Speaking of surveys, listen to this!

In March, a radio preference survey was made by an authoritative out-of-state organization, covering rural and small-town families in every alternate county of Iowa.

The survey consisted of 4,918 personal interviews. When asked the question—

"To which station do you listen most frequently?"

these 4,918 people gave the following indisputable index to radio preference in Iowa:

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th>NIGHTTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station WHO</td>
<td>2,533 Families (or 49.8%)</td>
<td>2,371 Families (or 52.3%)</td>
</tr>
<tr>
<td>All Other Iowa Commercial Stations</td>
<td>1,533 Families (or 23.4%)</td>
<td>556 Families (or 15.1%)</td>
</tr>
</tbody>
</table>

But that's just one of the interesting facts which the survey discloses. You ought to see a copy. Just call your nearest office of Free & Peters—or write to us!

WHO for IOWA PLUS

Des Moines . . . 50,000 Watts

J. O. MALAND, Mgr. . . FREE & PETERS, INC., Representatives
Gentlemen:

Your continued interest in our program is undoubtedly one of the reasons why it continues to get such good results for us.

As you know we accomplished a sales increase of 32% in 1937, the largest increase for any one year in the history of our company. Since the only change in our advertising methods was the addition of our program over KLZ, we are compelled to give it a major share of the credit for this fine showing.

This year the recession has retarded business quite a little but we are still showing a gain running about 8% over 1937. Since we are spending 75% of our advertising budget on KLZ we shall continue to give you credit for three-fourths of our present gains. Even though the program is no longer new, we are not forgetting the fact that we're 40% ahead of what we were before the program started.

Yours very truly,

K & B PACKING & PROVISION CO.

[Signature]

General Manager

April 8, 1938

Radio Station KLZ,
Shirley-Savoy Hotel,
Denver, Colorado.

Gentlemen:

Your continued interest in our program is undoubtedly one of the reasons why it continues to get such good results for us.

As you know we accomplished a sales increase of 32% in 1937, the largest increase for any one year in the history of our company. Since the only change in our advertising methods was the addition of our program over KLZ, we are compelled to give it a major share of the credit for this fine showing.

This year the recession has retarded business quite a little but we are still showing a gain running about 8% over 1937. Since we are spending 75% of our advertising budget on KLZ we shall continue to give you credit for three-fourths of our present gains. Even though the program is no longer new, we are not forgetting the fact that we're 40% ahead of what we were before the program started.

Yours very truly,

K & B PACKING & PROVISION CO.
You need **ALL** the teeth to get a firm hold...

Application of grip and leverage over a wide surface is what enables a wrench to turn a pipe in its tightly-threaded joint. The same principle governs in the solution of your sales problem in New England.

Here you will find more than a dozen separate trading areas, each dominated by an urban shopping center, and all together comprising that important unit known as the New England market.

To sell this market effectively and economically it is essential that you apply leverage at all points. This can be done directly through the 15-station facilities listed herewith.

No other group of stations provides such complete, sales-producing service at comparably low cost.

---

**The COLONIAL NETWORK**

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Representatives
We're Eating Our Own Words—and Liking it!

45 DAYS AGO IN "BROADCASTING"
WE SAID:

WSAI is now carrying 57.8% more LOCAL and NATIONAL SPOT quarter-hour units in Cincinnati than local network station A, and 136.0% more than local network station B. Every one of these units represents a voluntary choice by an advertiser who decided in his own mind—without restrictions—what to buy and where to buy it.

THIS IS NO LONGER TRUE!

We find that WSAI is now* carrying 106.2% more LOCAL and NATIONAL SPOT quarter-hour units in Cincinnati than local network station A, and 661.5% more than local network station B, or 62.2% more than local network stations A and B combined.

*Week of May 29th.

And so voluntary choice of WSAI marches on!

WSAI
CINCINNATI
- National Spot Representative

TRANSAMERICAN
NEW YORK CHICAGO HOLLYWOOD
ROSS FEDERAL SURVEY PROVES WCAE Has Pittsburgh's Largest Radio Audience

In Pittsburgh's most recent radio survey—20,029 completed telephone calls, by Ross Federal Research Corporation—during the week ending May 26, 1938, WCAE was the **FIRST** choice of the listening audience, **DAY AND NIGHT**!

Ross Federal found that **34.47%** of the Pittsburgh radio audience, between 9 and 12 noon, listens regularly to **WCAE**!

Ross Federal found that **35.17%** of the Pittsburgh radio audience, between 12 noon and 6 p.m. listens regularly to **WCAE**!

Ross Federal found that **45.58%** of the Pittsburgh radio audience, between 6 and 11 p.m. listens regularly to **WCAE**!

Ross Federal proved that, for the greatest audience—and greatest profit—your Pittsburgh radio program, or sales message, should be broadcast by **WCAE**!

Listen Regularly to

WCAE

NBC RED - MUTUAL - NETWORKS

40.52% of Entire Audience from 9 A.M. to 11 P.M.
Pardon us, stranger, but if you are bogged down in the job of making a profit on radio, we're here to help—fourteen fellows in all parts of the nation, who devote our full time to keeping up with radio.

Thus if Station A isn't producing properly for you, we probably know the reason and the remedy. If Station B is going great guns, we'll probably know whether the same time and program will or will not work in other specific markets . . . And so on. We're not fortune-tellers, of course, but radio is our business—and we know our business.

So spill your troubles to our sympathetic ears, and see if we can't give you some ideas. Note that we say "give"! — our time is paid for by the top-notch stations we serve.

Exclusive Representatives:

<table>
<thead>
<tr>
<th>Channel</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGR</td>
<td>Buffalo</td>
</tr>
<tr>
<td>WKY</td>
<td>Cincinnati</td>
</tr>
<tr>
<td>WRE-WCLE</td>
<td>Cleveland</td>
</tr>
<tr>
<td>WBK</td>
<td>Columbus</td>
</tr>
<tr>
<td>WOR</td>
<td>Des Moines</td>
</tr>
<tr>
<td>WDAY</td>
<td>Fargo</td>
</tr>
<tr>
<td>WOGO-WGL</td>
<td>Ft. Wayne</td>
</tr>
<tr>
<td>WJRI-WJE</td>
<td>Kansas City</td>
</tr>
<tr>
<td>WAVE</td>
<td>Louisville</td>
</tr>
<tr>
<td>WTCN</td>
<td>Minneapolis-St. Paul</td>
</tr>
<tr>
<td>WMBD</td>
<td>Peoria</td>
</tr>
<tr>
<td>WSK</td>
<td>St. Louis</td>
</tr>
<tr>
<td>WPLR</td>
<td>Syracuse</td>
</tr>
<tr>
<td>WREB</td>
<td>Youngstown</td>
</tr>
</tbody>
</table>

Southeast

<table>
<thead>
<tr>
<th>Channel</th>
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</thead>
<tbody>
<tr>
<td>WCSC</td>
<td>Charleston</td>
</tr>
<tr>
<td>WBC</td>
<td>Columbia</td>
</tr>
<tr>
<td>WPFT</td>
<td>Raleigh</td>
</tr>
<tr>
<td>WDRJ</td>
<td>Richmond</td>
</tr>
</tbody>
</table>

Southwest

<table>
<thead>
<tr>
<th>Channel</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTAT</td>
<td>Ft. Worth</td>
</tr>
<tr>
<td>KTUL</td>
<td>Tulsa</td>
</tr>
</tbody>
</table>

Pacific Coast

<table>
<thead>
<tr>
<th>Channel</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOIN-KALE</td>
<td>Portland</td>
</tr>
<tr>
<td>KSFY</td>
<td>San Francisco</td>
</tr>
<tr>
<td>KVI</td>
<td>Seattle-Tacoma</td>
</tr>
</tbody>
</table>

"May I extend aid?"

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

Pioneer Radio Station Representatives
Net of $18,883,935 Shown in First Official Analysis; Third of Gross Spent for Programs and Talent

EARNING a net income of $18,883,935 on a total revenue of $114,222,906, the broadcasting industry enjoyed its peak year during 1937, according to a comprehensive analysis of station and network fiscal operations undertaken by the FCC and made public June 6. The analysis, based on FCC returns, sent to stations and networks, was undertaken by the FCC as a part of its comprehensive fact-finding study to be employed in connection with both the so-called "super-power" hearings now under way and the impending chain-monopoly study slated for hearing by this fall.

Much information never available heretofore as to station operations, investments, disbursements for talent, telephone line charges and related data was contained in the series of 27 statistical breakdowns prepared by the FCC Accounting Department under the direction of Chief Accountant William J. Norfleet.

**Investment Data**

While approximately one-sixth of the income for 1937 was depicted as net, this figure related only to time and talent sales during the year with no relationship to investment. The current investment figure for the industry, excluding actual network properties as distinguished from their key stations, was given as $46,240,128, marking the first time such a figure had been added on the basis of any survey.

Moreover, from the industry standpoint, the situation that obtained in 1937 is not directly comparable to current or future operations, it was emphasized. During the last month of 1937, the agreement of broadcasting contracts with the American Federation of Musicians became effective, resulting in the payment of about 5% of station income for union musicians. Labor conditions generally have tended toward increased wage expenditures, and the quadrupling of dues to the NAB to finance its enlarged operations similarly has subtracted from station net income.

While no actual experience is yet available, it is thought that, instead of an industrywide figure of some 15% net for 1937, the figure for the current year will be at least 5% lower even if business maintained the same level, which it apparently will not.

The figure on investment in plant and equipment was compiled as of the end of 1937, and therefore did not estimate total costs involved in experimentation and nonrevenue producing operations since the advent of practical broadcasting in 1920. Moreover, the $46,240,128 does not include the value of network plant and buildings, which roughly have been estimated unofficially as representing an investment of at least $10,000,000 more.

The breakdown disclosed that all networks, including secondary networks and key stations, received net revenues of $40,541,062 after commissions and discounts. During 1937, with a net income of $6,395,954, an approximate 15% profit on net sales. Excluding their key stations, network operations yielded $34,669,825, with a net income of $5,471,807, or approximately 15% on net sales.

Capital of all networks, including investments in key stations and in owned and managed stations, aggregated approximately $16,000,000, practically all of which was accounted for in plant and equipment.

**Some Show a Loss**

Regional networks had a total revenue of $1,826,997, and a net income of only $111,779, or approximately 6% on net sales. The actual identity of these networks was not divulged, but they are understood to include all networks actually in operation aside from the three major national projects—NBC, CBS and MBS.

The only specific class of station showing an actual loss in operations during the year was the limited and daytime regional group, embracing 68 outlets. They showed an operating loss of $19,030 on the basis of $3,806,946 income. While the statistics did not yield the information, it is estimated that upwards of 150 of the 629 commercial stations covered in the analysis showed red ink.

Approximately one-third of gross revenues of networks and stations, or $32,500,077, was expended for programs and talent, including sustaining programs. Expenditures for communications lines used in program transmission, the bulk of it going to A. T. & T. and its associated Bell System companies, amounted to $7,489,065.

**What Networks Paid Stations**

Major networks (NBC, CBS and MBS) including key stations had total commercial time sales of $56,192,396 during 1937. Of this amount $15,861,483 was paid to affiliated stations, and $109,291 to other networks. Time sales to advertisers retained by the networks aggregated $40,521,667, but after deduction of commissions and other overhead, the total major network revenue amounted to $38,647,751 from time sales, talent, etc.

In no instance did the figures reveal excessive payroll or salary items in proportion to the business done. Similarly the FCC analysis appeared to coincide in general with the returns made public a year ago by the Department of

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**ANALYSIS OF BROADCAST REVENUES**

Table 1: Analysis of Net Revenues from Broadcast Services and Other Financial Data—Broadcast Stations Operating All Reporting Networks and 629 Stations Operating on a Commercial Basis During 1937.

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Revenues</td>
<td></td>
</tr>
<tr>
<td>1. Network portion of network time sales</td>
<td>$38,122,917</td>
</tr>
<tr>
<td>2. Time sales by stations</td>
<td>$9,658,655</td>
</tr>
<tr>
<td>3. Time sales by stations, paid for commissions, sustaining programs, or other contract method</td>
<td>$2,840,784</td>
</tr>
<tr>
<td>4. Total time sales by stations</td>
<td>$41,621,356</td>
</tr>
<tr>
<td>5. Sustaining program sales to stations</td>
<td>$10,908,072</td>
</tr>
<tr>
<td>6. Sale of talent, booking commissions, and miscellaneous sales</td>
<td>$6,903,894</td>
</tr>
<tr>
<td>7. Other revenue incidental to broadcasting</td>
<td>$11,374,083</td>
</tr>
<tr>
<td>8. Rent received for broadcasting equipment and other fixed assets leased to others</td>
<td>$212,130</td>
</tr>
<tr>
<td>9. Total sales and other revenues</td>
<td>$51,205,086</td>
</tr>
<tr>
<td>10. Deduct: Commissions to agents and brokers</td>
<td>$16,092,960</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>(b) Expenses</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Salaries to officers</td>
<td>$4,817,466</td>
</tr>
<tr>
<td>2. Salaries to others, except program, advertising, and selling staffs</td>
<td>$16,016,245</td>
</tr>
<tr>
<td>3. Payments for use of communication lines used in program transmission</td>
<td>$7,489,060</td>
</tr>
<tr>
<td>4. Payments for rent of complete broadcast stations and equipment leased from others</td>
<td>$93,438</td>
</tr>
<tr>
<td>5. Program and talent expense, including sustaining programs purchased</td>
<td>$32,860,077</td>
</tr>
<tr>
<td>6. Advertising, selling, and publicity expense</td>
<td>$5,551,928</td>
</tr>
<tr>
<td>7. Repairs, maintenance, and supplies</td>
<td>$2,490,493</td>
</tr>
<tr>
<td>8. Light, heat, power, and miscellaneous rents</td>
<td>$8,952,527</td>
</tr>
<tr>
<td>9. Depreciation of assets devoted to broadcasting</td>
<td>$3,561,128</td>
</tr>
<tr>
<td>10. Amortization of intangible assets devoted to broadcasting</td>
<td>$43,557</td>
</tr>
<tr>
<td>11. Taxes applicable to broadcasting (except Federal income taxes)</td>
<td>$2,017,668</td>
</tr>
<tr>
<td>12. Unclassified broadcasting expenses of stations</td>
<td>$1,061,829</td>
</tr>
<tr>
<td>13. All other general expenses (including rent paid for use of land)</td>
<td>$8,139,520</td>
</tr>
<tr>
<td>14. Total expenses</td>
<td>$61,956,311</td>
</tr>
</tbody>
</table>

| (c) Net revenue from broadcast services | $22,566,598 |
| (d) Other income (not included in ac above) | $640,845 |
| (e) Gross income | $23,477,443 |
| (f) Deductions from gross income (not included in (b), above) | $7,792,687 |
| (g) Net income before Federal income taxes | $15,684,756 |
| (h) Estimated Federal income taxes | $6,746,230 |
| (i) Net income for the period | $8,938,526 |

<table>
<thead>
<tr>
<th>Net Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Net from Network Table 4</td>
</tr>
<tr>
<td>(b) Net from Stations, Table 15</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

(Note A) Excluding nine network key stations. If they were included, this amount would then be $5,993,994. (See Table Number 2.)

(Note B) Includes nine network key stations. If they were excluded, the amount would then be $12,487,689.

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**Broadcast Advertising**

Washington, D.C., June 15, 1938

$3.00 a year—Single copy

BROADCASTING • Broadcast Advertising
### Table 15: Summary of Responses of Broadcast Stations to Commission Order No. 38

| Item | Clear Channel | | Regional | | Local |
|------|---------------|------|----------|------|
|       | 50,000 watts or more | 0 to 25,000 watts | Unlimited | Limited | Unlimited |
|       | (Col. 1) | (Col. 2) | (Col. 3) | (Col. 4) | (Col. 5) |
|       |       |       |       |       |       |
| Number of stations | 29 | 4 | 8 | 10 | 8 |
| Time sales: | | | | | |
| Network | 9,508,283 | 432,308 | $389,478 | $233,087 | $559,486 |
| Local | 5,176,648 | 116,925 | 607,627 | 646,643 | 780,800 |
| National spot | 10,089,441 | 956,766 | 716,080 | 475,711 | 787,727 |
| Total | 24,725,372 | 1,045,880 | 2,192,471 | 2,078,441 | 1,951,681 |
| Talent and miscellaneous sales | 2,135,458 | 836,199 | 822,824 | 100,082 | 96,420 |
| Less: Agency commissions | 5,944,441 | 44,281 | 124,589 | 83,710 | 67,392 |
| Net sales | 24,295,289 | 1,937,924 | 2,201,302 | 1,747,714 | 1,858,549 |
| Expenses | | | | | |
| Salaries to officers | 820,831 | 90,961 | 47,926 | 78,924 | 73,802 |
| Salaries to all others | 2,412,158 | 168,392 | 319,399 | 209,151 | 394,207 |
| Payments to national organizations, and other time brokerage commissions | 516,384 | 59,994 | 56,441 | 74,649 | 61,998 |
| Program expenses | 6,509,871 | 586,802 | 506,096 | 847,864 | 998,816 |
| Program and talent expenses | 832,450 | - | 43,106 | - | 19,801 |
| Advertising, sales promotion, miscellaneous selling and publicity | 903,653 | 76,985 | 66,825 | 81,899 | 87,346 |
| Repair, maintenance and supplies | 507,017 | 17,511 | 48,640 | 36,172 | 81,908 |
| Light, heat, power and miscellaneous rents | 1,088,773 | 37,486 | 69,492 | 72,777 | 78,812 |
| Rent for broadcasting equipment leased to others | 589,433 | 140,076 | 1,264 | 6,299 | 1,609 |
| Wire costs | 579,483 | 56,786 | 24,569 | 40,646 | 47,048 |
| All other general expenses net after depreciation | 8,682,425 | 88,806 | 60,866 | 86,806 | 179,608 |
| Amortization of intangibles applicable to broadcasting | 21,901 | 20,000 | 3,183 | 1,685 | 10,030 |
| Taxes (applicable to broadcasting, except Federal Income taxes) | 358,403 | 24,654 | 55,827 | 23,868 | 34,804 |
| Total expenses | 15,825,688 | 1,859,586 | 1,464,490 | 1,181,996 | 1,617,358 |
| All Commercial Stations | | | | | |
| Number of stations | 29 | 4 | 8 | 10 | 8 |
| Net sales | $24,295,289 | $1,937,924 | $2,201,302 | $1,747,714 | $1,858,549 |
| Rent revenue from broadcasting services | 4,658,608 | 494,069 | 796,812 | 217,045 | 341,241 |
| Rent from broadcasting equipment leased to others | 8,469,603 | 542,697 | 796,812 | 217,045 | 341,241 |
| Total broadcasting services income | 13,329,084 | 1,035,766 | 1,494,029 | 434,091 | 475,482 |
| Other income | 8,622,166 | 540,622 | 602,996 | 432,621 | 349,165 |
| Income deductions | 8,456,097 | 549,974 | 799,449 | 216,029 | 341,680 |
| Estimated Federal Income taxes (deduct) | 929,019 | 57,296 | 107,124 | 56,424 | 44,801 |
| Net income | 7,460,447 | 477,029 | 629,325 | 103,871 | 297,179 |

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**Our Chicago Office**

PAUL BRINES, for the last year associated with Washington headquarters of BROADCASTING, has been appointed Chicago representative, with headquarters at 360 N. Michigan Ave. The phone is CENTRAL 4115. Hal Tate, for the last year Chicago correspondent, has resigned to write and broadcast a new radio feature, scheduled to begin in July.

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**Page 8 • June 15, 1938**

**BROADCASTING • Broadcasting Advertising**

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**Revenue, Expense and Other Income Items of Stations**

**By Class and Time Designation, 1937**

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**Note:** The term "part-time" as used in this table refers to share-time and specified-hour stations.

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**Commercial Broadcasting** following its questionnaire survey of broadcasting fiscal operations for the year 1935 insofar as major brackets of income and expense are concerned.

While the FCC analysis was undertaken especially for the purposes of the superpower and chain-monopoly inquiries, it is entirely possible it will be made annually, but the decision will not arise until late this year or early in 1939.

In offering the welter of material for the superpower hearing record on June 6, Chief Accountant Norfleet explained that 624 stations responses were included in the summaries, as against an aggregate of 721 stations licensed as of Dec. 31, last, including those with construction permits. Of this total, 32 had construction permits only, and therefore could not submit data; a like number were non-commercial; 10 were extra-territorial; five filed joint reports; seven filed too late for tabulation; six filed incomplete and unusable reports, and five were delinquent and did not file returns.

**Sales of Stations**

For the 629 commercial stations covered in the FCC report, including the network keys and network owned and managed stations, it is calculated that total net sales (including talent sales) after commissions and discounts amounted to $81,649,718 during 1937. Net revenues after all expenses totaled $18,200,003. This represents an average net income per station of $29,263.

By far the largest gross and net revenue earners were the full-time and part-time 50,000-watt stations (including the 500,000-watt WJW) and the 5,000 to 25,000-watt full-time clear channel stations. For example, the 29 full-time stations accounted for $34,295,289 of net sales and $8,469,603 of net revenue out of the 629-station total.

Running ahead in total sales and a fairly close second in net revenues were the 188 full-time regional stations other than high power (600 to 500 watts), which accounted for $33,097,289 in net sales and $6,787,846 in net revenue. There was a wide gap between these and substantially the same number of full-time locals (100 to 250 watts) which accounted for $7,800,050 in net sales and only $600,703 in net revenues.

The breakdowns of the various categories of stations showing gross and net incomes, average net incomes, average investments and average depreciated values follow:

- Twenty-nine full-time clear stations (Continued on page 36)
Superpower Eliminated as Immediate Issue

By Sol Taishoff

Senate Adopts Wheeler Resolution Fixing 50 kw. Limit As Allocation Hearings Proceed Before the FCC

ADOPTION by the Senate of a strong resolution expressing it to be the sense of that body that power in excess of 50,000 watts is against public interest, has forcibly removed the "superpower" issue from FCC consideration in current hearings on proposed new rules and regulations which got underway June 6 and which are likely to run until the end of the month.

Adoption of the resolution, offered by Senator Wheeler (D-Mont.), chairman of the powerful Interstate Commerce Committee, came as a prelude to ratification by the Senate of the North American broadcasting agreement (Havana Treaty) providing for new allocations. The proposed new rules and regulations are based on these allocations.

Actual frequency shifts, providing for the division of the 106 wave lengths in the broadcast band (550 to 1600 kc) are specified in the treaty but are not involved in the current FCC hearings. With the ratification of the treaty, however, the way is now clear for the FCC to revise assignments in conformity with the treaty and to take into account the weight of the evidence at the hearings on the rules so as to specify definite allocations.

Hearings on assignments (officially so expected but probably not until late this year or early in 1939. The Status of WLW

The Senate was due to ratify the treaty June 16—the day after it had given final approval to the Wheeler Resolution. While the resolution reads that it is the sense of the Senate that the FCC should not permit power in the broadcast band "on a regular or other basis" in excess of 50 kw., Senator Wheeler, in his statement to the body preparatory to the unanimous vote, asserted that it would not affect "existing facilities."

This was taken to mean that the WLW experimental operation with 50 kw., not in service litigation but now on the air, is not prejudged and is in no way immediately affected by the Senate action. As a matter of legislative fact, it was stated, the resolution has no legal weight but simply expresses an opinion of the Senate. Of course, it is felt the FCC would not ignore any such unanimous vote by the Senate and it is a certainty that whatever may have been harbored for additional 50 kw. grants now are stymied at least until the Senate expresses itself otherwise. It leaves the FCC open, however, to adjudicate the WLW experimental renewal although the weight of the Senate's vote declaring such power to be not "in the public interest" unquestionably will be taken into account by the Commission.

Senator Wheeler informally had served notice he would oppose the treaty (it required unanimous consent for ratification) unless his resolution against superpower was adopted prior to treaty consideration. There was a question whether the treaty would be blocked with resultant serious implications to allocations in North America, or whether superpower would be ruled out by a senatorial expression of opinion.

A complete running account of the allocations hearings which began June 6, covering all the hearing sessions from June 6 to 14, will be found on pages 53-61 inclusive.

Hearings on the WLW experimental renewal will occur immediately after testimony is concluded on the new rules and regulations—probably within ten days. It is certain that should the extreme penalty be meted out in the way of refusal to permit WLW to continue with its 500 kw. operation, the station will attempt to restrain the FCC from making the order effective by extensive litigation.

At best, it is not expected the Commission can decide the WLW case for several weeks following the hearings. More than likely the decision will not come until fall.

A parliamentary complication resulted on the Wheeler Resolution when Senator Bulkey (D-Ohio), entered a motion for its reconsideration on June 13. This had the effect of nullifying action on the Wheeler Resolution. On June 14, however, Senator Bulkey withdrew his motion after making the statement that it was to be understood as not affecting existing assignments, thus again establishing for the record that the WLW renewal application would not be prejudged and that it would be assured final adjudication of its renewal by the FCC.

Does not Affect WLW

Prior to withdrawing his reconsideration motion, Senator Bulkey asked Senator Wheeler regarding the specific language of his resolution, particularly in connection with WLW. "I would like to ask," he asserted, "whether the resolution is not intended as a direction to the Commission in respect to permits heretofore granted." Senator Wheeler replied: "Certainly not." Then Senator Bulkey asked: "Is it not intended to affect any proceedings which are now pending before the Commission?" to which the Montana Senator responded: "Of course not."

Action on the treaty had been slated for June 15, but Senator La Follette (P.-Wis.) objected because of the motion to reconsider on the Wheeler Resolution. Thus, the Senate was expected to ratify the treaty just before adjournment June 15.

The so-called "superpower" committee of the FCC sat from Mondays through Fridays, except for two interruptions occasioned by (Continued on page 85)

FCC QUARTET comprising the Superpower Committee sees intense preoccupation with proceedings. Left to right: Commissioners Frank R. McNinch, ex-officio member of committee; T. A. M. Craven; Norman S. Case, who serves as chairman of the special committee; George H. Payne.
Conspiracy Action Instituted by KOL

Seattle Station Names Bone, Has in $250,000 Suit

THREATENED for many months, a conspiracy suit against Senator Bone (D-Wash.), named co-defendant with his half-brother and with him, Carl, of customs in Seattle and part owner of KIRO, with CBS and with other individuals, with whom KIRO was filed in Tacoma courts June 11 by the owners of KOL, Seattle. Damages of $250,000 were sought.

The complaint largely centers around the transfer of the CBS network franchise from KOL to KIRO last year. Among other things it is alleged that Senator Bone used his public office in connection with KIRO activities and against KOL.

As the suit of the talk of the suit has been heard throughout the Northwest months ago. Archie Taft, president of KOL, is the principal plaintiff on behalf of KOL, and his half-brother-in-law of Louis Wasmacher, owner of KHQ, Spokane, part owner of KOL and interested in various other Washington stations.

Specifically, the complaint alleges that Senator Bone as a member of the Senate Interstate Commerce Committee, had interested himself in the transfer of the Columbia Broadcasting System franchise from KOL to KIRO. Allegation also was made that KOL had declined to negotiate for the renewal of the franchise under which Senator Bone and Mr. Haas would have procured control of KOL. It is alleged that Senator and Senator Bone own and control KIRO.

Bone's Denial of Charges

According to press reports, both Senator Bone and Louis K. Lear, president of KIRO, issued statements in Seattle,一千 time the side of the conspiracy charges. Senator Bone was quoted as having said:

"I am not aware of any activities or that have any interest whatever in Station KIRO. The same is true of Mr. Lear."

"During the very time mentioned in the complaint, I was urged to be helpful to Station KOL in its efforts to secure an increase in its power. I was glad to do this so far as I could do it legitimately. Station KOL was granted the increase sought and now has five times as much power as Station KIRO. If this is a conspiracy, it is the funniest conspiracy ever hatched by human beings."

Sign With ACA

FOUR independent Los Angeles stations, KEHE, KFVD, KRKD and KFAC have been signed by Broadcasters Local 15, American Communications Union. CIO. Negotiations are under way with KGBF, to be followed by drives for signatures from KGBF. There are 10 stations in Los Angeles county. More than 150 Los Angeles technicians and announcers are now CIO members. Although a labor trouble is anticipated, the Southern California Broadcasters Association, Los Angeles chapter, has closed meeting discussed CIO affiliation of its respective members.

A comparison, it was reported, centered around price schedule and problems a general unionization would bring to the stations.

Deutsch Outlines Plans To Start Disc Network

PRELIMINARY plans for a trans- cision network were outlined June 8 by Percy L. Deutsch, presi dent of World Broadcasting System, a Chicago station. Washington attended by more than a score of prominent broadcasters. A preliminary report of a pending crystallization of a definite held at the Willard Hotel coincided with the FCC hearings of proposed new regulations, the attending broadcasters were told of the project, which would embrace a basic major market group. WBS, pioneer in tailor made transcriptions and the production of spot transcribed programs, will operate in the same manner as wire networks except that WBS in Chicago will work via WBS high-fidelity transcriptions with the disc cost prorated. Formal plans will be made by Mr. Deutsch when details are worked out, it was said.

ASCAP Compiles Theme Song List

A REGISTER of theme songs and musical signatures used for programs over stations, comprising 116 pages of listings, was issued June 10 by ASCAP.

In a letter to stations, E. C. Mills, chairman of ASCAP's administrative committee, explained the register was designed to assist in avoiding conflict or unpleasantness which might result from the duplication or competitive uses of themes. All stations have been requested to include a list of the positions used as signatures together with the titles, along with the title of this program identified by them, to aid in compiling the register. Sent gratis to stations, the register also includes a number of registration card blanks to be used by stations in entering new theme songs and signatures for later editions of the reference book.

Mr. Mills explained ASCAP does not guarantee the accuracy of the listings right in that provision for the use of the compositions or undertake to arbitrate or adjust any conflict or disagreements relating to the use of compositions for theme purposes.

Many of the register have been furnished not only to stations lic enced by ASCAP in this country but also to subscribers to the Canadian Performing Rights Society and to advertising agencies involved in the advertising business as well as to radio editors and trade journals.

Birmingham Broadcast Team Acquired by Ed Norton

THIRD radio executive to acquire control of professional sports aggregation is Ed Norton, who with Manager Thad H. Holt holds the operating contract on WAPI, who acquired the WMBB, Jacksonville, Fla. Mr. Nor ton, a Birmingham business man, recently the Birmingham Barons of the Southern League for a reported price of about $300,000. Their operating contract of WLB, owns the Cincinnati Reds, and George (Dick) Richards, president of the club, own and operate the Detroit Lions pro football team.

According to Mr. Holt, Mr. Nor ton had no sooner acquired the ball than he gave leave, never before obtainable, to have all its home and away games broadcasted in an immediate increase of 33% in attendance was noted. WAPI's competitor, WBGN, received a similar franchise because it was able to clear time for the games, many of which are at night, and they are sponsored by Kellogg's.

ASCAP Depositions

DEPOSITIONS of 12 witnesses to appear in the Nebraska ASCAP trial were taken in New York early in June, and L. D. Frohlich of the ASCAP counsel, was in Hollywood seeking witnesses there. Depositions are to be filed before Thursday, June 25, and the case may come up any time thereafter. According to Mr. Frohlich, ASCAP president, and E. C. Mills, chairman of the administrative committee, definitely will attend the trial.

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BROADCASTING • Broadcast Advertising
Miller Assesses Active Duties As New NAB President July 1

Unanimously Named by Board at June 6 Meeting;
Louches Resigns; Spence Secretary of Board

NAMED a three-year term as NAB president under the new regime, Neville Miller, former Mayor of Louisville, will take over active direction of the trade association July 1. The former board of directors, with only three of its 23 members absent, unanimously appointed him to the post at a special board meeting in Washington June 6.

Mr. Miller’s appointment, predicted exclusively by Broadcasting in its May 15 issue, was hailed by members of the board as marking complete fulfillment of the reorganization plan inaugurated last February. His salary is $25,000 a year plus $5,000 for expenses. Mr. Miller leaves his post as assistant to the president of Princeton University to assume the NAB helm.

Succeeding Mark Ethridge, temporary president, Mr. Miller declared he would first undertake a study of industry problems. After assuming office July 1 he will spend considerable time with Mr. Ethridge and with members of the board as it prepares for the NAB convention August 19-22.

From Savannah News

How to Make Friends and Influence South America.

Edwin M. Spence, serving under a temporary appointment as executive officer of the trade association, was continued in office and also designated as secretary to the board of directors to fill the vacancy created by Mr. Louches’ retirement.

Membership of the trade association was increased to 457 with the admission of nine stations by the board. There was considerable controversy regarding the readmission of WCAU, Philadelphia, a previous motion for reinstatement made at the board meeting a month ago having been tabled. The station, however, finally was admitted. Others admitted to membership were WMIN, St. Paul; KAWM, Gallup, N. M.; KGFL, Roswell, N. M.; KULI, Garden City, Kan.; WJBL, Decatur, Ill.; WABI, Bangor, Me.; KELO, Sioux Falls, and WHAI, Greenfield, Mass.

Fisher Leaves WOAI

BEEMAN FISHER, who joined WOAI, San Antonio, last September as general manager, resigned early in June to return to join the Texas Electric Service Co., Fort Worth, as assistant to the president. He was former manager of Texas Power & Light Co. in Dallas as advertising manager. His duties at WOAI have been assumed by Hugh A. L. Half, who reports no successor has been chosen. Also leaving the WOAI staff was Carl Neely, sales promotion manager, who has joined the staff of Edward Petry & Co., in New York.

How to Purchase Hearst Properties Show No Change

Jones and Storer Interests Latest Bidders Disclosed

NO DEFINITE deals for the disposal of any of the remaining Hearst Radio broadcast station properties were made during the last fortnight, and Joseph V. Connolly, chairman of the board of Hearst Radio Inc., reported in Broadcasting June 14 that the situation was in “status quo”. He is still hopeful, he indicated, that the properties will be sold by the end of the summer [Broadcasting, June 1].

First for the $400,000 sale of KEHE, Los Angeles, to Earle C. Anthony and the still pending deal for the $250,000 sale of WINS, New York, to Col. Arthur O’Brien, deals for none of the other seven stations in the group have as yet been made. The expectations now are entirely in the hands of Mr. Connolly.

It was learned on reliable authority that the Jesse Jones radio interests had shown an interest in acquiring the Hearst broadcast group, which comprises KOMA, Oklahoma City, and the three Texas stations—KTSA, San Antonio; WACO, Waco, and KGNS, Austin. Mr. Connolly asserted, however, that they had consulted with Elliott Roosevelt about Hearst Radio, but that no definite proposition had been made to him.

