Local Lesson

The greater WOR is a local station in New York and Philadelphia (a 7-billion-dollar market). National advertisers are beginning to learn the lesson WOR teaches: “Supplement your national broadcast with a follow-up on the local station that commands a constant audience.” It must be a good lesson—our business for the first four months of this year is 30% ahead of last year.
News in the Philadelphia Trading Area

Over 5 Million Circulation
4 Editions Daily

WFIL offers the latest News Dispatches supplied direct to our News Bureau by the International News and Universal Service over special wire facilities. Listeners follow the news. Buy the news for quick results. Write for rates and schedules.

560 Kilocycles • 1000 Watts

Represented Nationally by Edward Petry & Co.
Only Philadelphia outlet for N·B·C· basic Blue Network
Representatives
RADIO SALES Inc.
485 Madison Ave., New York
Wrigley Bldg., Chicago
Fisher Bldg., Detroit

This is NEWS!
WORLD'S FAIR
SAN DIEGO 1935
"SOUTHERN CALIFORNIA
crowded with
MILLIONS OF PEOPLE"...
"WORLD'S 4TH LARGEST
MARKET JUMPS INTO
LEADERSHIP OVERNIGHT"

SOUTHERN CALIFORNIA
11 Counties ... State's Richest Market
54% of the entire population of the state
69% of all Radio Families in the state
53% of all Retail Sales (1933) in the state
Cover this area and you have reached the
richest market in the West.

SUMMER BROADCASTS
A SURE WINNER!

DON LEE SOUTHERN CALIFORNIA
STATIONS
BLANKET 94% of all the radio homes in
Southern California.

3 MAJOR CONCENTRATED MARKETS
- Los Angeles ..... KFU
- San Diego ..... KGB
- Santa Barbara ..... KDB

Reach this huge summer audience with this
blanket coverage.

DON LEE BROADCASTING SYSTEM
Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Elliott Wylie, General Sales Mgr., Los Angeles
San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco
KFBR, Sacramento
(COLUMBIA NORTHWEST UNIT) KOL, Seattle
KGU, Los Angeles
KWG, Stockton
KGB, San Diego
KMH, Fresno
KDB, Santa Barbara
KERN, Bakersfield
KFBK, Sacramento
KFBK, Stockton
KFBK, Stockton
KFBK, Stockton
KFPY, Spokane

Now available for the FIRST TIME for RADIO BROADCASTING STATIONS

THE DAILY NEWS REPORT of

International News Service

world-wide news coverage supplied to broadcasters with the same speed and accuracy that it reaches newspapers

International News Service not only supplies a general news report — important news from all parts of the world — but through its bureaus located in the principal cities of the United States is in a position to furnish news of local and state importance. I.N.S. is a fast, reliable service, the keynote of which is "GET IT FIRST — but FIRST GET IT RIGHT".

JOHN SHEPARD III, of the Yankee Network, after careful investigation has signed a long-term contract with I.N.S.

For information about this service, write or wire

INTERNATIONAL NEWS SERVICE

235 East 45th Street, New York, N. Y.
KDKA
PITTSBURGH 50,000 WATTS
Reaches

954,900

Radio Families in the Rich Tri-State Region*

* KDKA's potential circulation as determined by the new NBC Method of Audience Measurement by areas.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ  WRC & WMAL  WMAQ & WENR  KGO & KPO
SALES REPRESENTATIVES AT: BOSTON—WBZ  SPRINGFIELD, MASS.—WBZA  SCHENECTADY—WGY  PITTSBURGH—KDKA  CLEVELAND—WTAM
DENVER—KOA  PHILADELPHIA  DETROIT

www.americanradiohistory.com
In case you haven't heard it elsewhere, Free & Sleinder, Inc., has just had a blessed event! The new arrival is "Free, Johns & Field, Inc."—a new firm of radio station representatives, and a full-grown chip off the old F & S block. Immediately upon arrival it was presented with approximately half of its parent company's "list"—and the goal of serving this list in an even more comprehensive and effective manner than has ever before been possible. In other words...one management—two separate sales organizations. One ideal of service—two lists of stations. All under one roof—but a larger roof, to accommodate an increased personnel.

As the proud parents of F J & F, we invite you to test the mettle of this most promising new firm. The new line-up of stations is given below.
WHOLESALE DELETION OF STATIONS FROM ETHER NOT PLANNED; YARDSTICK TO BE PROVIDED ON PROGRAM ACCEPTABILITY

Through compromising in any way its campaign to purge the air of all program matter it be

obnoxious to the sensibilities of the average listener, the FCC at last has let it be known that its object is not to banish the air from the air, but to banish the air from the air.

At the same time it has been apparent that there is no intention of meting out punishment that will mean any drastic deletions of stations.

The FCC, according to information obtained by Broadcasting, issued the crusade on May 21, and the findings are that stations which have broadcast programs sponsored by Marmola, father of the Radio Code, have been granted permission to continue.

The reason is that the FCC has concluded that the product itself is not dangerous to health, it is felt that stations, advertisers and agencies will serve the public interest if they do not "deceive", or "deceive" in advertising and if the commercial continuities do not offend any station family circle as a listening group.

Hundred Stations Cited

Is precisely the information broadcasting industry, and includes the advertisers and agencies, have awaited since the FCC started its campaign last fall. It does not mean, however, that is can be any let-down. As a matter of fact, there are now 150 stations which have a cited on license renewals because of questionable programs, as are not restricted to medi-

accounts but include also all advertising of electrical appliances claimed to have therapeutic value, and other "misrepresen-

In the latest citations which fall close on the heels of the "Mormorab" barrages in the "SMS Lab-

oratories" of Chicago, featuring one "Dr. Schyman," and advertising a variety of "Mother Helen" herb reminents and "Dr. Schyman's gallstones and a long list of chronic ailments and diseases. Cited for hearing on June 17 in Chicago are WEDC, WSBC and WBEA, Chicago, and WWA, Hammond, Ind., which allegedly carried the programs.

Thus there will be provided as time goes on, a "yardstick" with which the industry can measure the acceptability of programs in various categories and a matter of fact, the FCC has concluded that it has no power of censorship over any program," he said, "it hopes that its formal opinions following hearings on programs cited will serve to make thourly clear how they arise in formal Commission proceedings.

We believe this should to some extent provide stations, advertisers and agencies with a yardstick which they can apply to future sponsored programs in these lines. The opinions thus rendered by the Commission might be considered as precedent which have been estabilished."

Routine Petitions

THE Marmola citations exploded as a bomb of TNT despite the advice warning. At the time many of the stations cited had routine applications pending for increase in power, location changes and the like, all of which

had been held in suspe stops adding hearing on the program charges. Now, it is learned, the FCC feels that this would work undue hardship and it has decided that such routine applications of stations which have been cited will be considered in the regular manner upon filing.

The FCC, however, to final disposition of the applications for renewal on the program issues.

In other words a station application for relocation of its transmission facilities or otherwise consistent with regulations will be decided with the added proviso that the rule will have no bearing on the decision the FCC may reach later in adjudicating the program applications. Several petitions were filed along this line, the last by WJR, Detroit, Michigan, in which was presented an application for an increase in power from 10,000 to 50,000 watts on its clear channel.

Leo J. Fitzpatrick, vice president and general manager, stated in this petition, filed May 22, that the Marmola program had been carried for 11 weeks on WJR but that on receiving a letter from the FCC indicating the program was in disfavor, immediately cancelled it. He asked that the 50,000 watt application be granted with the understanding that the granting of said application for construction permit shall not operate as a finding by the Commission that the continued operation of said station does now or will hereafter serve public interest, convenience and necessity; that the granting of said application for construction permit, and any and all expenditures of money and effort which petitioner may make in connection thereto, shall not in any way constitute, and will at no time be urged by petitioner as constituting, a reason for amendating the granting of said application for renewal of license."

Reaction of Stations

IT IS PRESUMED that in granting pending applications of stations cited the FCC will request that the stations concede to similar provisions with respect to ultimate decision on their renewals.

In addition to WJR stations formally cited for hearing because of the Marmola account are KNX, Los Angeles; WOR, New York; WAG, Cleveland; WBN, Baltimore; WGR, Buffalo; WHEC, Rochester; WHO, Des Moines; WIOD, Miami; WIND, Gary, Ind.; WIRE, Indianapolis; WJAS Pitts.
Ice Cream Discs
SOUTHERN DAIRIES Inc., Nashville, Tenn., has launched a campaign in the 13 Mid-
Atlantic and Southeastern states in its territory, using Tarzan and other figures
on seven stations. Present plans contemplate the addition of several more
stations. Others will be added as budgets permit.

Audit Bureau Plan
Meets With Delay
ANA Committee Lacking Power
To Take Necessary Action

DESPITE a complication as to the status of the Association of Na-
tional Advertisers in the venture, plans are now progressing for a formation of a cooperative in-
dependent bureau to authenticate station coverage, following con-
versations between ANA, NAB and the American Association of Adver-
sing Agencies.

A general meeting of committees of several stations now has been
scheduled for this day, was de-
ferred due to the disclosure that the ANA had not fully author-
ized its committee to participate.

Instead there were informal con-
ferences of heads of the commit-
tees representing the organizations and a tacit understanding that the plan would
come on down the road.

Mr. Chote announced that the
commission had met with false
statements which were said to effect advertising and brading
spirits, curative or therapeutic effects, if such statement is un-
true in any particular, or directly or by inference, or the
intentions to create a misleading
impression.

Esso Plans CBS Series
And Merchandising Drive

STANDARD OIL Co. of New
Jersey (Esso) will begin a new series
on CBS this season. The program will be "Guy Lombardo
and His Royal Canadians," Monday nights from 8-8:30. A split
network of about 40 stations will be
used but the stations had not been de-


BROADCASTING • June 19, 1949

Editorial Staff

General Manager: Harry M. Allard

Suffused evidence
of a compelling
menace to the public
welfare.

The Supreme Court of the
United States reversed a decision of
the Federal Trade Commission in that case on the
ground that competition in interstate commerce was not shown but made this
statement:

...supervised by evidence
warrant the conclusion that the
preparation is one which cannot be used
appropriately to promote phys-
ical health except under medical di-
rection and advice."

