobby display at the RKO Family Theatre, during the 15-week run of the Republic movie serial of the same name. A trailer on the screen advertises the broadcast and a masked ranger is stationed in the lobby when the serial is showing, giving away masks and badges. Schulze Baking Co. sponsors the program in Cincinnati.

Ye Old Programmes

WORC, Worcester, Mass., publishes its program listings in local papers in the form of an old New England almanac called “Ye Old Radio Almanack.” Weather forecasts and a column of famous events carried in its additional ne-

KPO Policy

NBC, San Francisco, has issued a promotion piece called “Good News from KPO” outlining the new announcement and transcription policy of that station. Published under the direction of Charles B. Brown, sales promotion manager, the mailing piece suggests, “Put It Over, Put It on KPO.”

Riches in Northwest

THE NBC North Mountain Group of six stations, optional on both Red and Blue, is depaired by a map printed on copper. The folder has a copy-color counter cover showing a miner under a caption reading: “Boy! I struck it rich!”

True or False

MUTUAL’s sales promotion department on April 11 mailed 4,000 booklets to radio trade describing the success of True or False, sponsored by the J. B. Williams Co., Glastonbury, Conn.
"Sure, I know they got a new show on WLW, but for Pete's sake leave enough room to let some customers in the front door."
The RCA 70-B Transcription Turntable succeeds the RCA 70-A! And that the 70-A was popular is proved by the fact that more than 850 were sold. And the 70-B offers even more than its predecessor!

The 70-B has a completely redesigned lateral tone-arm which provides unusual reproduction fidelity. Wider frequency response—from 30 cycles to well over 9,000. Unusually low harmonic distortion. These are but a few of the features which amazed broadcasters who heard this turntable at the N.A.B. Convention in Washington! There are many other features! No needles are necessary. This new instrument uses a carefully ground diamond point stylus, shaped to fit record's groove. This reduces record wear, ends needle changing. And you no longer need worry about poor quality caused by operation with worn-out needles.

Some of this new turntable's other features are shown in the box at right. Use your transcriptions to best advantage! Order a 70-B for your station.

There's an RCA tube for every purpose in the station.