Approach by Storer

Also reported but not verified was an approach by a representative of George Storer, Detroit and Toledo industrialist, regarding WINS, Milwaukee. Mr. Storer controls WMAU; WIBS, Wheeling, and WMNN, Fairmont, W. Va., and has a minority interest in KIRO, Seattle. He recently disposed of his one-sixth interest in WJBA, Detroit. Mr. Connolly asserted that he had been approached on this occasion, but Mr. Storer could not recall the name of the man who represented Mr. Storer.

At another point was that the Storer interests also wanted to buy WBAI, Baltimore, on which various Baltimore interests were believed to be bidding, and WCAE, Pittsburgh. The latter station being part of the Hearst Consolidated Newspapers, will not be sold, it was officially stated. WISN also is being sought by local interests in Milwaukee.

It now appears that the proposal to sell the Southwest group to John Ewing, KBZT, KTBS, Shreveport, and publisher of the Shreveport Times, is definitely off. Mr. Ewing evinced an interest for a time but was suddenly stricken ill and for 10 weeks was away from business. If the Jones group should revive interest in the Southwest group, the negotiations presumably would be handled by Tifford Jones, nephew of the chairman of the Reconstruction Finance Corp. Tifford Jones and T. Frank Jones, the cousin of Mr. Jones, also have been interested in several smaller stations in the State. The Jones interests also include KPAC and KTRH in Houston, but those stations

(Continued on page 65)
Overwhelming Vote Defeats Connery Probe Resolution as Session Nears End; Leaders Rebuke Backers of Measure

IN A TUMULTUOUS atmosphere, the House the night of June 14 voted down the Connery Resolution for an investigation of alleged monopoly in radio by a select committee by the overwhelming vote of 234 to 101.

Action came after a Herculean effort by Chairman O'Connor (D-N.Y.) of the House Rules Committee, to force its approval. He predicted a "scandal" of giant proportions if it failed.

The vote came after impassioned speeches on both sides. Opponents laid responsibility for the resolution coming before the House on the doorstep of FCC Commissioner George H. Payne, charging him with having fostered the proposal for months. Commissioner Payne had testified before the Rules Committee that the FCC members had yielded to outside influences, but failed to substantiate his charges at a subsequent executive session.

Vindication of McNinch

The House action was regarded as a vindication of Commissioner Frank R. McNinch, who had two appearances before the Rules Committee taken the position there was no need for a Congressional investigation. High tribute to the chairman was paid in the floor debate. The chairman contended that the FCC already has scheduled its own inquiry into allegations of monopolistic tendencies, and that it should be permitted to follow through. Even the action of the Rules Committee in reporting out the measure was challenged, when Rep. Cox (D-Ga.), charged on the floor that a majority of the Committee did not favor an investigation.

The nature of the House action, which came on the eve of the Congressional adjournment, the measure—along with a half-dozen other pending resolutions for Congressional investigations of the industry, the FCC and radio in general—passed into legislative oblivion. All pending bills died with this session. A new House membership is elected in November. After the resolution had lost by what appeared to be a tidal wave of opposition in a "voice vote", a standing count was demanded. This yielded a count of 209 to 65. Despite this a roll call was demanded, with the resultant count of 234 to 101.

In opening the one-hour debate on the resolution, Rep. O'Connor unleashed a bitter attack on what he described as the "radio lobby". Declaring that he never saw such a situation in all his years in Congress, he said everybody from those "high in the Administration" to "page boys" and even "colored messengers" were lobbying for the "radio trust." They have come from every department of the government, he charged.

Wigglesworth Suggests Tax

Asking to split his time, in order to permit him to answer the opponents of the resolution, he said derisively that he knew of "all the pressure" brought on both sides of the House, and that he could "take a licking" but that if the resolution is defeated it will precipitate a "scandal in itself." He said that if the resolution were defeated, "We will have a roll call vote to see who is for the public and who is for the radio trust," he concluded.

Mr. Wigglesworth (R-Mass.) followed Mr. O'Connor, advancing the same arguments for an investigation that he had presented before the Committee.

Prior to June 10 action by the House Rules Committee, reporting out the Connery resolution, four other hearings were held on the subject. A well-oiled campaign had been instituted to procure favorable action, it was apparent. Hearings were held May 12, May 26, June 2 and June 8, with the action coming at an executive session June 10. The virtually unprecedented spectacle of members of a Federal agency appearing before the Rules Committee developed on three separate occasions. The Committee usually hears only members of Congress in connection with pending legislation.

On June 13 Rep. Sabath (D-III.) proposed that Chairman O'Connor instruct not to call up the Connery Resolution in the House. This failed also by a 7 to 6 vote, it is understood. One member opposed to an investigation took the position that once the resolution was voted out the Committee lost all authority over it.

McNinch's Payne Appearance

When the Rules Committee met June 2 it had previously heard Reps. McFarlane (D-Tex.), Wigglesworth (R-Mass.) and Connery, (D-Mass.) in support of the McNinch resolution. Only Chairman McNinch and Commissioner Payne appeared before the Committee that day. Speaking extemporaneously, the Chairman first explained that other commissioners were busy with hearings but were in readiness to appear before the Committee at its pleasure.

At the outset, Chairman McNinch said "my position has been and is that the question of an investigation is a matter for Congress to determine and we would not be so presumptuous as to advise you."

He harbied arguments for an investigation by explaining how the FCC Continued on Page 16

Commissioners Before House Committee on Payne Charges

Commissioner Payne followed Chairman McNinch, explaining he would read a prepared statement in order to conserve the committee's time. He read at rapid pace, reiterating charges against the broadcasting industry. He said the desire for huge profits by the broadcasters had been detrimental to public interest and "the tendency in programming to establish a dead level of mediocrity in order to please the greatest number of people." He said that the desire for the "lowest common denominator", radio stations were driving intelligent people away from their receiving sets.

The commissioner then turned his fire on what he termed the "broadcast lobby" and "arrogant lawyers" who practice before the Commission. It was not until Mr. Commission.
Many Measures Affecting Broadcasters Slated for Death With End of Congress

AS THE drive for adjournment of the third and probably final session of the 75th Congress reached the homestretch, the many bills of importance in the area of communications and the House dealing with radio were being prepared for a quiet burial.

Even though a special session, the present Congress ends with the closing of this session and with it die all pending bills.

Aside from the futile effort for passage of the Conney Resolution (H.R. 7329) providing a transfer of licenses for a period of three years, there were no plans for enactment of any legislation during the closing days of the session directly concerned the industry.

The big item during the final days when a June 15 or 16 end may be expected is the so-called seven-weeks law. Since the radio industry is paying higher wages than the minimums provided in the minimums legislation, the committee bill will not be affected by the legislation.

Duffy Resolution

Having abandoned all hope of Senate action on the international liquor trade treaty, Senator Duffy (D-Wis.), introduced in the Senate a resolution authorizing a committee to make a study of the possible effect of United States ratification of the treaty on labor. Some protests were filed against the treaty, on the ground that it would result in loss of employment to the printing trade. Mr. Duffy does not agree with this contention, however, and without entering on an argument he either hopes to have a committee make a study of the effects of the treaty on the subject during the recess.

Senator Duffy will again introduce his copyright bill in the next session. As soon as the Patents Committee has blocked this legislation, largely through the influence of ASCAP, Rep. Cox has already primed to make a determined effort to secure approval by the Patents Committee of the Duffy bill at this session but he became seriously ill.

Mr. Deen, who openly assailed the opposition of ASCAP to the Duffy Bill, had been in a critical condition early in the year and will retire from Congress at the end of this session.

During the closing days of the session, Senator Shepard (D-Tex.) introduced a bill (S-4098) to amend the Communications Act of 1934 "so as to prevent monopolization of the mass communication of information and ideas by the ownership of a large number of communications media and the concentration of broadcasting programs in any area." The measure directs the FCC to pass a rule for a transfer of licenses to any station chain with power in excess of 50 kilowatts. Such a FCC order is put on the superpower stations they will absolutely drive the smaller stations out of business. Senator Shepard asserted. He said he would reintroduce his bill in the next Congress and seek its passage. Rep. Cox, speaking on behalf of ASCAP urged by the CIO to revoke licenses to radio station which did not comply with provisions of the National Labor Relations Act.

Food-Drug Situation

The most controversy over food and drug legislation came to an end during the session with the passage of a new food and drug bill which replaced the Food and Drug Act of 1906. Early in the session Congress passed amendments to the Federal Trade Commission Act and in this bill jurisdiction over advertising of food, drugs, cosmetics and medical devices was vested in the FTC.

Senator Copeland (D-N.Y.) and others had made a strong fight for such control under the Food and Drug Administration in the Department of Agriculture. This controversy was largely responsible for the delay in enacting new food and drug legislation. With passage of the FTC amendments, the Senate and House had little difficulty in getting together on the major points of the food and drug regulation bill.

Senator Herring (D-Iowa) had on desk during the closing days of the bill to sell the house that the FCC a special division through which all radio programs would be controlled. As far as he went, Mr. Borden said, he has complained about some of the "blood and thunder" programs in the KXN case had been "denoted" because of his work in the instance. Mr. Dies said he has heard something in the papers about it.

Mr. McNinch took part in the colloquy that ensued, explaining that no attorney had been demoted and that the general counsel of the Commission, Mr. Andrew Hailey) to another division.

Mr. Sykes said that KNN case had involved a 


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Movie Exhibitors Discard Opposition
To Radio Previews of New Productions

By DAVID GLICKMAN

A COMPLETE reversal of attitude on the part of motion picture exhibitors towards radio previews of major film releases is taking place. A year ago producers looked upon radio as a suitable means of releasing films, but a rift has developed between the two forces. Paramount, fighting competition and pictures through inexpert handling of material. Con
tents of other programs, however, indicate that opportunities for film producers outside of the major studios is being sought by radio stations.

Today there is an increasing tendency toward the radio release of both talent and material. Recently, for example, the Paramount Pictures release "Coconut Grove" was exploited with a radio preview on CBS Hollywood Hotel, sponsored by Campbell Soup Co.

A few nights later there was an NBC release from the scene of its actual production preview. In addition such double radio coverage is elaborated by song and talent exploitation on independent stations and programs. "The Adventures of Robin Hood" was recently released with the usual radio preview, with its music lavishly spotlighted on NBC the same evening.

Bros. in addition has released approximately 160 transcriptions of the musical score of the picture to independent stations throughout the country.

Preview for Hawaii

Preview of "Alexander's Rag-time Band," released by 20th Century Fox Films, will be released transcontinentally by Mutual-Don Lee network from Carthy Circle Theatre, Beverly Hills, Calif., on May 24. It was also released to KGMB, Honolulu. This was said to be the first time in history that a film preview was released to the Hawaiian Islands from Hollywood.

Latest booking of a film preview is that for the former "The Carey Bros." gangsters, slated for June 17 on Honolulu Hotel with Ruby Keeler. Anne Shirley, best known to radio viewers as James Ellison enacting their respective roles. On the final broadcast of its current series, June 24, Hollywood Hotel will present the 20th Century Fox film, "Alway Goodbye, with Barbara Stanwyck and Herbert Marshall guest starring.

The trend toward increased radio exploitation is traced by studio heads, noting how they keep going of how to treat film material on the air. Such programs as the CBS Hollywood Hotel, and NBC Good News of 1938, as well as the CBS Lux Theatre of Air, have aided materially in pointing new ways of exploiting pictures via radio.

Simultaneously, radio has grown more cognizant of the film studio's requirements and the liberties which may be taken with material in its treatment. In general, without impairing subsequent theater interest in the picture involved.

Lydia Pinkham Revamps

STELLA UNGER, head scriptwriter, Erwin, Wasey & Co., New York, will be Hollywood News Girl, three-week script show which replaces Voice of Experience on Mutual for ten weeks, beginning June 9. The program is sponsored by Lydia E. Pinkham Medicine Co., Lynn, Mass. Miss Wasey, who took over the special last year, will continue for the Borden Co., will write the show, stage it and be the principal actress, Miss Schulte, also of the agency's staff, will assist in the preparation of the program. Eight mutual stations are to carry the program by Mutual and WNL will use a transcribed version.

Arizona Network Installs OwnStudio in Hollywood

ARIZONA NETWORK, comprising KOY, Phoenix; KGAR, Tucson, and KSN, Bisbee-Douglas, has installed a radio studio in the Hollywood Professional Building, Hollywood, New studio is supervised by George Ferguson, formerly of WLA in Los Angeles, successor to Chuck Jones, formerly KOY production manager.

Several broadcasts from the West Coast quarters for the network now include the Richfield B. P. U., Hollywood Women's, and Cal. Singing Redheads, and with plans for other shows started advance plans for "Road to Hollywood," using more live talent. Regular network programs cover the Arizona Duce Ranch, The Gay 90's, C-1, along with special events picked up with portable transcription recorder and shortwave pack transmmitter.

Newsreel Changed

WALLY BUTTERWORTH and Parks Johnson, who conduct both Radio Exhibitor and Eugene, and the Vox Pop, for Mole showing on the NBC-Red network for Cun
er Products Co., Bedford, O., June 5. The program in order to devote their entire time to Vox Pop, which is heard daily, the changes are succeeded on Radio Newsreel, heard Sundays, by Pat Barnes, active in public relations who will use the name Bob Barry. The company's agency is Stack

Goble, Chicago.

Las Palmas to Extend

RAMIREZ & FERAUD Chill Co., Ventura, Cal., packers of Las Palmas canned food products, has appointed J. Stirling Getchell, New York, its representative in the East. Account has been a heavy user of radio advertising in the Midwest during its advertising in the Midwest during its representation.

Ivory Meat Shift

I LLINOIS MEAT CO., Chicago (Broadcast Brand food products), has appointed J. Stirling Getchell, New York, its representative in the East. Account has been a heavy user of radio advertising in the Midwest during its advertising in the Midwest during its representation.

Adam Hat Sports

ADAM HAT STORES, New York, will return to NBC-Blue Oct. 5, sponsoring boxing matches Fridays from Madison Square Garden. About 37 stations will be used.


The STORY of the WOR farm market is presented in "Showpoint and "What This Week," produced under the direc
tion of Joseph Crammer, sales prof

The wire service announced the nine to review the five-station network in June according to the former farm market's handling of the station.

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The wire service announced the nine to review the five-station network in June according to the former farm market's handling of the station.
Radio Plays Major Role at AFA Meeting

Broadcast Sales Problems Are Considered in Detail at NAB Group Session; Long Commercials Criticized

Radio bulked large in the annual convention of the Advertising Federation of America convention, which met in the Waldorf-Astoria. Constantly threading through the convention was mention of radio—use of radio as a "shining example"—and the appearance of advertising executives on speaking platforms who not only were radio conscious, but in many instances were radio enthusiasts, as well.

This was especially true of the general sessions, at one place in which Roy S. Durstine, president of BBDO, declared that "radio is perhaps the most dramatic application of showmanship to business." Radio listeners' interest was divided between the general sessions and the sales managers' conference of the NAB, which took place June 14.

Extent of Radio Industry

The business of broadcasting was moved into the general session right at the start of the convention, when on Monday Edward F. McGrady, director of labor relations of Broadcast Corporation of America, spoke on "Labor, Industry and the Public." In his discussion of the interrelations of labor and industry, he outlined what he characterized as "the scope of the radio industry today.

He put forth these estimates: public investment in home radio receivers, $1,350,000,000; factories engaged in radio manufacturing, 1,057; sale of time and talent costs in 1937, $180,000,000; sale of radio sets, tubes, parts and servicing in 1937, $997,000,000; and sale of electric and electronic equipment, $106,000,000.

Wednesday and its morning session marked the high spot of the meeting, so far as general interest was concerned. This was the session at which the highly informative and often ludicrously amusing speech of Roy S. Durstine was heard—built, for the most part, around the role played by radio. [See article on page 19.]

The major share of Mr. McGrady's address was devoted to the problems of labor relationships. He pointed out that state laws are turning their attention more and more to economic and social problems. He said, however: "Whether new legislation will be good or bad will depend to a large extent upon labor interest and an informed public opinion."

He congratulated the Detroit Aderact Club for the plan it hopes to put into operation, to sponsor advertising via radio and newspaper, outlining the good that industry does the nation. "Every one of our industries has a great story of achievement to tell," Mr. McGrady said. "Most of us have agreed that one of the most important steps to be taken toward a settlement, and, eventually, a solution of the problem is to bring into the open all the facts."

Radio was both praised and criticized in a sharp debate during the June 13 meeting of the Newspaper Advertising Executive. Perry J. LaBeount, of the Bloomington Pantograph, said his paper had felt no adverse effects from the elimination of radio news—and that newspapers were foolish in building an audience for broadcasters.

A. Schaeffer, of the Fort Wayne Journal-Gazette, referred critically to radio as a propaganda medium and labeled it an "octopus" which is destroying national newspaper lineages.

Don U. Bridge, advertising director of the New York Times, said when radio was added to an advertising program the agency's net profits usually were reduced.

Lee Anderson, president of the Detroit agency bearing his name, scheduled for a prepared address, spoke extemporaneously at the conclusion of this debate before entering the text of his speech. He told the newspaper executives they should not count on the fact that broadcast programs might reduce the net income of agencies, since agencies must use every device to sell goods, even going into the show business.

Kobak Offers Suggestions

Mr. Anderson said newspapers could not remove radio listings and publicity because of the enormous public interest in broadcasting. He added that another "main limitation" was its inability to market goods whose selling required considerable analytical thinking.

Edgar Kobak, vice-president of Lord & Thomas, New York, spoke at the radio department on "Radio—With One Ear to the Ground." Pointing to the dangers of excessive government control under which a small group decides what it wants the public to have, he called on broadcasters to offer service so excellent that the public will not desire an overdose of public supervision.

Recalling that radio lives in a glass house and that the present propaganda-free American system is an audience builder, he offered a series of suggestions by which he feels the executive can meet the three-sided challenge of better programs, better technical advancement and better advertising and continue to remain a flexible industry. His recommendations included:

Tell the public the significance of commercial sponsorship.

Advertise for listeners through the use of radio as well as other media.

Sell time and programs more constructively—and don't forget—the sponsor must get results.

Know more about listening habits and listeners' needs. Develop sounder research methods.

You have earned a three-year license period. Fight openly for it.

Take a broad-minded view toward other forms of commercial advertising.

Have tighter censorship than a government agency would impose.

Don't mislead the confidence the public has in you.

Receive the public's system won't improve or necessarily stop opposition. Self-improvement is the answer. Demand constructive help from the FCC and any other group that has a sincere interest in the future of broadcast advertising.

Study the systems of other countries and be willing to try out the best part of any other system. Be open to new ideas.

Have the courage to improve, to clean up, and then fight hard, and let the public know that you are in the right.

Dr. Herman S. Hettinger, radio economist and assistant professor of marketing, Wharton School of Finance and Commerce, Pennsylvania U., reminded the NAB department of radio's ability to offer the advertiser control of both the advertising and editorial content of a program. He spoke of the unappreciated value of small independent advertisers who are more interested in power as against specific market coverage, and general popularity as against individual pull and power across.

The number of program-wise agencies is limited, though growing rapidly, he said, pointing out that radio's time sells programs rather than time. As an example he cited the potentialities of the retail advertising field, which, he said, is an open prospect for radio provided effective program ideas are developed. He blamed this on radio's lack of complete appreciation of the retail problem and serious program experimentation.

In selling programs to sponsors, Dr. Hettinger favored use of a comfortable audition room resem- bing a living room. He advised salesmen to keep prospect from seeing a program performed until it has been bought.

Daytime Radio

John J. Karol, CBS director of market research, marshalled a striking array of facts and statistics to bolster his subject "Daytime Radio Advertising Makes Good."

He indicated that daytime radio time recently was in the same category as newspaper space that was much talked about—that it was untried and hence regarded with suspicion by advertisers.

"Procter & Gamble, General Baking and Edna Wallace Hopper are among the many who dare invest in the potential power of radio in broad daylight," he stated. "It was in that fabulous year of 1929, notable for having started other things, when Procter & Gamble first dipped a tentative toe into daytime advertising; in the two years the other two were echoing P & G's shouts of "Come on in the water is fine."

Mr. Karol stated that where leading advertisers spent about $7,500,000 in daytime network shows in 1931, the figure had soared past the $21,000,000 mark in 1937. He characterized this growth as "the most striking of all radio's advances."

The investments of individual advertisers, he said, have made even sharper advances than that.

Daytime listeners are, for one thing, he said in analyzing the reasons for the growth of daytime radio. He went on to say that they have "the housewife's habit of turning to radio for information on what to buy—and then buying it."

The farm market, too, is listening to radio in the daytime more and more.

Mr. Karol went "behind the scenes" in analyzing audience research on daytime listening. Some reports, he said, indicated a slightly low percentage. He attributed this to the fact that, first, the surveys were generally made by telephone thus missing about half the U.S. radio homes; and, second, surveys such as the Crosley ratings reported the percentage of the audience for each of five weekdays. "But,

(Continued on page 68)
House Repudiates Radio Inquiry Plan

Measure’s Promoters Are Rebutted During Debate

(Continued from Page 18)

felt that radio was such a technical and important field that a special committee should be appointed to handle the investigation. He declared every one of the 40 so-called clearees (which were controlled by stations owned or affiliated with one of the big chains. He held of all alleged sums paid to license holders for transfers, many times more than the equipment value of the stations.

Connelly Reiterates Charges

Rep. Connelly (D-Mass.) brother of the author of the resolution, reiterated previous charges about monopolies, wrongdoing on the FCC, and skeleton-rattling in general. He said there was not a "clean channel available" and that the Government should desire to build a station.

When Rep. Rich (R-Pa.) interjected that he should turn his charges of monopoly over to the Department of Justice, Mr. Connelly said the Commission can't investigate itself. "Let's go ahead and prosecute them through the Department," Mr. Rich interjected.

More loose charges about the "'New York Times' v. New School for Social Research' against the resolution were made by Mr. Connelly. His final plea was that his late brother who introduced the resolution had worked hard for it, and that he was confident the membership of the House would report the resolution a day before the anniversary of his passing.

Attack on Payne

Staunch opposition to the measure came first when Rep. Warren (D-N.C.) loosened a vitriolic attack on Commissioner Payne. The campaign for the resolution, he said, was started by Mr. Payne, whom he described as "a disgruntled Republican smart-aleck of the FCC."

There was an outburst of applause from both sides of the chamber.

Rep. Warren said no lobbyists had talked to him about defeating the resolution. On the contrary, he said it was a well-known fact that the corridors were covered with lobbyists for the resolution. Declaring he was in favor of House investigations by special committees when they were warranted, he said that the proposal was not justified; that the Senate had forgotten it, and that it had been "palmed off" on the House. He referred to the President's monopoly study by a joint committee as broad enough to cover the proposed radio monopoly inquiry. Moreover, Mr. Warren said the Commission Resolution would look upon it drawn that the committee should report its findings to the "50th Congress" which "existed within 24 hours of its passage."

After upbraiding Payne, Mr. Warren said he held no brief for Chairman McNinch, but that his "lofty character and high integrity" were well-recognized. He alluded to the President's drafting of the economic North-Southiman as FCC chairman to "clean up" the situation, and declared he had done a "fine job" and could be relied upon to "clean up" any undesirable situation that might exist.

A second onslaught against Mr. Payne and against the action of the Rules Committee chairman came when Rep. Cox (D-Ga.) asserted that as a Rules Committee member he did not discern the slightest basis in fact for an investigation of the FCC.

"The resolution is not for the purpose of investigating a radio monopoly but to take members of the FCC for a ride," he said.

Observing that Chairman O'Connor had said the resolution was not his own, Mr. Cox declared it was well known at his baby by adoption. He charged the chairman with exerting "pressure" and also asserted that the Rules Committee is against the resolution.

Chairman O'Connor interjected to assert that the "resolution wouldn't be here" if the Committee had opposed it. Whereupon Mr. Cox said the resolution was in the House because "of what was done by Mr. Payne before the Committee."

Then he recounted that the Committee had ordered Mr. Payne to make his charges of "undue influence" on Commission members, and that he was given further opportunity to make full disclosure of the insinuations and charges he had made for many months.

"Payne," he said "made a very sorry figure at a hearing before the Commission. Upon a subsequent appearance he had no evidence upon which to support the charges he had made." Mr. Cox concluded that the FCC had issued an order to investigate allegations of monopoly in the industry, and that after hearing Mr. McNinch, "no one could have the slightest doubt in the world" that it would conduct a full inquiry.

Rep. Kari Stefan (R-Neb.) strode across the chamber and in high-pitched voice criticized the Connelly Resolution by facting Richard Connelly himself. He said the trouble was that those experienced in radio were not consulted on matters having to do with the industry. Mr. Stefan himself is a former radio commentator, having been associated with WJAG, Norfolk, Neb.

Fish Asks Questions

Rep. Fish (D-N.Y.) drew a roar of disapproval from the Democratic side as he offered to bet a "campaign hat" that the resolution would be defeated by Rep. Roosevelt's district in Congress, he told the House there were a number of things that had to be investigated in the radio industry.

"I would like to know if Charley Michelson [Publicity director for the Democratic National Committee] is still receiving $10,000 from the Crosley Radio Corp., who has a license for one of the largest radio stations in America," Mr. Fish said.

Mr. O'Connor interrupted to say the Crosley superpower was one of the chief reasons for asking passage of the resolution. "I don't want to do that," Mr. Fish asked.

"Oh, yes, much more," Mr. O'Connor said.

Rep. Martin (Mass.) told the House he did not know whether all the reports were true or not, but he did not have the occasion for a real investigation in the radio field. "Let us turn on the full light of publicity," he declared.

A Persecution Complex

Mr. O'Connor was about to take the remaining time set aside to the debate when Rep. Harlan (D-O.) demanded five minutes which he said that he would use to say: "I will yield five minutes to the gentleman from Ohio to talk about Crosley Radio, the Rules Committee has met." Mr. O'Connor rejected this.
FCC’s Chain-Monopoly Study May Go to Hearing by Autumn

Chairman McNinch Says Groundwork Is Being Laid; Abandon Views on Regulation of Rates

THE “chain-monopoly” inquiry authorized by the FCC last March probably will reach the hearing stage early this fall. The special FCC committee, headed by Chairman McNinch as chairman, and Commissioners Sykes, Brown and Walker, now is directing the preliminary “preparation of the ground” for the hearing and a full-time staff is expected to be assigned to it by July 1.

Chairman McNinch, in his testimony June 2 before the House Rules Committee in connection with pending resolutions to investigate the FCC along with the industry, said that much of the “spadework” already has been done and that the committee plans to call public hearings as soon as the preparation is completed. In no event could these hearings start before the super-power hearings are concluded, he said. He estimated the hearings might run from four to six weeks.

No Rate Regulation

Most significant was the statement by Mr. McNinch that he had altered his view in connection with rate regulation insofar as broadcast programming is concerned. He referred to Rep. Martin (R-Mass.), Mr. McNinch said that when he first assumed the FCC helm last October he believed rate regulation might be necessary on the ground that broadcasting stations were public utility common carriers.

Pointing out that the statute does not provide for such regulation and that the listener does not pay for service directly, Mr. McNinch said that if rates regulation were justified, the action could only be viewed as in the interest of a small number of advertisers, radio regulation, he declared, is not primarily a rate problem.

He observed that he had one concern regarding which he did not know the solution. It is conceivable, he said, that station and network rates may be built up to such a high level that only those with great wealth and power could buy time. That might affect competition, he said, and a serious legislative problem might be presented.

Another problem, he pointed out, grows out of purchase of substantial time by large companies on whose behalf the program networks provide special programming, for companies to impose restrictions on social, economic and political views. Those with opposite views have no means of competing with them when the buying power is equivalent, he said, adding that there might have to be legislation covering editorial control over the air.

Mr. McNinch made the claim, in opposing any Congressional investigation either of the FCC or of the industry, that the Commission would be prepared to submit its legislative program to Congress for the next session. These recommendations would grow out of both of the inquiries under way by the FCC and probably would deal with such matters as superpower, network licensing and regulation, editorial policies on the air, and similar problems.

The chain-monopoly order adopted by the Commission, the FCC Chairman said, provides for a thorough and businesslike investigation of all broadcasting operations, contracts, programs, practices, and the degree and kind of control that networks may hold over affiliated stations. It is the intention of the FCC committee, he said, to hear, civic, religious, labor and other organizations, representing the “public interest aspects” of radio during the course of the hearings, which he said might run from four to six weeks.

Already two thick volumes comprising analyses of existing network contracts have been submitted to the FCC. As a result, the FCC is expected to act on the matter at the first phase of the preparatory work. He told the committee that the FCC has a trained force available and he felt they could do an efficient job. By July 1 a special staff will be functioning.

While Mr. McNinch made specific reference to the Congressional committee, it is understood consideration is being given to retention of a special consultant to conduct the chain-monopoly inquiry. Whether the attorney would be selected, from the FCC staff or from the outside, is yet to be determined.

One of the purposes of the inquiry, Mr. McNinch declared, will be to determine whether independent broadcasters have any “liberty of choice in purchasing programming”. A number of small stations had discussed this matter with him. Under the low rate of new construction, he said, the likelihood of the hearings is generally felt the additional preparation necessary will preclude their launching until the fall. Moreover, stations must be given at least 30 days notice under the statutes and the Commission probably will be inclined to give even a greater time leeway because of the proposed scope and magnitude of the inquiry.

Mr. McNinch said the Commission had received numerous complaints from labor groups and other organizations alleging that stations had refused them time. He said the Commission had adopted the procedure of eliciting from such stations complete reports. Because of the requirements of the law, the remedy in such cases must come later in the way of “appropriate legislation”, he said.

Moreover, he declared the question of treatment of both sides of controversial issues, entirely aside from the political section of the public, is a major question, and constitutes a problem which may require legislation. Mr. McNinch told the committee substantial progress has been made in the pre-preparatory work and that broadcasting cases now are almost current. He disagreed with the O’Connor observations that the Commission had not engaged sufficiently in connection with transfers of station assignments during the last few months. The Commission should try to “tune some of the things down.”

Chairman O’Connor observed.

Holes in Copyright Laws

Halt Program Innovation

INADEQUACY of regulations on program copyrights and priority, which in the past has caused considerable loss to sponsors and agencies in the program business in Hollywood, is underlined in the broadcast industry. Unless the matter of program rights can be clarified, the industry, Mr. Sykes said, has not yet been sure of the period of the blanket copyright before it could be declared radio may be strangled. Incentive for innovations in programming is substantially dependent on prior rights to the program.

Such controversies as that involved between the靛 amines and the FCC, and What Would You Have Done? attests to the weakness of current laws in the copyright protection of programs, he pointed out. Several priority suits have been filed in Los Angeles Superior Court in recent months. Many have been settled out of court, others are pending.

Calls of the Wild

CANADIAN Broadcasting Corp., with its new mobile unit that includes a shortwave transmitter and recording equipment, present a new series of programs this summer titled Canadian Scene. The unit will visit national parks at Banff, Jasper and Prince Albert where recordings of wildlife will be made and then broadcast on the CBC network as well as via shortwaves to England and other parts of the British Empire.

PRESTON'S new portable shortwave equipment of NBC was classified as 35 pounds welded, when Stars, stocky jumping condon, horns, on June 7 provided a preview of the Wilmington Handicap, held the following day. The broadcast from the finish line of the racing horse was heard on the Red network at 5:30 p. m.

PORTABLE shortwave equipment of NBC was classified as 35 pounds welded, when Stars, stocky jumping condon, horns, on June 7 provided a preview of the Wilmington Handicap, held the following day. The broadcast from the finish line of the racing horse was heard on the Red network at 5:30 p. m.

RENAMEING OF CASE IN RECESS LIKELY

REAPPOINTMENT of Norman S. Cohn, Republican member of the FCC, on a recess basis was seen June 14 as Congress prepared to adjourn without submission of his name to the Senate for ratification by President Roosevelt. Gov. Case’s term expires July 1. There is no long opposition to his reappointment for a seven-year term from July 1.

Failure of the President to submit his name as Congress went into its final hours was interpreted as an indication that the President probably will name him to fill his reappointment by July 1. Then, presumably, he would be nominated to fill the representation when the new session of Congress convenes in January, 1939, retroactive to July 1, 1938.

Gov. Case was named to the original FCC in July, 1934, for the four-year term, the first appointment having been made on a “staggered” basis of one to seven years. All new appointments, however, are for seven-year terms.

WOW Wins Reversal

RIGHT of a WOW crew to broadcast the National Cornhusking Contest last weekend from a nearby field was upheld in a recent Missouri Circuit Court decision reversing the convictions of the crew on a trespass charge filed by another station claiming the exclusive right to broadcast the event. Foster May, news editor of the Omaha station, Joseph Herald, and Paul MacDonald, had been found guilty by a Justice of the peace and fined $10 and costs. May had then appealed to the District Court with the aid of field glasses.

Appealing New Station

FURTHER delay in the construction of WDSDM, Superior, Wis., authorized by the FCC in January 1937 to construct with 100 watts on 1230 kc., was seen in an announcement that an appeal from the decision of the Court of Appeals of Wisconsin, on the granting of the second station in the Duluth-Superior area is headed by KDAL, Duluth. Following that decision, the Commission on June 10 authorized Fred A. Baxter, former mayor of Superior, holder of the construction permit, to proceed with construction.

NBC Television Tour

TELEVISION will be added to the sights available to New York visitors in August, when NBC opens to the public its television demonstration studio, now under construction on the ninth floor of the RCA Building. The exhibit will contain a small television studio set and iconoscope cameras as well as the latest model television receivers, so visitors will be able to see a performance televised. A lecture will give a simple explanation. Tickets will be sold singly, or in combination with studio tours.

JOINT district NAB meeting of the combined Florida, Georgia and Alabama broadcasting associations will be held June 26 at Ponce Inlet, near Jacksonville, Fla., with John Hopkins, manager of WJAX, Jacksonville, as host.

BROADCASTING • Broadcast Advertising

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Poppele Asserts Television Here Equal to Foreign

Tells of Progress Observed In London During Tour

IT IS DOUBTFUL whether British or continental television engineers have advanced farther than Americans, technically speaking, according to J. R. Poppele, chairman of the BBC in the U.S., WOR, Newark, but they have progressed a long way in the development of programs and in exploitation of television.

Mr. Poppele, who recently returned from a two-months tour of England and seven continental countries in which he conducted a survey of European radio, was interviewed May 28 on WOR by Tom Slater.

"I was much impressed, while in England, with the progress which has been made by the BBC which now has 3,000 television subscribers in the Greater London area."