Chevrolet Back
CHEVROLET returned to the full
roof for 1949 by the addition of
the spot transcription camp-
aign on May 20 upon cessation of the automotive strike in
the industry that began a few
weeks earlier as the air since May 6. On June 1 the program starts on about a score of Pacific
coast stations. It is the usual
parapet paralleling the schedules on stations in other parts of the
country. The account, placed by
Chevrolet Sales Co., Detroit, and the series was recorded by WBS.
News Services Clamor for Radio Clients

Sales Campaigns Under Way; Transradio Sues Networks, ANPA and News Associations for Millions Dollars

THE FOG in the radio news situation began to lift with the approach of June and the still unsettled situation of U. P. and I. N. S. is beginning to attract the attention of broadcasters to whom they are offering extensive news coverage. Transradio Press, Inc., Philadelphia, has placed ads in the newspaper wire services, claims to have added more stations although few have been lost. Press-Radio, according to reports, continues to supply a somewhat augmented service to network and stations alike.

Negotiations are in progress between both nationwide networks and U. P. and I. N. S. for news service. Many stations are expected to be covered by local use by these stations, with no immediate change in network arrangements planned.

I. N. S. has signed contracts with General Mills and WGST, Atlanta, he former providing for sponsorship on five Hearst stations, in the event that I. N. S. is expected to use spot programs other than network.

Herbert Moore, head of Transradio Press Association, is attending the News Association meeting in New York; WCAE, Pittsburgh; WBAL, Baltimore; WINS, New York; and KXIS, Minneapolis-Saint Paul, and GST, Atlanta. The first five are stations owned or operated by Hearst interests.

I. N. S. Arrangements

The situation with regard to Transradio Press services has simplified the decision to the extent that—of that I. N. S.—to make available from 6 a.m. to 2 a.m. Eastern Standard Time, Monday through Saturdays and from 6 a.m. to 3 a.m. on Sundays. The Universal wire report is not sold as such. United Press has sold its services to all of the major networks and to most of the big networks. The U. P. service is not available on the broadcast bands.

W F I L, Philadelphia, offers an interesting example of how new services can be handled. Transradio Press, which employs two typewriters a day, has announced that its news service is available for sponsorship stations, networks and others. The A. M. Gosch, who heads the venture, stated that his new gathering and distributing organization will start on July 1 with approximately 100 stations. In the meantime he is lining up correspondents throughout the country. The organization will be worked out in cooperation with. Transradio Press, San Francisco, not satisfied with Press-Radio, is looking for favor upon one of the other services. Transradio Press is a member of the American Broadcasting Co. and the National Association of Broadcasters.

Mr. Gosch

Mr. Gosch is a member of the Philadelphia Press Association and the New York Press Association. He is also a member of the American Society of Newspaper Editors. He is a member of the Library of Congress and a member of the American Library Association. He is a member of the American Society of Newspaper Editors. He is a member of the Library of Congress and a member of the American Library Association. He is a member of the Library of Congress and a member of the American Library Association.

HOW WFI DRAMATIZES NEWS

Two Announcers and an Actor Are Used to Add Color To Frequent Presentations of Bulletins

WITH stations revising their program methods and news sources WFiL, Philadelphia, offers an interesting example of how new services can be handled. Transradio Press, which employs two typewriters a day, has announced that its news service is available for sponsorship stations, networks and others. The A. M. Gosch, who heads the venture, stated that his new gathering and distributing organization will start on July 1 with approximately 100 stations. In the meantime he is lining up correspondents throughout the country. The organization will be worked out in cooperation with Transradio Press, San Francisco, not satisfied with Press-Radio, is looking for favor upon one of the other services. Transradio Press is a member of the American Broadcasting Co. and the National Association of Broadcasters.

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Wife

Wife can move news as fast as it can move news and the story is generally short, enough detail is used to give the listener a complete index of stories. The new WFiL rate card, which embraces the news service on the news service, includes complete edge service for the news service, material editing and delivery.

Mr. Gosch was formerly of the Philadelphia Record and New York Post.

Acts of unfair competition charged against the AP press associations or their spokesmen include:

1. That they allegedly sought to prevent the title that Transradio and RNA are propaganda bureaus of the United States government or some foreign government.

2. That they allegedly sought to prevent the utilization of the service of Transradio and RNA consists of "pirated" news, and

3. That they allegedly charged that Transradio and RNA news, whereas contracts for Transradio and RNA service contain clauses to protect the objective nature of the news.

Basis of Complaint

DAMAGES of $977,500 are asked on behalf of the AP, and $500 on behalf of RNA. These figures have been arrived at by computing the weekly value of all contracts lost by the two networks since the acts complained of on the part of the defendants, multiplying the damage figures by an unspecified amount for the allegedly libellous statements which it is charged arose out of the compound action. The court is not asked to determine the value of such libel in the petition, which was filed in the Federal District Court for the Southern District of New York, and the action is based on the allegation of conspiracy, though the one may be incidental to the other.

Isaac W. Diggs, New York, is general counsel for the Moore interests, and associated with him in the suit is New York. Diggs is a son-in-law of Senator Carter Glass.

Property Rights

THE FULL list of defendants named in the petition comprises: Associated Press Inc.; United Press Associations Inc.; International News Service; California Broadcasting System Inc.; National Broadcasting Company Inc.; American Newspaper Publishers Association Inc.; E. H. Haven Publisher of Richmond (Ind.) Palladium Item and Chairman of the Board of Associated Press; Lloyd Stratton, executive assistant to the president of Associated Press; William Baille, president of Associated Press (and president); Lloyd T. Connolly, president; International News Service; J. D. Gortan, president; The Scripps-Howard newspapers; G. B. Parker, editor-in-chief, Scripps-Howard newspapers; William S. Sibley, president of the Scripps-Howard Foundation; CBS; and an executive officer of CBS; Merlin H. Aylesworth, president, NBC; and E. Mason, vice-president, NBC.

It is declared that "a valuable property interest in the news, money or fame, or any right, is not to be kept secret or, by legal restraint . . . artificial restraint placed upon its sale by a competi"
Food and Drug Bill Passed By Senate

Wings Clipped, It Now Awaits Further Action by the House

WITHOUT a record vote the Senate on May 28 passed the Copeland Bill (S. 5) to regulate the sale and advertising of food, drugs and cosmetic products, objections to members of the Senate had been eliminated by the conference committee whose work now goes to the House. If finally enacted it will take effect in one year.

Amendments to the measure agreed to by Senator Copeland (D.) of New York, included those demanded by Senators Exley and others. Senator Clark (D.) Missouri. Advertising provisions have been clarified so that advertising itself is not classified as a food, drug or cosmetic, as Senator Bailey claimed in the heated debate on the measure when it was first introduced. Senator Clark's statement opposition has been eliminated by an amendment offering nothing in the measure shall take away any of the power over advertising vested in the Federal Trade Commission.

True Advertising

THE DEFINITION of "false advertising" was revised to read as follows:

An advertisement of a food, drug, device, or cosmetic shall be deemed to be false if it is false or misleading in any particular relevant to the public health or safety in connection with the food, drug, cosmetic, any representation or presentation of fact, whether in print or in the form of a drug, device shall be deemed to be false under this paragraph if such representation is demonstrable scientific facts or substantial and reliable medical or scientific evidence.

Specific provision was made not to interfere with the powers of the Federal Trade Commission over advertising. The clause was added: "That nothing in this act shall impair or be construed to impair the power of the Federal Trade Commission under existing law."

The amendments to the four new will be identified by a point of order to the Senate on its second reading in the Senate calendar last April even after a half-dozen rewrites.

In the House the story may be different for, so far as known, there has been little sympathy for the efforts of the Trade Commission, should it oppose the revised measure. A form of conference will be required to get its views across. Chairman Ewan L. Davis, of the Trade Commission, is a former reporter and keenly respected in the lower house.

Among the high-spots of the revised amendments to the Trade Commission is a measure for removing or reducing the amount of any effect of drug or device shall be deemed to be false under this paragraph if it is demonstrable scientific facts or substantial and reliable medical or scientific by the Federal Trade Commission, in the case of any use prescribed in the labeling or advertising thereof."
T Isn't what you do; it's the way you do it." Old advice that is proverbial, and applicable in radio as elsewhere.

A case in point is the Marshall Field Co., Musical Clock, which in April 15 celebrated its fifth birthday. On the air with its 1,567th broadcast—3,134 hours of broadcast time—during which more than 7,000 musical selections have been played, is the Marshall Field & Co., Musical Clock. The Clock has been on the air Monday through Thursday every day, including Christmas and New Year's Day and other holidays, for more than five years with only one interruption, two weeks last fall when KYW moved to Philadelphia and the Clock was in waiting for time to be cleared on its new home, BBM. There are 33 or 34 records played during each broadcast.

The program consists of photographs, telephone signals, other reports, and commercial announcements. Hundreds of simple and more complex musical numbers are given, as well as news of the Department Store. The Clock is a highly important feature of the Field organization; the announcements are institutional, all of which are institutional, and are widely known.

For the first time, perhaps, the public has a chance to see the Clock's exceptionality. Mr. Schaefer himself attributes his success to the selection of the programs. "When we select the programs," he says, "our first concern was to make the musical program of a store a store of music that would be original and without any music that would be original."

Firstly, the store is a store of music that would be original and without any music that would be original. Secondly, the store is a store of music that would be original and without any music that would be original. The store is a store of music that would be original and without any music that would be original.

Right on Schedule

PERSONALLY, I believe (and as one who has shopped, shopped, and breakfasted to the Musical Clock through almost its entire existence) that its regularity is one of the Clock's biggest attractions. Many programs of this type give the time haphazardly, between records and at odd intervals. On the Musical Clock the time is given every five minutes, exactly, at 7:05, 7:10, etc., right up to 9 o'clock. If the five-minute mark happens to come in the middle of a record—and it usually does—the music is toned down while the time is announced. In this way the time signals, the temperature and commercial announcements do not interrupt the records, but are inserted between selections at the breaks nearest the proper times.

Careful Commercials

"AS MUCH care is exercised in preparing the commercials as in selecting the recordings," says John Finlay, account executive of Aubrey, Moore & Wallace, through which agency the program is placed. "They are brief and to the point. Beginners, with economy values at the opening of the program, they progress as the hours lapse through men's merchandise, and finally to the higher priced female and articles and services.

TO PAY OR NOT TO PAY—Microphone whisperers were scattered all over the House of Representatives May 22 as President Roosevelt vetoed a bill to stop House and Senate. WJSV and WMAL, Washington, repeated the speech in the evening from transcriptions recorded by National Recording Studios Inc., Washington. WJSV cancelled the Bi-So-Dal CBS program to repeat the 40-minute speech.

"Many of the announcements are institutional in nature, describing such store events as art exhi- bition, department store features, furnishing, lectures by bridge experts or visiting authors, fashion shows and the like. Unlike Field's newspaper advertisements, however, it is regularly planned and scheduled a week in advance. The announcements for the broadcast must be received in the afternoon before going on the air. Abrupt changes in weather, or in buying trends can thus be taken advantage of."

Musical Clock specials, advertised in no other way, are occasionally used as a check on the program's power to create direct sales, sometimes with surprising results, as when two electric ranges were sold by mail at a price of $150 each to out-of-town customers who heard them announced on the air. Large signs that say, "Announced on the Marshall Field and Woman's Musical Clock," are displayed with all merchandise mentioned during the broadcasts.

Pulling Power

IN READING the announcements, Miss Martin never speaks as a member of the Field organization; she is always the shopper, describing what she has seen in the store. The voice of Miss Martin is masculine, belonging to Parker Wheatley, who concludes each program with a four-minute summary of the news stories previously described by Miss Martin.

Two years ago it was decided that the public be asked if they wished the program to continue, and it was planned to make an announcement asking for letters on each broadcast and during the following week. The first announcement was made, and the second. But the second morning, to the delight of all, all others were immediately canceled and the program proceeded without further interruption. From these two announcements more than 5,000 letters were received.

A recent offer of a sample of face powder, announced once on the Clock, brought requests from 1,000 women in the first 24 hours at the main cosmetics section alone, exclusive of those at the basement section and the suburban stores. Incidents like these could be repeated many times as further attestations to the program's following. Each time the mail arrived up to a single conclusion: That any program, even one of a type as ubiquitous as the Musical Clock, will arouse interest and produce sales if it is properly presented.
Baldwin Favored for NAB Executive Post

Program Crusade, Copyright, Radio News, Audit Bureau Among Turbulent Issues to Confront Convention

FAVORED by an apparent majority of the board of directors, James W. Baldwin, managing director of the Code of the Industry, is seen as the next managing director of the NAB, succeeding Philip G. Louts, who has indicated, as was excellently reported in the May 15 issue of Broadcasting, announced he would not be a candidate to succeed himself. Whether he expires coincident with the NAB convention July 6-10 at Colorado Springs, and will return to the private practice of law.

Simultaneously it became evident that a strong sentiment has developed that Mr. Louts was a chief council of the NAB with certain matters of law to be delegated to him from time to time. It is generally held that the post in effect have withdrawn their names from consideration. William S. Holman of the Cincinnati stations and a former NAB president, wrote Broadcasting May 16 that he wished it "distinctly understood" that he was in no sense a candidate. Similarly, on May 15, Henry A. Bellows, former Radio Commissioner and NAB executive council chairman, wrote Broadcasting that he did not care to be regarded as a possible candidate, but pointed out that he would not feel, under the conditions, to be another executive post within the NAB because of its enlarged scope of activity. (Both letters are published herewith in full text.)

The fourth name mentioned was that of Harold A. LaFont, former member of the Radio Commission. While Mr. LaFont was unavailable for direct quotation, it is understood that he is not an active candidate for the managing directorship. The post is being sought by several others, both within and without the broadcasting ranks. The inclusion of the NAB board by this publication, however, reveals little sentiment for them and is not an endorsement for the Baldwin promotion.

With the executive direction of the NAB practically settled, controversy logically has drifted to the presidency of the organization and to policy matters at the forth-coming convention. When the Cincinnati convention adjourned last fall in Cincinnati, with the election of J. Truman Ward, WLAC, Nashville, president, his principal view was that the presidency would be rotated annually and Lill J. Lupfer, vice president and general manager of WJR, Detroit, was considered the logical selection for the 1935-36 presidency.

If it is offered, Mr. Fitzpatrick will accept the presidency. Last year he voluntarily withdrew his candidacy after the NAB had rallied to his support. The same group already is working in his behalf, according to word gleaned from representative broadcasters.

Another group of broadcasters, however, has represented itself as feeling that the NAB should not change "two horses in the middle of the stream by replacing both managing directors," it is reported.

The thought was that Mr. Ward with nine months as NAB president, is thoroughly acquainted with NAB policy and should bathe further upon to serve another term to bridge the gap created by Mr. Louts' departure.

In sounding industry sentiment it was found also that at least a half-dozen prominent broadcasters are not at all in favor of any identical timber. Among these are H. K. Carpenter, WHX, Cleveland, whose name was brought forward last year; Verne R. MCM, Kansas City, aggressive chairman of the commercial section; John Shepard 3d, YWCA Network president and chairman of the Code Authority; Lambdin Kay, WSB, Atlanta, at present an NAB director; Charles A. Myers, KOIN, Portland, Ore., also a vice president; Isaac D. Levy, WJZ, Newark, N.J., former sales manager and executive committee member; John Elmer, WCBM, Baltimore, whose enterprise in the range of the past has won a prominent small-station support, and Lester Cox, of KGBX and KWTO, Springfield, Mo.

Mr. Bellows' Letter

Mr. Bellows managing director of the National Association of Broadcasters had it in mind to make it perfectly clear that I am not a candidate for this office.

As a matter of fact, I am not a candidate for the position of Managing Director is in the nature of a major calamity. Of course we have no right to expect the NAB to advertise a position and I am extremely concerned with the position that eventually he would return to the practice of law.

I feel that the Association can stand the shock of his withdrawal better at this time than at any previous time in the history of the organization. He has built it to an exceedingly strong position.

As far as his successor is concerned, I believe there are available to the industry severals of very good men who can carry on the splendid work that has been started by Mr. Louts. However, I want to make it clear that I am not a candidate for this position. I do not dese this if it were offered to me.

I appreciate the measure of confidence in me that is indicated by those who may have suggested my name in this connection but I am not to be considered as even a possibility for the position.

Mr. Hedges' Letter

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I do so if the Association, recognizing the need, really desires to expand its activities in the directions I have suggested, and is willing to carry on this kind of work. I do not feel, however, that this sort of thing can be adequately done by any one man, but director on the present basis of organization, nor do I feel that it can best be done by the managing director with enlargement of the staff. For many reasons, therefore, I do not care to be considered as a candidate for the position which will be left vacant by the resignation of Mr. Louts. I deeply appreciate the splendid work he has done to feel that it could possibly be done by anyone else.

The position is so important to anyone whose primary interests in the broadcasting industry are in legislative, educational and public relations fields.
It's 900 Miles
FROM ST. LOUIS on the MISSISSIPPI
to MILE-HIGH DENVER and

WREN is the ONLY OUTLET
For NBC BLUE NETWORK
PROGRAMS in this VAST AREA!

Now Broadcasting With 5,000 Watts!

WREN dominates an immediate territory of over 3
million people. Kansas City, Mo.—St. Joseph—Kan-
sas City, Kans.—Leavenworth—Topeka—Atchison—
Fort Scott—Emporia—Ottawa—Manhattan—Law-
rence and a number of other cities are included in this
tremendous audience. By Numbers of listeners—by
actual sales—WREN offers the greatest advertising bar-
gain in the mid-west.

WRITE FOR FACTS ABOUT WREN
A GENERAL tendency within the broadcasting industry to follow the lead of the networks in their establishment of programs and sponsored series in an effort to raise the ethical standards of broadcast advertising has become increasingly apparent, and it appears to be in the nature of a voluntary campaign for self-regulation.

CBS announced that its statement of program policies issued on May 13, placing limits on commercial credits, tightening up on children's broadcasts, and excluding all laxative advertising, had been received enthusiastically. It released a number of these comments.

NBC pointed out that in January, 1934 it had issued a statement of policy in the K lax. They are now attempting to inject good taste into broadcast advertising, and that these policies were made to be observed. They pointed out that it was brought out that early this year NBC had established a department of continuity acceptance to ensure the acceptance of the subject of cathartic accounts, NBC first issued a statement in December, 1933. In this, NBC announced that it would not accept any accounts which were advertised and sold for the purpose of cleansing or elimination.

NBC Rejects Accounts

FOR EXAMPLE, it was pointed out in behalf of NBC that among the accounts which it had not accepted since introduction of the policy, were Ex-Lax, Castoria, Castoria's Liver Pills and Quest. As a result of the wide publicity given the CBS statement of policies, NBC issued a reminder on May 20 that on March 30, 1934, NBC had issued a letter to all advertising agencies and broadcast advertising clients in the cathartic field which was signed by Edgar Kobalk vice-president in charge of sales for NBC. The closing paragraph read:

"These policies are not new, but they seem to need reiteration, and we take this means to call them to your attention."

Attached to Mr. Kobalk's letter was a copy of a statement of policy regarding cathartic accounts and the following was quoted verbatim from the attached letter:

Effective Dec. 5, 1933, and until further notice, NBC will not accept any additional cathartic accounts. This means any and all products which are advertised and sold for the purpose of cleansing or elimination. The foregoing in no way reiterates the accounts of this character now under control or in the future.

NOTE: This policy was issued December 5, 1933. So many questions have been asked concerning the possibility of cathartic accounts that we are calling this to your attention.

"This is due to the fact that the company believes the necessity of maintaining the highest possible standards of all advertising which is transmitted through their network."

"The present day tendency to advertise laxatives, cathartics, laxative products and gastric products is highly objectionable from the standpoint of the welfare of the consuming public."

Program Continuities

AS EVIDENCE of this, all sponsors of programs for laxatives or products with laxative properties receive NBC's request to submit advertising for approval. This is in accordance with policies established by NBC in the interests of the entire advertising business. Previously NBC had made a reiteration, for NBC had on record that the attention of the children's programs on CBS is now being negotiated with individual clients by Edward W. Murphy, vice-president. The advisory council, and consultant on child psychology, who will assist the network and advising agencies in determining the best policy in the advertising of the children's programs on CBS is now being negotiated with individual clients by Edward W. Murphy, vice-president.