"Television broadcasts are transmitted for two hours in the afternoon and for an hour-and-a-half in the evening. They are received all over London, but they do not have our major problem—that is, numerous tall buildings which tend to absorb and blanket the signal. But neither do they have the advantage of tall buildings from which to transmit. The BBC television station in London, which is not more than 300 feet high, is the looking greater London, but puts a very creditable image into the television receivers throughout London."

A Strain to Watch

"The pictures are projected on a vacuum tube cathode-ray screen of about seven inches, which may be viewed in a semi-darkened room. The type of program material transmitted is of considerable interest although its influence on the strain on the audience does not enter the sound broadcast. It required all of an hour to produce a satisfactory motion picture. The voice and pictures are broadcast on separate frequencies and synchronized as our American movies."

"I saw at Alexandra Palace two television cameras in use which enabled the BBC program men to create elaborate effects on the television screen, such as fade-ins, dissolve and other tricks similar to those employed by motion picture cameramen."

"I found that in France great strides had also been made, and that the antenna of the Eiffel Tower is employed to transmit the television programs, and that the strain on the whole the results have not been taken far beyond the laboratory walls. Germany, too, has made a great deal of progress and a similar development."

"While a scientific curiosity, I think that the future of television has a great future ahead of it. But the United States still has a longer shot than the Europeans are to be clear of a mirror of 7/2 x 10 inches."

The Du Mont set does not employ a mirror, but uses the side of its spherical has 6 inches in it, giving an image 10 x 12 inches on the larger screen, which employs Littledale tubes, and was presented at the first full-length feature motion picture and the first scene from a Broadway production."

Other firsts, not of NBC's making, were that these broadcasts were witnessed not only by officials at the receiving points equipped with RCA receivers and by guests in the network's review.
When Advertising Turns to Showmanship

New and Exciting Trends Supplant Drab Routines of Past Era

B y R O Y S. D U R S T I N E
President, Batten, Barton, Durstine & Osborn

Big business has learned a new vocabulary. It has grabbed a new sales tool, a new technique, adopted a new medium. It’s now in show business.

Radio is perhaps the most dramatic application of showmanship to business but it is only one example of the quickened tempo of today. Nobody has time for a bore. Business has been in this situation for some time. It has to be exciting. And even if there had been no such thing as radio, showmanship would have been applied to business over the past decade.

The stepped-up pace of life today has clamped it. Whether Mr. Durstine likes it or not, masses of people today can be interested only by the dramatic, the exciting, the graphic, the simple smash.

There are those who may feel that showmanship is known in this country in our last presidential campaign when a gentleman asked for a glass of water in the midst of a fireside chat with his hundred and thirty million neighbors. Or the other day when the same gentleman talked to 13 students graduating from Arthur Dale High with nobody else listening except the radio listeners on a coast-to-coast network.

Is it any wonder that American industry realizes that it, too, must be interesting?

When a publisher wanted to promote his magazine or newspaper, not so many years ago, he used to get out a circular letter, if he was feeling very daring that day, he would print a small folder in it, in many cases in his executive’s life if he doesn’t get a hammer, a horn and a magnet, a parlor game or a box of candy, a hogshead of soda, a package of cheese. An idea wouldn’t venture out into the cold world without an overcoat of Cellophane.

Times Have Changed

A newspaper used to be a newspaper and a magazine a magazine. Today a newspaper can be anything from a picture pamphlet to a colored supplement which calls itself a magazine; and a magazine can fill itself with hot news and have a shorter closing date than the rotogravure sections of the newspapers. It’s very confusing.

A person is well-off if he doesn’t fasten half an inch of his telephone cord to his tie before he goes out. If he doesn’t get his hearing aid. If he can’t get his hands to the radio, means scenery for television and costumes and lighting and memorizing by the actors as well as direction in positions, movement and “business.” In England that half hour show by television networks rehearsals of not three but 63 hours!

Use Sense in Radio

In all this headlong development of showmanship, sometimes we must dig in our heels and refuse to be carried along by the dangerous undertow. Let’s realize that just because some advertisers go haywire occasionally and run up the prices of radio talent by offering anything anybody demands, it doesn’t mean that these ridiculous figures make sense. Let’s see what we are getting by applying the fundamentals of the art of radio to radio that we would to any other medium.

The cost per thousand sets tuned in is as good a measure as any. Each of us can apply it to his own shows and by some pretty accurate knowledge of what we have learned about radio and then we’ll be ready for television.

And that’s when the fun will start if television is to be commercially sponsored, too. The hard part won’t be from the technical side because the engineers haven’t far to go. Things are close to the starting point both here and abroad, so far as technology goes.

In England, sending out news by shortwave from the scene of the event to the transmitter is an everyday occurrence. They have actually sold a coxial telephone wire which eases the pressure on this coaxial cable trouble.

TIME was when all an advertiser had to do was order a double truck and hopefully await a sales deluge. Times have changed, however, and no keener observer of these changes can be found than Roy Durstine, one of the first to see the selling possibilities of radio. In adjoining columns are excerpts from his address scheduled for June 15 delivery before the Advertising Federation of America convention in Detroit. The speech, titled “Showmanship in Advertising”, might better have been labeled “The Past and Future of Advertising”.

What can you give an image on a screen three feet wide and not so fatheads and-a-half wide and they are getting fine average reception at one hundred miles.

The key is not from engineering and taking it only from the production stand-point—there is the heads of television. A single half-hour production. There are only three or four hours for rehearsals if it were on the road, means scenery for television and costumes and lighting and memorizing by the actors as well as direction in positions, movement and “business”. In England that half hour show by television networks rehearsals of not three but 63 hours!

Advertising has a great capacity either to help or hurt business in its relations to Government. It’s nothing new for Washington to concern itself with business and there is only one way to circumvent the politicians who can always make headlines by threatening censorship. That is for us to clean up itself from within.

There is no finer example of progress in this direction than the start made by the Toilet Goods Association.

This plan is working, according to first-hand reports. Members are submitting their copy and the committees are functioning. When every industry whose advertising covers range from the continuous claim that’s itself to clean house from within the menace of bureaucratic control will disappear.

But it is not only on the negative side that advertising can render services. It can work positively, too, by helping business to be articulate in explaining itself. It seems to be fashionable these days to spend the impression that social justice is something which always must be wrung from the reluctant hands of industry. So slowly do we have our claim of satisfactory relations between employers and employees, of long existing benefits voluntarily established, and we prove either with a tone of apology or defiance.

Mr. Cameron has clearly shown that these subjects can be discussed without t二者, without boasting and without cringing.

FIGHT FIRE WITH FIRE

That much abused function called Public Relations, which now bids fair to cover as much territory as the threadbare word Institutional, offers advertising one of its most inviting challenges. It must use the Three Amigos. It must preach to the millions, especially radio and the foreign language press for those who read no English and motion pictures for those who cannot understand our language and cannot easily read our own. If business fails to fire fire with fire it will be losing by default its greatest opportunity to tell its story before it is too late.

As we come out of the depression, out of the mud, out of our shoes. We still have radio programs, for example, which make capital out of the unfortunate who travel with Traveller’s Aid Society one of its most baffling problems—carrying for the youngsters who find themselves stranded in New York. And we have radio stations whose years in vaudeville have taught them how to shift for themselves. We still have rubber-stamp commercials delivered by hot potato announcers. If the listening public could only talk back!

But any industry, which has developed for radio such artists as Jack Benny and Gracie Allen and Jack Pearl has been worth its weight in kilo-dolphins.

Any span of years marks gain when the people of this country have received the music of the Metropolitan and the Philadelphia and Toscanini, the magnificent concerts of General Motors and Ford, the dramatic production technique of an Arthur Pryor originated for the March of Time, the high level of excellence of the Lux Theatre of the Air and the brilliant versatility much envied by Kos- telanetz and Frank Black.

Appraising radio purely as an advertising there have been tremendous developments. There have been the development of the daytime strip which still remains a happy secret between the sponsor (Continued on page 47)

Broadcast Advertising

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www.americanradiohistory.com
Radio Aids Hunt For Child Slayer

Three Miami Stations Active In Helping Authorities

RADlO - NEWS cooperation between WQAM, WIOD and the Miami Daily News brought listeners the latest, most reliable and graphic accounts of the hunt by federal agents for the kidnapper of 8-year-old Jack McKinley, who was snatched from his Princeton, Fla., home the night of May 29.

WKAT, Miami Beach, also claimed a scoop when at 2:10 a.m., June 5, it interrupted NBC news of the final conviction of 3 a.m. Insomnics Club Legion show to flash first news of finding of body of Skeegie Cash and apprehension of Frankline Pieper, McCull, confessed ransom note-writer.

WQAM carried 30 broadcasts direct from Princeton, aggregating 6 1/2 hours, by toll phones, broadcast circuits, Fairchild receiver, and two shortwave outfits. WQAM's first Princeton broadcast was on the air at 9:55 a.m. May 31, and three men entered the search. WQAM also supplied complete loudspeaker service for the searching party and a direct phone link with the Miami broadcasting station. WQAM statements about the search and supplies for the searchers.

KOOS, KVEC Affiliate

As Don Lee Net Expands

KOOS, 250-watt Marshallfield, Ore., station on 1200 kc., joined Don Lee's new nationwide net and is its first affiliate. KVEC, 250-watt San Luis Obispo, Cal., station on 1200 kc., will also be in the net when its application for full time has been granted by the FCC. Don Lee Network management and engineers will be in charge of the new net. The latter station is owned and operated by Valley Electric Co., and managed by Lee H. Tucker. J. B. Toles is general manager. KOOS, owned and operated by F. Sackett, publisher of the Coos Bay Times.

KTRC, Visalia, Cal., also operating on 280 watts on 1190 kc., will join the net at some future date. Lewis Allen, owner and manager, has also announced that it is hoped that it will connect the station, owned by the Visalia Sentinel, with the Don Lee network, and that it will be employed for the transmission of news and weather reports.

WWNC, KARM plan CBS affiliations

NEGOTIATIONS were concluded in early June between Don S. Elizalde, president of WWNC, and Richard C. Penton, general manager, stating that San Bernardino, Calif., would join the CBS network as soon as its equipment is ready. Mr. Penton announced the new affiliation, and that it is hoped that it will connect the station, owned by the City of San Bernardino, with the CBS network, and that it will be employed for the transmission of news and weather reports. The latter station is now owned and operated by the City of San Bernardino, and that it will be employed for the transmission of news and weather reports. The latter station is now owned and operated by the City of San Bernardino, and is maintained by the City of San Bernardino, and that it will be employed for the transmission of news and weather reports.

WJTN as Blue Bonus

WJTN, Jamestown, N. Y., has been made a bonus station for ad

vertisers using the NBC Blue Network. The station, which operates on 250 watts, has been in constant use, and has been receiving a large amount of business. It has been connected with the network since its first year of operation, and is expected to continue operating at night for the next two years.

Sun-Gold Feasters

CALIFORNIA Fruit Products Company, through its Sun-Gold Divi

sion, has closed its first contract with the new company for the supply of fruit products. The contract covers the supply of fresh fruit products, including citrus, to the company for the next three years.

 NETWORK COVERAGE UPGRADED BY NBC ADVERTISERS

Sponsoring programs on either of NBC’s networks may now offer additional station affiliations from the other network to augment coverage in particular localities. The new plans are not permanent in nature, but are intended to provide additional service to NBC advertisers in specific areas, subject to availability of stations and to a 30-day recapture clause, so that if an additional NBC station is not available in the area, the network will not be able to offer additional service.

INTEREST SOLD IN WJBK

GEORGE B. STORER, Detroit industria

list and operator of several broadcasting stations, has sold his 18 2/3% interest in WJBK, to John Booth, son of the late Ralph Booth, one-time president of the Booth News-

papers of Michigan. The price was $1,000. The deal was concluded through the assistance of A. T. Booth, Stor- er's law partner in the transaction.

SWIFT SPOTS FOR JEWELL

SWIFT & Co., Chicago (Jewell shortening), has started a two-

week campaign of 500 spot announcements over its own stations in its national use of radio for this product over the past two years. The spots are air by the firm of WFKR, WKB, WBB, WLM, WRT and WFBM, WMD, WBOO, WJNO, KOMA, KTUL, and WPWR. WJF, WSB, WJF, has been using six-week-five-

minute transmitted commercials.

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BROADCASTING • Broadcast Advertising
WLS disproved the theory that early morning radio entertainers (6:00 A. M. or thereabouts) talked only to themselves. We showed advertisers thousands of letters received from an active, early morning audience, eager to buy WLS advertised products. One advertiser, using 6:45 to 7:00 A. M. since 1935, told us that sales in the WLS territory mounted 30%, while sales outside WLS territory increased only 3%. Many others have profited likewise. Early morning WLS programs produced definite proof of purchase—sales soared in the midwest area—merchandise moved. WLS gets results!
Radio and the Farm Census

Government Data Said to Be Rich in Material

For Use of Broadcast Stations

By Z. R. Pettit
Chief Statistician
U. S. Bureau of the Census

An almost untouched treasure chest of material for broadcasting, as shown in the Farm Census compiled by the U. S. Census Bureau. The actual known uses to which the census figures are to be put by the broadcasters range all the way from laying out potential sales for the decision upon which programs to broadcast to population, classification, and movement of population and farm tenancy.

From straight news use the transition is short to that of the program and comment. For example, no discussion of farm tenancy and share croppers is complete without Census data as base figures and classifications are those of the Farm Census. Census information covers practically everything in connection with the farms — utilization of land, household, livestock, and so forth.

The library display project, for example, lists several dozen Farm Census publications in the material which the groups base their displays. From this position is a short step to the use of Census material in a wide variety of other programs: for example, the general agricultural programs, agricultural discussion hours, question and answer "leaders," or programs, background for local stories (there is a special Census release for each county in the United States), local area and production talks, basic material for farm home hours, and special articles and stories for educational programs.

Use of Census Data

The advertising and research organizations can compute from the Census data the probable amount of merchandise that could be sold in any desired territory, the number and general income level of the farm population, the type of agriculture, farm machinery, etc. Some of this is available not only on a county basis but by minor civil divisions which average about 17 per county. This makes possible intensive study, demarcation, and sampling not only of trade areas, but of primary listening areas. With census minor civil division figures, it may be possible to reduce the cost of sampling listening areas.

Immediately after a census, the news feature of the material is usually given the most attention by broadcasting stations. This extremely important information is necessary as a basis for the formation of national policies and programs. The material is available for free distribution. Mention Broadcasting and address Division 57-A, Bureau of the Census, Department of Commerce, Washington, D.C.

Two Papers in Chicago

Retain Radio Columns

RADIO gossip columns have been retained by the Chicago Times and the Chicago Daily News in spite of the deletion of columns by the Tribune and the Daily News. This move is much to the delight of Larry Wolters and retained Mr. Wolters as radio editor of a similar column in Sunday editions.

Esso Reporters Fed

TWENTY-NINE "Esso News Reporters", representing all the stations carrying the programs, were guests of the New York journalists at the Standard Oil of New Jersey, and the company's agency, Marschalk & DeBerardini, 740 Fifth Avenue. The name of the reporters would be put in bold face and bracketed on the line with program titles.
Be Careful, Gentlemen,

IT'S A WOR RECORDING!

When you hear how it sounds, you will understand why it's a sound investment. It is a record ranked among the best and priced equal to the worst. It's all tone of the highest fidelity struck on a material that has an affinity for all tones. Here, for the first time, WOR engineers have developed a series of individual recording techniques that give the reproduction you want at the price you want it. As a recording service we can save you money. As sound authorities we can save you mistakes. And what we haven't said may be seen in a folder entitled, “A Matter of Record.” Ask for it.

WOR ELECTRICAL TRANSCRIPTION AND RECORDING SERVICE
1440 BROADWAY, IN NEW YORK
New Orleans Holds Musician Spotlight
Pre-convention Period Finds Parties Still in Discord
HOPES for an early settlement of the New Orleans impasse, which had risen with the resumption of negotiations between WSMB and the New Orleans local musicians union, fell again after a meeting between E. V. Richards, president of WSMB, and G. Fipitone, head of the union, failed to bring the parties any closer to an agreement.

Union had previously agreed to waive the closed shop clause which was one of the major points of dispute, but stood pat on its demand that the contract be retroactive to Jan. 17, date on which all contracts between local unions and network stations throughout were to go into effect according to the national agreement. Richards likewise refused to concede this point, maintaining that the contract must go into effect as of the date of signing and no earlier. Further negotiations have been postponed until after the conclusion of the annual convention of the American Federation of Musicians, which began June 13 in Tampa. Situation was to have been discussed by Fipitone with the AFM international executive board during the week, and as NBC is also urging the station to get the matter wound up, both sides may be in a more conciliatory frame of mind at their next meeting. Meanwhile an immediate crisis had been averted by the agreement of Vincent F. Callahan, manager of WWL, CBS outlet in New Orleans, to defer dismissal of his staff orchestra until the end of June, following the convention [BROADCASTING, June 1].

Disc Dilemma
Chief radio topics at the AFM sessions were to be the report of President Joseph N. Weber on the progress made in securing increased employment of AFM members in broadcasting and a discussion of the licenses to be issued to the manufacturers of transcriptions and phonograph records. While it was found advisable to complete negotiations with the broadcasting stations before coming to terms with the mechanical reproduction industry, this is nonetheless a most important consideration, as the basic reason for the musicians' demands on the broadcasters was their determination to regulate the use of the "canned music" which they feel is the chief cause of unemployment among musicians.

The convention also was to consider the next step toward reemployment of musicians in motion picture theatres. The movie producers have already agreed to stop dubbing musical passages from records or film onto new films. Six hundred accredited delegates and a like number of alternates and officials were to attend the convention, the largest in AFM history, according to Mr. Weber, who left New York June 7 to attend a five-day session of the executive board preceding the convention.

Progress between the AFM and the nonnetwork stations is also being made, with more than 100 independent broadcasters reporting their readiness to begin negotiations with their local unions.

Calvin Coolidge, June 12, 1928—KGHL was 4 days old
—Said "The worst enemy of the wage earner is extravagance in spending."
KGHL—10 years old—paraphrases—"Excess wattage, duplication of coverage—low income audiences—these are advertising's worst extravagances today."

KGHL—Billings—Third in National RESULTS!

KGHL BILLINGS MONTANA

June 9, 1938

Mr. Paul Blakemore, President
The Coolidge Advertising Agency
Des Moines, Iowa

Dear Mr. Blakemore,

We take great pride ranking third in results for the American Pop Corn Company. The renewal promise is no new experience. Each local contract expiring the first five months this year was renewed. Thirty-seven per cent of our clients increased appropriations. It is no surprise to us that KGHL should attain such a ranking on a coal, calculating basis.

Geography is our best friend, permits us to serve almost without competition more than 300,000 persons. Persons, of course, mean nothing. This is one of our contentions. We believe the payoff rests in the case register where you found it. Billings, of course, is a small city. Its per capita retail sales, typical of our territory, exceed $1,000...quite a time on the national average. Billings, itself, represents less than five per cent of the purchasing power.

Territory entirely dependent on us for service spends 500,000 annually. The territory we serve spends a million dollars a day. The Federal Reserve Bank report shows retail sales exceed a year ago. Combined industry, agriculture...train and stock...mining, tourists, contribute to an even flow of money.

We are proud on our tenth anniversary, using the most modern equipment money will buy, retaining management, engineering and program direction which has continued since 1928.

Give us good copy...such as you did...an alert advertiser, and you have a right to expect results high above the national average. Stations are still pioneering, progressing, willing to spend money. Keeping ahead of the industry technically and in experienced personnel, we deliver results such as you received. Combined Red and Blue affiliation with NBC builds our audience. Active representation by The Katz Agency is breaking the provincial view in which the western states are often held.

Cordially yours,

Paul Blakemore
President

Owned and Operated by The Northwestern Auto Supply Company, NBC Affiliate

P & G Pacific Discs

PROCTER & GAMBLE Co., Cincinnati, has placed transcribed versions of five of its daytime network serial programs on a six-station network of the California Broadcasting System, with the possibility more will be added. Sponsor is using "Road of Life" for Dash, Ma Perkins for Oxydol, Mary Martin and The O'Neills for Ivory, and Vic and Sade for Crisco. Each program a five times weekly. Agencies are: Pedlar & Ryan, New York, for Dash; Blackett-Sample-Hummert, Chicago, for Oxydol, and Compton Adv. Inc., New York, for Ivory and Crisco. Recordings for "Road of Life," Ma Perkins and Vic and Sade are shipped from the east; Mary Martin and The O'Neills are recorded by NBC Transcription Service in San Francisco.

Use of the California network is in line with P & G policy of broadcasting the same programs in the same city at different times in two or more stations, difference in time making it impracticable to extend the morning programs in the east to the Coast.

P & G's 27 in Canada

PROCTER & GAMBLE Co. of Canada Ltd., Toronto, on July 4 starts a one-hour afternoon program over 27 stations of the Canadian network, to advertise P & G products made in Canada by Canadian labor. The program will come from New York NBC studios. The afternoon live talent show replaces transcriptions now running in Canada, and brings P & G to 15 privately-owned Canadian broadcasters for the first time. The program will run in Quebec province only over CBC Montreal, and because of NBC arrangements in Detroit and Seattle will not be carried over CKLW, Windsor, or CBB, Vancouver. The account is being placed by P & G agencies in U. S.

P & G Blue network on July 2 will begin a summer festival of popular music, nine weekly programs presenting leading dance bands and vocalists from all parts of the world.

Pacific Advertisers Plan

Los Angeles Convention

APPROXIMATELY 1,000 radio and advertising representatives from 11 western states and many from eastern cities, will attend the 35th annual convention of the Pacific Coast Advertising Clubs Association in the Ambassador Hotel, Los Angeles, June 26-30.

Radio problems will be discussed on June 26 when Don E. Gilmer, NBC western division vice-president, Hollywood, presides at the radio department session. There will be open forum and general discussion on various phases of the industry. Dr. George Burton Hotchkis, professor of marketing, New York U., is to be the principal radio department speaker. His subject will be "Radio and Its Effects On Personal Economics" of the United States. Dr. Frank L. Stanton, CBS director of market research, New York, is to talk on "Broadcasting and Marketing". Irene Rich, actress, will have as her subject "An Artists Looks at Commercial Radio". The KOMO-KKJ sound motion picture, "The Pacific Northwest", will be shown.

BROADCASTING • Broadcast Advertising

June 15, 1938 • Page 25
El Paso Reprints; New Kansas Outlet
ITS ORIGINAL decision having been remanded to the FCC by the Court of Appeals District of Columbia on appeal of KTSN, El Paso, the FCC on June 2 announced a reconsideration of the application of Dorrance D. Roderick, publisher of the El Paso Times, for a new 100-watt station on 1420 kc. in that community. Extension of construction permit for the station, to be known as KROD, was originally granted Jan. 15 by Commission Stewart dissenting on grounds of newspaper ownership. Although the application was reversed by the court and remanded to the Commission for reconsideration, the FCC announced the request "in the light of the record and the evidence before us." It is expected further steps to prevent the grant will be taken on behalf of KTSN.

A new 100-watt daytime station in McGill, Kan., to operate on 1420 kc., was also granted June 2. The licensee will be Carl Latenser, proprietor of music and home appliance stores in Atchison, Leavenworth and Fall City, Neb.

The Commission denied the application of the Liberal Times Co., seeking a new station in that city to operate full time with 100 watts on 1210 kc., and denied a similar application by S. O. and P. C. Ward, asking for the same frequency with 25 watts daytime. Also denied was the application of Clark Standiford, owner of KGFW, Kenney, Neb., and his sister-in-law, and A. C. Snider, attorney, who as partners sought a new 100-watt on 1370 kc. in Fremont, Neb.

KWTN Fights Deletion; WMBQ Stops Operating
KWTN, Watertown, S. D., ordered deleted by the FCC in a decision announced May 27 (BROADCASTING, May 28), has initiated an appeal of the technical rules and for other causes, on June 3 was given a 30-day extension of the effective date of the order to permit reinvention by a new effective date was first fixed as June 4, and the station thus has until June 24 to remain on the air. Its counsel, meanwhile, have asked the FCC for a rehearing and are preparing for court appeal if the petition is denied.

On the same day the FCC denied an appeal of the effective date of the deletion of WMBQ, Brooklyn, which also was denied a license renewal, and ordered the station off air June 4. It ceased operating on that date, its share of the time of 1500 kc. being turned over to WWRD, New York. The stay of the June 4 deletion order affecting KCDY, Huron, S. D., was extended until June 11 for operation of four Westinghouse stations under contract with NBC.

Wearin Out of Congress
WITH THE defeat June 6 in the Democratic primary of Rep. Otha D. Wearin, of Arkansas, which sought the senatorial nomination, one of the leading protagonists of legislation to end divorce in the radio station ownership, was retired from public life. Mr. Wearin two years ago introduced a bill in the 74th Congress to end the separation of newspapers from station ownership and vice versa. The Senate Commerce Committee which was considering the bill was held in the recent transaction; the Interstate Commerce Committee but was never given a hearing. This early favorable newspaper ownership the Wearin Bill was the only measure actually introduced.

For Congress Again
JAMES PEARSON, radio pastor of KFNF, Shenandoah, Ia., was high man for the Republican nomination for Congress from that district in Iowa, primaries, but failed to poll the requisite 35% of the vote and the nomination is now thrown into convention. He ran in 1932 also for the Democratic Congressional nomination and at one time was a Populist Party lieutenant-governor of Nebraska. His varying political alliances in past make his nomination by the Republicans this year uncertain, according to reports.

FCC Studies Station Lease Question; Schedules NBC-Westinghouse Hearing
THE WHOLE question of station leases, involving the proper license in case of operation by other than the actual franchise holder, as well as station management contracts, is being studied by the FCC and a hearing already has been scheduled with operation of four Westinghouse stations under contract with NBC.

For the last several months, it was learned, the law department upon instruction from the FCC has considered the matter of station leases under the Communications Act's provisions relating to licensees of stations. On June 1 the Commission ordered a hearing on the Westinghouse contracts, which have not been interpreted as leases but under which NBC directs program and commercial operations of the stations while Westinghouse itself actually maintains all operations and also keeps a program manager on duty at each of the stations.

The hearing date has not yet been set but the inquiry will be continued and the June 1 is no longer on the license rolls. It has not been operating for about a year.

Good Humor Test
GOOD HUMOR ICE CREAM Co., Hollywood (packaged ice cream), new to radio and placing direct, is using advertising announcements on KJH, Los Angeles and KFXM, San Bernardino, in a ten-week test campaign which started June 6.

Sponsored Net Programs
Show Popularity Jumps
In New Ratings by CAB
COMMERCIAL network programs this spring jumped in average popularity with rural and urban listeners. The Spring Analysis of Broadcasting, conducted under ANA auspices, shows that in 21,364 interviews with set owners, about half-and-half farmers and small-towners, shows that 7 of the programs favored by these market set owners, seven are favored by urban listeners. The 10 leading stations in rural areas are: "Chet & Don," Sanborn, Jack Benny, Major Bowes, Lowell Thomas, National Barn Dance, Burns & Allen, Town Hall, Lux Radio Theatre, One Man's Family, and Phil Baker. Of five leading daytime shows in rural communities, only two are among the five city leaders, and vice versa. The five most popular daytime shows are: General "LuxRadio Theatre," Andy Devine, Guy Lombardo, Dick Tracy, The Woman in White, Gospel Singer and Nat "King" Cole.

National Barn Dance, Believe It or Not, Lowell Thomas, Dick Tracy, The Never Miss a Sunday program from NBC and David Snell, for the balance of the evening, reaching a peak at 9:30, while rural listening reaches a peak between 7 and 7:30.

KFAM, St. Cloud, Minn., Takes Air on 1420 kc.
KFAM, St. Cloud, Minn., owned and operated by Fred J. Schlipin, president of Times Publishing Co. in Sibley, Minn., a local candidate, took the air June 14 on a 14-hour daily schedule on 1420 kc. with 100- watt transmitter in St. Cloud, formerly manager of KOVC, Valley City, N. D., is manager and chief engineer. The station is to remain on the air a year.

RF 2.6, the station's call letters, is used by WSAU, KBIX and KGPF, program director, assisted by William W. Peterson, and director of K. S. Chamberlain Agency, St. Paul.

Kenneth C. Titus, recently of WCCO, Minneapolis, is general manager, assisted by Edgar Parsons. Jerry Harrington, formerly of WCCO, will handle sports and other announcing. Byron Holtz is musical director. On the technical side, the staff includes Robert R. Witschen and Ernest Pappenfus.

KFAM is RCA-equipped throughout. Transmission is via a General Electric 50 kw. tower, the city adjoins a 178-foot Turesco antenna. Standard Library is used.

Halifax Party
THE International Radio Club will hold its ninth annual Radio Party June 28 at the Lord Nelson Hotel, Halifax, N. S. Gabriel will assemble at the Hotel Statler, Boston, for a "Pre-Convention" meeting June 27, and call for the Canadian Club on Scotia July 4, returning to Boston July 11, according to Jack Rice, W9WZ, of Cape Cod.

DR. JOHN R. BRINKLEY, former Kansas broadcaster now operating from Del Rio, Tex., was disclosed as one of the Democratic National Committee in the committee's financial report submitted to Congress June 11.

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The BIG GUN in Virginia

50,000 WATTS
OCT. 1938

WRVA
RICHMOND, VA.

PAUL H. RAYMER COMPANY, National Representative

NEW YORK  CHICAGO  DETROIT  SAN FRANCISCO
RELATING ON RADIO FOR NEWS

Iowa Rural Survey Shows Listeners Get Most
Of National Items From Broadcasts

Rural Listeners

Mail Study Reveals Habits of
Listeners in Farm Areas

THAT THE rural listener is mainly
dependent upon clear channel
station service, particularly at
night, was forcibly demonstrated
by the post card questionnaire
conducted by the FCC in April 1938.

An analysis of the returns made public June 6 by
the Commission as part of its
terminology in the tabulation
posed new rules and regulations.

On the basis of 30,000 post card
questionnaires sent (see
class postmasters, of which some
15,600 were usable, the FCC con-
cluded that 59.1% of the rural
population prefers dominant clear
channel service during the
daytime while 81.4% rates it first
choice at night. The percentages showed that
substantially half of the rural
listeners depend upon dominant
clear channel service for the
first, second, third and fourth
choice during daytime as against regional,
local and daytime station service,
while at night the FCC did
range from 81.4% as first choice
to 76.0% as fourth choice.

Purely Rural

Conducted under the supervision of
Andrew D. Ring, assistant chief
engineer in charge of broadcasting,
the FCC survey was made to
gain an opinion from postmasters
as to reception in their communi-
ties. Fourth class postmasters
serve communities where the popula-
tion generally not over 1,000, with
gross annual receipts not in excess
of $500.

This class of postmaster was
selected as the best means of
obtaining a cross-section of rural
reception, it was explained. The survey
was confined purely to rural
areas and was in no way designed to
determine reception in urban and metropolitan areas.

"Conditions in such areas un-
questionably are materially differ-
ent from that disclosed by this
survey," the Commission an-
nounced. "In view of this situation
the Commission decided on no
commercial use will be made of the
results of this survey since it is only
making the data available to inter-
ested parties so that they may com-
municate thereon and give the
Commission any additional informa-
tion considered appropriate with
respect to the Commission's use of
the results of the survey in the
allocation matters."

The survey was the second
done by the FCC, the previous one
having been done the previous February, 1935. Results of the new
survey coincided generally with the
earlier one, although the FCC did
not make available the same sort
of breakdown because of criticism
together against the FCC study. In
that study, WLW was shown to be the first choice of rural
listeners in 15 states.

In addition to the inquiry
asking postmasters to give their own
observations on reception, the
FCC also questioned post-

ners not having radio sets to give
the opinions of others. The two
breakdowns coincided generally, it
was shown. Another question re-

made in the interests of educa-
tional research and none knew
that a radio station was in any
way influencing the study.

The tabulation reveals elaborates
data on station and program pref-
erences of rural listeners.
Numerous suggestions were
made for program improvement.
Objections were made in some
cases to the amount of advertis-
ing; to the use of any advertising
whatever in a few cases; to the
length of advertising credits, par-
ticularly daytime serials. No evi-
dence appeared of opposition to the
use of commercials in the middle
of evening half-hour or hour shows.
Some were opposed to Sunday ad-
vertising. Too many programs were
asserted to be the same time, many
indicated, and lack of variety is noted
on Sunday afternoons and during
the daytime from Monday through
Friday. More music and more high-
light programs in daytime were
 favored.

The Winner, Joe Walters (cen-
ter) of KSFO, was awarded a
trophy June 2 for winning the
San Francisco radio market contest
sponsored by Sidney Garfinkel
(left), head of the agency bearing his
name, and Phil Lasky, KSFO
manager.

Trophy in San Francisco

IS WON BY JOE WALTERS

IN THE presence of San Francis-
co radio executives, advertising
agency directors and others, Joe
Walters, staff announcer at KSFO,
was awarded a trophy June 2 as winner
of the annual San Francisco radio
market contest. Sponsor of the contest
was the advertising agency
Garfinkel & Lasky.

Last year Abbott Tessman, NBC,
won the announcer's trophy and
Nals got the station award.

During the presentation ceremony
Lloyd E. Yoder, NBC San Fran-
cisco manager, turned over the
station trophy to Philip Lasky,
manager of KSFO. Sidney Gar-
finkel, president of Garfinkel
Adv. Agency, sponsoring the an-
nual contest, made the presenta-
tion to Walters. Others who
appeared included Art Linkletter, ra-
dio director of the 1939 Golden
Gate International Exposition;
Walter Goudey, chairman of the
jury; and Walters' bride of three
weeks—the former Mary Ellen
Herrick, radio actress.

WGL IN ILLINOIS

MAKES JUNE DEBUT

THE NEW WGL, Galesburg, Ill.,
made its air debut June 12 with a
program of local programs of
prominent state, county and local
officials. Howard A. Miller, presi-
dent and general manager, intro-
duced the speakers as the new 250-
watt station on 1,800 kc. went on
the air. Pierre Andre, announcer of
NBC and WGN, Chicago, was
master of ceremonies.

RCA equipment is used through-
out, with studios in the Hill-250
Bldg. The personnel of WGL in-
cludes Glenn Callison, formerly of
WCHP, Hammond, Ind., as chief
announcer; Virgil Schmidt and
Wallace Taylor, sales; Paul Ray,
traffic, engineer; Virginia Miller,
program director; Verna Mae Lar-
son, office manager.

Mr. Miller was graduated from
Knox College, Galesburg, in 1934,
and later worked in the script de-
partment of WGN, Chicago, be-
fore joining Louis G. Cowan Co., Chi-
cago radio advertising and public-
ity firm which will handle WGL ad-
vertising. The three studios and
the transmitter were installed at a
cost of $14,000.
DO A FINISHED JOB...