WCAU's New Policy

IN A STATEMENT issued May 16 WCAU, Philadelphia, announced a new policy limiting the amount of advertising in the children's programs. Following closely the CBS time limitations, the station announced that all new accounts copy on five-minute broadcasts will be limited to 100 words at the opening and closing of each broadcast and in one segment of each hour group, including commercials before 6 p.m. three minutes of advertising will be permitted. The station's requirement is five minutes on 30-minute programs and eight minutes on hour programs. All programs are automatically classified, with three minutes of copy on 15-minute periods; four-and-one-half minutes on half-hour programs; and six minutes on one hour programs. These limitations, it announced will be adapted to existing contracts and will be adapted to existing contracts as soon as possible.

WCAU's statement also includes a new policy regarding advertising policies governing proprietary broadcasts, rigidly restricting their use. It was widely indicated that the lead of the networks, combined with the FCC's attitude on certain types of material and the Federal Trade Commission survey of continuities, gradually would be reflected in the drooping of these accounts and the tendency to tone down to the point of virtual institutional copy.

The CBS declaration of policies received wide attention because of their timeliness, bringing favorable comment from many of those who have been concerned with the situation along with independent stations for allegedly excessive emphasis on commercials. It was also the hope of the station that the FCC would be urged to take this step.

Proprietors' Position

In a report congratulating the networks on the high standards set as a result of the advisory committee on advertising on the Proprietary Association, in a statement, said it had some problems in the nature of radio advertising, of proprietary advertising, and of the advertisements of proprietary advertising. We believe, nevertheless, that it should be possible to find a way of presenting commercials in association with a product which in its self is legitimate and which makes use of proper standards of accuracy and good taste.

The annual convention of the Association will be held June 5-7 at White Sulphur Springs, W. Va.
All advertising offered for broadcasting from Station KSD is subject to rigid censorship regulations. Nothing will be accepted which is misleading, deceptive, repulsive or suggestive, or that which attacks the integrity of persons, institutions or merchandise. Advertisers using the facilities of KSD are, therefore, assured that the text of business announcements will be comparable with the high quality which has characterized KSD entertainment programs.

George Burbach Esq
St Louis Post Dispatch
St Louis Mo

Dear Mr. Burbach:

Edgar Kobok has just sent me a number of your KSD censorship announcements. I have read them with much interest and want to congratulate you. You are doing an outstanding job of censoring advertising on the air, and I hope that as time goes on an increasing number of stations will see the wisdom of such a policy.

With best wishes.

Faithfully yours,

April 29 1935

RICHARD C. PATTERSON, JR.
Vice President

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
RCA BUILDING
30 ROCKEFELLER PLAZA
NEW YORK

George Burbach Esq
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Faithfully yours,
Extension of ASCAP's Fees Until 1936 Being Considered

Chance of Consent Decree Increase at Date of Trial

In Federal Court on Monopoly Charge Draws Near

EXTENSION of existing contracts for the right to perform music controlled by ASCAP until the conclusion of pending litigation involving the music combine's legality is being considered by the board of directors of ASCAP as a means of avoiding further turmoil for broadcasting stations. Such a proposal, made by the Copyright Committee of the NAB on May 23 to the ASCAP radio committee, now is under consideration with the likelihood of an answer prior to the opening of the Department of Justice anti-trust trial against ASCAP which begins in New York June 10.

While current contracts, calling for 5% of the "net receipts" of stations, plus an arbitrary sustaining fee, ordinarily would expire on Aug. 31, ASCAP has agreed already to extend them until Dec. 31, 1935, on the same basis. This date coincides with the date on which present contracts between ASCAP and its publisher and composer members expire.

ASCAP Revenue

IT IS ESTIMATED that during the current 12-month period, ASCAP Mill Leuks will derive between $2,000,000 and $3,000,000 for radio performing rights. This is an increase of more than 200% over the flat fee prior to the writing of the three-year contracts which became effective in September, 1932.

At the May 23 meeting, a series of sessions held during the preceding fortnight at the invitation of ASCAP by Mr. Harbach, as chairman of the ASCAP committee, agreed to submit the NAB extension proposition to its board with a reply expected during the following week. Stations now are being offered the contract extensions until Dec. 31, in accordance with the agreement reached May 20 by Philip G. Leucks, NAB managing director and E. C. Sibley, ASCAP general manager. At that time the form of contract extension was approved. Mr. Leucks declared that stations in their judgment may execute these contract extensions and return them if they so desire.

Meanwhile, plans are being made for the trial of the anti-trust suit beginning June 10 before a justice of the Federal District Court for the Southern District of New York. The government case is being whipped into shape by Andrew W. Bennett, special assistant to the Attorney General, and some 50 witnesses for the government already have been subpoenaed, including broadcasters, motion picture exhibitors, hotel people, "small users" of music, such as delicatessens, bus-black and other merchants who use radio incidentally in their businesses. The main case for the defense is being handled by Nathan Meyer, ASCAP general counsel, and his associate, Arthur Schwartz.

Consent Decree?

WHILE ASCAP appears to be adamant on the subject, there is still a strong possibility that the case will not go to trial and that a consent decree will be negotiated. If such a decree is executed with the consent of ASCAP and the court, it will be the basis for existing percentage sustaining fee called "measured service" or "per piece" plan. Under it broadcasters and perhaps other users, would pay royalties to ASCAP on a percentage basis. A suggestion for such ASCAP music as they use. Thus the greatest objection to ASCAP would be overcome, since broadcasters and others complain that they are forced to pay a percentage of their entire income whether or not ASCAP music is in any way involved.

Broadcasters, through the copyright committee and Joseph A. Hostetler, of Cleveland, copyright counsel, and Mr. Leucks, have insisted that if a consent decree is entered it must include this "measured service" basis. That is mainly because the government in its suit has suggested using the proper method as against what it alleges to be "price fixing" on the part of ASCAP with a monopolistic rather than a competitive situation in the music industry.

Because of the possibility of some action, particularly in connection with extension of current licenses depending on the outcome of the ASCAP suit, the NAB executive committee comprising J. Truman Ward, president, Isaac D. Levy, treasurer, and Mr. Leucks has notified all members of the board to be in readiness for a board meeting calling in the immediate future. Where or when this meeting will be held depends upon developments.

Possible Legislation

THE COPYRIGHT committee comprises Alfred J. McCooker, Wor., Newark, chairmain; Messrs. Ward and Levy; Edward A. Allen, WVLA, Lynchburg; I. Z. Buckwalter, WGAL, Lancaster, Pa.; Walter J. Damm, WTMJ, Milwaukee, and F. M. Russell, NBC vice president, Washington.

On the third copyright front—legislatively—action is imminent. The Duffy Bill (S. 2465), which would drastically amend the existing copyright law by removing the mandatory infringement fine of $500, and thereby strip ASCAP of much of its arbitrary power, seems on the road to Senatorial approval without any sweetened change. Now in the hands of the Senate Patents Committee, the measure probably will not go to the floor until the Republicans including ASCAP and the Authors League, have submitted their objections in bulk.

Mr. Leucks, Edward Kuykendall, president of the Motion Picture Theatre Owners of America, and Guy A. Smith, chairman of the legislative committee of the American Hotel Association, former members of the Patent Committee during the week of May 20 that they endorsed the bill as drafted by the State Department and urged immediate enactment. The reaction was viewed as favorable. Committee action, reporting the measure favorably, is foreseen within the next week.

Nestles on West Coast

NESTLES MILK PRODUCTS Inc. and Yoplait (Anne Milk), has started a 13-week campaign on ten Pacific Coast stations, using three weekly, full-minute, transcriptions of title "What-To-Do-When." A premium gift book listing many household products that may be exchanged for Milk coupons is offered. To tie-up this program with local dealer problems, off-the-transcription announcements are made at each station. Stations offering the feature are KMDG, KOIN, KPBC, KJH, KFBK, KMJ, KERN, KWG, KPSD, and KIEM, Lord & Thomas, San Francisco, is the agency.

SBS Radio Coverage Dove-Tails with Southwestern Sales Strategy!

The national manufacturer soon learns that the long distances between important markets encountered in the Southwest, call for revamping his usual sales and merchandising set-up!

He can't use only two or three jobbers or distributors—two or three newspapers—or two or three radio stations! He finds that he must sell—and advertise—intensively—in widely separated, individual markets.

In reviewing the above SBS map, remember that it covers an area 1,040 miles east to west by 928 miles north to south.

Then, you'll see why the SBS Network of 12 important stations serving 12 major markets is necessary to give you effective radio coverage of the responsive Southwest market! Let us give you all of the facts!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas
JOHN BLAIR & COMPANY, National Representatives
New York Chicago Detroit San Francisco

Page 16

BROADCASTING • June 1, 1935
To Serve Well the Public Interest

By adhering steadfastly to this first tenet of radio broadcasting, the National Broadcasting Company best serves the interests of its clients.

The responsibility for the development of radio broadcasting as we know it today was originally vested in the National Broadcasting Company. As the first to establish mass radio communication and advertising on a national scale, the company early recognized the need for discretion in the use of its forces. Thus, the setting up of standards and the shaping of policies for programs and advertising messages demanded the most careful consideration. For, a large part of the destiny of the entire radio broadcasting industry was in its hands.

And so, from the beginning, the National Broadcasting Company has directed its course along channels which it believed led to the clearest sailing. Program and advertising policies were based on one fundamental: to serve well the interest of the public, for in so doing the interests of advertisers, stations and NBC are best served.

That adherence to this ideal has been a success can be measured by two things: (1) the great public acceptance and recognition of NBC as the leader in radio entertainment and education; (2) the ever-increasing volume of business placed by advertisers—a tangible expression of their endorsement of NBC standards and policies. Without the one there could not be the other. The success of radio advertisers can only be in proportion to the public acceptance of the medium.

It has been gratifying to see the results of NBC’s pioneering assume concrete form throughout the broadcasting industry. Greater care in the choosing of programs; better balancing of advertising messages and entertainment; more precise definition of types of products acceptable for broadcast advertising—these are three of the major accomplishments which are today making radio an even greater social and economic force.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY • NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO
EVERYWHERE!

There is no place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 cities in the United States and 9,000 in Canada,* but it maintains its own telegraph offices, attended by a trained telegraph personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness...with dependability...with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables

All America Cables

Mackay Radio

President Nominates Mr. Prall For Seven-Year Term on FCC

Confirmation by the Senate Is Considered Automatic; Western States Seeking Member on Commission

CHAIRMAN ANNING S. PRALL of the FCC on May 23 was nominated by President Roosevelt for reappointment as an FCC member for a seven-year term from July 1. His confirmation by the Senate is considered practically automatic.

The reappointment of Mr. Prall has long been considered a foregone conclusion despite the fact that notice recently was served by the Paulist Fathers (WLWL, New York) that they would block all FCC members because of the failure of their full-time operation scheme without a hearing. Moreover, it is understood that Mr. Prall’s reappointment was opposed by a member of the FCC.

The White House departed from regular procedure in submitting Mr. Prall’s nomination six weeks prior to the expiration of his current term. It is believed this was done because of reports of internal conflict on the FCC, provoked largely by differences between Chairman Prall and George Henry Payne, vice chairman of the Telegraph Division, a Progressive Republican, also of New York. Mr. Payne’s term expires next July 1.

Western Representation

LAST January when the Senate Interstate Commerce Committee held hearings in connection with confirmation of six members of the FCC (Mr. Prall already had been confirmed) a number of Western Senators protested against the lack of Western representation on the FCC while there were two members from New York, three from the South, one from Ohio and one from Connecticut. It was made apparent afterward that one of the early vacancies would be filled by a Westerner.

Mr. Prall’s reappointment means that the next opportunity that will arise to appease the demands of the Western states, unless there are resignations or other unforeseen occurrences, will be with the expiration of Mr. Payne’s term. Mr. Payne was author of the drastic “two-year” rule, under which FCC personnel departing from the agency after July 1, 1935, will be disbarred from any sort of practice before it for two years from their date of departure.

Mr. Prall joined the FCC last January, succeeding H. M. D. Spearman, of Arizona, who had been given an interim appointment until Mr. Prall, then a member of Congress from New York with a 12-year standing, could qualify for the post. He was named chairman on March 8, after Judge E. O. Sykes had relinquished that post, President Roosevelt appointed him chairman for a one-year period from March 11, the date he was sworn in, thus automatically providing for his reappointment as a FCC member as of July 1.

As a result of Mr. Prall’s reappointment it is expected that the FCC will be restored to harmonious operation. The Broadcast Division, it is understood, will remain intact with Judge Sykes as chairman, former Gov. Norman S. Case as vice chairman, and Mr. Prall as the third member and member of the other two divisions. Talk about another change on the Broadcast Division, supplanting that of last March, has disappeared.

A number of FCC employees, including Paul D. P. Spearman, still are contemplating leaving the FCC prior to July 1 when the two-year rule becomes effective. Mr. Spearman has indicated his intention of returning to private practice of law upon completion of a year’s service on the FCC. When he assumed the post last year he informed friends of this intention.

WOR’s Summer Business Shows Increase of 40% SUMMER business of WOR, Newark, is 40% above the 1934 figures, with the increase traced to higher power and better coverage, resort coverage and spread of auto radios, and affiliation with Mutual. Since installation of the 50 kw. transmitter the number of sponsored hours for the first four months of the year increased 20% above the same period last year, although the new transmitter did not come on until March 4.

About 80% of the station’s time is sponsored by national advertisers. Sponsored time in April totaled 247 hours, a 9.5% gain over March and 56.8% gain over April 1934.

RCA Declares Dividend

RCA MFG. Co. on May 24 declared the regular dividend for the second quarter on its A preferred, amounting to $7 1/2 a share.

QUESTIONS that have been asked about the NBC Network Aires published recently by NBC are answered in a supplementary brochure titled Every Good Question Deserves an Answer.
UNITED PRESS
NEWS
COVERAGE
ENCIRCLES
THE
GLOBE
•
UNITED PRESS
Do you want the answer RIGHT NOW?

In a business that sells minutes and hours, minutes and hours are valuable. . . . Can you clear that coast chain for a Saturday evening program? Can you get three scripts delivered before the customer soaks?

Turn to your telephone. The whole broadcasting industry is at the other end of it. In approximately a minute and a half (average time required to reach out-of-town telephones last year) you can talk to any one, anywhere. Three hundred or three thousand miles. Get the answers, discuss details, make decisions, and be free for other affairs. It pays. Try it today.

Ward Baking Co. Tests Spot Series in Midwest
WARD BAKING Corp., New York, is experimenting with spot programs featuring local talent in Midwest cities. The first program, over WAIU, Columbus, O., was titled Spectator, a news report with emphasis on the local angle. It was re¬newed May 20 for another 13 weeks. Another spot was to be taken later in the day, making two 15-minute programs a day. The sponsor has an agreement with WAIU whereby no competitor of Ward will be allowed to sponsor a program over WAIU while the bakery is a client.

Success of the WAIU program prompted the sponsor to start a similar series on WJR, Detroit, called Friendly Counselor. 15 minutes Tuesdays to Saturdays inclusive at 10-10:15 a.m. This series has also received an excellent response. The sponsor is considering another program for Jacksonville. Fletcher and Ellis Inc., New York, is the agency.

WMCA-WIP Accounts
THIRTEEN hours weekly of commercial programs are being broadcast over the WMCA, New York City, WIP, Philadelphia tieup, in addition to several sustaining programs which are exchanged. Largest user of time is Rev. George A. Palmer, Philadelphia, using an hour every morning except Sunday. Other advertisers on the twin stations are Health Aids Inc., Fitch Publishing Co., Dr. Howard D. Norton, Rev. Percy Crawford and Reformation Fellowship. WCBM, Baltimore; WDEL, Wilmington; W1 M I N G T O N, Del., and WOL, Washington, now receiving station programs from WMCA, in no way affect the relationship between WIP and WMCA, having made inde¬pendent arrangements with WMCA for sustaining service but receiving none of the programs originating at WIP.

Colgate Contest
A MYSTERY solving contest introduced by Colgate-Palmolive-Peet Co., Jersey City, (Colgate dental powder) was started May 31 on WOR, New York. The first program goes on at 7:30 p.m. for 15 minutes and in this time the listener is to watch for clues. The second program, solving the mys¬tery, goes on the air at 9:15 p.m., for 15 minutes. The person who sends in the correct solution in the least number of words in the earliest possible time after the 7:15 p.m. broadcast is declared the winner. All solu¬tions must be sent in by wire and the time marked on the telegram will be used. Second prize, which will be presented by the company, was filed earliest. Benton & Bowles Inc., is the agency.

Phillips Flour Series
PHILLIPS MILLING Co., San Francisco (flour) for the first time in its history, is using radio in its advertising schedule and is using a 15-minute recording spot on KFRC, and two other stations. This starts Wednes¬days, 10:15-10:30 a.m., supple¬mented by spot announcements. Emrich & Staff, San Francisco, is the agency.

Mexican Broadcast Ruled Inoffensive
Broadcast Division Cites Legal Precedent For Its Finding
QUOTING legal precedent for its action, the Broadcast Division of the FCC ruled May 27 that the Mexican government program broadcast over the NBC-WJW network on March 21 which allegedly contained obscene verse did not fall in the category of offenses necessi¬tating punitive action.

In a letter to Father John B. Harney, president of WLWL, New York, and Superior of the Paulist Fathers, Judge E. O. Sykes, chairman of the Broadcast Division, stated that this conclu¬sion had been reached after careful study. Father Harney, along with a delegation in Congress had complained of the broadcast, alleg¬ing that it was not only indecent, but was in the nature of foreign "propaganda."

Judge Sykes' Letter
The letter containing the ruling follows in full text:

The Commission has had under inves¬tigation the broadcast of a program sponsored by the Mexican Gov¬ernment which was originated by Station WJZ and carried by other mem¬bers of the blue network of the Na¬tional Broadcasting Company on the evening of March 21, 1935. The portion of this program referred to in your letter to the Commission was a song entitled, "En Elogio De Silvesi", sung in Spanish.

The question as to whether a matter which is broadcast is obscene or indecent must be determined by the application of the rule announced in Duncan v. U. S., 48 Fed. (2d) 128, and other leading cases, which is as follows:

"The true test to determine whether a writing comes within the meaning of the statute is whether its language has a tendency to excite, or to corrupt the morals of those whose minds are open to such influences and into whose hands it may fall by arousing or impla¬ting in such minds obscene, lewd, or lascivious thoughts or desires."

The Commission, Broadcast Divi¬sion, after careful study of all the facts and circumstances in connection with this broadcast, has reached the conclusion that the program does not fall within the above definition.

The Division desires to express its appreciation for your cooperation in directing its study to this matter. Because of the large number of broad¬casting and other stations, letters, such as yours, are very helpful in the duties of the Commission.

Blair Sees Spot Gain
JOHN BLAIR of Chicago, presi¬dent of John Blair & Co., repre¬sentatives, in San Francisco on May 20 to meet with Lindsey Sphight, Pacific Coast manager of the organization, stated that spot broadcastings were increasing ma¬terially. Mr. Blair reported a "general feeling of gratification at the increased business which all stations, large and small, are experi¬encing", and stated that there is a tremendous pickup in spot broad¬casting throughout the country. Many national chain advertisers are supplementing their efforts with live talent and spot announce¬ments, getting more mileage in strategic markets. The primary object of Mr. Blair's visit to the Pacific Coast was to inspect the new KNX, Holly¬wood.
Stars mark metropolitan districts in which are located Basic Chain Stations. KNX makes no claim whatsoever to coverage in these areas. Totaled they represent but 33.7% of the Radio Families of the eleven Western States.

66.3% of the Radio Families of the eleven Western States live in the KNX night time service area.

**KNX**

**THE 50,000 WATT VOICE OF HOLLYWOOD**

**NEW YORK**
142 Madison Avenue

**DETOIT**
New Center Building

**CHICAGO**
520 N0. MICHIGAN BLVD.

**SAN FRANCISCO**
465 CALIFORNIA

---

**Question:**

**HOW DOES RADIO KNX COME INTO YOUR AREA AT NIGHT?**

Ross Federal Research Corporation interviewed 946 dealers of Ford, Chevrolet, and Plymouth cars; druggists and grocers in 144 towns located throughout the eleven Western States. All these towns were widely scattered throughout the entire area (excluding network cities) thus giving a true picture of KNX's blanket coverage.