The rich Southern New England market, covered by WTIC, rates a thorough-going, finished sales and advertising job from any advertiser who wants to make the most of its consistent billion dollar spendable income.

Manufacturers have found that it pays handsomely to round out and polish up their sales and advertising programs with the help of Southern New England's most popular station.

WTIC

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

Just look at the record for WTIC in this important area.
First

In Listener Popularity by more than 2 to 1
In Number of Network Advertisers
In Number of National Spot Advertisers

As you might expect from this impressive showing, WTIC ranks first in popularity with listeners in the Hartford area—in fact WTIC outranks the next most popular station by better than two to one!

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

50,000 WATTS
HARTFORD, CONN.

- Member NBC Red Network and Yankee Network
- James F. Clancy, Business Manager
- New York Detroit Chicago San Francisco
Nero Amateur Program
NEGRO amateurs troop through every minute of Fabona Street Folks — color cast from Port Arthur to KTAT, Fort Worth, produced by Grover A. Godfrey Jr., originator of Amateur Night on Beale Street WMC, Memphis, Negro in c. s., songwriters and talent-plug- gers feature the 30-minute Wed- nesday broadcast of the stage of the Fort Worth's New Grand Theatre, billed as Texas' finest al- negro showhouse. During first pro- grams local songwriters centered in composing a Fabona Street Blues to be used as program's theme. Everybody's Depart- ment Store, Fort Worth, sponsors the shows. • • •

Brain Teasers
AN INVITED audience supplies ad lib talent for the Words From WIS. Each week, people with a con- taining feature of CKAC, Mon- treal. Several competition entries from the audience are asked to pass from the stage associated with a suggested word to any idea sug- gested by a second one, i.e., to pass ad lib stories, delivery, or sing- uestion might answer: statue-mar- ble-Italy-Ethiopia-slaavery — with any five words from five to ten words. Varying this idea, compet- ants are asked to give in 30 sec- onds a number of words beginning with a letter of the alphabet.

The Want-Ads of WIS
TWENTY-FIVE word want-ads, run in blocks of 40 in 15-minute periods, are broadcast daily in a Quick Ad Service by WIS, Colum- bia, S. C. Bennett Adv. Agency handles all the soliciting, writing and collecting; one voice reads the Want-Ad on a different physical location the "quickies". Each Quick Ad is brand new, with no standing or institutional copy. • •

Sentences from Words
ALL MEMBERS of the studio au- dience get a turn before the microphones in Give Me a Sentence, new program of WHN, New York. The weekly half-hour show is broadcast on a contest basis in which the participants com- pose complete sentences of words suggested by the audience.

Roving Nighthawk
POPING IN on parties, porch- sitters, and pedestrians, The Nighthawk of WSFD, Toledo, roams the residential and commercial streets from 11:30 to midnight Saturdays inter- viewing "stay-up-lates" right in listeners' homes. Glad entirely in white, The Nighthawk uses WSFD'S new mobile unit to broadcast everything from opinions on the weather to songs by musically tal- ented party-goers. • • •

The Labor Problem
RADIO came to the fore promi- nently when San Francisco's crit- ical employer-employee relations problem was debated at a meeting in the city earlier this week. The Nighthawk of June 3. Business leaders of the city and CIU union heads appeared on the air. The discussion of local labor difficul- ties, with several thousand citizens present, was broadcast from Francisco station — KKA, KPO and KFRC — broadcast portions of the meeting.

Tips to Builders
REMINDDING listeners of the ad- vantages built by a contrac- tor-sponsor, the Roving Re- porter of KWTG-KGBX, Spring- field, Ill., offers his service in inspecting the new residences, accom- panyed by the owner and contrac- tor, to demonstrate the building features. The program, Custom-Built Interviews, reflects the contractor's slogan, "Custom- Built Homes".

LANSING'S 1,200 grade school pupils from last year began school this year, and each other down in WJIM's sec- ond annual Spelling Bee of the Air Howard Farnam, by the Board of Water & Light Commissioners, mu- nicipally-owned utility. With par- ticipation obligatory for all grade school students, groups of 20 sixth- to-eighth graders competed three times a week for the semi-final contests, held Friday evenings; finalists, 72 pupils from 26 differ- ent schools, met June 8 and spelled before 1,500 citizens in Eastern Auditorium, Lansing.

Eleven-year-old Thelma Cleeves (right) correctly spelled "notice", noused out young Bob Smith, and won the 1938 championship with its reward a thousand-mile all-expense trip up the St. Lawrence to Quebec, while Bobbie won a Leica camera as runner-up. WJIM'S 1937 and 1938 spelling bee winners are reported to have doubled spelling interest of Lansing pupils and have drawn such comment in Michigan education circles. Plan is to take the contest into senior high schools next year. In center is Howard Farnam, WJIM program direc- or.
All Aboard... and that's just what Progressive Advertisers are doing to reach our "Friendly Family" of 2,500,000 Italo-Americans! They know that June and July are the months to Start Sales Soaring. Advertising The Italian Way, it's therefore, no surprise to them when succeeding Fall and Winter broadcasts enjoy double sales effectiveness. All Aboard... Time is Flying so get your reservations in NOW!

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY
Packing them in!

Showmanship does it. Progressiveness does it. KDYL has both!

Something new for Salt Lakers—a radio playhouse where local favorites perform for visual audiences as well as for the thousands of home and auto radio listeners in the intermountain west's richest market.

Opened May 27, the KDYL Radio Playhouse won instant and enthusiastic popularity—just as KDYL has won and held preference among tuners-in.

Such popularity offers real opportunity to advertisers who want to "pack them in" via the cash register route.

RADIO AND SCHOOLS

DETROIT'S Wayne University Broadcasting Guild, coordinating unit of student radio activities, has sponsored 43 programs since organization last September and Guild members have appeared in 41 programs sponsored by other groups. Three summer radio workshops, beginning July 8, will present four student programs each week—two LIP and two dramatic programs on Detroit stations. The Guild has worked over WMBC, WSNX, WWJ, WXYZ, and NBC network.

ADDING a Radio Workshop to its 1938 curriculum. National Music Camp has announced that music majors at Interlochen, Mich., promise practical training in the writing, musical mounting, and production of radio programs, with four instructors and guest lecturers on the Workshop faculty, including William Dew Boutwell, director of the U.S. Office of Education's Educational Radio Project. Menda, assistant to director of radio, University of Michigan, and Camp Director Joseph E. Maddy, has invited the Camp to present two network programs a week during the season.

GIVING pointers on the use of radio in the classroom. Ben H. Darrow, director of education of WBEN, Buffalo, has been named by WBEN to teach the first class in radio education at the State Teachers College at Buffalo during the summer. Most students will be teachers, and for five hours of instruction, each week will receive three hour credit. A second course, Radio Workshop, conducted by Mr. Darrow and members of the WBEN staff, will offer fundamentals of script writing, radio acting, and radio production. The college is now operating a public address system and fitting up a room as a studio.

AFTER THE 50th number of its weekly newscast for the schools, WWJ, Detroit's news and information radio station, has announced a summer curriculum of radio and television courses that includes a radio workshop and radio courses for college credit. Two courses, Radio Workshop and Radio Writing, are offered to college students and to radio professionals. The courses are conducted by members of the WWJ staff and are open to all interested in the radio field.

WILLIAM MONTGOMERY McGOVERN, president of the National Association of Educators in Radio, has announced a summer curriculum that includes a radio workshop and radio courses for college credit. The curriculum is designed to provide radio training for college students and radio professionals. The courses are conducted by members of the WWJ staff and are open to all interested in the radio field.

EDUCATIONAL WORK BROADENED BY WWJ

CLASSROOM education by radio in Detroit will pick up this summer where the regular school term left off under the program of WSNW, WWJ's experimental station. WWJ has offered the Detroit board of education first choice of all broadcasting time of WSNW, and ten "listening centers" with ultra-high frequency receivers have been established throughout the city, with an estimated 75 more to be operating by September.

Planning for Tomorrow, general title for the June program, deals with vocations and vacations. The first episode, broadcast June 6, carried an interview with a pupil and drama built around constructive recreation of summer vacations; the second, June 13, was built around tomorrow's history; and the third, June 20, will give summer health instruction for children.
RESULTS OF THE LARGEST COINCIDENTAL RADIO STUDY EVER MADE IN CINCINNATI

CROSSLEY, INC. conducted 38,811 Cincinnati telephone interviews during the week of April 3, 1938... 200 completed interviews every half-hour, 14 hours of the day, every day of the week. The results, broken down into half-hour units for the entire period of the survey:

WKRC had 27% MORE first place mentions during the daytime than the nearest local network competitor.

WKRC had 158% MORE first place mentions during the evening than all other local network stations combined.

WKRC dominated the Cincinnati audience with over 80% MORE first place mentions than its nearest local network competitor, morning, afternoon and evening for the entire week; over 23% MORE than all other local network stations combined.

*The phrase "local network stations" is commonly accepted by all stations serving Cincinnati as referring to the three regional (not clear-channel) stations. The one clear-channel station in the city does not designate itself as a local Cincinnati advertising medium.

WKRC, Columbia's station for Cincinnati
550 Kilocycles. Owned and operated by the Columbia Broadcasting System.
Represented by Radio Sales: New York, Chicago, Detroit, Milwaukee, Birmingham, Los Angeles, San Francisco
IN THE
CONTROL
ROOM

Say, listen! Did you paddle me out here just to rave about Western Electric's Doherty Circuit?

DON LEE
BROADCASTING SYSTEM
The Nation's Greatest Regional Network
LEWIS ALLEN WEISS, General Manager
1078 West Seventh St., Los Angeles, Calif.
Affiliated With
Mutual
Represented By
BLAIR

RICHARD KELLY, control operator at WICC, Bridgeport, will marry Miss Muriel Minogue June 21.

GORDON MORRISON, formerly with KRE, Berkeley, has joined the KPO-KGO engineering staff in San Francisco.

WILFRED SIDDLE, of WRBL, Columbus, Ga., is back at the controls after a three-week illness.

DONALD DE WOLF, NBC Hollywood engineer, in charge, discussed "Broadcasting Technique" at the May 26 meeting of the Southern California M. E. Asm. in Huntington Park, Cal.

W. W. CARRUTHERS, formerly Los Angeles radio consulting engineer, has joined the technical staff of KHI.

JERRY COLEMAN, of KDKE, Pittsburgh, transmitter staff, has announced his engagement to Helene K. Wildi, of Saxonburg, Pa.

DR. SHUZO ITO, Imperial Government radio engineer, Tokyo, Japan, on an inspection tour of American broadcasting studios, visited Hollywood early in June.

E. O. WILLOUGHBY, radio engineer, Standard Telephone & Cable Co., London, is inspecting major stations in this country and was in Hollywood early in June.

HOLT DYES has been named chief engineer of WFOR, Hattiesburg, Miss.

CHARLES SMITH, master control engineer of WCAU, Philadelphia, is the father of a baby girl born recently.

GEORGE HERRICK, supervisor of engineers at WINW, New York, and John M. Watters, studio engineer, will marry sisters—Lillian and Helen Campbell. Date of the wedding has not been announced.

CONRAD F. STROUP, of WBT, Charlotte, is the father of a baby, and transmitterman John Carey, of a girl, born recently.

NBC's national division engineers met in New York the week ending June 11. Among those attending the convention were George McElrath, operating chief; Alfred H. Morton, managed-and-operated station manager; Lee Wax, assistant to Mr. Morton; A. H. Saxon, San Francisco; Howard Lattgen, Chicago; George Minn, New York; E. E. Leonard, Cleveland; W. J. Pulcini, Schenectady; A. E. Johnson, Washington; C. A. Perigrene, Denver; Raymond F. Guy, radio facilities engineer, New York; Robert M. Morris, development engineer, New York; E. R. Callen, audio facilities engineer, New York; Chester Hackett, video facilities engineer, New York.

J. P. TAYLOR, radio engineer formerly associated with RCA Mfg. Co., at its Camden headquarters, has returned to the organization as assistant to Bill Witty, in charge of transmitter sales in the Southwestern District and headquartered at Dallas. WILLIAM G. H. FINCH, facsimile inventor and president of Finch Telecommunications Laboratories, New York, has been granted Patent 2,118,917 on a dual tone telegraphy system to transmit dot-dash telegraphic signals. The system uses a narrow frequency spread without side band suppression, the inventor claims, and with positive marking and spacing impairment conditions at the receiver.


ERNST ROBERTS, of WMBC, Peoria, Ill., engineering staff, is the father of a boy born June 3.

Among those attending the meeting were John Luttgens, A. Lee Wailes, aged-
NAB’s Views on Proposed New Rules Expounded Before FCC by Etridge

Abstract of testimony of Mark Etridge, NAB counsel, before the FCC June 6 at hearings on new rules and regulations. Portions of testimony reproduced from May 18 before Federal Communications Bar Association (Broadcasting, June 1) have been deleted.

The rules and regulations as a whole make a contribution to the industry in that they bring engi-
neering standards and practices more in line with the progress and the practices of radio. These pro-
ceedings are but another step in the continuous and searching study of the problems that have been made by the Commission and its technical staff for the purpose of improving the service to the American listener. It is in the same spirit that Mr. Hoeger and his associates, and those who will make suggestions as to amendments to the regulations be-
come, we feel that they are in the interest of both the public and the industry. We feel, moreover, that the suggestions, if adopted will improve the stability of the indus-
try itself.

In general, it does not seem that the proposed regulations are more restrictive. However, certain of the rules illustrate a trend in regulatory policy which gives the indus-
ty cause to regret. First, the NAB has been deleted.

American Leadership

It is a matter of common knowl-
edge that the American system has pro-
hduced the highest type and variety of stations in the world. No apologies need be offered for the general program structure of the American broadcasting indus-
ty. But if government assumes control and attempts to dictate the types of programs to be broadcast, the very foundation of the existing system is destroyed. It is doubted if the Commission has the au-
thority to specify what is to be broadcast any more than it can di-
rectly exercise the power of cens-
sorship. Personally, I am unable to make any practical distinction be-
tween actual censorship and the imposition of arbitrary standards for programs. To my mind, the im-
position of cultural standards is, in fact, a prior restraint.

I confess to a total inability to understand how any group of men or women would be able to decide in a cultural pattern in a democratic country. Of course, it can be done, after information has been pre-
tended that a dictator. Herr Goebbels has the power to order all opera companies in Germany to give only Wagnerian operas, as he did for one year, and the people hear Wagner, whether they like it or not. He has the power, and ex-
ercises it, to purge the libraries and the people have to read what Mr. Goebbels thinks is good for their minds. Germany is the per-
fected example of a country that has a fixed pattern of culture and it is the most eloquent testimony to the contention that a country can not have real pattern without military enforcement. In other words, cap-
Sule culture is incompatible with democracy.

Under the competition between networks and the individual sta-
tions themselves the quality of ra-
dio programs has been constantly improving and will continue to im-
prove as talent in this country is developed and as broadcasters themselves learn the new uses of talent. A few years ago, most of the people in the country had never heard a symphony orchestra; now there is enough appreciation of symphony music to justify it as a sustaining program. Educators are learning how to use radio as a means of education that is not dry as dust. Radio is in a ferment of creating that is producing and is bound to continue to produce increasingly better programs.

Residence Requirement

The second regulation to which the NAB has taken exception is section 5 of rule 31.4. This rule undertakes to make residence a

necessary requirement for an ap-
plied for a TV station. The NAB has urged that all of section 5 be stricken. Here again we en-
counter the conflict of legislative and administrative policy which is a matter of opinion and not sub-
ject to the evidential proof. As a matter of opinion, it is hoped that upon this point the Commission will assume the burden of proof and develop the reasons why the industry its reasons for promul-
gating this particular regulation.

The NAB believes that the public interest has been ill-served by absentee ownership of local stations and that it is aware of any manifestations of public re-
sentment which might have suggested this prescription.

Absentee Ownership

Many analogies could be de-
veloped in an effort to dispute the soundness of the policy that the ownership of new local stations be reserved for local enterprise. The question of abse-
nee ownership of local enterprise has been decided by a multitude of political and economic discussion.

The opposition of the NAB to the principal part of this rule is based, first, upon the fact that it might well retard the progress of the industry and deprive some community of a service and no experience in the operation of a radio station. Under such circumstances, should a stranger to the community be denied the opportunity of provid-
ing the facilities for a needed service?

It is the apparent intent of this rule to identify station manage-
ment with the community. It is submitted that the successful opera-
tion of a radio station necessarily means that such station will be-
come an institution in the commu-
nity it serves. The mere fact that the person who establishes the station does not reside in the com-
munity does not mean that he is incapable of rendering community service. And it does not seem that the incident of previous choice of residence should restrict the op-
portunity to a qualified individual to engage in the radio business.

Radio vs. Provincialism

The Commission is now properly required by the Act to pass upon the local technical and community qualifications of any applicant. The standard of residence would not seem to be sufficient cause to deprive a licensee of a service which its people want and in the absence of this regulation, could obtain. Radio has made a great contribu-
tion in eliminating provincialism and ignorance in this nation and we feel that the Commission should not through its formal regulations treat any citi-
en as an outsider to the community if it has the desire and the qualifi-

OLD TIMERS are these three veterans of the wavelengths, now leading broadcast executives, reunited at the FCC hearings. Left to right are Harold Hough, director of WBAP and KGKO, Fort Worth, once known on the air as the "Voice of Fort Worth," now Harrisburg, Pennsylvania, famous as radio's "Little Colonel"; Leo J. Fitzpatrick, vice-

president of WJR, Detroit, who once introduced the Kansas City Night-
hawks over WDAF. So great was their early radio fame that they once traveled together over an extensive vaudeville circuit.

BROADCASTING • Broadcast Advertising

June 15, 1938 • Page 35
Radio's 1937 Revenues
(Continued from page 8)
channel stations of 50,000 watts or more accounted for $24,266,283 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $8,480,603. This represents an average net income for these stations of $292,056. The average total investment in plant equipment of this group of stations (including the 500,000-watt WLW) is $445,127; the average depreciated value, $225,120.

b. Four-part-time-channel stations of 50,000 watts accounted for $1,837,804 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $848,269. This represents an average net income for these stations of $99,602. The average total investment in plant equipment of this group of stations ranges from $94,837 to $100,799, the average depreciated value, $41,717 to $55,607.

c. Eight full-time-channel stations of 5,000 to 25,000 watts accounted for $2,201,302 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $367,045. This represents an average net income for these stations of $21,704. The average total investment in plant equipment of this group and the average depreciated value are the same as in paragraph c.

d. Eight full-time stations in the high-power regional category (5,000 to 25,000 watts) accounted for $1,859,549 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $341,241. This represents an average net income for these stations of $42,655. The average total investment in plant equipment of this group is $250,469; the average depreciated value, $125,037.

f. 188 full-time regional stations other than high power (500 to 5,000 watts, including 16 stations with lesser powers on regional frequencies) accounted for $33,037,389 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $6,787,846. This represents an average net income for these stations of $36,106. The average total investment in plant equipment of this group of stations ranges from $42,997 for 500 watts to $65,637 for 1,000 watts, to $85,511 for 2,500 watts, to $132,906 for 5,000 watts; the average depreciation (Continued on page 40)
Balance Sheets of the Combined Networks as of Dec. 31, 1937
(Summary of Information Submitted to FCC by National and Regional Networks)

### ALL NETWORKS (Including Key Stations Operated by Networks)

<table>
<thead>
<tr>
<th>CURRENT ACTIVES</th>
<th>LIABILITY SIDE</th>
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</thead>
<tbody>
<tr>
<td>Asset Side</td>
<td>Liability Side</td>
</tr>
</tbody>
</table>

#### CURRENT ASSETS:
- Cash: $4,180,074.05
- Marketable securities: $6,550,872.39
- Accounts receivable: $6,465,612.33
- Less reserve: 679,745.73
- Notes receivable: $141,438.05
- Less reserve: None
- Other current assets: 148,845.17

**TOTAL CURRENT ASSETS**: $12,560,246.17

#### INVESTMENTS:
- Securities of affiliated companies: $48,061.87
- Advances to affiliated companies: $8,060.00
- Other securities: 2,818.01

**TOTAL INVESTMENTS**: 165,480.38

#### TOTAL CURRENT ASSETS AND INVESTMENTS:

**TOTAL CURRENT ASSETS AND INVESTMENTS**: $12,725,726.55

#### Fixed Assets Devoted to Broadcast Service:
- Buildings: $2,666,121.11
- Less allowance for depreciation: 991,350.46
- Transmitting equipment: $4,486,874.05
- Less allowance for depreciation: $722,669.78
- Radiating system: $68,702.77
- Studio equipment: $2,143,313.31
- Other technical equipment: $872,085.21
- Other fixed assets: $412,120.01
- Less allowance for depreciation: 1,903,495.26

**TOTAL FIXED ASSETS DEVOTED TO BROADCAST SERVICE**: $7,973,084.44

#### Other Fixed Assets:

**TOTAL OTHER FIXED ASSETS**: 1,771.86

#### Intangible Assets:
- Goodwill: $4,326,089.23

**TOTAL INTANGIBLE ASSETS**: 4,328,860.33

#### Deferred Charges:
- Prepaid line charges: $368,477.36
- Other prepaid expenses: 383,789.48
- Inventory of transmitter tubes: 58,817.40
- Advances on equipment purchase orders: 306,000.00

**TOTAL DEFERRED CHARGES**: 858,353.18

**TOTAL**: $26,541,910.11

*MAJOR NETWORKS (Including Key Stations Operated by Networks)*

<table>
<thead>
<tr>
<th>Asset Side</th>
<th>Liability Side</th>
</tr>
</thead>
<tbody>
<tr>
<td>CURRENT ASSETS</td>
<td>LIABILITY SIDE</td>
</tr>
</tbody>
</table>
- Cash: $8,568,417.13
- Marketable securities: 2,000,000.00
- Accounts receivable: $6,042,938.32
- Less reserve: 470,567.78
- Notes receivable: 35,014.59
- Less reserve: None
- Other current assets: 1,268,813.51

**TOTAL CURRENT ASSETS**: $11,789,466.51

#### Fixed Assets Devoted to Broadcast Service:
- Buildings: $4,486,061.64
- Less allowance for depreciation: 980,674.62
- Transmitting equipment: $3,966,694.80
- Less allowance for depreciation: $541,291.80
- Studio equipment: $2,240,499.00
- Less allowance for depreciation: 1,045,328.83
- Other technical equipment: $244,956.87
- Less allowance for depreciation: 106,928.54
- Other fixed assets: $828,922.03
- Less allowance for depreciation: 1,715,082.19

**TOTAL FIXED ASSETS DEVOTED TO BROADCAST SERVICE**: $7,164,387.22

#### Intangible Assets:
- Goodwill: $4,316,083.23

**TOTAL**: $24,397,501.04

*Major networks are NBC, CBS, MBS.*
MAKE your radio campaign wake up and live — make it sit up and talk sales — with WORLD’S Vertical-Cut Wide Range recording.

This “Living Sound” method makes both the entertainment and the advertising clear, convincing, alive with persuasive appeal. Its beauty and realism turns casual dialers into loyal listeners, and listeners into buyers.*

Only WORLD’S Vertical-Cut Recording is truly Wide Range, because only WORLD records exclusively on Western Electric equipment. Back of your World-built transcriptions stand the resources and experience of the world’s leading sound organization. Years of Bell Laboratories research and Western Electric engineering, combined with WORLD’S unchallenged record as Transcription Headquarters — these are yours to command in WORLD’S Vertical-Cut Wide Range recording.
and SELL with
LIVING SOUND

With World, your radio advertising dollar is protected all the way. Life in your transcriptions begins at 711 Fifth Avenue, in New York (301 East Erie, in Chicago — 1000 North Seward, in Hollywood).

* * *

* "Hearing is Believing!" An audition, at any World office or World-affiliated station, will make you want to buy when you listen. It will prove to you there's nothing to equal the amazing QUALITY of World’s Western Electric recording and reproduction.

WORLD BROADCASTING SYSTEM
Transcription Headquarters
ATLANTA • CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
Radio's 1937 Revenues

(Continued from page 36)

K . . . Knowledge
13 years of service to the Northwest

F . . . Finest
finest staff, programs and equipment

Y . . . Yours
regional rates with clear channel coverage

R . . . Results
proved by renewals

WRITE FOR OUR NEW ENGINEER'S MEASUREMENT SURVEY

MEYER BROADCASTING CO.
Bismarck - North Dakota

G E N E  F U R G A S O N  A N D  C O .  -  -  National Representatives
*FALL GUY: the station-operator who says, “Let’s start our promotion in the fall, when business is up.” He forgets that appropriations are made, schedules planned, stations selected, in the heat of the summer.

* * *

JULY, August, and September may spell vacation, fishing and cool nights in the North Woods to a lot of fellows, but to the boys on Boul Mich and Park Avenue (we mean the advertising fraternity) they spell plain hard work. It’s no secret that when the thermometer’s hitting a new high, and the perennial frying-an-egg-on-the-city-hall-steps story makes the front pages, the schedule makers and media selectors are putting in their best licks. That’s when they eat, sleep and dream fall schedules. That’s when they’re determining markets, choosing stations.

And, it goes without saying, that’s the time to get in your best licks, too.†

† How? Tell your story through Broadcasting! Then you know your message is read, and appreciated. Broadcasting’s 7200 circulation includes nearly every national and regional radio advertiser and prospective radio advertiser, nearly every advertising agency in the U. S. and Canada. They’re radio-minded when they read Broadcasting!
Dr. Proctor's Gamble
IN 1925 George H. Bowles, then owner of the old WGBB, Clearwater, Fla., broadcast an offer of a free crate of oranges to the first listener in each community to telephone him a certain coded word. Several hundred boxes were awarded. Among those complying with the contest rules was Dr. A. Proctor of Lincoln, Neb. Dr. Proctor wired the station, but apparently received no oranges. The other day, after three changes of ownership, WFLA (WGBB's successor) was called upon to deliver the goods. Dr. Proctor wrote that he had complied with the requirements and sent along his credentials to prove it. WFLA obliged and sent the citrus fruit.

Zoller Resigns Pulpit, Plans New Radio Series
REPRESSION of Rev. John E. Zoller from the pulpit of Wesley Methodist Episcopal Church, and the conclusion "for a temporary period" of his chain broadcasts [Broadcasting, June 1] occurred early in June. In the meantime, it became known that Rev. Zoller, E. G. Mistle, Detroit coal dealer, and Douglas Hines, business manager of Rev. Zoller's church—who also resigned—had incorporated the Wesley Radio League Inc., in preparation for a more extended radio hookup later in the summer or during the fall.

Tentatively, the agency of Aircasters Inc., Detroit, is lining up stations for a series of Sunday morning broadcasts by Rev. Zoller, to start Nov. 6, the same date as the start of Fr. Charles E. Coughlin's winter series. But there were indications that Rev. Zoller might return to chain programming sooner than that. Meanwhile, he is on the air in Detroit through WJR, with four talks a week including one on Sunday, and WMBC, which is carrying his talks daily.

Frank B. Falknor, CBS chief engineer in Chicago, received a free repaired arm and severe cuts and A. B. Chamberlain, CBS chief engineer in New York, inceptions in an automobile collision on the Queensboro Bridge in New York June 4. Mr. Chamberlain's car was badly smashed. Both spent several days in the hospital but are now recovering.

New St. Louis Station, KXOK, To Be Dedicated By Star-Times in August
KXOK, new St. Louis station being built by the Star-Times, will be dedicated about mid-August, according to Rev. V. Hamilton, general manager. Mr. Hamilton also announced appointment of Allen Franklin, former sports commentator of WFLW, as program director. The author of several well-known books of poems, Mr. Franklin will be heard regularly in his own program The Lazy Corner. To start work June 15, Mr. Franklin was to organize a program department, hiring announcers, artists, and others to round out the staff. Special emphasis will be placed on news, dramatics, music, sports and special events, according to Mr. Hamilton.

A construction permit for KXOK was issued April 14 by the FCC, following a suit by Litigation Studios, which will be located in the Star-Times Bldg., while the transmitter is being built across the Mississippi River in Illinois. The station will operate on 1,000 watts for full time.

The Star-Times already operates KFEO at Columbia, Mo., and shortwave experimental stations W9XSP and W9XSP, St. Louis, with the latter licensed to transmit facsimile.

MEMO:
George:

Twenty percent of the nation's oil is produced in the area covered by these stations. We'll need them in our new sales campaign.

Bob.

Zoller Resigns Pulpit, Plans New Radio Series

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Advertising Turns to Showmanship

(CONTINUED FROM PAGE 19)

sors and the American housewife. Both of them are extremely pleased with this institution even though business executives with busy wives and without radio sets in their offices continue to say that nobody listens to radio in the daytime.

There are the children's programs which nobody hears except the children and their parents and which are gradually finding that honest adventure and an interesting continued story or Bill Spier's Music for Fun can build a greater and more restful audience than how him is planned or bought purely as a show and then, as an afterthought, somebody writes a commercial to stick on the end as a necessary evil.

Consider radio just as an advertisement. The artwork occupies more of the space than is usual on a printed page. But just as a copy man gets the best results when he sits down beside an art director and when they blend their talents into a finished unit in which the contributed portion of each is indistinguishable, so a creative person working in the studios until the finished product is created, can help the specialist in radio production to turn out a fully blended program. A radio department is just another art department working with the copy in their appeal to the ear instead of the eye.

Censorship by the networks, aimed only at restricting the length of a commercial, can never solve this problem. It's not that commercials are necessarily too long; it's just that they seem too long.

Perhaps we can stand a little improvement. Perhaps we are going into a new phase. Perhaps a new day is coming for radio and for all advertising. Perhaps we are about to see the Second Act in "Showmanship in Advertising". In fact, don't look now, but the curtain's going up.

WRVA to Dedicate

DEDICATION of the new 50 kw. transmitter for WRVA is contemplated in September, according to G. T. Lucy, general manager. The Richmond station was authorized to increase its power from 5,000 to 50,000 watts by the FCC on May 13—the same date on which it dedicated a new CBS program, Cross Roads Hall. Announcement of the power increase was made during the broadcast. Because both events fell on Friday, the 18th, Mr. Lucy hopes to dedicate the new RCA transmitter on Sept. 15.

THE new road linking Passyunk Ave. and the new WFIL transmitter site in Philadelphia has been officially named "Tily Lane" in honor of Dr. Herbert J. Tily, chairman of the WFIL board of directors. Three-quarters of an hour, "Tily Lane" was built by WFIL between Passyunk Ave. and its new transmitter on the banks of the Schuylkill.

Serving the Public Interest in the Baltimore Area

"Serving the Public Interest in the Baltimore Area"

BROADCASTING • Broadcast Advertising

June 15, 1938 • Page 43

What a Value In Ears!

They say some of the boys have their ears to the ground for time bargains and it's whispered they're getting them. And that puts "The Friendly Voice From Out of the Hills of West Virginia" right in the middle of the swim.

Columbia's Daytime Listener Area Study, just off the press, (and a swell job it is!) gives WWVA 50 primary counties. Take one-fifth of $35.00 and you have 70 cents—the cost per county to deliver a 15-minute daytime program message. Take our maximum discount rate of $28.00 and you have a cost of 56 cents—mind you AN ENTIRE COUNTY!

But wait—there's more! There are 69 secondary counties of "regular" listeners only—not "occasional" ears. We'll just throw these 69 in for good measure, because we haven't got the heart to give you the ridiculously low cost per county. You can charge them up against a good, live WWVA talent show cost.

What kind of counties are they? 3,051,400 population for the 50 primary and 6,145,000 population for the 69 secondary.

Yes, indeed, WWVA is offering you a big bargain in ears these days and best of all—there are no favorites—everybody gets the same value.
Figures and Facts

An X-ray of the financial structure of the broadcasting industry has been produced by the FCC in its analysis of 1937 operations. While it discloses that the industry as a whole enjoyed a profit, to which it is justly entitled, it nevertheless exploded the theory that every class of station figuratively rolls in wealth and that a radio franchise carries with it a pass to the mint.

On the theory that anything can be proved by figures, there will be those who will pounce upon them to prove every conceivable type of claim. The showing for the industry, as a whole, is a satisfactory one. For particular classes of stations, creditable profits are shown; for others the returns were meagre, and for one group actual red ink appeared.

Because the figures are based on the 1937 calendar year—admittedly the best the industry has enjoyed—they are not a true index to the current position. It should be remembered stations are paying 5% of their receipts for union musicians, a figure that subtracts from net income, and in 1937 only one month of such payments was accounted for. Additionally, membership dues in the revitalized NAB have been quadrupled during the last few months, which on the 1938 returns will constitute another minus-factor in net percentage.

Thus, instead of a whole-industry figure of some 16% net, it actually would drop below 10% even if the same high business level were retained. In dull times, for radio particularly, it is a short haul from seeming prosperity to red ink.

If treated in the proper light, these comprehensive statistics can be used beneficially by the industry. Stations and networks alike are given an opportunity to appraise themselves and to devise means of rectifying inequities on an industry-wide basis. Certainly no one should be quick to acquire for the first time basic comparable information governing what constitutes their life work.

Broadcasting has been called by investment experts the most hazardous industry extant. That is because of the short-license tenure, the heavy investment factor (as revealed in the analyses) and the peril of the power of life and death over stations held by the regulatory authority. By utilizing the data made available in the FCC summaries, stations and networks alike should be able to devise bases for stabilized operations. The first step in that direction—and an essential one—should be the longer license term which the FCC can provide without any new legislation.

The "rainy day" axiom is real with the broadcaster. Substantial reserves are necessary, for when broadcasting business slumps, stations must continue to offer full program schedules and must do it out of capital if income is not available. Unlike other pursuits, it costs more to operate a station in dull times than when business is good.

Moreover, as everyone knows, radio moves swiftly. The obsolescence factor is probably greater than for any other major industry. Equipment installed today may be outmoded tomorrow. To keep abreast of developments, must be prepared to make heavy expenditures. Despite a six-month license, and against the advice of many investment experts, they continue to build new studios, install new equipment and otherwise take advantage of the best that science and the arts have to offer.

Rate Fixing Out

If Broadcasters (and their clients) have had one paramount concern over the radio regulatory trends in Washington, it has been the specter of rate regulation.

Of course, in these times of bombastic political accusations, of movements toward government ownership, and of wild-eyed and fanciful tirades against radio, the broadcasters have fairly reeled under the anti-radio crusading impact. But most of these efforts fell of their own weight because broadcasting is too well-entrenched as a public service and too strongly backed by public opinion to become victimized by political demagoguery.

When Frank R. McNinch, fiery little administration trouble-shooter, took over the FCC chairmanship last fall, one of his first public pronouncements related to the possibility of rate regulation on the theory that broadcasting was a public utility with common carrier implications. We did not agree and so stated editorially.

Now, after nine months of deliberation, Mr. McNinch has publicly proclaimed before a Congressional committee that he has altered his view. He has concluded that the law not only does envisage fixing of rates for time, but also that such regulation is not a "public interest" function. The listener, he observed, pays nothing directly for broadcast service, as he does for power, light and transportation. We can only express greatest admiration for the chairman's candor in admitting his change of view.

And while on the subject of McNinch, it might be well briefly to appraise his stewardship since he was drafted by the President to lead the FCC out of a wilderness of dissension and turmoil. He has been instrumental in re-shaping FCC policies under tremendous odds. He has not yet been able to root out the FCC the infections that made his late predecessor's task so arduous but he certainly is driving in that direction.

As to his policies relating to future broadcast regulation, it may develop that the industry will not see eye to eye with him. His first task has been largely that of putting the FCC's house in order, with obstacles thrown in his path from many sides.

But this we do know. Chairman McNinch has demonstrated beyond doubt that he is a man of courage and vigor. He doesn't back away from a fight. And he doesn't ask for support unless that support rallies spontaneously.

Events of the last few weeks have required fast-thinking, resourcefulness and determination. Chairman McNinch has shown himself possessed of those qualities.

Too Good to Shackle

Obvious to all who attended the Advertising Federation of America convention in Detroit was the constructive approach to radio's problems that the advertising profession is displaying. Progress is made, in particular, was stressed by sage advertising executive schooled in the art of appraising and influencing public opinion.

Progress must come from within the broadcast industry, as both Roy Durstine, president of BBDO, and Edgar Kobak, vice-president of Lord & Thomas, pointed out to AFA attendees.

To Mr. Durstine this self-purifying and self-improving is the "one way to circumvent the politicians who can always make headlines by threatening censorship." To Mr. Kobak it is a means of avoiding the dangers of excessive governmental control under which a small group decides what it wants the public to have regardless of what the public wants from its loudspeakers.

The moral, of course, is plain: Make programs so good that the public itself will shout down undemocratic efforts at official censorship.
JOHN FRANCIS ROYAL

"AMERICAN listeners get the greatest radio fare of any people in the world," according to John Francis Royal, NBC vice-president in charge of programs, who has just returned from a European junket that he insists was "pure holiday," but which seems to have installed a great deal of interest in the programs that are broadcast abroad.

"The U. S. radio audience gets more good music, more comedy, more of anything it wants than any other nation," he says, "and the people who most appreciate the excellence of American radio are those who live in other countries, which is proved by the great number of them who come over here to study our American system of broadcasting."

"Such freedom of broadcasting as we enjoy over here does not exist anywhere else. It is the only country where one does not have to listen very long in Europe to realize that freedom of the air is sadly restricted. While I was in northern London to see official pilots, I heard much under-cover talk about bans on shortwave listening in certain countries, even extending to proposals that all regular broadcast receivers be confiscated and replaced with wired wireless sets through which people could hear only the programs piped out to them from studios under complete governmental control. Despite such abuses, however, I still believe that European radio is in fairly healthy condition and offers the most hopeful means of building international understanding and goodwill."

This interest in freedom of the air for both broadcaster and listener is a natural attribute of Mr. Royal, stemming astrologically perhaps from his name: the Fourth of July is his birthday. The year was 1886, the place Cambridge, Mass., where John spent an uneventful boyhood until the early death of his father sent the high-school lad job-hunting.
ON OR ABOUT SEPTEMBER FIRST
50,000 WATTS
WWL
NEW ORLEANS
CBS

E. Durand Hansen
E. DURAND HANSEN, 22, announcer with KVOX, Moorhead, Minn., since it went on the air last Thanksgiving Day, was fatally injured in an automobile accident June 3. He was off duty at the time, and was driving a car belonging to Alfred Monkkonen, operator at the station. He had driven out into the country roads, south of Moorhead. Losing control when the wheels caught in a rut, he was thrown from the car and sustained a broken left leg, a broken hip, and other internal injuries. Due to the long exposure while waiting for an ambulance, he contracted pneumonia and died. He is survived by his mother. Funeral services were at Grand Forks June 7, attended by the entire staff of KVOX.

BEHIND THE MIKE
JOSEPH CHERNIAVSKY is in charge of all musical activities of WLW and WSAI, Cincinnati. Cherniavsky, who resides as executive director of Buffalo Theatres Inc., Feb. 15, to join the Crosley stations an associate musical director, is well-known for his Musical Camera program. William Stoesz, who has been associate musical director of the two stations, will devote full time to creating new musical programs.

MERRITT WILLSON, NBC music director in Hollywood, sails from New York July 9 on the Ile de France for his first vacation in three years. He will visit London, France and Scotland, returning in August.

TOM MURRAY, announcer and newscaster of WJL, Rochester, will marry Miss Barbara Pase this summer. Art Kelly, WHAM publicity director, will marry Miss Helen O'Neill.

HARRY McTIGUE, baseball commentator of WHAM for a cerebral sponsor, has taken a staff position with the Rochester station to handle the daily Sosoy Sports Reporter.

PIERRE ANDRE, veteran announcer of WGN, Chicago, has left that station to handle several Buckett-Sample-Hummert programs on NBC in England.

HUGH IVY, announcer of WSB, Atlanta, is recovering from an appendicitis operation.

LARRY NIXON, publicity director of WNEW, New York, has written a novel, "Vagabond Voyaging," due for publication soon by Little, Brown & Co.

ED LOWELL, assistant head of NBC's service division, will marry Martha Howard, of NBC's sales, in Jersey City July 10.

S. KIRBY AYERS and Robert J. Yevcett, formerly of CBS, have formed an artists' management company at 1220 Sixth Ave., New York.

A. DINSDALE has joined Merrow Productions, New York, as vice-president in charge of production.

TINY KNAPP has left WSIX, Nashville, and returned to his former place as announcer at WAPO, Chattanooga. New members of the WSIX announcing staff are Grove Miller, formerly of WSM, and Dale I. Knox.

RICHARD NORMAN, announcer of WOY-WSIL, New York, was to sail June 15 on a month's cruise in the Caribbean to finish a book, "Radio Waves."

WARREN McCOY, new to radio, has joined the continuity staff of KOMO-KJR, Seattle, with Fred Barker, becoming assistant news editor. Louis Kollbec, formerly of KINY, Juneau, Alaska, is doing continuity. David Crockett, new to radio, has joined the announcing staff.

REGINALD HARDIN has been named program director of WFOR, Hattiesburg, Miss.

JOHN D. McTIGUE. NBC press department, is the father of a girl born June 5.

IRV TUNICK of the continuity department WINS, New York, and Miss Adele Lehnstul will be married June 18.

MISS CARROLL BARTHOLOMY has returned to WOWO-WGL, Fort Wayne, as secretary to sales manager W. Ward Dorrell.

DON SIMS, formerly of CJIC, St. Louis, has joined OKLW, Windsor-Detroit, to replace Bruce Chick, who resigned to take over management of Hotel Lincoln, Windsor, Ont.

ROBERT C. MARVIN, program director of WICA, Ashabula, O., is the father of a girl born June 1.

BILL COLLINS of the KYW staff Philadelphia, is the father of a girl born June 6.

RUTH ROWAN, formerly of Union Electric Light & Power Co., has joined WTMV, E. St. Louis, as assistant to Program Director Paul Godt.

DAVID BYRN Jr., formerly of KER, Little Rock, Ark., has joined the announcing staff of WBAP, Fort Worth, to replace Cy Leland, who has opened an advertising agency under his name.

NELSON OLMSTED, announcer of WBAP, Fort Worth, married Miss Alma Rae Holloway June 9.

HENRY C. WOOD, former announcer of KDAC, Fort Arthur, Tex., has joined Wood Radio Productions, Hollywood, as sales manager. Paul Cramer has joined the firm as director.

JOHN BAKER, former director of School Time and Dinner Bell Time of WLS, Chicago, has joined the Department of Agriculture, Washington, to develop agricultural radio shows to be given by state colleges and county agents.

JACK WALLACE, formerly of KRB, Abilene, Tex., has been named program director of KINT, Denton, Tex.

Harvey Olsen, conductor of the Shasta WDC, Hartford, was guest of WBNE, New Bedford, Mass., on that station's 17th birthday.

MISS ERIN D'ELL has replaced Ann Dunne, resigned, as production assistant at KGVO, Missoula, Mont.

Don't Skimp the Servants' Quarters, Lem!

When it comes to building new homes and such, our average Red River Valley farmer builds much and well. So well, in fact, that his lands and buildings together are valued just 33% higher than the average of $695.62 for those in the remaining West North Central area!

And he lives 33% higher too! All figures show that this Fargo territory is one of the best bets in the entire United States. May we send you the proof?

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

FARGO 940 Kilocycles
N. D. 5000 Watts Day
1000 Watts Night

KMP C

"The Station of the Stars" BEVERLY HILLS, CALIFORNIA

KMPC is the ideal test station for your spot campaign. It delivers a selected audience at a low rate in the rich Southern California market.

BROADCASTING • Broadcast Advertising

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www.americanradiohistory.com
FORREST W. CLOUGH, formerly of KBC, Abilene, Tex., received his master's degree in government from Southeastern Methodist University, Dallas, June 7, using the thesis title "Federal Communications Commission," Crippled from an early childhood injury, he has received three college degrees from his wheel chair. He is a journalism instructor at Dallas College, downtown unit of S.M.T.

GEORGIA XEFF, secretary to John Dolph, CBS Hollywood Exchange, and Emmy R. E. Odening, will marry in Los Angeles June 15.

CERCELIA JENSEN, of KDYL, Salt Lake City, is recovering from an appendectomy.

MARTIN GOSCH, CBS New York producer, is in Hollywood to produce a series of summer sustaining programs and to record Robert Benchley for a proposed eastern sponsor.

ROBERT L. REDD, NBC Hollywood writer-producer, married Gabrielle Belanger June 6. A network singer, Mrs. Redd is known professionally as Gogo Delys.

FRANK W. HEMINGWAY, president of Press- Radio Features, Chicago, fractured his right ankle while playing baseball at the annual Ox Roast of the United Federated Advertising Club, June 4.

JOHN CARLILE, CBS production manager, has wound up the CBS Television Production & Direction of Radio Programs, to be published by Prentice-Hall, New York.

HAL HUBERT, formerly of WHK, Cleveland, has joined the announcing staff of WJBD, Peoria, Ill.


PAUL CRUGER, continuity editor of Wood Radio Productions, Hollywood, program builders, is writing a book on radio.

FENTON EARNshaw, vice-president of Eustis Broadcasters, Hollywood, married Dorcas Brown of Newport Beach, Cal., at Laguna Beach, June 7.

BOB BROWN, announcer of NBC, Chicago, narrowly escaped injury when a hoist broke as his sail boat was being dry docked. Lou Kemper, formerly of WHB, Kansas City, and WJJO, Chattanooga, has joined KANE, Wichita.

JOHN HARRINGTON, announcer of WBBM, Chicago, and NBC base-ball color commentator for Kelllogg on WJJD, married Miss Helen Lou Martin, formerly of WHJ in KNN, Hollywood, June 4.

PAT FLAXANDER, veteran sportscaster of WBBM, Chicago, has returned to duty after a severe illness.

MISS LEE WILLIAMS, formerly office manager of Al Pearse enterprises and announcer at WJML, Lansing, has joined Fred Coll's organization in New York.

GEORGE PUTNAM, formerly with the Don Lee network, and Henry M. Neely, free-lance announcer, have joined the announcing staff of CBS, New York.

STANLEY CHURCH, chief announcer and director of special events, KORT, Portland, has returned from Chicago where he received the McNeil Award at the American Broadcasting Association's annual convention.

BROADCASTING

BROADCASTING

JOE THOMPSON, NBC Hollywood producer, has been assigned to the weekly Signal Oil Carnival, sponsored by Signal Oil Co. on KNX, Los Angeles, and succeeds Bob Redd, who withdrew to devote his time to Hall of Fame, which he is preparing for sponsor consideration. Walker Bunker Jr., NBC Hollywood producing manager, is supervising the petroleum program with Carl Hertinger writing.

DON QUINN, formerly CBS Hollywood announcer, has joined KJH, Los Angeles. He succeeds Floyd Black, resigned.

MICHAEL BLAIR, KFWB, Hollywood, fight announcer, has been assigned a similar role in the M-G-M film "Give & Take".


HAL FIMBERG, Hollywood writer, has been assigned to the writing staff of the new CBS Jack Haley series starting Sept. 30 under sponsorship of Continental Baking Co.

CHARLES VANDA, CBS Pacific Coast program director, Hollywood, was guest at a birthday and farewell party June 6 before he left for New York where he will remain six weeks conferring with network executives on full activities.

LOI LEHAYE, chief announcer of WJIC, Bridgeport, Conn., will marry June 18.

CONNIE STEVENSON has resigned as publicity director of KMTR, Hollywood.

JULES BUCK, publicity director of KFWB, Hollywood, is in New York on a business and pleasure trip.

TRIVI BOARDMAN, Hollywood writer-producer, has returned from a six-month world tour.

BILL KELSO, formerly KMTR, Hollywood, announcer, has joined KJAC, Los Angeles.

TORLEIF TOLAND, University of Washington student, recently joined KMCA, Seattle.

JOHNNY DAVIS, announcer of WWSW, Pittsburgh, will marry Elaine Poulson June 22.

AUSTIN PETRUSEK, after several months' absence, has returned to the Hollywood staff of Young & Rubicam as writer-producer.

JOHN ZUCKERMAN and Claude Kircher have joined the announcing staff of WGN, Chicago, under Dave Fleming. WGN announcer, has assumed the leadership of the University of Chicago.

GENE SHUMATE, Iowa, New York sports announcer, on May 28 married May-Floyd Sinex, radio actress, Des Moines.

Sylvester Gross

SYLVESTER GROSS, 22, recently appointed program director of KGKO, Fort Worth, died in that city May 27. He was a brother of Jack Gross, manager of KFEL, Los Angeles. He is survived by his widow.

YOU can have for the asking a new 32-page book showing the most startling survey in Chicago Radio History, field intensity surveys and data that prove these stations America's greatest public service station. WGES-WCDB-WSBC Chicago.

Bridge to business: Nearly 10 million a year use the San Francisco-Oakland bridge, centralizing the Bay area. ESB is your bridge to them and their dealers.

Changes in WBAX Staff

Made by Robertson

ANNOUNCEMENT of additions to the staff of WBAX, Wilkes-Barre, Pa., was made June 4 by Dale Robertson, former general manager of WIBX, Utica, who has taken over direction of the Wilkes-Barre station. William C. B. Franklin, formerly of the WIBX sales staff, and before that with WBAO in Binghamton, has joined the WBAX sales staff, along with Harry Thomas, formerly a per- sonal writer, and early this year sales manager of WRE, Dallas.

Program director is Drury Len- ingin who knows the Pacific Coast listeners as Drury Lane. He con- ducted the Golden Memories pro- gram over KNX, Hollywood, where he remained until 1939. Originally a network writer, he became assistant man- ager and for the last three years of his stay was program director. Olive Florence, former school teacher, for four years with WIBX, is his secretary and credit manager of WBAX.

ROGER HUNT, son of C. Roy Hunt, general manager of KOIN, Portland, Ore., on Aug. 1 will marry Carrolla Petersen, a sister of Geraldine Petersen, son violinist. Hunt, a former University of California student, has been with the KOIN-KALB staff for the last three years.

BERNIE MILLIGAN, editor of notes, Los Angeles weekly radio telephone published by Gilmore Oil Co. sponsored by the weekly KBOE Gilmore Circus, is the father of a girl born June 3.

JIMMY WILLINGTON, Hollywood commentator, is on a six week per- sonal appearance tour. He opened in Baltimore June 10.

THEODORE E. SMITH, former WBOZ radio actor, has joined WPIL, Philadelphia, as announcer.

JACK ALKIRE, formerly of KFEL, Des Moines, has joined the production department of KDYL Salt Lake City.

JACK LYMAN, producer at NBC, San Francisco is on a month's leave of absence, doing a special job for the Golden Gate International Exposition. Jack Edwards is substituting for him.

JAMES PARKER, formerly of Hollywood, recently joined the NBC production staff in San Francisco.

MURRAY MOLLER has been transferred from the Los Angeles radio news division of United Press to the UP bureau at KSL, Salt Lake City.

YOU can have for the asking a new 32-page book showing the most startling survey in Chicago Radio History, field intensity surveys and data that prove these stations America's greatest public service station.
THE BUSINESS OF BROADCASTING

WBT, Charlotte, N. C.
Dodge Bros. Corp., Detroit (autos), 5 sa, thru Rutrbuy & Ryan, N. Y.
Southern Bell Tel. & Tel. Co., Charlotte, 4 & sa, direct.
Joe Low Corp., New York (Pop-

WNX, Springfield, Va.
American Tobacco Co., New York (Lucky Strike), 21 fa, thru Lord & Thomas, N. Y.
John F. Trommer, Brooklyn (Trom-

KDYL, Salt Lake City
American Tobacco Co., New York (Lucky Strike), 235 fa, thru Lord & Thomas, N. Y.

KEHE, Los Angeles
Davis Perfection Bakers, Los Angeles (chain bakery), 3 sa weekly, thru Best Butterworth Agency, Los Angeles.
Union Pacific System. Omaha (rail transportation), 6 sa weekly, thru Caples Co., Chicago.

WMAQ, Chicago
Chevrolet Motor Division, Detroit, Wednesday, 5 & 7 sa, thru Campbell-Ewald Div., Detroit.

KFI, Los Angeles
Battle Creek Foods Co., Battle Creek (Zap & Pep), 2 sa weekly, thru Erwin, Wasey & Co., Chicago.
Interstate Transit Lines, Salt Lake City (bus transportation), 27 fa, thru Bonnemont & Holman, Omaha.

WRC, Cincinnati

KJJ, Los Angeles
United Airlines Transport Corp., Chi-

WKCR, New York

WJZ, New York
Beauna Waters Co., New York, 5 daily sa, 22 weeks, thru Brown & Tarch-

WMCA, New York
Sachs Quality Furniture, New York (5 sa weekly, direct.

THE BUSINESS OF BROADCASTING

WGY, Schenectady
John E. Coit Inc., Cambridge, Mass. (Mayonnaise), 6 weekly sp, thru Chambers & Wills, Boston.
Cranberry Cutters, S. Hanover, Mass. (Ocean Spray), 3 weekly sp, thru Harry M. Frost Co., Boston.

International Harvester Co., Chicago, 6 weekly sa, thru Aubrey, Moore & Mechanics.
Joe Lowe Corp., New York (Per-

CNY, Hollywood
Scudder Foods Products, Monterey Park, Cal. (potato chips), 6 weekly sp, thru Emil Brusche & Staff, Los Angeles.
Railway Express Agency, New York (train freight service), 3 sa weekly, thru Caples Co., N. Y.

WOW, New York
General Mills, Minneapolis (Wheel-

KYA, San Francisco
New Century Beverage Co., San Francisco, 6 sa weekly, direct.
Royal Marquis Co., New York (typewriters), 6 sa, direct.

WHIP, Hammond, Ind.

WGN, Chicago
Railway Express Agency, Chicago, 3 weekly, thru Caples Co., N. Y.

FCC Stipulations
STIPULATIONS to cease certain advertising claims for their products have been signed by the Federal Trade Commission by Lever Bros. Co., westbridge (Lifeway, Lax); Consolidated Drug Trade Products, Chicago (Malana pills, ointment); Crosley Radio Corp., Cincinnati (color television sets); Ford-Meadowlark Corp. (hair-stimulating); Hudson's Inc. (cough drops); Horlick Malted Milk Co., Racine, Wis. (Jergens- Woodbury Sales Corp., Cincinnati, has been charged by the FTC with unfair competition in claims for chemical and bacteriological effects of its products.

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BROADCASTING • Broadcast Advertising
Illinois Meat Series

ILLINOIS MEAT Co., Chicago (Broadcast Corn Beef Hash) is using a quarter-hour five times weekly transcribed series on WCRC, Cincinnati, titled The Better Half, featuring shopping interviews with housewives. Stations using quarter-hour five weekly studio programs are WBBM, Chicago, and WNEW, New York. George H. Hartman Co., has the account.

Vic & Sade Discs

PROCTOR & GAMBLE Co., Cincinnati (Crisco), on May 30 started transcriptions of Vic & Sade on NBC affiliate stations WITC, WGY WDAY, KFYR, and WFAA, and on June 13 added six Canadian stations, list of which is not available. Agency is Compton Adv., New York.

Illinois Meat Series

THE GAME is to tell which one is Arthur Godfrey, CBS network artist and Sun Dial pilot of WJSV, Washington, recently initiated into the Creme tribe of the Ancient Order of Cigar Store Indians. Godfrey is running a test series for American Tobacco Co., fed from WJSV to WABC, with transcriptions going to two other stations.

CANDLES STILL GLEAM IN THEM HILLS!

People who don't have electricity aren't very good prospects for electric refrigerators, ranges, radios and such. But the million listeners reached by WAVE own 67% more wired homes than found in all the remaining 93 Kentucky counties combined. ... Incidentally, they also own 59% more passenger cars! In other words, these million in-and-near-Louisville prospects make the Louisville market the business-building spot it is today! And the cost of reaching them through WAVE is just half that of any other Louisville medium!

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

Radio Advertisers

RAHIRMZ & FERFRAU Chili Co., Ventura, Cal., packers of Los Palmas canned food products, has appointed Hillman-Shane Adv. Inc., Los Angeles, to direct its advertising and recently started on eight-week too campaign on KNX, Hollywood. Daily participations in the combined Sunrise Salute on Housewives Protective League programs are used. Radio activities will be extended as new markets are opened.

MENTOS PRODUCTS Co., Philadelphia (skin, scalp treatment) is considering using radio Agency Gallaher & Muir, Philadelphia, A. McKean, account executive.

SCUDDER Food Products, Monterey Park (point chili), frequent user of radio, after a series of tests on KNX, Hollywood, on Aug. 1 will start for 50-week participations in the combined Housewives Protective League and Sunrise Salute programs on that station. This will be in addition to its other California radio activities planned for fall. Emil Bri- nacher & Staff, Los Angeles, has the account.

GOLDEN STATE Insurance Co., Los Angeles, occasional user of radio, and entering exclusively to colored people, to celebrate its 33th anniversary, on July 10 only will sponsor a special program on 12 California Don Lee network stations. Titled Golden State Anniversary, the half-hour program will feature the Hall Johnson Singers. Account was placed direct.

LUTHERAN LAYMEN'S League, St. Louis, will use 40 Mutual stations June 19 for a special broadcast from the triennial meeting of Lutheran pastors and laymen in St. Louis. Agency is Kelly, Stuhlman & Zahnroth, St. Louis.

CALIFORNIA HAWAIIAN Sugar Refining Co., San Francisco, has started a six-week quarter-hour transcribed series of interviews with shoppers called Listen to Yourself on WIND, Chicago, George H. Hartman Co., Chicago, is agency.

WARD RACING Co., New York, June 20 will start 10-week, girl reporter script show, five days weekly on WJZ, New York. Agency is Sherman K. Ellis & Co. New York, Larry Holcomb, radio director.

J. A. SMITH Inc., western Florida distributors of Zima Club beer and recentley signed for a three-weekly sports review, is using Flashers on WFLA, Tampa, highlighting results and schedules of sporting events. Dan Bell writes and announces.

LORD & THOMAS, Chicago, has re- signed the advertising account of the Quaker Oats Co., Chicago.

ASSOCIATED Broadcasting Co., Toronto, is cutting dramatic spot discs to place on Canadian stations starting July 1, for T. Eaton Co., largest chain department store in the British Empire. All stations have not yet been selected.

NEUTRAL THOUSANDS. Los Angeles (political) has appointed Hillman-Shane Adv., Inc., Los Angeles, to direct its radio, and on June 17 will start for 15 weeks a half-hour dramatization of national labor problems on KFI. Each week program will salutes different southern California community, and Don Lee station in that city will also release the program.

SOCONY-VACUUM Oil Co., New York, on June 6 started daily sports broadcasts featuring Harry McGuire, on WHAM, Rochester, J. Stirling Getchell, New York, is the agency.

GOING PLACES!

You probably wear, smoke or sleep under products of this industrially famous market. This territory is famed for its consistent activity. Yours to tap through the sales power of—

WINSTON SALEM, North Carolina

Sears and Ayer

For Sales at a Profit

WAIR

BROADCASTING • Broadcast Advertising

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JOHN H. PERRY, managing editor of the Kansas City Star, has been appointed to the position of editor of the Kansas City Daily Star. Mr. Perry has been associated with the Star for over 20 years and has served as its managing editor since 1930. He succeeds J. W. Pate, who has been named as editor of the Kansas City Post-Dispatch.

The appointment of Mr. Perry comes at a time when the Star is facing increasing competition from other newspapers in the city. The paper has been struggling to maintain its circulation, and Mr. Perry is expected to bring new ideas and strategies to the newspaper to help it regain its position in the marketplace.

Mr. Perry is a native of Kansas City and has been active in local journalism for many years. He is a graduate of the University of Kansas and has held various positions with the Star, including city editor andFeatures Editor.

The Star has a circulation of over 60,000 and is one of the largest newspapers in the state of Missouri. The newspaper is owned by the Kansas City Star Publishing Company, a subsidiary of the William Street Press.

Mr. Perry's appointment was announced by C. V. Thompson, president of the Star Publishing Company. He said that Mr. Perry is the right man for the job and that he is confident that he will bring new life to the paper.
RHUKERD, Mullberger & Hicks is new name of the former C. J. Richerd agency, with office still in Macovehes Bldg., Detroit, and branch in Milwau- kee in charge of vice-president H. C. Mullberger, formerly of Roche, William & Cunningham. Vice-president Livingston P. Hicks was formerly art director and creative layout man of Grace & Bement.

INNIS HARRIS of the radio department. Erwin, Walsey & Co., New York, has been transferred to the Philadelphia office to work on the Gunther Brewing Co. account.

LAWRENCE C. GUMBINNER Adv. Agency, New York, has taken over a third floor in its building at 9 E. 41st St. to quarter the radio, art and production departments.

GREAT EASTERN Adv. Co., New York, has moved to larger quarters at 1510 Broadway. William J. Kelly and Horace F. Rugg have joined the agency as account executives, and Melvin H. Umene has been appointed assistant production manager.

ERNST KOSTING, formerly in the advertising departments of several New York department stores, has re- signed from the CBS sales promotion staff to become a copywriter for Biow Co., New York.


ROY F. SHULZ, with Compton Adv. Inc., New York, for ten years, has resigned as space buyer. Walter Barber of the media department will succeed him. Jack Bissell of the new business department has also resigned.

GEORGE WHITSETT, formerly of the New York and London offices of N. W. Ayer & Son, recently joined the San Francisco office as head of the Pacific Coast creative department.

WAYNE R. STEFFNER, media analy- Listings of McCann- Erickson, San Francisco office, recently married Miss Dorothy N. Melchirin, of Oakland.

W. C. KARBACH, account executive, has resigned from Erwin, Walsey & Co., Los Angeles.

TARR & MILES, new Los Angeles agency, has been established at 1551 S. Broadway by Cedric Tarr and Kenneth Miles. Firm purchased the interests of Shaw & Miles, and has taken over accounts formerly serviced by that agency.

NEAL D. IVES, vice-president and secretary of Mckee, Albright & Ivay, Inc., Philadelphia and New York, has withdrawn from the agency, effective June 30.


PHILIP F. MCGINTY, formerly with J. Walter Thompson Co., New York, has joined the radio writing depart- ment of McCann-Erickson, New York.

FRANK AND ANNE HUMBERT, vice-presidents of Blckett-Sample- Humme, Chicago, sailed out on the Queen Mary June 8 to complete ar- rangements for opening a London branch.

CLINTON D. CARR, formerly of Caligias & Hobbs, New York, and McKee, Albright & Ivay, Philadelphia, has joined VanSant, Dodge & Co., Baltimore, as traffic and production man- ager.

JAMES F. OBERN has joined Kelly, Stuhlman & Zahrenrty agency, St. Louis.
In Saskatchewan

The people listen to—
CKCK Regina

In Alberta

These three stations afford the only 100% coverage.

CJCA Edmonton
CFAC Calgary
CJOC Lethbridge

In British Columbia

You cover a wealthy Mining and Fruit Farming Area with—

CJAT Trail

THE PICK OF THE RADIO STATIONS IN WESTERN CANADA

• In Western Canada— all these stations are C.B.C. basic outlets.

• Manitoba

CKY Winnipeg is western Canada’s Most Powerful Station and CKX Brandon completes the Manitoba radio coverage.

• In Saskatchewan

The people listen to— CKCK Regina

• In Alberta

These three stations afford the only 100% coverage.

CJCA Edmonton
CFAC Calgary
CJOC Lethbridge

• In British Columbia

You cover a wealthy Mining and Fruit Farming Area with—

CJAT Trail

John Francis Royal  
(Continued from page 65)

service at all times and at all costs should be the constant goal of every program director.

“The next big problem of the program director will be television,” he says, “but I have no doubt that Americans will lead the way here as they have in sound broadcasting. At present it is unfair to compare our purely experimental television broadcasts with the regular public program service offered in England, but I do not believe we will be found inferior when television really gets under way over here.

“The program director must be aware of program trends but he must be wary of trying to create them. Anything may start a trend, but it only becomes one when the public accepts it as such. Music and humor are fundamentals of all good programming, with such novelties as are popular at the moment. One must remember that show business is just another business and that success in giving the public what it wants is the same thing whether it is called showmanship or salesmanship or applied psychology.”

An indication of Royal’s success in pleasing the public was his selection for the 1937 award of Advertising & Selling for “outstanding service in adding to the knowledge or technique of radio advertising,” pointing out that “while Royal’s leading contributions have been largely concentrated on sustaining features, their ultimate effect on commercial broadcasting has been profound.” and paying particular tribute to his victory in overcoming prejudices against picking up broadcasts from remote points. A great traveler, Royal visits Europe and South America nearly every year, usually returning with a brief-case brimming with papers signifying that American listeners will be able to listen to on the finest entertainments the world can offer and that many outstanding American programs will likewise be available to foreign listeners.

An ardent sports fan, John Royal attends as many of the major sports events as his duties permit, and also manages to see most of the worthwhile theatrical productions of the New York season. His active participation in sports, except for an occasional game of golf, consists chiefly of handball, which he particularly likes because “I can imagine the ball is the problem that has been giving me so much trouble all day and I find a great deal of satisfaction in smacking it as hard as I can.” Mr. Royal is married and the father of two children, a boy and a girl.

MARCONI’S famed yacht Elektra, once his experimental laboratory, which the Italian government purchased from his estate, may be brought to New York next year to be anchored in the Hudson as part of the Italian exhibit at the World’s Fair.

WRU Plans Dormant ORGANIZATION activities of Western Radio Union, subsidiary of Western Newspaper Union which was recently formed to offer programming and advertising service to small stations comparable to the WNU service to country newspapers (Broadcasting, May 1, 15), are at a standstill and future plans are uncertain following purchase of WNU by John H. Perry, president of American Press Assn., a competitor of WNU in the small newspaper field. Mr. Perry is also publisher of a group of Florida newspapers and owner of WCOA, Pensacola.

Kellogg’s WBBM Sports KELLOGG Co., Battle Creek, Mich., has contracted for the 1939 and 1940 baseball broadcasts of the Cubs and White Sox on WBBM, Chicago, according to an announcement June 7 by H. Leslie Atax, CBS vice-president. General Mills, Minneapolis, has sponsored the WBBM games for the last four years, and the contract has been extended to WBBM’s new network, Seeco-Vacuum and Chicago, New York, for the last two years. It is understood Kellogg will pay $135,000 for each of the two years’ sportscasts. Pat Flanagan and John Harrington have been engaged to handle the 1939-40 broadcasts which will include the annual city series and crucial out-of-town games as well as the regular schedule of home games. N. W. Ayres, Chicago, is agency in charge.

KRBA in Full Swing DARRFILL E. YATES, formerly with KLUF, Galveston, Tex., has been appointed manager of the new KRBA, Lubbock, Tex., authorized by the FCC last year to use 100 watts daytime on 1310 kc., which went on the air last May 8. Victor Braucht, formerly with KOCA, Kilgore, Tex., is commercial manager, and “Sonny” Phillips, also from KOCA, is announcer-director. Chief engineer is B. A. Smith, formerly with KGB, Tyler, Tex. Webb Pension is assistant commercial manager and announcer, and Clifford Kirby is on the engineering staff. Collins transmitter and speech circuit are being used, together with a composite tubular radiator.

Coca-Cola Now on 110 COCA-COLA Co., Atlanta, has increased its list of stations carrying WBS transcriptions five days weekly from 90 to 110. Agency is D'Arcey Adv. Co., St. Louis.

FCC Chief, Examiner Davis G. Arnold, in a joint report released May 6, recommended-issuance of new 100 watt stations on 1580 kc. in Clinton and Burlington, Iowa.

News is your best bet TRANS RADIO
FCC Hears Industry's Allocation Views

Proposed Changes In Regulations Discussed

THE FCC committee considering proposed allocation changes convened on June 8 with Commissioner Case as chairman, Commissioners Craven and Payne, and Chairman Porter attending. A total of 200 were in attendance. George B. Porter, FCC assistant general counsel, and Ralph L. Walker, senior assistant, accompanied Commissioner Case in handling examination of Commission witnesses and preparation for the Commission of all other witnesses.

In defining the scope of the hearings, Chairman Case explained that while there was no desire to limit the cross-examination, a new expedite procedure, examination of witnesses by private counsel would be conducted through questions handed to Commission counsel unless waived on request.

The first day's session was devoted to any stands. A strong statement in behalf of the industry was made by NAB President Ethridge who attacked particularly the provision of the proposed new rules providing that in licensing new stations or increasing facilities, the FCC should take into account "such cultural programs as may be required." This was viewed as suitable of interference with a right step toward program censorship.

First witnesses were FCC Assistant Chief Engineer Andrew D. Ring and FCC Chief Accountant William J. Norfleet. They placed into the record the voluminous documents compiled by their respective departments for the hearings. Mr. Ring offered in evidence both the proposed new rules and regulations and the engineering standards upon which they were based. He placed in the record the analysis of a post card questionnaire of 50,000 postmasters dealing with radio reception, together with charts and explanatory material compiled from intensity and coverage of stations and ground conductivity as a means of depicting the type of service now rendered.