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**June 1, 1935 • BROADCASTING**
Joint Committee to Develop Plan for Cultural Broadcasts

Two-day Conference Leads to Appointment of Group; Raising of Broadcast Standards Is Commended

WITH Dr. John W. Studebaker, U. S. Commissioner of Education, as its chairman, a committee of approximately 30 broadcasters, educators and others affiliated with non-profit broadcasting will be named shortly to devise plans for cooperative use of existing radio facilities in furthering educational and cultural programs.

This was the decision reached by the Broadcast Division of the FCC following the two-day conference May 15 and 16 at which this subject was discussed. The conference was called by the FCC in compliance with its report to Congress last January in which it recommended against specific allocations of time or facilities for educational use and announced its intention of calling a national meeting to devise definite cooperative plans to enhance the educational value of radio.

Some 40 educators, broadcasters, clerics and others interested in the sessions testified before the Broadcast Division. While the division chairman, Judge E. O. Sykes, announced at the outset that the conference was called to try to work out a cooperative plan utilizing existing facilities, there nevertheless were presented several illusory proposals, one by the Joy Elmer Morgan educational group for a government network, and another by Father John B. Harney, Superior of the Paulist Fathers, for use of 50% of all evening time for educational and cultural programs under Federal mandate.

Cooperative Plan

AS SPOKESMAN for the broadcasting industry, J. Truman Ward, NAB president, advocated a cooperative movement, espoused from the beginning of the controversy between educators and broadcasters, and suggested that the task be assigned a committee under FCC auspice. The same proposal was subscribed to by the vast majority of those who testified, with only a few exceptions, such as those of the Morgan and Harney groups.

In adjourning the hearing, Judge Sykes said he felt much good would come from cooperation and agreement on educational programs, both nationally and locally. He said that the conference would recess "possibly" to be called at a further time to consider the reports of the committee.

High praise for the steps of the networks to eliminate certain types of programs and rigidly supervise others, notably the statement of policies of CBS, was voiced by several educators. From the American Medical Association came condemnation of certain proprietary accounts, mentioned by name. Father Harney, whose Catholic order operates WLS, New York, a persistent applicant for improved facilities, now understood to be engaged in conducting a vigorous lobby in Congress against commercial broadcasting, launched a trade against the networks alleging monopoly and against broadcasting in the latter instance, he charged this publication with mis-statements of the facts in connection with WLWL operation. (The text of this portion of his statement is published below.)

Medical Viewpoint

VIEWS of the American Medical Association were advanced by W. W. Bauer, M.D., director of the Bureau of Health & Public Institution of the organization, and by Dr. Arthur J. Cramp, director of its Bureau of Investigation. Dr. Bauer pointed out that A. M. A. has broadcast extensively over facilities contributed by the networks and by individual stations. While "duly appreciating" the cooperation of the broadcasting industry, he said the A. M. A. nevertheless is constrained to represent to the Congress that certain practices and situations in the field of educational broadcasting require attention and should be modified if possible in the interest of the listening public.

Briefly, his complaints were that speakers on scientific topics are "limited" in what they say, notably in connection with venereal disease, and that speakers are required to accept "censorship" from broadcasters. He suggested that the FCC make provisions whereby AMA speakers could have "complete freedom" to talk of anything they like, without liability on the part of broadcasters; whereby venereal diseases and their prevention may be discussed; and have free access to the filed copies of radio addresses which have been made, particularly in connection with medical service "schemes."

Dr. Cramp devoted the major part of his statement to an attack upon patent medicine broadcasting. He submitted transcripts of the advertising parts of patent medicine broadcasts made during the "past two or three weeks" for "Peruna," "Willard's Tablets," "Ex-Lax," "Alka-Seltzer" and "Crazy Cystals," analyzing and discussing each. The preparations that have been specifically dealt with are by no means the most objectionable of the 'patent medicines' that are advertised over the radio," he said. "They were purposely picked out because they seemed to be a fair cross-section of patent medicine broadcasting and by no means the most pernicious examples."

Radio's Appeal

"RADIO advertising of 'patent medicines' is more objectionable than newspaper advertising of the same products," Dr. Cramp asserted. "Many newspapers, as a matter of enlightened self-interest, have developed certain standards of decency and censorship that (Continued on page 40)
NEW SUMMER PROFITS!

...SAVE ON SUSTAINING PROGRAMS!

...EARN ON SPONSORED PROGRAMS!

More than 50 leading stations are now using Standard Program Library Service.

- No matter how greatly the summer months disturb a station's schedule everyone can come through with actual profits with the STANDARD PROGRAM LIBRARY. With this amazingly complete service every type of musical program is instantly at hand—and at remarkably low cost!

This Program service brings you Hollywood's finest recording orchestras, vocal soloists of accepted commercial appeal, and other talent known to be successful in holding and gaining listeners. Finest mechanical quality is assured by RCA-Victor recording and low-surface Victrolac prints.

Already more than 50 leading American broadcasters are using STANDARD PROGRAM LIBRARY SERVICE, and are enthusiastic over the ease and flexibility with which it builds both sponsored and sustaining programs.

We invite you to investigate now quality, completeness and low cost of this Program Library.

- If you want exclusive use of this outstanding service in your territory at the present prevailing low rates communicate immediately with us.
Television Tests
WESTINGHOUSE will launch extensive visual broadcasting experiments in the ultra-high frequencies in conjunction with three of its stations-EK, Pittsburgh, KWJ Philadelphia, and WBBZ-WBZ, Boston—according to an announcement May 18. To operate in the 55.5 megacycle band, the stations will have apparatus not only for television and facsimile experimentation but also for five-meter band broadcast transmission through use of relay and repeater stations.

Film Group Starts Television Survey
HOLLYWOOD film studios in May launched a survey of television on a cooperative basis with costs divided among the major plants. The results will be published during the summer in a report to the film industry, with the possibility of a second and confidential report being made to the "inner circle" of filmdom at the same time.

The committee was selected by the Academy of Motion Picture Arts and Sciences with Carl Dreyer, RKO's chief sound engineer, as chairman and N. M. LaPorte, Paramount research director, as vice-chairman. Members include Gordon Chambers, Hollis Moulton, J. C. Freyne and R. C. Wellman, representing EBPI, Eastman Kodak and RCA.

A majority of the committee will spend a month in the East on a tour of television transmitters, conferring with experts. Don Gledhill, executive secretary of the Academy, announced that the committee will give particular attention first, to the possible effect of television from a standpoint of entertainment and, secondly, the degree of perfection already attained.

Mr. Gledhill said: "The technical development is important only insofar as it will affect the use of film product in the future or the theatricalizing of film followed... Thus the investigation will be exhaustive on the entertainment question."

WNEW Pays Band Tax
WNEW, Newark, on May 20 began paying the musicians' tax for its Dance Parade, being the first station to come to an agreement with the union on the fee for remote broadcasts. The program lasts 5½ hours, with continuous dance music.

NEW CABLE FOR TELEVISION
Bell Laboratories Develop New High-precision Method For Transmission of Visual Service

DEVELOPMENT of a high-precision cable, declared to be capable of transmission of television frequencies and power for ultimate chain television broadcasting, was disclosed in an application filed with the FCC May 16 by the New York Telephone Co. The application seeks authority to lay a coaxial cable between New York, Philadelphia, and Philadelphia for experimental use.

The application comes on the heels of the RCA announcement that it will spend $1,000,000 in television experimentation and locate a station in the area between New York and Philadelphia. Development of a cable of sufficient capacity to carry television images has been one of the principal obstacles in contemplated projects for nation-wide television analogous to sound broadcasting.

The A. T. & T. application said the cable could be placed in operation by March, 1936, if the necessary authority is procured. Its use, said the application, "would make the United States the pioneer in the cable transmission of television. Its cost was estimated at $290,000 for development and manufacture, with $70,000 additional for terminal equipment. The cable would be possible for the first time the transmission over a cable type of circuit for long distance a television image of good definition," it was added. Repeaters would be required every ten miles to revitalize the visual impulses.

The cable is said to consist of special forms of sheathed conductors, wide bands of repeaters of unusual stability and fidelity and new types of terminal apparatus. In telephone, rather than visual use, the cable is said to permit the transmission of 50 or more simultaneous telephone conversations over a pair of wires, as against three simultaneous conversations over the existing multiplex system on a single wire.
"The bigger they are,
true of markets as well as men

- New York, Chicago, Philadelphia, Detroit, and on down to Pittsburgh—the Big Ten of American cities—these are the markets where sales curves are bent or boosted—where an added 2% of the potential volume may mean an added 20% to your profits.

   Especially in these key cities are the gods of sales usually on the side of the manufacturer with the biggest radio advertising campaign. For in these ten tactical towns radios are found in more than 95.7 of all homes—with 76% of these 6,860,000 sets tuned in daily.

   By every impartial survey in this group of markets the giant stations of the Columbia Broadcasting System are ranked first in popularity.

   Perhaps that’s why American advertisers spend more for Columbia coverage than for any other network. Why nearly twice as many of the 100 largest advertisers use CBS as any other chain. Why Columbia sales for the last quarter of 1934 were the greatest which any network had ever enjoyed, yet were soon eclipsed by the even larger volume which advertisers brought to Columbia during the first quarter of 1935.

   Don’t you think that your business too would benefit by the huge sales influence of the world’s largest broadcasting system?

THE COLUMBIA BROADCASTING SYSTEM
Program Policy Trend

NOT SINCE the beginning of commercial broadcasting has there been so healthy a sign as the general trend toward rigid internal control of program policies now so apparent.

The industry has grown in stature, influence and income so that it can now exert the kind of self-imposed regulation it has long wanted but could not afford. Not unlike the printed media, broadcasters as a group up to the present have been unable to reject accounts that meant the difference between profit and loss.

CBS' statement of policies of a fortnight ago has struck a responsive chord. The statement was frank and courageous. Other stations are studying it for their own guidance. It was the well-timed punch that was needed.