Mr. Norfleet placed in evidence the results of the FCC questionnaire dealing with station and network financial data. Twenty-seven separate statistical breakdowns were included in the survey. (See special feature elsewhere in this issue.) Questionnaires relating to employment and program service of stations also analyzed by the FCC, were to be introduced later on in the hearings.

Asks Protection

For Montana Listeners

Appearing for the State of Montana, Attorney General John K. Claxton read a statement in objection to superpower and clear channel with particular reference to stations in the state. Emphasizing that Montana like other Rocky Mountain States, is almost entirely dependent upon radio for its news, market reports, education and entertainment, he argued against any changes in allocation procedure by which Montana listeners would receive primary service from outside the state. That would occur, he contended, if superpower were permitted. By giving greater power to "outside stations," he said, the service of Montana's own stations would be diminished.

In placing the record maps on Montana's coverage prepared by S. Martin, consulting engineer, Mr. Claxton said the proposed new rules would mean that 63% of the state's population, Ralph L. Claxton, 547,000, would have to look to stations outside the state for reception. There are many "vast spots" on the dial in Montana where additional stations might be placed on clear channels, the witness declared, mentioning particularly WBZ, Boston. Arguing against maintenance of clear channels, he said such frequencies should be made available to the West as well as in the East. Assignment of a single station on a frequency was described as a "waste."4

Another objection to high power raised by Mr. Claxton was that many advertisers drop Montana stations on the theory that they get coverage through high-power clear channel outlets. In one week, such programs dropped from stations amounted to nearly $4,000, he said.

Specific mention was made of WILW, when Mr. Claxton declared that the station had advertised the fact that it received 25% of the aggregate fan mail in a network program broadcast over 69 stations. Proper use of channels requires their duplication with directional antennas where necessary, he said. Under cross-examination by Mr. Porter, Mr. Claxton said he didn't object to regional or local stations but only to those in the first bracket. Declaring he had no "selfish motive," he said he was interested in procuring for Montana as much radio service as possible from within the State.

Evans Comes Out For Program Standards

S. Howard Evans, executive secretary of the National Committee on Education by Radio, commended the cultural program provision of the proposed rules as a step in the right direction. Former Washing-}

ton representative of the Petru (Cal.) Free Press, which years ago conducted a campaign against commercial broadcasting, Mr. Evans said the FCC should not confine itself to technical actions and that it has a definite obligation dealing with regulation of programs. He made a special plea for "general standards for program service," deprecating children's programs and other commercial efforts over the air.

The FCC is responsible for the diversified economic positions of stations, Mr. Evans asserted, by allocating particular facilities to particular stations. In this connection, he mentioned the last report of James W. Baldwin as NAB managing director, issued Feb. 14, in which he said that the conflicting interests within the NAB made the trade association problem most difficult. Such economic differences, Mr. Evans declared, cannot be solved by the broadcast industry itself, but must be resolved by the Commission.

Responding to Commissioner Craven, Mr. Evans said he was "optimistic" because of the provision having to do with program standards. He also urged definite economic standards to be set by the Commission. The "cultural program" rule, Mr. Evans continued in reply to Counsel Porter, was viewed as "an acceptance that the Commission will go ahead with the establishment of program rules."

Sol M. Alpher, Washington representative of the American Civil Liberties Union, opposed any changes in rules which would permit increased power on the ground that small stations are necessary in order to give minority groups a voice. In effect he argued for decreases rather than increases in power, saying that by so doing smaller stations might be licensed for local expression. He decried maintainance of clear channels as rural coverage. More than 25 of the 32 clear channel stations now listed are in the Eastern half of the country, he said.

Mr. Alpher explained that the statement had been prepared in New York by technical experts and that he was not familiar with its preparation. Under questioning by Commissioner Craven he said that he did not know the identity of the technical expert.

In his testimony, NAB President Ethridge made specific objection to only four provisions of the rules. In general he said the standards should conform to the stability of the industry.

In opposing the provision dealing with "outside stations" as may be required, Mr. Ethridge said it might be interpreted to give the Commission a "positive control and supervision of program content which is incompatible if not the basis of the prohibition against censorship as contained in the Communications Act." He summed it up by saying that "capsule culture" is incompatible with democracy.

Secondly, Mr. Ethridge opposed the provision requiring local resi-}

dence of applicants for Class IV or local stations, asking its complete elimination. Declaring he had no information that the public interest was served by "senteed ownership," he said the NAB opposition to the principal was based on the fact that it was a retard progress of the industry and deprive some community of needed service and also that the regulation was unnecessary.

Renews Plea for Longer Licenses

The so-called "experimental rule" which would prohibit stations operating with experimental licenses from commercializing experimental operation itself was opposed by Mr. Ethridge, who suggested it be stricken. Declaring it would discourage experimentation, he said that if this proposed regulation is designed to prevent abuse of "experimental grants" that result can be accomplished by considering the merits of individual applications and imposing suitable stipulations in the license.

Finally, Mr. Ethridge renewed his plea for five-year licenses as permitted under the Communications Act, in lieu of the present six-month period and that these licenses be granted in no event for less than one year. In this regard, he placed in the record a statement he had made May 16 before the Fed-
reral Communications Bar Association [BROADCASTING, June 1].

Cross-examined by Mr. Porter, Mr. Ethridge explained on the cultural program provision that the inclusion of the particular clause dealing with the requirement "is a wedge by which the Commission could move on to program content." He said culture is a "nebulous thing" and that no standards exist for it. Opinions vary as to what would constitute a cultural program, he said. Asked regarding his comments on the local residence requirement having to do with local stations, the NAB executive said anything that would tend to make the rules more rigid and less fluid would be bad. He said the Commission could accomplish its result without any such rigid requirements.

As asked by Mr. Porter whether the six-month license had occasioned any hardship in his particular experience at WHAS, Mr. Ethridge declared the very fact that it has not, serves as proof that the FCC does not need the short-term license to administer the Act. Longer licenses, he said, would be a factor toward stability. Moreover, by issuing temporary licenses to stations from time to time in connection with purported violations, Mr. Ethridge said the Commission has other means of intercepting stations in between license periods.

Interrogated by Commissioner Craven, Mr. Ethridge said the suggestion by the previous witness, Mr. Evans, that standards of program service be established, would never work in radio. He declared also, responding to Mr. Craven, that he felt technical development in connection with radio had now reached the stage where longer licenses are desirable, both from the standpoint of the Commission and the industry. Radio, he said, has outgrown the "probatory" stage.

Hogan Suggests Changes To Prevent Confusion

Supplementing the testimony of Mr. Ethridge for the NAB, John V. L. Hogan, New York consulting engineer and inventor, chairman of the Engineering Committee of the NAB and owner of WQXR, New York, analyzed the proposed new rules and regulations and engineering standards in detail, suggesting more than a score of changes and urging elimination altogether of some of the rules.

Placed on the stand by Mr. Loucks as NAB counsel, Mr. Hogan categorically dissected the rules and engineering standards. His comments were interrupted frequently by Commissioner Craven, who sought to clarify proposed changes in the rules. Mr. Hogan, making his first appearance before the FCC in several years, in great detail described reasons for attempting to perfect the rules, although he explained that it was impossible to procure a complete unanimity of engineering and administrative opinion on regulations of that character.

Numerous changes in phraseology were urged to avoid any possible misunderstanding, such as description of a 10-kilocycle band in the broadcast spectrum as a "frequency separation" rather than a channel.

Elimination of the auxiliary transmitter requirement and substitution of a proviso that two transmitters used at any time alternately without any specification as to the main transmitter was recommended. Changed definitions governing television and facsimile were suggested.

The paragraph proposing that special experimental authorization be limited to noncommercial operation was termed unnecessary. The NAB executive of the Committee, Mr. Hogan said, believes it is not reasonable to prohibit transmission of experimental programs during additional periods of operation granted in connection with a special experimental authorization, provided the program or announcement does not interfere with the experiment being carried out. On the other hand, he said, such commercial operation might facilitate the experiment.

The proposed rule prohibiting use of a common antenna by two stations unless both stations are licensed to the same license, was recommended for deletion or change on the ground that no good reason appeared for its promulgation. Pointing out that it is often uneconomical and unnecessary to require a second licensee to erect another antenna in the immediate neighborhood of an existing one, Mr. Hogan suggested the FCC treat such applications as they arise. Rules relating to interference, modulation, measurement of power and similar technical operating standards were held to be too rigid with numerous suggestions made for their amendment, deletion or alteration in other respects.

Urges Amendments In Log Requirements

Regarding maintenance of logs and identifying announcements, Mr. Hogan suggested the requirement that an entry be made of the identification announcement at each time of announcement is too rigid in that it requires "an indication of the type of announcement." He added that a log is legitimate and sufficient since only the call letters and the location are necessary and those two items already are specified.

Another rule, requiring an entry briefly describing each program broadcast, such as music, drama and the like, together with the title, by whom presented and the sponsor's name, would lead to confusion, he said. He thought it best to indicate that programs are sponsored by giving them in the customary way and only giving the name of the program, such as "Ivy Soap Hour" rather than the actual name of the sponsor, which might not appear in the program itself.

During cross-examination some discussion developed on this point, with Commissioner Counsel Porter contending the law and regulations require the identity of the actual sponsor of the program, and that for that reason he felt no hardship would be incurred in having the same read the same way.

Nevertheless, Mr. Hogan contended that the station and program logs should not be encumbered with entry of such matters.
Regarding the rule requiring that identification announcements during operation need not be made when they would interrupt a single consecutive single-concert or operatic production of longer than 30 minutes, Mr. Hogan suggested it should be broadened to include “similar productions” so as to avoid any possible misinterpretation. Relating to the many rule changes and other broadcasts not covered in the rule itself might be spoiled if an announcement had to be made in between the music and the speech, he said.

As for the requirement governing mechanical records, specifying that announcements shall be made at 15-minute intervals and at the beginning and end of each program, Mr. Hogan suggested the rule be relaxed to provide greater flexibility and permit announcement within two minutes either way of the 15-minute requirement. He argued against paying “too strict attention” to the clock both in this rule and in connection with other proposed rules. By inserting words at “approximate 15-minute intervals” in connection with the transcription or record rules, he said he thought the Commission’s purpose could be accomplished.

**Market Areas Favored in Defining Service**

Mr. Hogan suggested the Commission give consideration to market areas and regional strength in defining service of stations. He pointed out that in the larger geographical areas the desired signal strength did not afford the same degree of service to which listeners are accustomed. That perhaps the Commission should devise means of encouraging delivery of programs beyond any defined intensity standards in the interest of remote listeners. He suggested an alternative grade of service, stating that Classes A and B service might be set up, with no new stations permitted to violate the standard A of service and protection and no new station permitted to violate the standard B of service and protection unless it shows that the additional service it will provide will have sufficient merit to far outweigh the loss of service that would be caused to listeners of existing stations. Thus, he said, standard A may be the standards given in the Commission’s proposed technical standards, while standard B might be more liberal in the standards of service and more strict in the standards of interference.

Mr. Hogan said that in many instances population is the only criterion recognized. More consideration must be given to “areas,” he said, as a means of providing adequate service in the open spaces of the West.

Mr. Hogan said the provision establishing a quantitative level of interference permitted a new station “formulates a dangerous doctrine that may be formed to result in a progressive destruction of regional and service channels, which will, in certain cases, cause a substantial reduction in service areas.” In this connection he recommended that both judicial as well as technical consideration be given to this problem.

Under cross-examination, Mr. Hogan said the committee made no recommendation in connection with the suggestion advanced regarding classes A and B stations with respect to service to remote listeners. While the Committee on Engineering gave its recommendation, it recognized the adoption of the definite field intensity as a means of determining the number of interfering stations. He emphasized too that the factor of the interfering area with regard to the interfering levels of signal intensity, looms as an important one.

In testifying to his direct testimony, Mr. Hogan was cross-examined by Assistant Chief Engineer B. C. Spearman as well as by Commissioner Craven.

**NBC Asks Change in Assignment of KPO**

NBC confided its case in chief to one issue—that of procuring for KPO, San Francisco, a Class 1-A assignment in lieu of the 1-B assignment specified in the proposed rules. The station shares 680 kw. with WPTF, Raleigh, N. C., which operates full time on an experimental basis. P. J. Hennessey, NBC engineer, cross-examined W. C. Ives, NBC engineer, in this connection.

Mr. Hennessey brought out WPTF’s capacity service at Raleigh but that NBC did not propose to touch upon the problem arising due to the possibility of special experimental operation on the KPO channel. Unless the Commission is first convinced that KPO should be assigned a Class 1-A station, WPTF would not become a problem.

Modification of the rules specifying the number of Class 1-A channels, Mr. Hennessey said, is based on the lack of service to rural listeners between the Mississippi River and the West Coast. Should the FCC decide to make KPO a Class 1-A station and authorize or require the use of as much power as 500 kw. by such stations, he said, “NBC would be faced with meeting such requirements and to assume its full share of the burden of supplying service to the sparsely populated area where, in the use of such power by KPO would enable it to render a service superior to its present service.”

Cross-examined by Mr. Hennessey, Engineer Lent said he had made an analysis using the 96th meridian as the line for the approximate division of the territory of the United States into halves with respect to area. West of the 96th meridian, he said, 51.5% or more than 11,000,000 people reside in the rural areas, 48.5% or 10,400,000 in urban. Of the total number of stations (657) 225 or 33.7% are located west of the 96th meridian. Under the proposed regulations, he said, operation of the Class 1-A stations would lie west of the 96th meridian. Thus, he added, 68.9% of the total number of the States will have assigned to it only 20% of the Class 1-A stations. Asked by Commissioner Craven whether a Class 1-A station performs a satisfactory service, Mr. Lent said yes. Cross-examined by Mr. Hennessey, Mr. Lent declared no undue interference results from the operation of WPTF, the present power with a direct-antenna system.

**SUPER-REGIONALS**

SUPER-REGIONALS might have been the subject of discussion between Mr. Edwin W. Craig, executive vice-president of the National Life & Accident Insurance Co. and head of its station WSM, Nashville, spokesman for the Clear Channel Group, and Paul D. Spearman, counsel for the National Association of Regional Broadcast Stations.

Craig, urged retention of 25 Clear Channels session June 7, Edwin W. Craig, executive vice-president of the National Life & Accident Insurance Co. and head of its station WSM, appeared as chairman of the group. He gave the history of the group, formed in 1934, and its effort to protect clear channels and serve rural listeners. He listed the 14 stations which are members of the group, said the service they render, their ownership, and network affiliations.

Arguing for retention of 25 clear channels, as "barely sufficient," Mr. Craig urged that Paragraph 1 of Rule 31.2 of the proposed rules be modified to provide for the 15-30 kw. on Class 1-A channels rather than the present 15-30 kw. in a flat power of no more or less than 50 kw.

He did not urge immediate grant of 500 kw. for all of the stations applying for it or any of those on Class 1-A channels, but simply argued for removal of the maximum power limitation.

Answered by Mr. G. Caldwell, chief counsel for the Clear Channel Group, Mr. Craig explained the Group was opposed to an amendment which would increase or remove the maximum power limitation for some Class 1-A stations and for others. If any distinction is to be made between stations to which this power should be granted, he urged that recognition be given the principle of "independent ownership" as opposed to network or absentee ownership of stations.

"If the Commission is to divide the Class 1-A stations and exclude some of them from the privilege of seeking higher power," he said, "we ask that those stations which are independently owned be not among those excluded."

**We have the Man you are seeking...**

Several graduates of our recent radio engineering course are available to fill responsible technical positions. We know all about their ability, training and past experience. We believe we have just the man you are looking for. There is no charge for getting together—our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS. Write your requirements to E. H. Rietzke, President, Capitol Radio Engineering Institute, 1046 and Dutle Ed., N. W., Washington, D. C.

**BLIELEY CRYSTALS**

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

Blieley Electric Company
Union Station Building
Erie, Pa.
WBZ and WAI, all members of the Clear Channel Group. In addition, stations not members of the group but applicants for the power were WOR, WJZ, and others. Three others, KDRA, KNX, and WBZ, which had filed applications for 500,000 watts, withdrew from this group during recent months.

Mr. Craig called the term “superpower” a misnomer, declaring that it is not so much in interest as to maintaining of “tracks of good radio reception, free and clear from interference, into the millions of homes that must rely on clear channel stations for any service at all.”

He traced the history of power increases, pointing out that back in 1922 when the Crosley station in Cincinnati was permitted to go from 20 watts to 50 watts, it was called “superpower” and that every successive power increase in every category has been vigorously attacked as tending toward monopoly.

Declares Group Opposes Monopoly Trend

“I have seen absolutely no indication of any desire or expectation on the part of any member of our Group, or any combination of two or more members, of drifting toward a position that might be called monopoly,” he said. “In other words, there is no evidence of any drift toward the monopoly position at all.”

They are 14 independent business competing vigorously with each other for audience and for sales, and by this competition are spurred constantly to improve their appeal to the listening public through better service. In fact, in my opinion, he said, “The battle against the acquisition of too much power by anyone else are to be found in precisely this Group and that, if it had not been for them, there would be much more danger of monopoly in the country there actually is.”

In tracing the origin of the Clear Channel Group, Mr. Craig said it grew out of “a number of applications for monopoly” on 10 of the 40 clear channels originally set up in 1928. Duplication from “major broadcasters” for simultaneous operation on these channels on experimental basis, he said, became permanent. He mentioned also the “pressure” brought upon clear channel stations from Senator, Congressmen and others in public life who had been enlisted in the cause of the applicant to give such consent.

Emphasizing the desirability of making 50 kw, the minimum rather than the maximum possible clear channels, Mr. Craig pointed out that a Mexican station (which he identified only as XERA, operated by Dr. John R. Brinkley, across from Del Rio, Tex.) recently has applied to use power of 850 kw, on 840 kc, and that two 505 kw stations are in operation in Europe (later said to be in Russia). These stations, he said, are advanced in power may be expected on other channels used by Mexican stations and by stations in other countries, he said. He declared the Clear Channel Group felt there should be a “prime objective” created to the ability of stations in the United States at least to keep pace with progress in Mexico and other countries.

Mr. Craig made clear there was no unanimity among the Clear Channel Group on superpower at this time. Within the Group, there are many different points of view concerning immediate use of 500 kw. He said one member, WLW, wants to continue using its 500 kw, while others have had applications pending for over two years and are anxious, ready and willing to install new power immediately after the power has a “passive attitude” believing high power is inevitable in the future, if it is to be in the public interest. But there is no indication that either the Group or any other group present will construe the notion of using unlicensed equipment as equal to the step if necessary to protect its rural audience from duplication but not enthusiastic about doing so immediately, particularly in view of the uncertainties in the business situation.

Then a fourth group “is not ready to take the step and would oppose being forced to take it at all costs, rather than the interests of the Group,” he said. “I hope, therefore, that neither the Group nor any other group present will concur in our position as urging that in the present economic climate, a total of one 500 kw, broadcast station to a total of 25. This may be a highly controversial statement but I believe it is in immediate prospect and it is a matter which at all times will be under the control of the Commission.”

Seeks Greatest Good For the Listener

Under cross-examination by Commissioner Craven, Mr. Craig declared he felt the Commission should take into account the greatest amount of good radio service to the greatest number of people rather than the interests of the broadcasters. Commissioner Craven questioned him in connection with developments of superpower and the desirability of this country keeping abreast of trends in other countries. He reemphasized that no one would feel threatened by a new program. He agreed with Commissioner Craven that if at the moment the question of power of 500 kw. was deemed unwise it should not preclude the grants of higher power in the future. He said he did not consider that high power stations would have network connections. When Commissioner Craven asked if 500 kw. operation on a number of stations might not go under the name of “superpower,” Mr. Craig said that 50 kw. power served all of the needs his answer would be “yes” but that it is his view that sufficient rural service is not now being rendered.

The question of duplication of service by a station with 50 kw. operation, was raised by Commissioner Horter. He asked if it was within the power of them to lose the service, particularly with the NBC network programs. Mr. Craig asserted there was some degree of overlapping among stations at present but declared his station has not suffered from the competition in the sale of time by WLW’s operation. He said regional and local stations are not experiencing trouble because of this operation. He did not have information as to what signals may be carried by other stations in the NBC network. The station has an audience from duplication but not enthusiastic about doing so immediately, particularly in view of the uncertainties in the business situation.

Seeking to get the facts of the case he asked Mr. Craig if there were statements did not apply to present-day conditions. Mr. Craig responded he was not certain but possibly the circumstances have changed.

Responding to questions on the economic side regarding superpower operation, Mr. Craig believed regional and local stations would not be affected so adversely that high-power operation would give a greater number of people good program service.

Queried About Data On Station Profits

Then, on the economic side, Commissioner Craven asked Mr. Craig with what infinities he might draw from the revelation in the broadcasting that data made by the FCC Accounting Department which showed that clear channel stations enjoyed net profit of almost $82,500,000 in 1937 as against total net income of the 624 reporting stations of something more than $18,000,000, meaning that these stations did approximately 45% of the aggregate volume.

The figures, he pointed out, showed a net income of only $650,000 for various stations. Mr. Craig declared he was not sufficiently familiar with the figures to draw any inference but that felt that individual stations could apply their own answers and throw considerable light on these statistics. Commissioner Horter explained that the witness—Joseph O. Malm, vice-president of WHO—would cover the financial and economic aspects of station operation.

Mr. Craig said under question by Commissioner Port the Clear Channel Group did not render an entirely satisfactory service over the Clear Channel stations. Mr. Craig, with its 50,000 watts, particularly that it does not cover Memphis. He was then asked, on a question submitted by the Regional Group, Paul D. F. Spearman, whether he expected WSM to transcend the 50 kw. threshold. He replied that he was expected of to be clear channel stations wanted the same treatment but that there was no unanimity among the Group.

DeWitt Claims Large Part Of Nation Needs Clears

Claiming 83% of the country’s total area does not receive primary night service from regional or local stations, Mr. DeWitt, chief engineer of WSM and chairman of the Clear Channel Group’s engineering committee, presented the technical case submitted by that group. He introduced evidence to show that large areas in the South and West were so sparsely settled they cannot support stations of their own and must rely upon clear channels. He produced other evidence to show that the scarcity of cities and claimed it is useless to think of improving reception in such places given in a few isolated cases, because of lack of economic support.

Mr. DeWitt said there is no reason to fear the improvement of service in over 80% of the area of the country at night other than by preserving the clear channels and by increasing the power of clear-channel stations. Regarding skywave service of distinguishing from ground-wave service, Mr. DeWitt said there will be hours in the day and week, economic and technical reasons in the year and years in a cycle when the average signal will be considerably less than predicted from average hourly values. He declared there is no truth to statements that this country is “literally flooded with skywaves.”

As to the complaint that 50 kw. would not be sufficient for the transmission of signals to clear channel stations in the evening and that these signals constitute satisfactory service.

In discussing daytime coverage by regional stations, Mr. DeWitt declared the skywaves at 50 kw. are confused by frequencies and conductivity which more than counterbalances the additional power in the clear channel. He cited two instances of regions with 5 kw. daytime, one on a low

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frequency and in an area of good conductivity such as KFYR in Bismarck, N. D. on 550 kw. and the other on a higher frequency in an area of poor conductivity such as a station in Connecticut would have to increase its power to approximately 16,000 kw. to achieve the same coverage. Only three of the larger clear-channel stations occupying the 25 frequencies designated for Class 1-A stations get day coverage equivalent to or better than that of the 5 kw. North Carolina station and only 11 of them will get such coverage if the power of all is increased to 500 kw," he declared.

**Points to Weakness Of Daytime Reception**

Regarding day coverage, Mr. DeWitt said that something more than 40% of the total area of 1,233,161 square miles does not receive a 50 microvolt signal. He regarded as satisfactory reception, that something over 50% of the total area receives such a signal from only one station, and that about 11% receives such a signal from only two stations, with the remainder receiving the signal from three or more stations.

In defining night coverage, Mr. DeWitt produced a map showing 635 stations, including nine high-power regions, 296 regional and 300 local service areas. He said that 82% of the total area of the country receives no night service from these stations, being dependent on clear-channel stations for night reception while an additional 15% is entirely dependent on clear-channel stations for any choice of programs. Mr. DeWitt mentioned the North American situation in connection with possible interference. He reiterated the Craig statement that Brinkley is building a 65 kw. station at Villa Acuna, Mexico, and that a substantial number of Mexican stations are operating on channels assigned to this country. When the North American regional broadcast agreement is ratified by the requisite countries and becomes effective, interference questions of this sort will disappear, he said.

Projecting superpower operation on the 25 Class 1-A channels, Mr. DeWitt said the primary service area of the 500 kw. station retains the same diameter it had at 50 kw., the holdfast frequency zone has the same boundaries, and all beyond is secondary service area. At this point, he added, the resemblance ceases because the people in the remote areas in these stations. In conclusion, he said, vasty improved service will result. With power increased to 500 kw., the signal everywhere is at least three times as good as before, and while not yet perfect, it will be an important step forward.

**Definitions Extent of Power Increases**

Turning to the proposed increase in power of Class 1-A stations, Mr. DeWitt said it must not be forgotten that regions are to receive a 500% increase by the increase in night power from 1,000 to 5,000 watts and locals a 200% increase by a boost in night power from 100 to 250 watts. The actual increase of power proposed are not to be translated into the same ratio in connection with Class 1-A stations which would go up from 50 to 500 kw. An increase gives an improved signal of slightly more than three to one, he said. The regional stations would receive a 2 1/2 times boost and the locals a 2 1/2 times boost, he said.

In addition to WLW, which has power in excess of 50 kw. Mr. DeWitt said there are 46 stations elsewhere in the world ranging in power from 55 kw. to 850 kw. Thirty-six of these are in Europe, four in Asia, two in South America and four in Mexico.

Mr. DeWitt said the cost of a 500 kw. amplifier, including additional equipment, power and transmission line equipment, is $363,000 each, based on the assumption that only one is purchased. The annual maintenance charge in five years is $50,000.

In case a transmitter location must be changed at any time for technical reasons, the cost was calculated at $430,000 where one purchase is made and $365,000 if five are purchased. Annual cost for operating a 50 kw. station without interest on investment is $65,400, and $75,000 with interest. The annual cost for increasing a 500 kw. station without interest is $208,700; with interest $242,820. The annual cost of the $363,000 involved in the first case, he said, is $143,300 and in the second, $162,920.

**Secondary Areas Would Receive Most Benefit**

On the assumption a station operates 6,000 hours per year, the cost per hour at 50 kw. is $11.69, and at 500 kw. $36.75. If all stations in the country received their power increase in the same ratio, their relative situation would remain the same, he said. This is true without qualification so far as interference is concerned. He maintained that while the audience of Class 1-A stations would be increased by the horizontal power boost, this would not detract from the audience of any other class of station.

Under cross-examination by Commissioner Craven, it was brought out that Class 1-A stations are concentrated more or less in the Northeast. Counsel Porter questioned about the advisability of the retention of Class 1-A assignments, Class 1-B assignments, and Class 2 assignments to fit the open spaces in the West not now receiving adequate night service as well as daytime service. Mr. DeWitt agreed such a redistribution would aid in providing better service but brought out that such a measure must be taken into account since he had previously testified of the inability of cities and towns in these areas to support additional stations of low power, much less those in the class B.

Mr. DeWitt, questioned also by Counsel Porter, reiterated that the primary service of a clear-channel station would not be measurably increased by the ten-fold boost in power but that the people in the secondary areas as well as the pri-
mary would receive far better service.

The 40% of the nation's area not now receiving adequate daytime service would be reduced to 31% with the proposed increase in power on the Class I-A channels, he asserted.

Explains Possibilities Of High-Power Cars

At the June 9 session, Mr. Porter continued his cross-examination of Mr. DeWitt in an effort to break down the exclusive channel high-power arguments. Referring to the 710 kc. channel classified as 1-B and on which WOR occupies the dominant station with KIRO, Seattle, secondary, he asked whether such a station might not effectively cover the State of Washington with a possible power increase to 50,000 watts. Mr. DeWitt replied in the negative, pointing out that a directional antenna would have to be used and that the service of the Seattle station would be limited. Commissioner Craven inquired whether a "figure 8 antenna" with the axis north and south would not accomplish the coverage purpose but Mr. DeWitt insisted there would be severe limitations.

Responding to further questions, Mr. DeWitt said that while duplicated operation of Class I-B and II stations would mean an increase in population served, such duplicated stations inevitably would be located in areas already well served.

Asked if use of 500 kw. by all Class I-A stations would interfere with other radio services, such as aviation, Mr. DeWitt said there was always such a possibility but he thought the danger was slight.

In redirect examination, Mr. Caldwell brought out that Class II stations on duplicated clear would serve only limited local or regional areas. Moreover, he carried Mr. DeWitt through an explanation of the status of stations on channels classified as 1-B in general to show that no other stations could be assigned these channels as a means of protecting present station service. He said that on all 19 of the Class I-B channels there was little possibility of including stations which would serve the underserved areas of the West and South.

If clear channels were duplicated and used, Mr. DeWitt, said, responding to further questions by Mr. Caldwell, there would be no "contribution to science" because it would simply mean more service to towns already having adequate service.

A question asked by Ben S. Fisher, counsel for WCAU, Philadelphia, concerned the service of WLW as a ginger station and the prospects of service as a 500 kw. station. Mr. DeWitt said the 10 million volt contour of the station with 50 kw. is 31 miles and that it would be 50 miles with 500 kw.

Jolliffe Tells of Use Of High Power Abroad

Dr. C. B. Jolliffe, former FCC chief engineer and engineer in charge of the RCA Frequency Bureau, appeared as the final technical witness for the Clear Channel Group. In a prepared statement he covered the international situation, particularly with regard to power. His service on numerous American delegations as delegate or advisor during his five-year tenure as chief engineer qualified him for this type of testimony.

Dr. Jolliffe pointed out that in past European conferences the subject of power always has been raised. While the subject was treated rather as a ginseng station and in conferences, he said that in 1927 the American delegation to the CCIR Conference at the Hague proposed that power should not be limited on any broadcast channel occupied by a single station. Thereafter, a certain limitations were placed on power but he pointed out that numerous stations in other parts of the world use power in excess of 50 kw. He said engineers of European broadcasting organizations, having observed improvements in service, "no longer fear higher power and some of the broadcasting organizations are contemplating higher power in order to give a better service to their own nationals. The engineers frankly state that power limitation is no longer necessary in the European region."

Dr. Jolliffe declared that great danger of international interference was seen by Dr. Jolliffe by superpower operation in this country, Several earlier methods of safeguarding against interference with stations in South America being used on the same broadcast band were advanced. He also emphasized the trend toward superpower on other nations, notably Mexico.

Dr. Jolliffe placed in the record a list of 65 European stations using power above 50 kw. and an exhibit showing 56 stations in South America using power over 5,000 watts of which two are using more than 50 kw. A third exhibit showed stations in Mexico using power of 1,000 watts or more.

Under the cross-examination, Dr. Jolliffe was asked about two European situations in which high-power stations are operating on the same channel. He said that operation by a Roumanian and Dutch station on the 160 kc. channel, the former with 160 kw. and the latter with 120 kw., has caused serious interference and is now being arbitrated. The fact that the two stations were assigned to the same wave prevented Holland from signing the European Broadcasting Agreement at Lucerne several years ago. Stations in Moscow and Luxembourg are operating on the same channel with 150 kw. and 200 kw. respectively, he said, but he declared he had no definite information on them although he suspected there was serious interference.

Commissioner Craven asked whether it was not a fact that in the high-power discussions at the European Conference, conclusions on the proposed use of additional channels by Europeans only, with the result that economic factors were considered, Dr. Jolliffe replied in the affirmative.

The 500 kw. station built in Moscow, Dr. Jolliffe said, was designed as a European propaganda medium and he said he understood the Russian government is "considerably disappointed" with its coverage.

COUNSEL for big fellows and little were (left) Patrick C. Caldwell, attorney for the Clear Channel Group, and George Sutton, attorney for the independent locals.

For the land. The grand total for the physical equipment was $396, 287. Figures on increased costs of maintenance of the 500 kw. transmitter station at the 50 kw. station, a station based on the calendar year 1937 were given by Mr. Rockwell as follows:

<table>
<thead>
<tr>
<th>Power &amp; Light</th>
<th>$3,785.80</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vacuum Tubes</td>
<td>$2.00</td>
</tr>
<tr>
<td>Water for Cooling</td>
<td>$8,990.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$4,560.00</td>
</tr>
</tbody>
</table>

Total: $18,683.00

As one of Mr. Rockwell's witnesses in the case, Mr. Jolliffe pointed out that the proposed increase in power on WJZ-AM was to be transmitted to a maximum of 65 kw.

Dr. Jolliffe also pointed out that the proposed increase in power on WJZ-AM would be to a maximum of 65 kw.

James D. Shouse, vice-president of Crosley Radio Corp. in charge of broadcasting operations, when the rate bearted in the case was raised to $1,090 on July 1, 1934—some four months after WLW began full-time operation on 50 kw. with 160 kw. of power. On Oct. 1, 1934, the rate was raised to its present level of $1,200.

Cross-examined by Mr. Porter, Mr. Shouse explained the increase was arrived at by a return to the station the approximate cost involved for the increased operations. Asked if the rate received by the station in question was less than what would be charged to the same station under New York City conditions, Mr. Shouse said, "I don't know.

RATES AND FINANCIAL

Data Placed in Record

James D. Shouse, vice-president of Crosley Radio Corp. in charge of broadcasting operations, placed in the record a statement of the Crosley Radio Corp. Onecharted the increase in WLW rates since 1928, a second covered the financial statement of the Crosley delegation submitted to the FCC in response to General Order No. 38 covering station operation, the FCC rules and the third related to the FCC program questionnaire.

The rate chart showed that in 1928 the station had a rate of $600 per hour; that this was raised to $800 in July, 1929, and to $1,090 on Jan. 1, 1930. It was raised to $1,125 on Sept. 1, 1930, but was dropped to $990 on Dec. 1, 1932. It was raised to $1,090 on July 1, 1934—some four months after WLW began full-time operations with 160 kw. of power. On Oct. 1, 1934, the rate was raised to its present level of $1,200.

Cross-examined by Mr. Porter, Mr. Shouse explained the increase was arrived at by a return to the station the approximate cost involved for the increased operations. Asked if the rate received by the station in question was less than what would be charged to the same station under New York City conditions, Mr. Shouse said, "I don't know.