The CBS declarations were the crystallization of a movement that has been apparent within the industry. A year and a half ago, for example, NBC issued a statement of its program policies aimed at the same goal of good taste, integrity and quality in programs. It followed that up with the establishment of a department of continuity acceptance. Both networks long ago decided that they would forego laxative programs, but they had to await contract expiration and protect themselves until such time as replacement business appeared imminent.

Broadcasters have no apologies to make to their advertisers by invoking rigid restrictions. The demand for radio time is the answer. That demand exists because of proved results. In the long run (and it shouldn't be so long at that judging from time demands) it will pay dividends, not only in increased business, but in security, stability and audience satisfaction.

* * *

WE ARE inclined to believe that the FCC, responsible in no small measure for the spurt in program reforms, will not run rampant in its cleansing campaign. Some 100 stations are on the carpet because of questionable programs—21 of them in the case of Marmola broadcasts. It looked pretty bad last April when the FCC started on the war path. It is our considered judgment, after sounding the FCC sentiment, that there will be no steps that will mean loss of investments in stations. Temporary licenses will be doled out in extreme cases and the ax may even fall in a case or two in which palpable disregard of the public service obligation is exposed.

But the feeling is prevalent that the biggest part of the campaign is over. The idea of self-regulation appears to have gone across. More and more stations will fall in line. Besides the FCC for the first time has given an indication of where it stands and, more important, it proposes gradually to provide a yardstick by writing into its opinions statements of its position respecting the programs involved. This sounds like sensible procedure and sensible regulation. The clarified atmosphere will have a wholesome effect and will dispel the nightmares that have had the entire industry on edge.

Old ASCAP—Last Curtain

WITH its back to the wall and somewhat crowded by Uncle Sam's anti-trust suit, ASCAP seems to be very much on the defensive these days. What a change from it arrogant domineering and take-it-or-leave it attitude of the past when dealing with broadcasters on royalty contracts for the right to perform music over the air?

As it now stands, ASCAP has given the broadcasting industry no extension until Dec. 31 of the current contracts for the right to perform its music. The contracts would have expired Aug. 31. Now negotiations are in progress for a further extension of the 5% of "net receipts" until final adjudication of the sweeping government suit, which goes to trial beginning June 10. The matter is before the ASCAP board.

There is only one main issue before the court—price-fixing of music. ASCAP maintains it will go to trial and defend its position. But it is torn with internal dissension. Its biggest publishing group, controlled by Warner Bros., has been discussing a consent degree, which would obviate the trial if ASCAP went along. It may be consummated before June 10. If it does there will be provided, in all likelihood, a "per piece" method of music performance wherein the broadcaster pays for precisely what he uses in an open competitive market rather than a percentage of everything he takes in plus a sustaining fee.

ASCAP appears to be on its last legs as the hard-hearted music trust. Broadcasters and other copyright users are not looking for vengeance; they simply want to pay a fair price from what music they use on a business basis. Thanks to Uncle Sam, its brilliant and indefatigable young attorney, Andrew W. Bennett, and if you please, to the NAB, it finally looks like they will get their wish.

The Three R's in Radio

AFTER an eternity of controversy which magnified the problem out of all proportion to its actual status, the educational radio issue seems to be headed for final solution. A committee operating under the aegis of the FCC will undertake to form a cooperative plan for more effective use of the ether for educational purposes.

It was last fall that the FCC Broadcast Division, acting pursuant to Congressional instruction, held exhaustive hearings on this subject with the focal issue of whether fixed percentages of facilities should be allocated for the use of non-profit organizations or individuals. The FCC came back with an unequivocally presented cooperation plan for all educational stations.

With the last fortnight a hearing to work out this cooperative means was held. It was clearly understood that the only issue was that of a cooperative plan, since the question of class allocations had been disposed of. Yet the Morgan-controlled educational group stepped forward with a plan for a government network, once again showing that the educators are still hopelessly split.

From the beginning this schism in education has prevented the accomplishment of a constructive campaign. The job of the FCC committee first will be to get a unanimity of view among the educators; the broadcasters have offered their cooperation as a unit from the start. It seems that the majority of the educators, those who appreciate conditions, favor the cooperative plan; only the outer fringe constitute the die-hard element.

Then the FCC committee should watch one other all-important phase of its future activity. The whole issue, we repeat, centers around educational broadcasting in its strictest sense and that means the work which the pedagogues undertake in collaboration with broadcasters. The personnel of the committee yet to be selected, should be drawn only from educational and broadcasting ranks. Political should not figure in it.

The committee's work will not embrace broad broadcasting of programming that might be drawn into a general view of education. Broadcasters are obliged to render such public service and in so doing they present forums for debates, speeches and the like. These are utterly beyond the purview of the committee, as we understand it. Should the committee at the first attempt to get into such matters, it soon will find itself hopelessly involved and the result will be non-action and more controversy.

Seven Years—A Natural

ANNING S. PRALL has been nominated by President Roosevelt for a seven-year term from next July. Last January he first joined the FCC and three months later became its chairman. In that brief span the FCC has accomplished more than in any other period within our memory. This in spite of knapsack friction on the board itself. Now most of the internal disturbance, happily, should end because Mr. Prall's status is settled for seven years anyway. It hasn't all been a bed of roses for those subject to FCC regulation since the turn of the year. But none can say that Mr. Prall did not pursue his duty as he saw it.

We are gratified over his reapointment—view, we believe, in which the industry heartily concurs.
PERSONAL NOTES

A. L. ASHBY, NBC vice president and general attorney, has been elected a director of the New York City Bar Association's New York Lawyer's Association, of which he already is chairman of the committee on communications.

RICHARD W. STANNARD, in department store promotion several years, has been named sales promotion manager for Don Lee Broadcasting System Inc.

HENRY JACKSON, account executive of KFRC, San Francisco, maneuvered the Thelma in the American yacht race of the Corinthian Yacht Club of San Francisco Bay. The Thelma took first honors in division 11. Jackson's crew consisted of Harrisburg, radio manager; Murray Grabhorn, sales manager, and Earl Smith, assistant sales manager. Charlie Cancellone, technician, and Chester Smith, musician, were aboard the Min Fe.

SAM H. BENNETT, of the Southwest Broadcasting System commercial station, located in Fort Worth, is the father of a girl, Beverly Joy.

NEAL BARRETT, manager of KOMA, Oklahoma City, and an official of the AFA, spoke recently before the business section of the Salvation Army in Oklahoma City.

JOSEPH G. CATANICO, of the sales force of KIJI, Los Angeles, will teach two radio courses this summer at the University of California, Los Angeles.

STANLEY L. SPENCER, formerly with KHLH, Fort Worth, is now with WBY, Boston, and has joined the sales staff of WGY, Schenectady.

JAMES PETERSON, of KV1, Taos, N. M., has joined the sales staff with WBZ, Boston, and has been named sales manager.

E. R. BONDURANT, assistant sales manager of WO, Des Moines, has been elected vice president of the Des Moines Advertising Club.

DON E. GILMAN, of the western division vice president, San Francisco, speaking on the "New Trends in Radio Programs," at the San Francisco Advertising Club May 15, stated that the influence of the radio programs comes from the self-appointed critics and those attempting to attack the forward legislation.

HAROLD R. DEAL, advertising and sales promotion manager of Associated Oil Co., San Francisco, has been elected a director of the San Francisco Advertising Club.

MERLE JONES has joined KMBC, Kansas City, as salesman.

HAL BOSKILL, formerly of KGHL, Bellingham, Mont., has been named sales manager of KGVO, Missoula, Mont., and Verne E. Sawyer has been promoted to program director.

LESLIE W. CONNOR, commercial representative of WBRC, Birmingham, Ala., is now in charge of radio station WBOB, vice chairman of the American Legion.

ED BURWELL, formerly of WTEL, Rochester, has joined the sales staff of WJAS, New York.

WILTON HAFF, announcer at KOJO-KJR, Seattle, has gone to Los Angeles to participate in sponsored programs.


is called Montana. He is a member of the Montana Bar Association, a 32nd degree Mason and Shriner, and is interested in fishing and children are his hobbies.

CHARLES L. BELFI, formerly of CBS and SBS, has been named in charge of production and sales of WDB, Phoenix, Ariz., which has reorganized its staff. Sue Fulton, formerly with KFII, Wichita, is program director, and Jack Stone, studio director; Roy Pickett, announcer; Don Mitchell, formerly of WJTS, 1, c. s. k., engineer; Glenn Flynn, operator.

S. A. H. SHAP AND don, formerly with KYDL, Salt Lake City, has joined the commercial department of KFWC, San Francisco, as account executive.

A. E. BENNETT, president of 2GB, Sydney, Australia, was speaker at the 2GB Advertising Club May 21 on a special foreign trade week program. He told about the jute subscription which established a close friendship between the two nations. His station has imported 5,000 American-made cigarettes within the last 20 months.

BEHIND THE MICROPHONE

ALFRED HALL, of the announcing staff of WMCA, New York, has been named program director, succeeding Lewis Reed resigned.

FRED WEBBER, formerly of KDKA, WCAE and WJAS, Pittsburgh, has been announced as the new announcer of WPIL, Philadelphia.

DON WILKE, formerly of NBC and the U.S. secret service, has joined KGM, Los Angeles, to broadcast a weekly "Crime Laboratory.

ROBERT CARTER, formerly of WIP, Philadelphia, has joined the announcing staff of WJMC, New York. A former national chief announcer, announced May 23.

RADIO editors in California were guests of NBC and Baron Long, hotel proprietor, at a three-day gathering at San Diego and Agua Caliente. The editors will hold quarterly conventions.

DON CRAIG, formerly announcer and vocalist on KOMO-KPTL, Seattle, is making movie shorts in Hollywood.

EVELYN KRUGER, in charge of the continuity script department of KXJO, Kansas City, will leave for the South to join the California School Book Depository. She was succeeded by Jane Barlow, well known in Pacific Coast radio.

CHARLES SEEBECK, announcer at WJMJ, Long Island City, has been named manager of the station.

EARL CALDWELL, who wrote and produced the KYA, San Francisco, "Street Show" has severed his connection with the station, succeeding Paul Norden, June 1.

CHARLIE BERNDT, operator of WTMJ, Milwaukee, was married in May.