A TYPICAL local discusses matters with the representatives of the national advertising committee at the broadcast conference, left to right: Mr. Porter, counsel for WLW, Cincinnati; Herbert Hollister, manager of KANS, Wichita; James D. Shouse, vice-president and general manager, WLW, Cincinnati.
Gerald T. Branch, research engineer of WLW, has the station listed as "in the record" an exhibit showing stations within the half-million line miles of networks. Listed were 21 stations in Ohio; 12 stations in Indiana; 16 stations in Michigan; 3 in West Virginia; 6 in Kentucky, and 8 in Illinois.

Data on NBC Stations
In WLW Area Offered
Hugh M. Beville Jr., chief statistician of NBC, placed in the record figures in the WLW area on the NBC network, comparative rates of stations in the area and a breakdown of unit hours of sponsored programs carried on WLW and WCKY. He said "he knew no policy" to sell WSAI and WLW against WCKY.

Tells of Depreciation
Rules for Transmitter
E. C. Ellig, comptroller of the Crosley company, testified as to depreciation rates used in connection with the 200 kw. transmitter. In 1931, he declared, the rate of 6.7% was used. With the 50 kw. transmitter, which already has been fully depreciated, he said a rate of approximately 18% was used. Upon installing the 500 kw. amplifier to this same station in conjunction with the 50,000 watt transmitter, he said the first rate used on depreciation was 17% but that the Internal Revenue Bureau felt it was too large and that the matter now is in arbitration. The rate of 6.7% proposed, he said, probably is more acceptable to the government area, and that tracing the depreciation history of the WLW transmitters, Mr. Ellig declared a rate of approxi- mately 19% was established in 1931 and 1932. In 1933 the entire investment on the 50 kw. transmitter was written off.

As requested by Commissioner Craven regarding the depreciation rate of the 200 kw. transmitter as against a 50 kw. transmitter, Mr. Ellig said the cost of the former is so much greater that it probably would have been depreciated over a longer period of time.

Responding to Mr. Porter, he said the written word for the years 1934 to 1937 was depreciated at a rate of 17½% and that for the last fiscal year the depreciation was at the rate of 11½% so that approximately 65% of the initial cost had been written off.

WLW Continues Case Into Second Week
The second week of the hearings began June 13 with WLW continuing to present its case. This week rules and regulations, as distinguished from its experimental requests, are scheduled to get under way immediately following the formal hearings on the rules. Up to this time, nothing sensational had developed. The brunt of the Commission questioning had been handled from the outset by Commissioner Craven. Chairman Case had asked a number of perfunctory questions. Commissioner Payne had not asked a single question. Recalled to the stand for the third time, Technical Supervisor Rockwell, presented figure governing cost of 5 kw. and 50 kw. transmitters. A new 5 kw. transmitter together with tower and transmission line costs about $210,000, he testified. A 50 kw. transmitter with antenna, transmission line and building would cost approximately $470,000.

Meredith S. Runke, head of the merchandising research department of WLW, placed in the record three separate maps showing analyses of the post card survey on reception made in 1935 by the FCC. The FCC had shown in its survey that WLW was the first choice of listeners in 13 States and the second choice in six others. The WLW breakdown of the same cards, projected somewhat further than the FCC's survey, disclosed that WLW was the first choice in 14 States and second choice in nine others. Maps introduced in the record showed county-by-county breakdowns listing WLW's position as first and second choice. These were based on mail breakdowns from the clear channel survey, he said.

Rural Electrification Declared a Problem
G. F. Lydord, development and research engineer of WLW, who designed most of its technical installations, was summoned by Commissioner Caldwell to appear before Counsel Patrick regarding measurements of WLW signal strength from 1933 to 1935 which included operation with both 50 and 500 kw. Exhibits tended to show the good service signal of the station under varying conditions and at varying distances from the transmitter.

Mr. Lydord pointed out that the trend toward increased electrification, especially in rural areas, Two Outstanding Favorites in Crystal Pickups
In Models B-10 and O-7, Astatic Engineers provided fool of sound reproduction with crystal pickups of the highest type. Designed for professional and radio phonograph recording, respectively. Both include Offset Head and other improved features. Full particulars, "See thru at the Chicago Show."

WRITE for bulletin listing complete line of Water and Air Cooled Transmitting Tubes.
AMPEREX ELECTRONIC PRODUCTS, Inc.
79 Washington St.,
Brooklyn, N. Y.
will necessitate more power for stronger signals to override other interferences. Declaring this a "close time issue", he said, however, it is steadily increasing.

Mr. Lydor held that program or station duplication is desirable and necessary under the present broadcast structure. Some overlapping even of primary stations is desirable, he declared, so that every area may get at least one usable signal.

Under cross-examination by Commission Counsel Porter, Mr. Lydor said there was duplication in the primary service, notably in the Northeast, but that no technical determination had been made of such duplications, as a general thing. Commissioner Craven asked if WLW had posted such a potential standard since the 1935 survey and the witness responded he did not know. He said that WLW from the 1935 standpoint was a good year. He said it was fair to assume that listener response is influenced by signal intensity and program, again responding to Commissioner Craven. Generally so, he said, the survey has shown listeners preferred local stations when their signals were good, and that this applied in the case of WLW service.

Signal Intensity vs. Program Quality

Mr. Lydor also pointed out that the rating of WLW or any other station in the survey did not mean that all listeners in an area listened to that station primarily, nor that even a majority did so. He added that the actual percentage of popularity was as low as 10%. He conceded that signal intensity in the secondary field may be responsible for a particular station's rank, and that raising or lowering its power could affect its popularity with listeners, although most listeners were concerned more with program than with signal.

When Mr. Patrick objected to quizzing of his "technical expert" witness (Mr. Lydor), by a listener interest, Commission Counsel Porter contended it was proper cross-examination for the question of whether WLW's exhibit, based on the FCC survey of 1935. Mr. Patrick commented that the exhibit was simply an interpretation of the Commission survey and urged that the Commission's new survey be made by Channel Committee rather than "theorizing" on the old. Chairman Case ruled that Mr. Lydor answer questions "as understandable to him" from his technical and general knowledge.

Dr. Richard R. Mead, instructor in the marketing department of Wartton School of Finance & Commerce, introduced as an authority on program planning and advertising, entered exhibits showing distribution of the nation's advertising dollars among radio, newspapers and magazines, based on figures of the Department of Commerce. Mr. Mead pointed out that the FCC questionnaire net 1937 radio advertising revenues at $117,900,000 for gross time sales. He reported a net sales of $11,456,003; total expenses of $9,645,448, and net broadcasting revenues of $1,700,506 with new network sales, in a 1,000 hour period. His primary night time service area was defined as an area, the outer limits of which were in the one-half millivolt contour.

Table No. 28 showed the income of stations and outside the primary night time service area of dominant metropolitan clear channel stations. 350 stations within the primary area had net sales of $40,487,917, total expenses of $35,963,308, net broadcasting revenues of $6,501,719 and net income of $13,979,202 as against the figures quoted for the 21 stations outside the area. All figures were for the calendar year 1932 as were the other FCC breakdowns.

Table 30 was a compilation of radio homes, retail sales and station net sales by states for 1930 from January to January, 1938, compared with WLW operating on both 50 kw. and 500 kw.

Pointing out that the exhibit was based on percentages, Comdr. Craven asked how WLW's rates compared dollar-for-dollar. Mr. Patrick, declaring that "generalization would be misleading", said he would present dollar-and-percentage breakdowns to the FCC. The chairman, stating that, in his opinion, the thought, the Chicago rate structure was not as high as Cincinnati (WLW), which is more that of metropolitan New York. Interrupting the WLW case, WCAU, Philadelphia, began presentation of its plea for a Class 1-A assignment in lieu of the B or C for the number of small stations allowed under the new rules and also under the proposed Pennsylvania Television, Mr. Fisher, WCAU counsel, asserted that while WCAU had no intention of entering into a "superpower controversy at this time", it did stipulate, entitled to a clear assignment by virtue of its pioneering public service record and status in Philadelphia.

John Leitch, WCAU chief engineer, pointed to the need for the station. He pointed out that experimentation undertaken in the last six years has entailed an expenditure of some $60,000. He presented exhibits showing cities slated for 1-A assignments. He pointed out that Philadelphia was a population area of 7,600,825 within a radius of 75 miles and ranks second among the 7,600,825 within a radius of 75 miles and ranks second among the cities proposed for 1-A classification also scheduled to appear for WCAU at the June 15 session was Dr. Leon Levy, president of the station, who was prepared to present a statement describing the station's operations from its establishment and its charitable function of giving service to Philadelphia a 1-A assignment.

Incomes of Stations

In WLW Area Analyzed

Dr. Mead followed Mr. Leitch to the stand, presenting a series of analyses of information secured from the first assignment area which is the area of income in the WLW area shows any discrepancy with the country wide income data. One exhibit shows increases from 1933 of 1937 of 190.8% for WLW, 193.5% for clear channel stations, 200.6% for second tier stations, 119.4% for less-than-1 kw. stations, and 119.4% for local-stations—an average gain of 190.8%.

Responding to Comdr. Craven's query as to the probable situation "if there were ten 600 kw. stations in the present WLW area", Dr. Mead explained that although high power would probably be an added attraction for national advertisers, the trend has been toward greater distribution through distribution through duplication of advertisers, and a high-power program would not necessarily doom small stations. He emphasized that statement as applying only to the particular WLW area and did not attempt to apply this reasoning to other parts of the country.

Dr. Mead pointed out that the national advertiser was interested in a wide coverage, in support of the local merchant as well as the local buyer and would use all media necessary to reach them. He added that if the FCC survey, local stations derived only about 12% of their income from advertising, the larger station could be expected to gain, even if it took over all the

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national accounts, would be one-eighth of the small station's business. "The local merchant feels that radio does him more good," he commented, explaining that the merchant generally hears both the program and listeners' comments, although he may not read printed advertisements for products he handles.

**Analyses Accounts Carried by WLW**

To combat allegations of WLW's monopolization of national business in its regular service area, a series of Commission exhibits were offered by Dr. Mead. One showed that during 1933 there were exactly 10 NBC accounts carried by WLW which were not duplicated by other stations in its two million-volt or primary service area. Among these were American Rolling Mills, H. Fendrich, Horlick's Malted Milk Co., International Silver Co., Jell-Sert Co., Luden's Inc., Rea Silk Hosiery Mills, Shell Union Oil Corp., David A. Smart, publisher, Wasey Products Inc., which constituted 48 "program months."

For the first three months of 1938, NBC accounts carried by WLW and not duplicated in its two mv. area totaled five—H. Fendrich Inc., Kellogg Co., Horlick's Malted Milk Co., Mennen Co., and Swift & Co., for a total of 17 "program months."

Another exhibit listed NBC accounts carried by WLW and not duplicated by other stations in its two mv. area for 1933, or prior to its 500 kw. application. In that exhibit there were 23 accounts listed for a total of 151 "program months."

A fourth exhibit showed NBC accounts carried by stations in the WLW 2 mv. area for 1933. These listed approximately 100 national accounts. The total shown WLW carried 599 "program months" of such accounts during the year: WSAI, 235; WCKY, 135; WIRE, 56; WAVE, 5, during the 1933 year. The source of this information was given as the NBC statistical department.

**Station's Radio Columns Aid Golden Gate Audience**

When San Francisco metropolitan daily newspapers dropped their radio columns on May 30, three local stations immediately inaugurated a "radio column of the air" calling attention to forthcoming programs. Clarence B. Juneau, KYA manager, started the idea, and ordered a daily air column giving equal publicity to the programs of all San Francisco stations, along with buildups of their own programs. Some comment and gossip is being used along with the program news. The broadcast is presented at 4:45 p.m. and is written by J. Clarence Myers, KYA publicity director.

KFI, Mutual-Don Lee station, is broadcasting a five-minute and a 15-minute period of radio news, but confines it to the programs released by its KFI station. KSFO, CBS station, is presenting two similar periods of news about KSFO released programs. Neither NBC nor KFI, KPO or KGO, had planned any programs of radio news beyond customary daily program resumes.

**STORE ANNIVERSARY Brings 31 Hour Program to KVI, in Tacoma**

ADVERTISING plum fell into the lap of KVI, Tacoma, Wash., recently when the local Rhodes Department Store bought 3 1/2 hours to promote its 40th anniversary, concentrating its entire advertising budget on KVI. Novel slant was the fact that each of the programs was devoted to some particular department of the store, such as an Aloha show of Hawaiian music in the interests of the Rhodes Surf Shop.

Highlight of the day's series was an hour program from the store's auditorium featuring a fashion show which contrasted styles of the Victorian era with modern fashions. Included were Mike Men's Mixup, a quarter-hour show dramatizing mistakes made by announcers, and Sports Slants, featuring Jerry Geehan, KVI newscaster. The program schedule was worked out by Ed Jansen, KVI commercial manager, and directed by Kay Kelly, editor of KVI's Woman's Page of the Air.

**Summer Dramas DRAMAS and comedies of America's "rural theater", plays produced countless times in crossroads auditoriums for audiences who have never seen a city theater.** form the basis of a summer series on CBS, titled Four Corners Theater. Broadcast on Friday evenings throughout the summer, the series will start July 1 with Aaron Stiek of Pembina Creek. NBC is likewise presenting a summer series of American dramas this year, radio versions of 11 Pulitzer prize plays, broadcast on Thursdays from June 2 to Aug. 18.

**SALES & STAFF members who contact the public for K veto-KOBX, Springfield, Mo., have new lapel buttons, designating their connection with the station. The small gold squares were specially designed for the Springfield station.**

**FIFTY-FIVE members of the Tacoma Engineers Club were at a big clambake at the KVI, Seattle, transmitting plant on Vashon Island, in Puget Sound between Seattle and Tacoma. Club president Jim Wallace, KVI chief engineer, was host.**

**Check the exclusive PLUS features**

**OPTIMUM PERFORMANCE—actual working and field tests prove that Lingo Radiators give within 1% of 100% efficiency—a record not yet attained by any other antenna system now in use. . . LOWERED COSTS—savings up to one-half have been effected by our single responsibility of constructing and erecting each radiator. Complete prices quoted in advance. . . 5 YEAR INSURANCE—protection at no extra cost during this time against loss or damage. . . RELIABILITY—in the 40 years we have been constructing and erecting vertical structures THERE HAS NEVER BEEN A FAILURE!**

The entire interesting story is told in our brochure "New Standards for Vertical Radiators," gladly sent on request to interested station managers and engineers. Write to —

John E. Lingo & Son, Inc. Est. 1897 (Camden, N.J.)
Late News and Personal Notes

Ewing Butler Hawkins, son of the chairman of the board of Scripps-Howard Newspapers and an executive of Scripps-Howard Radio Inc., and Jean Chatfield Clark, daughter of the owner of WNYR, Hingham, N. Y., were married in New York June 11. The bride's father is also president of Wylie H. Jones Advertising Agency, New York.

Ray N. Peterson, formerly with Minnesota Valley Consulting Co., Le Sueur, Minn., and Erwin-Waysey & Co., has been named advertising manager of Stobley Bros. & Co. and Van Camp's, Inc., Indianapolis.

William H. Green, for three years personnel representative for Dave Rubbohn, violinist, has resigned to join Music Corp. of America, in Chicago.

A. O. Coggeshell, program manager of WGY, Schenectady, and Mrs. Coggeshell were recipients of a handsome silver set from members of the WGY staff this month on their 25th wedding anniversary.

Merwyn Love, formerly of KXAM, Pittsburgh, Pa., has joined the production staff of KXTO-KGBJ, Springfield, Mo.

Horton Morris, of the engineering staff of WGY, Schenectady, has returned to work after a two-month absence due to illness and an operation.

John G. Gray, formerly of WBBM, Chicago, and WQOQ, Peabody, Mass., has joined the announcing staff of WJOD, Chattanooga, Tenn.

Adrian robot, junior NBC announcer, has been appointed senior announcer, following the late Neil Endred.

Rita McCusker, traffic manager of Mutual Network for last fall, has since been on the news desk June 27 from a two-week vacation in New Jersey.

WCPW, Cincinnati, and WMPS, Memphis, have appointed Weede & Co. as national representative. Both stations are operated by the Scripps-Howard Broadcasting.

Warren Wade, formerly with NBC artists service in New York, has joined the network's television staff as production man.

Paul Blake, formerly with Pan American Airways, has replaced Gilmore W. Wight, Jr., on the engineering staff of WQAM, Miami. Joquin Osornio, WQAM Cuban exchange engineer, has rejoined the staff of WMV in Havana.

Ralph Talley, 5th chairman of the board of the Charles W. Hoyt Co., New York, agency, was found dead in his apartment at Kew Gardens, N. Y., of suicide. He had been ill recently.

Too Late to Classify

Wanted to buy 100-250 stations in market not less than 25,000. Cash or terms. Box A11, Broadcasting.

Classified Advertisements

Help Wanted and Situations Wanted. 1c per word. All other classifications, 10c per word. Payable in advance. Forms close 25th and 10th of month preceding issue.

Help Wanted

Wanted: Combination man, must be good speller, knowing something about sports and have a radiotelephone first class license to do relief work. Box A6, Broadcasting.

Operator, announcer and transradio position for new western station. Work is in detail including salary. Box A10, Broadcasting.

Experienced transcription salesman; newly equipped studio, drawing account when given. Mr. Gray, Eldorado 5-0788, New York.

Situations Wanted


Young announcer, able in production and three years experience, desires position with progressing western or southern station. Also write scripts and advertisements. Excellent references if desired. Box A7, Broadcasting.

Chief Engineer

DO YOU WANT AN OPPORTUNITY

To give a young engineer a satisfactory service record on his first class radiotelephone operator position. Can code, design and build radio apparatus, and sell advertising. Will go anywhere. Small salary. Box A1, Broadcasting.

DO YOU WANT AN OPPORTUNITY

To give a young engineer a satisfactory service record on his first class radiotelephone operator position. Can code, design and build radio apparatus, and sell advertising. Will go anywhere. Small salary. Box A1, Broadcasting.

WANTED TO BUY

WILL PURCHASE all or part interest in station with complete set of tubes and set of spare equipment. Original modulated driver for 1000-watt amplifier. Price $1750.00. Box A9, Broadcasting.

FOR SALE—EQUIPMENT

Western Electric 12-B 100-watt transmitter, excellent condition, used approximately one year, complete with set of tubes and set of spare equipment. Original modulated driver for 1000-watt amplifier. Price $1750.00. Box A9, Broadcasting.

FOR RENT—EQUIPMENT

Approved equipment. RCA TMV-5-B field strength measuring unit (new). Direct reading: Esthene Angus Automatic Recorder for fading on distant stations; V. R. receiver; gas bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 500 East 167th Street, New York City.
By HARRY W. PASCOE

IN READING some of the radio advertising copy emanating from many of the foremost agencies, the question arises: "Who in heaven's name writes it? And why?"

It is obvious in many cases that the person assigned to write certain copy either forgot all the fundamental rules of English grammar or else he never knew them. For example, the mistake is almost invariably made of writing "be sure AND listen"—"be sure AND ask your dealer", instead of "be sure TO listen"—"be sure TO ask your dealer". And yet, the former phrases are heard daily over nearly every radio station and the networks.

A classic example of what it takes to be a writer of radio copy in an advertising agency is the following almost unbelievable excerpt from some copy recently submitted to a leading radio station in New York City: "Everyone knows that fresh green vegetables are supposed to be good for you. But did you know that the minerals and vitamins which are supposed to make vegetables so valuable are sometimes badly deficient in those self-same vegetables? In other words, carrots and spinach, for example, may look like carrots and spinach but be sadly lacking all the elements that make carrots and spinach good for you. That's because the soil upon which they are grown is exhausted—robbed of its minerals by rains which wash them away in brooks and rivers into the sea. And that is the reason why we have dust storms in the Southwest and often poor crops and barren waste lands."

Now try to figure that out! In the first place it is not correct to say that "everyone knows that fresh green vegetables are supposed to be good for you" because everyone knows that they are. Then, why say "supposed"?

Secondly, there is too much repetition of the words "carrots and spinach", and thirdly, after vegetables have been taken from the ground and made ready for consumption, it is incorrect to use the present tense as in that part of paragraph cited which reads: "That's because the soil upon which they are grown is exhausted." It should read "upon which they were grown may have been", or "was exhausted."

One Smiles, Doesn't One!

But the climax is reached when the brilliant writer of this particular copy added: "And that is the reason why we have dust storms in the Southwest and often poor crops and barren waste lands." What a fertile imagination! He might have better added: "And that is why we have depressions and recessions!" It would have made just as much sense, if not more.

After wording thru copy such as the above, day after day, one can not help but smile as he thinks of one of the requirements exacted by most advertising agencies for a job as a copy-writer in one of their establishments. Invariably, they will ask, "have you had agency experience?" What a laugh! In other words, it makes no difference whether or not the applicant knows the ABC's of the English language, just as long as he has had "agency experience".

It appears that agencies prefer to promote mailboys gradually until they are assumed to know all about writing copy, rather than employ people who really know how to write convincing and sensible material that will put over a sponsor's product.

There are some mailboys, of course, with real intelligence and possessed of splendid educations who can some day qualify to write good advertising copy. Judging from some of the copy that comes from many of the agencies, however, there are certain writers who never should have been promoted from their positions as mailboys. They have had agency experience, to be sure, but they are still just good mailboys. Perhaps the heads of many of the big agencies could brush up on the rules of the English grammar. Then they would be better able to judge the true worth of some of the moronic copy sent out by their writers.

Players Rated

GIL MARTINO, sports commentator of WDRC, Hartford, has devised a new system of compiling averages of baseball players. He sums up players' averages in nine departments to reach the final figure. Included are batting, fielding, slugging, bases-on-balls, runs batted in, runs scored, stolen bases, sacrifice hits and trips to the plate.

Allen Gould, Associated Press sports editor, wrote a story for nationwide release through that service in which the system is described.

Orator Joins KOY

JOHN JANSON, of Phoenix, Ariz., winner of the American Legion national oratorical championship, has joined the staff of KOY, Phoenix. He is heard nightly as newscaster, the program going to the Arizona Network.

Available for Sponsorship

IN YOUR CITY
WRITE—WIRE OR PHONE

The Smash Hit of Radio

Cross-Word Puzzles of the Air

Radio Entertainment

Fun—Thrills—Prizes

Copyrighted by Harry S. Goodman, 1938

KFRU

COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU

Covers the Heart of Missouri

Broadcasting • Broadcast Advertising

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www.americanradiohistory.com
House Repudiates Radio Probe
(Continued from Page 16)

is just about as reliable in talking about the Crosley station as he is in the other statements he has made," Mr. Harlan shot back. He charged that the reason behind the resolution was the charge of corruption by Payne whom he termed "a man of a persecution complex." He said that after making his charges against the Commission Payne was to appear later in executive session—and came back with nothing.

"There is no more testimony to justify an investigation against the FCC since Mr. McNinch became head of it than there is to justify an investigation of the Federal Trade Commission or the Interstate Commerce Commission," he asserted.

"Mr. O'Connor is the only man on the Rules Committee who has taken any interest in this matter. Of course the Republicans have gone along with him but why shouldn't they want to see the licensees engage in a mud-slinging contest?"

Mr. Harlan criticized the proponents sponsoring the resolution of the late Rep. Connery in order to appeal to the emotions of the House.

Chairman O'Connor ended the debate as he began it—with a slashing attack on what he termed the "radio lobby." He denied that Commissioner Payne's appearance before the Committee had anything to do with the action taken on the resolution. It was said two members of the Commission had voted for an investigation and compared the House floor on May 27 and delivered a speech in support of its resolution. Senator White. He reviewed the progress of radio since 1912 when the first legislation dealing with radio was passed and took the Senate into the possible future development of television. He contended, the head of the broadcasting industry involved questions of public policy, such as chain broadcasting, monopolies, newspaper ownership, the licensing, censorship and advertising—and it was too Congress, not the FCC, to deal with them.

"I conceive it to be the duty of the legislative body to determine matters of fundamental public policy and to lay down the principles which shall guide an administrative body in the performance of its legitimate functions," he said, adding: "The FCC should neither have the right, nor should it have been placed upon it the burden of determining questions of governmental policy."

Senator White made no charges against the FCC except failure to stop what he called "trafficking in licenses." He said Congress wrote the 1934 act with a provision "to prevent the assertion of a vested right in any license or in the holder in question and to grow up "all sorts of financial transactions" in connection with transmission of the airwaves.

Wheeler Lauds McNinch
Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, joined in asking for passage of the resolution. Mr. Wheeler expressed high regard for the integrity and ability of Chairman McNinch but said in view of "the internal situation" in the FCC, he thought the Senate should order an investigation.

Commissioners Appeal
(Continued from Page 18)

that no one ever charged in executive session that they ever saw an FCC member exploiting with lobbyists. O'Connor countered that McNinch, "Didn't you recognize seven lobbyists here last week?" He replied, "No.

Mr. Sabath inquired, "And no one but attorneys of the bar appear before the Commission? Are these men who are not busy appearing in one way or another trying to obtain matters before the FCC."

Cox Sees Nothing Wrong
"No one is permitted to appear before us except authorized attorneys," replied Mr. McNinch. He added that he had seen various individuals at the Commission who might be connected with radio companies. Rep. Cox thereupon exclaimed:

"I'll say for myself that I haven't heard any evidence of wrongdoing on the part of the Commission or any member of the Commission." Then another member of the committee wanted to know about program complaints. Mr. McNinch replied:

"Mr. O'Connor made the statement that he has had hundreds of letters about so-called degrading programs, and one of them has ever been brought to the attention of myself or any member of the Commission."

The discussion turned to Rep. Connery's charges published in that day's Congressional Record that the committee members were pointed out charged by inference that improper relations existed between commissioners and radio companies. Judge Sykes arose and asserted:

Deny Company Connections
"Any intimation that I have connections in any way with NBC, CBS or any radio company, directly or indirectly, is absolutely false," he will say the same," declared Mr. McNinch, "though I might say that long before I became a member of the Commission, I called in Station WJAY in Cleveland."

Mr. McNinch declared, "I have never owned a dollars worth of stock in any radio company," and Commissioner Case said he had owned General Electric radio stock but was not now a holder of any radio stock whatever. Chairman O'Connor then paid tribute to General Manager Franko of "mine at Brown" and "a fine gentle man." Rep. Sabath interjected that Mr. O'Connor met the gentleman here, but he is one of the finest citizens in America." He was asked to identify "the judge" and pointed to Mr. McNinch.

The committee session adjourned on this point, the committee members freely stating to newspaper men that no evidence of wrongdoing on the part of the commission—produced—one of them even characterizing the charges against the commissioners as "hearsay" and "farcical."

Resolution Is Reported

Making the executive session, the committee by a vote of 7 to 6 reported the resolution offered by the late Rep. William Connery (D-Mass.) whose seat is now held by his brother, Lawrence. Since the other resolutions alleging wrongdoing on the part of the commission were passed over and that of a deceased member selected, it was suggested that the Committee did not seriously regard the charges made by Mr. Payne. The hearing was then called strictly for an investigation of an alleged monopoly in radio. Rep. Cox said the testimony before the committee did not produce "a single breath of suspicion against the commissioners."

75TH ANNIVERSARY of the Battle of Gettysburg, to be held June 28—July 6, will be covered with a series of VNB dramas, climaxing in an address by President Roosevelt July 3 on the Red network.

SUMMER CONCERTS of the Edin Franko Band, will be heard for the 21st consecutive year from Central Park, New York, will begin tomorrow by CBS from June 19 to August 14.

BROADCASTING ** Broadcast Advertising
Superpower Eliminated as Issue

(Continued from page 9)

hearings at the Capitol and in the handling of its routine business. Presiding was Chairman Case, with Commission's Craven and Payne as regular members and Chairman McNinch sitting in occasionally as ex-officio member. Prac-

tically all of the examination from the bench was handled by Commissioner Craven, with FCC Coun-
gel George B. Porter handling cross-examination for the Commis-
sion.

The Chief Developments

There were several significant developments during the hearing:

1. The Clear Channel Group did not ask for immediate assignment of 500 kw. to applicant station—
it simply requested change in the rules to make 50 kw. the minimum power so as to open the way for possible future superpower grants.

2. No opposition developed to horizontal increases in power for regional stations and local stations from 1000 watts to 5000 watts and 100 watts to 250 watts respectively on a full-time basis.

3. The release by the FCC of financial statistics on the industry, based on returns to its Order No. 58, proved to be a bombshell and result-
ed in last-minute alteration of the economic and social presentation of groups involved.

4. Evidence presented by WLW in the rules and regulations case purported to show that stations "under the gun" of its 500 kw. transmitter actually have substan-
tially increased their business from NBC rather than lost such business since it began superpower operation four years ago, and that six stations have been added to the NBC networks during that time, tending to disprove economic contentions that WLW's operation spells "economic ruin" for stations in its primary area.

Present so-called clear channel stations slated for 1-B or duplicat-
ed operation under the rules made individual pleas for Class 1-A or actual clear operation. These included KFI, San Fran-
cisco; WOR, Philadelphia; and WOR, Newark.

Regions Yet to Come

As BROADCASTING went to press, only the affirmative cases for re-
tention of clear channels and for superpower had been presented. The National Association of Re-
gional Broadcast Stations, formid-
able group opposing both super-
power and retention of clear chan-
nels, had not yet begun its pre-
sentation, nor had local stations, represented by National Indepen-
dent Broadcasters.

Thus far, the hearings have been ordered from the standpoint of their conduct and examination of witnesses. Pyrotechnics which had been predicted, particularly in connection with WLW, failed to materialize. Instead, all groups that had presented their cases up to the point of BROADCASTING's deadline, had done so in orderly fashion and without recriminations or outbursts of antagonism. Commissioner Craven handled the bulk of the examination of witnesses from the bench largely along technical and economic lines. Rulings on admis-
sibility of evidence and objections were handled promptly and with-
out reservation by Commissioner Case, presiding. Commissioner Payne had asked only one perfun-
tory question during all the hear-

ings through June 14.

Heard Deals

(Continued from page 11)

tions are under entirely separate management.

Thus far the only actual appli-
cation for transfer of ownership filed with the FCC is that of KEHL to Mr. Anthony, who operates KFI and KECA in Los Angeles and who has also applied for authority to sell the latter station to Warren Worcester, of San Diego, for re-

moval into that city. The final deal for the sale of WINS to Col. O'Brien, an attorney with homes in Washington, D. C. and Seattle, awaits closing on June 20, after FCC application for transfer is to be made to the FCC. No negotia-
tions are known to be under way for the sale of KYA, San Fran-
cisco.

PAUL WING, director of NBC's Spelling Bee and formerly in charge of the nation's children's programs, has written a boys' radio book, Take It Away, Boy, soon to be published by Dodd, Mead & Co.
NAB on FCC Rules
(Continued from page 35)

In specific cases where the facts show public interest would be served thereby, the Commission undoubtedly has the duty to sacrifice preference to the local group. However, it appears unnecessary to incorporate as a matter of regulation any provision that might deny a community broadcasting service. In an individual case, the Commission through its decision could develop the standard of local residence as between competing applicants as a matter of Commission policy. Such a decision could serve as guide for the industry and for future Commission action. The Commission, of course, familiar with the language used by the U. S. Court of Appeals for the District of Columbia in the Potville case wherein it was said:

"If the Commission should be of the opinion, upon reconsideration, that the application ought not to be granted because a stranger to Potville has a similar local interest in the applicant corporation, and should announce such a policy with relation to the grant of local station licenses, confining them to local people, we should not suggest substitution of another view. But is saying this we are not mindful of the obvious fact that such a rule might seriously hamper the development of backward and outlying areas."

Technical Experiments
We desire to urge upon the Commission the same doubts as were expressed by the court concerning the wisdom of such a policy.

The third of the proposed regulations to which the NAB excepts is subsection (b) of section 3, rule 31.12. This is the regulation having to do with special experimental authorizations. The NAB has urged that subsection (b) be stricken.

It is obvious that the Commission desires to encourage and foster technical experimentation. To prohibit the commercial utilization of special experimental authorizations might constitute a backward step and remove an incentive for individuals within the industry to devise new and improved techniques. It is our position that this provision is unnecessary and that its deletion from the regulations will in no way inhibit the Commission in the proper exercise of its regulatory powers to achieve whatever results were intended by the rule.

It is desired to observe at this point that should this particular provision be adopted and enforced retroactively considerable hardship and confusion would result. Commission records show that at the present time there are a total of 22 licensees which now hold special experimental authorizations. These facilities are being utilized for commercial programs. Among the outstanding special experimental authorizations, 10 broadcast stations which formerly shared time are now operating full time. Under the proposed regulations and the Inter-American Treaty, provision has been made for each of these stations to ob-
tain a regular assignment. Five
regional stations, which were
granted increases in power by ex-
perimental authorizations because of
interference from foreign sta-
tions, will be accommodated on a
regular basis when the treaty is
ratified. The hours of operation of
two part-time stations were in-
creased by an experimental grant
and provision has been made for
these under the new rules. Of the
remaining five, four are doubtless
to be provided for by the new rules
and the fifth, WDW, will have a
hearing upon the renewal of its
grant following this proceeding.

When the proposed rules become
effective and the treaty is ratified
this time will be required to file
and perfect the application to obtain
the regular grant. Additional time
will be required in many instances
for the installation of new equip-
ment. Presumably this particular
provision if adopted would be sus-
pended during the interim between
its effective date and the time the
present experimental licensee gets
on the air under his regular assign-
ment. Doubtless some of these li-
censees will appear individually at
these proceedings and ask for
clarification of this point. How-
ever, it is submitted that should
this particular provision be adopt-
ed appropriate language might be
included to assure the present ex-
perimental licensees that the rule
is intended to operate only prospect-
ively.

The final point which will be
dealt with here concerns the pres-
ent licensing policy of the Commis-
sion. The NAB has suggested that
Rule 31.14 should be amended by
providing for a normal license
period which corresponds with the
maximum period provided in the
Communications Act of 1934, and
in any event for a period of not
less than one year.

I have undertaken on another
occasion to express my own views
and those of the industry on the
question of the short-term license.
I do not desire to be repetitious,
but it is necessary to some extent,
to express the views of the indus-
try.

The hearings on these regulations
are an important step in the ev-
olutionary development of radio in
this country. The Inter-American
treaty is another signal advance
wards technical stability.

The NAB hopes for the immedi-
ate ratification of the treaty. When
this agreement is made effective,
the problems of interference with
our neighbors to the South and the
North will have been settled. The
threat of a race for power by
border stations and the occupany
of frequencies utilized by broad-
casters in the United States will
have been removed. The negotia-
tion of this agreement constitutes
a genuine service to the American
city and to broadcasters. Failure
to ratify by this nation would, in
our opinion, be a major catastro-
phic as in future negotiations for
other agreements, this nation could
not expect to maintain the advan-
tages it now possesses.

With the adoption of these regu-
lations and the ratification of the
radio, this nation will be in a position
and to broadcasters. It is the opinion
of the NAB that an extension of the
present license period is an im-
portant part of the opportunity
now presented for greater useful-
ness of radio.

Paley Awards Trophy
WILLIAM S. PALEY, president of
CBS, on June 9 presented the sec-
ond Paley Amateur Radio Award
to Robert T. Anderson of Harris-
burg, Ill., for valiant service dur-
ing the 1937 flood emergency in the
Ohio River valley. At the presen-
tation luncheon Rear Adm. Russ-
ell Randolph Wearsie, Command-
dant, U. S. Coast Guard, and Cap-
tain Stanford C. Hooper, U. S.
Navy, joined Mr. Paley in praising
Anderson and the 55,000 North
American amateur radio operators
for their work in times of emer-
gency. George W. Bailey, vice-
president of the American Radio
Relay League, spoke on behalf of
his organization, which retains
permanent custody of the master
trophy, an abstraction symbolizing
amateur radio designed by Alex-
ander Calder.

AFRA in Toronto
AMERICAN Federation of Radio
Artists has chartered a new local
in Toronto. AFRA negotiations
with NBC and CBS are nearing
completion, with most of the points
agreed on and a tentative schedule
of salaries for sustaining network
programs now being worked out.
As soon as this schedule has been
approved AFRA will concentrate
on its second task, of agreeing with
the AAAA on a similar schedule for
commercial network programs.

TO PROVE the value of naviga-
tion on the Arkansas River, 100
Tulsa businessmen took a tour of
inland ports. On the train were J.
T. Griffin (right), president of
WLW, and Wm. C. Gillespie,
RTUL general manager, who were
so pleased with the successful tour
that they opened shop in their
stateroom, started shaking hands.

Ideal for
 星 Advertising Agencies
 星 In mapping spot and network
 campaigns
 星 Radio Advertisers
 星 In mapping markets and
 campaigns
 星 Station—Sales and Engineering
 星 In defining coverage, market and
 areas
 星 Station Representatives
 星 In mapping stations

Prices
Single Copies 35c
10 or More Copies 25c Each
10% Discount in Quantities
of 50 or More

Broadcasting

WEB C
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Broadcasting

June 15, 1938 - Page 67
Waltman Manages KRIC

W. L. WALTMAN, who built and operated KALB, Alexandria, La., of which he was general manager until early in June, has been named general manager of the new KRIC, Beaumont, Tex., authorized last February by the FCC to operate with 100 watts on 1420 kc. Construction of the station started June 1 and it is expected to go on the air early in July. James F. Mannship, chief engineer of KALB, will take the same post with the Texas local, KRIC's license is held by B. A. Steinheagen, former mayor of Beaumont and president of the Steinheagen Rice Milling Co., Beaumont; D. C. Proctor, wholesale druggist, and T. N. Whitehurst, an insurance man.

Radio’s Role at AFA Meeting

(Continued from page 15)

he said, “we have found the turn-over, or cumulative audience reached in the course of a week is one of the foremost reasons for the terrific success of programs heard five times a week in the daytime.” He reported that one program with only a 3% listening rating actually reached a 12.8% total by use of an automatic recording device—but different listeners were tuned to the program on different days.

Fears Overcome

Roy C. Witmer, NBC vice-president, told the 50 broadcasters at the NAB sales conference that whereas advertisers formerly feared Sunday, Thursday and daytime programs, they have overcome these fears and similarly are overcoming a prejudice against summer sponsorship.

He stated as reasons the improved signal strength, better receivers and better summer programs.

Mr. Witmer explained that NBC’s summertime sales this year will be better than 1937 despite the depression. He said that use of home-consumed products in summer is equal to their use in winter. He described the market as one that if a program is discontinued, everyone notices. This, he added, is not so with other media.

Paul Blakemore, president of Coolidge Adv. Agency, Des Moines, advised a four-sided program gearing radio to the moderate budget. This program comprises: Make adent in listener consciousness; intensify delivery and sales cooperation; inform advertisers of the good job being done; gear programs to basic advertiser problems.

Growth of ‘Lone Ranger’

Charles W. Hicks, sales promotion manager for WXYX Buffalo, traced the remarkable history of the Lone Ranger, which started sustaining in January, 1933, and was taken by Gordon Baling Co. in November of that year. Gordon has sponsored it ever since.

The Lone Ranger, Mr. Hicks told the NAB group, meets all program requirements. By entertainment value it holds the audience and sells the product, he explained. It appeals to children who ask elders to buy the product; it has features for indefinite life; is effective for both rural and urban audiences; lends itself to frequent schedule.

From the beginning Gordon has confined its entire budget to the Ranger buildup, which includes dealer, sign, and counter and window cards. In 1937 a test offer of a map was broadcast and 500,000 were mailed.

Mr. Hicks cited as an example of Lone Ranger promotion the methods used by Schulze Baking Co., Cincinnati. WXYZ, a sales meet was held, with an audience of the program, then street-teams, newspaper publicity, post card mailings to retailers distributing the product and tie-ins with the Lone Ranger movie serials were arranged. The greatest concern in transcribing the program, he said, is the preservation of the voices.

Ford Commentator Explains

W. J. Cameron, public relations director of Ford Motor Co., Detroit, whose social and economic comments on the CBS Ford Sunday Evening Hour are said to have aroused New Deal resentment, explained that he attempts to give the public true facts about the place of industry and business in the social structure. Many half-truths about business and industry are told, he said, "and need the other half.” Mr. Cameron said that “destructive advertising” in the form of newspaper headlines kindled a fear psychology that started the recession. Actually there is no economic reason for the recession, he claimed.

The award offered by the Public Utilities Advertising Assn. was won by Southern California Edison Co., with its program, Women’s Forum, sponsored by the Electrical Home Institute of Southern California. Announcement of the winners in about 50 classifications was made at the Tuesday session by H. J. Rowe, chairman of the better copy contest committee and advertising manager of the Iowa Electric Light & Power Co., Cedar Rapids.

The Women’s Forum won the award by reason of the “exchange of ideas and discussion of all subjects of interest to women.” The program, a 15-minute daytime show presented daily, was started in 1934, and features three types of entertainment—factual talk of interest to women, a so-called “fact and fancy” type of program, descriptive interesting, unique and unusual facts, and guest programs.

The show originates over KNX, Los Angeles, and is now being used by several other utility companies through Radioaid Inc., Hollywood. Larry Wolters, radio editor of the Chicago Tribune, judged the contest entries.

In announcing the radio winner, Mr. Rowe stated that a considerable number of utilities now were using radio for advertising, but that many of their programs could be improved in shape for contest submission.

Thomas, Coughlin Speak

Lowell Thomas, Sun Oil Co. commentator and president of the Advertising Club of New York, declared in a speech of tribute sent to the convention that since all radio programs are purely entertainment, radio advertising should not stress the entertainment angle. He stressed the value of making listeners name brands and brand names by adroitly woven phrases, by merely putting the names of names like “Sun Oil Company” and “Esso” in the ears of the radio audience, and congratulated advertisers on making radio advertising entertaining.

Fr. Charles E. Coughlin of the Shrine of the Little Flower devoted much of his address on “Religion in Advertising” to urging that Christian principles of truth be adhered. He stated that religion was definitely in favor of advertising, and that the Bible was studded with instances where the ancients used the equivalent of advertising in their day to proclaim their words.

Alex Dow, president of Detroit Edison Co., described the peculiar problems facing utility companies in their advertising.

Originating at the convention, a round-table discussion on The Mission of Advertising was broadcast on NBC June 15. Participants were Prof. Donald H. Haines, University of Michigan; Allen Schoenfeld, Detroit News; Roy Durstine, BBN; Raymond Rubicam, Young & Rubicam; and David M. Noyes, Lord & Thomas.

Several hundred of the conventioners danced June 15 to the music of a WWJ, Detroit, orchestra, led by Tommy Dorsey. The wives of the AFA members had as a high spot of their day's entertainment

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BROADCASTING • Broadcast Advertising
a trip through the new studios of WWJ.

Mrs. Bert W. Hendricksen, chairman of the American Home Department of the New York State Federation of Women's Clubs, New York, made a deep impression on her audience in her talk on "Mrs. Consumer in the World of Tomorrow".

She particularly emphasized radio, saying that radio as a medium depends upon the friendliness or antagonism aroused by the commercial. She said: "When, as in the case of one weekly program, the commercial takes one-third of the total time and includes ballyhoo and fairy tales impossible to believe, consumers remember the product name, but not curiosity. When, as in the case of a certain cereal, the commercial is brief, in clever poetry form and definitely humorous, they also remember the product name, but with disgust and curiosity. When, as in the majority of cases, the commercial is just straight selling and over 30 seconds in length, they turn down the dial until you finish. Though they may tell you the name of the radio stars you feature, they do not know or care what product pays their salaries. Advertisers should realize that radio listeners in all income groups tune out the commercial unless it is extremely brief, and not too boring. You would be disagreeably surprised to discover how much they do consider boring!"

Allan-Alsop-Eddy Firm Enters Disc Business

FORMATION of a new transcription service, Allan-Alsop-Eddy Radio Recording Corp., with offices at 29 W. 57th St., New York, has been announced by James H. Allan, president. Mr. Allan was formerly with the Canadian Broadcasting Commission; NBC in New York, WBAL, Baltimore, WRC, Washington, and Broadcasting Abroad, New York. Personnel includes former Carleton W. Alsop, head of the former Alsop Radio Recording, president; Ezra B. Eddy, formerly president of the E. R. Eddy Match Co. of Canada, vice-president; William Lundell, formerly with NBC, promotion manager; Raymond Burgess, formerly with Johnson & Johnson, Westinghouse, and E. R. Squibb, executive sales manager. Joseph Sponseller, who has been with A. T. & T., RCA Communications, CBS, Gruver Electric and Southern Radio Corp. of South America, is chief engineer, assisted by Paul Darrell, formerly with British Broadcasting Corp. J. Ernest Cutting, formerly with NBC artists' service, is producer and artists' service representative for the corporation.

KMLB Hit by Storms

LIGHTNING struck the tower of KMLB, Monroe, La., June 8, destroying the antenna equipment. Engineers got the station back on the air in a half-hour. Next day a gust of wind blew the 246-foot tower to the ground. It fell across the antenna building and house and again destroying tuning equipment.

RADIO PLAYWRIGHTS

Air Employment Now Luring

Broadway Writers

RADIO offers a solution to the problem of supporting young and underprivileged playwrights, just as it has aided actors, according to a recent article by Herbert Drake in the New York Herald-Tribune. With the theatre unable to support its own actors, the air offers a lucrative form of employment, the article adds.

Playwrights who originally scored broadcast affiliations are now deeply interested, especially since it is rumored around that Maxwell Anderson received $10,000 for each play delivered to NBC. Literary agencies are now starting to represent established radio writers as well as Broadway playwrights. Mr. Drake writes, with emphasis placed on younger and unknown writers.

New Arizona Station

USING Western Electric equipment throughout and erecting a studio and transmitter building entirely as a Mexican motif, the new KWJB, Globe, Ariz., expects to get under way on or about July 15, according to Bartley T. Sims, formerly musical director of KEHE, Los Angeles, who will be its manager. Mr. Sims, his father and brother will be licensees of the station.Authorized in March by the FCC to operate with 100 watts power and 250 day on 1210 kc. A 204-foot tower fabricated by Allison Steel Co., Phoenix, is being erected. Transradio Press service has been ordered. The only staff selection thus far, according to Mr. Sims, is William Schmitz as chief engineer. He will leave a similar post with KOY, Phoenix.

JCRR Holds Meeting

MEETING of the Joint Committee on Radio Research was held in New York June 3, with the leadership of the 16 members present. Group reviewed the progress of the technical subcommittee on methods, but took no action. Neither was any action taken on the appointment of a new secretary to succeed Paul Peter; who resigned June 1 to become research director of the NAB.

Colorado Program

COLORADO Chain Stores Assn., Denver, (political) on July 25 will start a 16-week campaign on KOA, that city. Program will be titled "Colorado's Hour" and is to be similar in format to California's "Hour" which was broadcast on California stations approximately two years ago under sponsorship of California Chain Stores Assn. Series will be produced by Lord & Thomas, under direction of Jack Runyon, assistant manager of the agency's Hollywood radio production office.

KOLU, new local at Safford, Ariz., on 1420 kc., will go on the air about Aug. 1, with John Merino as manager and chief engineer. Reminder of the staff has not yet been chosen, reports Mr. Merino.

What outside station wouldn't give a "pretty" to add this $177,939,000 trading area, with its 98,400 radio families, to its coverage statement to national and regional advertisers?

But alas, there are the mountains hemming in thousands of people ready to be sold. ISOLATED from all dependable NETWORK Service, their sole dependable radio reception is from WTBO ....... the station with programs tailored to their tastes.

It's all yours for the asking ....... but when "asking" ....... do it over WTBO ....... The ONLY Station serving this rich market consistently and effectively.

To National Advertisers WTBO is a MUST Medium.

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Favors WFAB-WEVD Deal

THE proposed sale of WFAB, New York, to the Debs Memorial Radio Fund Inc., operators of WEVD, with which it shares time, was recommended to the FCC for approval June 3 in a report by Examiner Branhall. WFAB operates with 1,000 watts on 1380 kc. On the same frequency are WBBR, Brooklyn, and WHAZ, Troy, N. Y., thus making the time-sharing arrangement a four-way division. Under the proposed purchase, for a price of $85,000, the combined WFAB-WEVD would have 86 hours per week on the air. Owners of WFAB are Paul F. Harron, lessor of TNN, Trenton, and onetime part owner of WPEN-WRAX, Philadelphia, and Joseph Lang, of New York.

Livable Homes on MBS

LIVABLE HOMES, cooperative organization for the home furnishing industry, will start the use of radio about Aug. 15, on a Mutual network of six stations. The group is composed of representatives from the floor covering, paint, wallpaper, fabric and furniture fields. Gladys Miller will be the home commentator in the program, to be played by Serena Boyle. The program, to be known as Movie Room Cues, was tested live during the winter for 26 weeks on WOR, Newark, WLW, Cincinnati, and used for 13 weeks by Bigelow-Sanford Carpet Co. by transcription on 86 stations. It has previously been called Hollywood Room Recipes. Mutual stations to be used are WOR, WLW WGN CKLW WCAI, WHK. The program will run for 39 weeks, not consecutively, but with a six-week break in the winter and seven weeks off in the summer. Joseph M. Koehler, head of Radio Events, New York, is handling the program, which is placed direct.

Gas Discs Renewed

RENEWING the Mystery Chef broadcasts on NBC for another 56 weeks, Regional Advertisers, a cooperative advertising association of local gas companies, announced that in the 2½ years the program has been on the air it has produced 2,885,000 contacts. Chicago gas company offices for recipe booklets offered on the broadcasts. Program would secure through McCann-Erickson, New York, promotes the use of gas, not only for cooking, but also for refrigeration, water heating and house heating.

BASIC RED NETWORK programs, plus alert showmanship in local program-building, have given WOW dominance in Nebruska. The extent of that dominance—in the seven major cities of the area—is accurately measured and graphically portrayed in WOW's recent survey that counts ears. Thousands of copies of the survey—illustrated above—have been distributed among advertisers, agencies and radio executives. A second printing now makes them available again. Write for your copy.

Page 70 • June 15, 1938

KQW SAN JOSE CALIFORNIA

Santa Clara County Is California's 5th Radio Market

42,960 Radio Families 1 Radio Station

Full Mutual Don Lee Network Schedule

Representatives

John Blair & Company

PERMANENT GROUP FOR LOCALS URGED

TO FLANK the permanent organization set up by both clear channel and local stations, a proposal that the NAB foster the creation of a permanent group of local stations was adopted by the stations comprising the ninth NAB district (Wisconsin and Illinois) at a meeting in Chicago last month.

A resolution offered by Father James A. Wagner, WHBT, Green Bay, Wis., pointed out that the locals were not organized and that important matters affecting allocations were decided by the FCC. The resolution concluded that local low-powered stations of the ninth district petition the NAB board to designate a committee to organize local stations along the same lines as the clear and regional groups. It was recognized that the problem presented is not one that can be properly handled by the NAB because it concerns conflict in interest between NAB members, and local stations therefore should fix it.

No mention was made in the resolution of the existence of National Independent Broadcasters, organized several years ago under the leadership of Edward A. Allen, WLA, Waukesha, Wis.

The meeting also discussed music copyrights and program solicitation. Walter J. Dazem, WMJ, Milwaukee, district director, said NAB headquarters has been asked by the group's attorney to suggest compilation of a list of all suits by artists against stations with a recommendation that the NAB take a stand if any question of purported copyrighted scripts sent to stations resulted in a recommendation that the NAB look into this matter and decide on just where stations stand when using such programs as "question bees" and other questions and answer programs, spelling bees, etc., following receipt of purported copyrighted scripts, even though the stations do not use the actual scripts.

A suggestion that the NAB investigate the matter of sheet music sent to stations with a "performing license" was advanced. Following a long discussion it was recommended that the NAB prepare a typical rate card using the standard AAA form. The idea was that the NAB should once and for all definitely recommend standard units of time, sales and discounts.

KDNT Goes on the Air

WITH many Texas notables in attendance, the new KDNT, Denison, Tex., 100 watts daytime on 1420 kc. authorized last February by the FCC, went on the air June 1 with a dedicatory program that included a remote from the Texas College for Women and address by Gov. Allred. The station is owned and managed by Harwell V. Shepard, with Jack Wallace, formerly with KBUR, Tex., as program director; William Honeycutt, formerly of KADA, Ada, Okla., chief engineer, and Arthur Douglass, formerly of KBUR, as station manager.

Attending the dedication were James Jeffries, Eddie Deese and Ralph Nixon, DDS, of WFAP, Lufkin; John Thorwald, WRR, Dallas; C. W. Rembert, KRLD, Dallas, and artists from various Texas stations.

Another Fidler

Radio has another Jimmie Fidler besides the fast-talking Hollywood commentator, Radio's Original Weatherman of WOR, Muncie, Ind., who has just published some tips on weather broadcasts. The Hoosier Fidler, former director of the weather bureau at Ball State Teachers College, Muncie, has been reporting the weather for WLBC several years.

WFIL to Dedicate $350,000 Project

WFIL on June 17 will dedicate its $350,000 expansion project, including new studios and a new transmitter with an elaborate all-day program, according to Donald Withycombe, general manager. Seventeen special programs will be broadcast during the day, including an exchange of salutes with the WBO and Mutual networks.

Among prominent persons scheduled to participate are Senator John W. Mccarthy, Indianapolis, Ind., W. Earle, Mayor S. Davis Wilson, Superior Court Justice Arthur James and Robert Watt Tyler, Lieutenant, Commandant of the Philippine Navy Yard. Many outstanding artists will participate. Among other noted guests will be Gladstone Murray, general manager of the Canadian Broadcasting Corp., Philip C. Staples, president of Bell Telephone Co. of Pennsylvania; Charles E. Grakelow, president of the Poor Richard Club; Jack Dempsey, and Jimmy Wilson, manager of the Philadelphia National's.

The day's programs will get under way when Mrs. George H. Earle and Mrs. Gustave Ketterer present to Samuel R. Rosenbaum, WFIL's president, a facsimile of the original copy of the Constitution on behalf of the National Constitution Commemoration Committee for the service rendered by WFIL in connection with the Constitution celebration. The new RCA 5 kw. transmitter will begin operation June 17 when Mayor Wilson proclaiming the key releasing a clutch breaker. The transmitting system was designed by Paul Godley, radio engineering consultant, and Frank V. Becker, WFIL's chief engineer. A single 300-ft. Blaw-Knox antenna has been built.

Are your Sound Effects up to Standard?

A complete, quality catalog of unpurchased finished sound effects, such as gongs, bells, claves, cymbals, resonated from life and released on quiet, unbreakable Victrola Records, is available to the radio world throughout the world. Write for catalog.

The World's Most Complete Advertisement

BROADCASTING • Broadcast Advertising
A TESTIMONIAL dinner was held June 4 in honor of Albert N. Dennis, labor commentator heard weekly on WJZV, Washington, on the occasion of his 200th program. Mr. Dennis started his Labor News Review series in the summer of 1934 and has missed only one program since that time. The testimonial was arranged by the Washington Union Label League. Three broadcast stations marked the event, one on a CBS hookup, Labor News Review is credited with the longest consecutive run of any labor program. Many nationally prominent persons participated in the testimonial, including Harry C. Butcher, CBS Washington vice-president.

WFOR, Hattiesburg, Miss., has renovated studios and equipment and has purchased WE amplifier, tunable, control cabinet and equalizer, as well as two Gates preamplifiers and one Gates monitor amplifier.

HARRY MAIZLISH, general manager of KFWE, Hollywood, has canceled all dance band remotes. They are replaced by a nightly 15-minute variety program split into quarter-hour segments for sponsors.

Seek to Move KMMJ

REMOVAL of KMMJ, Clay Center, Neb., to Grand Island, Neb., is proposed in an application filed June 8 with the FCC. The 1,000-watt outlet which operates daytime on 740 kc. would locate its studios in Grand Island and its new vertical antenna at a point just east of Phillips, Neb. The station, which specializes in farm programs and is managed by Randy Ryan, is owned chiefly by manager, Manager Hollister, manager of KANS, Wichita.

Visual Standards

(Continued from page 18)
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

MAY 28 TO JUNE 14, INCLUSIVE

Decisions...

JUNE 7
MISCELLANEOUS—NEW. Cascade Bstg. Co., Everett, Wash., granted con-
dition hearing and denied with prejudice ap-
plication, CB; NEW, Yakima Bstg. Co., Cleve-
land, denied postponement decision on Food Term-
ninued hearing as to WKBW granted, auth. take deposition; NEW, Citron A. Tallow, Provo, Utah, continued hearing on.

JUNE 8
WHB, Greensboro, N.C., continued hearing Sentinel Bstg. Corp., East-
rige, Pa., to same date as WHB amended applic.; WPG, Atlantic City, dismissed without prejudice applic.

Labor Board Certificates Guild for WTCN Staff

The American Newspaper Guild of Minneapolis and St. Paul was granted as an exclusive representative of all employees of Minnesota Broadcasting Corp. at WTCN, Minneapolis, and its business office in St. Paul.

Applications...

MAY 31
WBVR, New Bedford, Mass.—Mod. li-
cense N to 180 kW.

WBAY, Rochester—License for CP in-
crease.

JUNE 3
WLAW, Lawrence, Mass.—Change D to 1,000 kW.

KFJZ, Fort Worth—CP new station.

JUNE 5
KSAM, Huntsville, Tex.—Mod. CP an-
tenna, trans., studio sites.

KVOS, Moorhead—Minn.—License for CP in-
crease.

IN BRIEF

WIRS, Chico, Calif.—Auth. transfer con-

JUNE 9
WNTJ, Trenton—License for CP new trans., directional antenna, move trans., direction.

WMBQ, Green Bay—CP change to un-
its 250 w etc., amended to 1,000 w.

KWEN, Wayne—License for CP change.

KFAQ, St. Cloud, Minn.—License for CP as mod. new station.

WEJ, New Bern, N.C.—License for CP new trans., etc.

Labor Board Certificates Guild for WTCN Staff

The American Newspaper Guild (CIO) of Minneapolis and St. Paul was granted as an exclusive representative of all employees of Minnesota Broadcasting Corp. at WTCN, Minneapolis, and its business office in St. Paul. On June 11, the National Labor Relations Board ruled on one petition and one complaint, and took actions on another.

The Board action was based on company membership cards with a list of the 17 employees, resulting in a finding of a majority representation for the Guild. The National Brotherhood of Electrical Workers, Local 292 (AFIL), which had intervened in the case, withdrew in favor of the Guild to avoid jurisdictional dispute.

Finn Duplex Tests

TO TEST duplex transmission and reception of regular broadcast and facsimile programs on a single channel, W. G. H. Finch, facsimile inventor and president of Finch Telecommunications Laboratories Labora-
tory, New York, has announced its duplex transmitter, W2XBF, has been modified to deliver a power of 1,000 watts and designed to operate in the ultra-high frequency band 31-31 mc., the newly modified transmitter will now undergo a series of tests prior to its operation in New York by early fall.

SIR JOHN REITH, director-general of British Broadcasting Corp., has been named chairman of the Aeronautics Board of Great Britain.
Wed in Drovers
A MARRIAGE epidemic is sweeping WOW, Omaha. The recent marriage of Rose Copurran, hostess, to Tony Nitter was hardly over before Announcer Kay Olsen announced that he would shortly marry Ruth Ringuist of WNAX, Yankeetown, where he formerly worked. Still two more June weddings are in sight, with WOW Secretary Pauline Tully scheduled to be wed to Joe McDonald June 18, and WOW Engineer Glenn Flynn marrying WOW Assistant Traffic Manager Mildred Nelson June 27.

Seek to Buy WQDM
GLENN D. GILLET, consulting radio engineer, in partnership with G. S. Wasser, have completed negotiations for the purchase of WQDM, St. Albans, Vt., 1,000-watt daytime station on 1380 kc., and will shortly file an application with the FCC for transfer of ownership. Mr. Wasser, formerly with the Gene Furgason representation firm, is now managing the station. Present owners are E. J. Regan, who would remain as chief engineer, and F. A. Bostwick, who would remain on the program staff. Application has already been filed with the FCC for full-time operation.

Bound To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of the future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $2.50 Postpaid
(Your name in gold 25c extra)
BROADENING its cycle of service to listeners and commercial clients alike, Don Lee Broadcasting System, Los Angeles, has started a Consumer Education Bureau to sell merchandising follow-up problems of advertisers according to Lewis A. H. WJBK, Detroit, has announced. Evelyn Blewitt, Pacific Coast authority on consumer education, has been placed in charge. The Bureau may be contacted by the advertiser for consultation without cost," Mr. Weiss said. "Likewise, research facilities and material—case histories of successful campaigns where possible—are available to the advertiser as part of the network's service. Consumer activities are constantly featured in the market. Here, the Don Lee network's Consumer Bureau serves the consumer by teaching the value of truthful advertising. Women's clubs are constantly contacted to defeat the critically sensational type of literature so prevalent, which is destroying the confidence of the buying public. These club members and housewife-consumers, organized as 'truth testing consumer groups', are pledged to the crusade by written endorsement. Their interest and attention to the broadcast and the advertiser's product are solicited by twice-weekly newspaper insertions.

* * *

**Snaps for Guests**

SNAPPING candid shots of studio visitors and sending prints to them is newest promotion wrinkle of KFYR, Bismarck. Pictures of themselves against background of working artists and studio interiors go over big with visitors, KFYR declares.

Recipes in Polish


Corn From Cedar Rapids

TO ADVANCE listener interest in Cornstubb Nox, broadcast over a special mid-western network, the promotion staff of WMT, Cedar Rapids, turned out 10,000 copies of a 5-column weekly representing the paper published by Toby and Snaps, the current Cornstubb program and formerly featured on National Barn Dance. Five thousand postcards were mailed to listeners who requested it, the remainder distributed through grocery stores for bakers of Peter Pan Bread, sponsors. Cornstubb Nox originates in Cedar Rapids studios of WMT and is carried by WOW, Omaha, WHBF, Rock Island, KMA, Shenandoah, WCAZ, Carthage.

WBAL in Show Windows

WBAL, Baltimore, by arrangement with 45 Reed Drug Stores, largest Maryland chain, offers advertisers a place in "WBAL windows" appearing in five stores at a time for a full week each, beginning June 15. Each window has large "WBAL man" as background, with balanced display of program talent photos and products sold by program. The offer is open to new advertisers as well as old, with displays aggregating several months' exhibition.

Grapevine Promotion

TO STIR listener interest CJCJ, Edmonton, Alta., uses what it calls the "grapevine system", dispatching program memos to its staff members each fortnight which tell them to plug the shows to four friends, who in turn pass the word along to four more friends, ad infinitum. The idea has all the possibilities of a chain letter, says CJCJ.

Tags and Buttons

KPVO, Missoula, Mont., has equipped autos of employees with metal call-letter silhouettes surrounding license plates. Male staff members wear chromium and ball lapel buttons with call letters.

Pharmaceutical Greeting

GREETING delegates with a special 15-minute "salute program" and cards listing all drug products advertised on the station in June, KSFO, San Francisco, will impress on the California Pharmaceutical Association its dedication. At the Oakland June 19-22, its slogan: "June means vacations, but not in the advertising of 100 per cent. Two CPAs will be interviewed by Walter Guild, KSFO producer, on the subject. Eight of the company's delegates in Oakland will adjoin their convention for 15 minutes to hear themselves saluted by radio.

Baseball Premiums

TWELVE packages of Elam's Poofs Ye were among the many lucky ticket numbers at each semi-pro baseball game in Chicago and a day or two after they are the winning pitcher of the same game. Elam Mills, Chicago, sponsors The Salute of Fame, a baseball resume on Saturday evenings on WCBI, that city. Fans are given "Baseball Eyeballs" written by Babe Ruth for coupons distributed in yeast packages.

Prizes for WPTF Listeners

NIGHTLY on WPTF, Raleigh, N. C., the WPTF on Parade program offers a letter plate and $100.00, with three cash prizes awarded every week for best 100-word letter about WPTF. "... not your regular "Wise Guy '" because it is "Wise Cinema." The program features studio orchestra, vocalist, organist, guest stars and interviews with department heads.

Young Mouths Water

KIDS ARE already flocking into WTMV, East St. Louis, every Saturday morning following announce- ment that Edwardsville Creamery, coming sponsor of weekly Kiddie Jamboree, will give free ice cream to program listeners, although give-away does not begin for several weeks. Charles E. Barnhart, WTMV feature writer, currently conducts Kiddie Jamboree.

Again and Again

MORE THAN 10,000 listeners responded to a mailing kit offered on two broadcasts of NBC Club Matinee, a six-weekly afternoon show on NBC-ERF, Chicago, according to an NBC promotion piece titled "WENR-WLS Does It Again and Again." The listeners of the two stations are jointly advertised.

KWOS Special Train

ARRANGING a special excursion train to carry Jefferson City fans to the St. Louis, New York Giant double-header at Sportsman's Park, June 12 KWOS, Jefferson City, and Kellogg Co., sponsors, St. Louis, will use the St. Louis Browns broadcasts over KWOS, gave listeners a real-life taste of what they hear on the radio.

Through a WOR Keyhole

OUTSTANDING among the year's humorous promotions is one by WOR, New York. But how about the"What Goes On Here" booklet containing some of the funniest sayings that have been recorded in the best whimsical style of Joseph Creeper, promotion manager of the station.

Long-Eared Listener

JACK GRaney and Pinky Hun- ter, Wheaties and Mobiglas baseball ball commentiers of WCLE, Cleveland, offered an autographed baseball to the listener reporting reception from farthest point. Tudy Letters in 40 States, but the winner was Raymond G. Vorth- man, USS Tracy, Pearl Harbor, T.H., who said the game a: 9 a.m. (his time) and gave complete resume of several innings in letter. During the contest Graney and Hunter received a cable from Al Sutphin, president of Arena Co., claiming reception and asking that a ball be sent to him at Paris, France. Since he had sailed the previous week, his message was barred because he knew the contest was scheduled.

WRVA Bee Winners

CHOICE of a one-year scholarship in a Virginia college or $150 cash went to the Virginia high school senior who won the Scholarship Spelling Bee of WRVA, Richmond. Twelve winners of weekly elimination contests met in finalsGraney and Hunter, which was sponsored by Co- lumbia Furniture Co. of Richmond and conducted by Randolph Petz- erers and Irving Abellof of WRVA. The winner, Floyd Evans, will use the money for college expenses.

Plugs for Pugs

BUICK DIVISION, General Mo- torsCorp., Detroit, sponsoring the 1938 Bright championship dog fight between Joe Louis and Max Schmeling June 22, to be described on Mutual, asked listeners to send in copy of their dog's showmanship with hand drawn cartoons pointing the name of the fighters follow, and room for checkmarks; window posters in four's oblong shape, and listener's name and address with a counter cards for dealers, Agenc, is Arthur Kuddner, New York.

Mail Bag at WLW

FOURTH annual WLW "Mail Bag" picnic was held at Sharon Woods, near Cincinnati, June 11, with WLW-99 Postmasters, and Ewa Pownall welcoming more than 1,000 members of "Mail Bag" clubs from around the Midwest. On a special early morning broadcast Miss Pownall presented off WLW radio club. Members of WLW-WSAI artists staff, with Charles Dameron as emcee, entertained over p.a. system.

By Popular Demand

OVER 15,700 letters were received in a week when Jimmy Scribbner, who does The Johnson Family Picnic, is issued on Wednesdays and Saturdays, asked listeners if they thought they should recess the program for the summer. Several figures applied only to WOR, Newark. In accordance with demand the serial started its summer schedule June 15.

**INS Promotes**

INS Promotes IN A recently issued 40-page brochure, Some Secrets of Success in Broadcast Advertising, International News Service presents testimonials from INS-users in radio, ad reprints, facts and figures. Comprising 60 pages, the book is metal-clasped on a green cover with hand-lettering in white.
Field broadcasters like it because IT'S HIGH FIDELITY COMPACT ONE UNIT

The RCA OP-5 Field Amplifier has other important features, too!

1. EASY TO CARRY... EASY TO OPERATE! Easy to carry through doors — completely enclosed in sturdy aluminum case with removable cover. No projecting knobs. Convenient carrying handle at top. Only one unit — no battery cables; flick the switch and you're ready to go.

2. UTMOST ACCESSIBILITY Batteries easily reached — all parts readily accessible for inspection. High quality components — ladder type mixers.

3. TEST-PROVED CONVENIENCE Four mixers and a master gain control. Designed for use with high quality, low level mikes. Functional knobs preferred by operators — by actual tests.

4. SPECIALLY BUILT TUBES New, low microphonic, high gain RCA 1609 pentodes especially designed for long battery life. Draw only 1/4 amp. at 1.1 volts, filament.

5. HIGH FIDELITY; LOW DISTORTION High fidelity operation — distortion below 1% RMS from 50 to 7500 cycles. Response uniform to — 1 db., 30-10,000 cycles. Noise level — 58 db.

Use RCA Victor Tubes in your station — for finer performance.

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www.americanradiohistory.com
Scene: NEW YORK HEADQUARTERS
A company president tells his sales manager and advertising manager:

"Your men in the field are certainly all hopped up about our new show on WLW. That's the smartest move we ever made."

WLW - The Nation's Station

CINCINNATI