MRS. LAWRENCE H. PIKE, of Albany, is now in charge of the Harrisburg, Pa., Chamber of Commerce, replacing Patricia Sheldon, who will be married in June.

DON GORDON, for eight months with KXJO, St. Louis, has been named to the announcing staff of WTMJ, Milwaukee.

HELEN HARTZER, in CBS Western News, Los Angeles, has been appointed traffic manager of KPAC, of that city, succeeding Pauline Kilborne.

CECIL CARMICHAEL, feature editor of the "Weekley News," Times, on May 20 started a series of news programs in its Sunday evening serial on WBT, Charlotte, N. C.

WHO, Des Moines, will retain a staff of 45 artists during the summer, according to Joe Fussell, general manager, head of the artists bureau.

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BURLINGTON WHEELER

Burlington Wheeler was born at Hudson, Middlesex County, Mass., on Feb. 27, 1885. The Wheeler family had 300 years in America and, it had, and there was no silver spoon. After graduating from Hudson High School in 1900 he enrolled in the University of Michigan, working as a stenographer to part of his way and managing to acquire the balance through working on tables. He got his law degree in 1905 and took Grecy's advice, journeying westward to Butte, Mont., with little more than his degree, ambition and good looks (he stands nearly six feet, and is wiry).

Butte soon became a second home to the young barrister for his first job was collecting bills for a local lawyer. The same year, however, he hung out his own shingle. After establishing himself, he married Lulu M. White, of Albany, III., who had been a school acquaintance at Ann Arbor.

Closely allied with the late Sena-

tor Thomas J. Walsh of Montana, he ran in the 1910 campaign, where he got his first baptism of political fire, running for the state legislature. Walsh lost but Wheeler won. Two years later, when Walsh won his seat, young Wheeler was named U.S. District Attorney by President Wilson. When 40 (in 1922) Wheeler was elected to the Senate, and soon carved himself a niche in the national arena. A prosecutor from the word go, he exposed one of the biggest national scandals in history. The Teapot Dome Investigation, driving three cabinet mem-

bers from office. His probing of the Alien Property Custodian's office sent Custodian Miller to the penitentiary.

In 1924 Senator Wheeler was the Progressive Party candidate for vice president, running on the ticket with the late Senator Robert M. LaFollette, Sr. He is mentioned waiting for the Republican vice presidential timer for 1936.

A home-loving man, Senator Wheeler actually has three abodes—one in Butte, a cabin in Glacier National Park, and his Washington home in Chevy Chase. The Wheelers have six children—three boys and three girls; the youngest

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June 1, 1935 • BROADCASTING
HERMAN PALEY, composer and theatrical agent, and Jack Klots, also a theatrical agent, have joined the artist bureau of WOR, Newark.

EDWARD LYN, announcer formerly identified with the Winkley station XFR, on June 1 joins the staff of KLJN, Minot, N. D.

JOHN LINER, of Boston, has established an artists bureau in that city. He was formerly connected with orchestra work in New England.

GEORGE BARRIE, formerly of the March of Time and announcer at WNEW, Newark, has been named night supervisor of WIP, Philadelphia. Howard Jones is handling WIP news broadcasts. Murray Arnold, production chief, will be married June 28 to Miss Thelma Bain.

BILLY WILLIAMS, dean of continuity writers at KOIL, is establishing new connections with Advertisers NBC foot, city. He was formerly associated with the continuity department.

GEORGE VANDAL, formerly of KPWB, Hollywood, has joined the continuity department of WNEW, Network.

MICHAEL FITZMAURICE, who formerly announced at KNX, Hollywood, is announcing remote control dance programs for CBS, keyed through KJH, Los Angeles.

JOE CONNOLLY, assistant publicity director of the Fox Theatre, Philadelphia, joined WIPF May 20 in the same capacity.

TALBERT MORGAN, formerly with Don Lee network, has joined WBRC, Birmingham, succeeding Chuck Wright, who recently bought WPRF, Hattiesburg, Miss.

GEORGE L. YOUNG, public relations director of KSPD, Toledo, and Miss Mildred Bola were married May 18.

TED BLISS, announcer at KJL, Los Angeles, on May 24 was promoted to chief announcer. Clarence Hamilton, chief announcer, was elevated to the post of studio supervisor. Jack Van Nostrand, continuity writer at KJH, Los Angeles, and Julle Dillon, radio dramatist, took out license in Los Angeles May 20. Martin Protzen, radio announcer the last five years in Washington, New York and San Francisco, on May 24 joined the staff of KJH.

ARTHUR LINKEFFER, announcer, and Gary Breckner, program manager, of KBG, San Diego, have joined the radio staff of the San Diego exposition. Charles Bullotti Jr., of KJH, Los Angeles, became KBG program head and Jerry St. Stein, formerly of XEBC, has joined the announcing staff. Trueman Bradley, CBS Chicago announcer, has gone to San Diego to announce at the Ford exhibit.

JACK TRACY has joined the announcing staff of KSFO, San Francisco, as the “Hollywood Correspondent.” He was formerly associated with the now defunct Morgan Productions Co., San Francisco. Helen Harvey has joined the staff of KSFO as home economist.

JACK SHANNON, for five years with WFBY, Syracuse, is announcing a CBS sustaining program keyed from WFBY.

BERNIE SANDERS, staff announcer at WHO, Des Moines, has been elected president of the Des Moines chapter of the Reserve Officers Association.

HARRY LINN, formerly with WLV, Cincinnati, has joined the staff of WROK, Rockford, Ill.

EDWARD TREEMAN, formerly of Little Rock, has joined the announcing staff of KOMA, Oklahoma City, as has Ervin Hingham, formerly of WAXA, Dallas. Bob Green, formerly in charge of the continuity department, has been named program director. Harold Macy, formerly an announcer, has been made studio director.

BOB PROVAN, formerly of Pratt & Whitney and Harvey Olsen, formerly of WATR, Waterbury, Conn., WYBC, New York, and WBNH, New Bedford, have joined the announcing staff of WDRC, Hartford.

BOB COUTTER, program manager of KGMB, Honolulu, arrived in San Francisco on May 9 aboard the liner Malolo to confer with Fred J. Hart, managing director of the station, who is in San Francisco arranging for mainland studios.

CONSTANCE VANCE, former of the Los Angeles branch of Oregon Mutual Life Insurance Co., on May 1 joined KKNX, Hollywood, as press representative.

Omega Shoe Polish

OMEGA SHOE POLISH Co., Los Angeles, launched a campaign on the West Coast division of NBC using twice weekly for a 90-day period the Julia Hayes Helpful Hints to Housewives morning participating program originating in Los Angeles. The sponsors in June will offer a two-ounce sample to the radio audience. The account is serviced from the Los Angeles office of the Leonard Livingston Ad Agency, San Francisco.

**Fifth Row, Center . . . Main Floor, Please**

The better the show, the more you insist on “fifth row, center . . . main floor.” Well . . . authentic surveys show that KSTP plays to the largest “main floor” audience (fireside)—day in and day out—because this Dominant Station of the Minneapolis-St. Paul Trading Area presents the greatest parade of radio stars offering the most popular programs . . . the Red and Blue Network of NBC, in fact.

Hitch your program to the “Stars of KSTP” and you’ll present your sales message to 50.1% of the total Twin Cities radio audience.*

Details Promptly! Just write: GENERAL S.A.L.E.S OFFICE, KSTP, Minneapolis, Minn., or to our NATIONAL REPRESENTATIVES: in New York—Paul H. Raymer Co . . . in Chicago, Detroit, San Francisco—John Blair & Co.

*Certified copy of this Survey is yours on request.

A BEST BUY becomes BETTER

WMT, NBC Basic Blue Network, is now broadcasting from a new 412 foot, quarter-wave antenna. Advertisers are thus assured increased and intensified circulation in rich Eastern Iowa and surrounding territory.

The IOWA BROADCASTING SYSTEM

The Des Moines Register and Tribune

WMT KRNT KSO
Cedar Rapids Des Moines Des Moines
NBC Blue CBS Basic NBC Blue

DOMINATES THE 9TH U. S. RETAIL MARKET

BROADCASTING * June 1, 1935

OMEGA SHOE POLISH Co., Los Angeles, launched a campaign on the West Coast division of NBC using twice weekly for a 90-day period the Julia Hayes Helpful Hints to Housewives morning participating program originating in Los Angeles. The sponsors in June will offer a two-ounce sample to the radio audience. The account is serviced from the Los Angeles office of the Leonard Livingston Ad Agency, San Francisco.

18 HOURS!

The only station in northeastern Oklahoma maintaining this schedule

KUL

1000 WATTS DAY

500 WATTS NIGHT

TULSA

CBS Network

W. C. Gillespie, V. P.

www.americanradiohistory.com
EQUIPMENT

GRAYBAR ELECTRIC Co., New York, has installed district sales managers who will be in charge of sales of broadcasting and police radio equipment in each of its five districts. Their work will be in addition to the districtmen who formerly handled all types of Graybar equipment in the main office. The five district sales managers are: New York, H. S. Taylor, sales manager of the sales and field service department; Chicago, A. E. Rich, formerly in the research products department; Kansas City, R. G. McCurdy, formerly in the research products department; San Francisco, B. R. Cole, formerly of the Bell laboratories radio department.


GENERAL RADIO Co., Cambridge, Mass., has redesigned its 213 audio oscillator into the type S13, now on the market. More are used in the research products department; engineering and field service department; W. F. Moore, field service engineer in the research products department; Kansas City, R. G. McCurdy, formerly in the research products department; San Francisco, B. R. Cole, formerly of the Bell laboratories radio department.

NEW LOW IN PROGRAMS—From the depths of the Potomac River at Washington, arch McDonald, WJSY announcer, described from a diving bell what he saw on the river bottom and added some base ball scores for good measure. The bell belongs to the Constellation, four-master which is to go on a Hainan ocean-floor treasure hunt.

NBC's Chicago engineering department is claiming a record of some sort since three of its staff members became fathers within a two-weeks period. Schedule of arrivals: May 7, to W. C. Lanham, studio engineer, a daughter, Ann; May 18, to James Miller, control supervisor, a son, Charles Ralston; and May 19, to Vern Mills, field engineer, a daughter as yet unnamed. 

JERRY MERQUELIN formerly in charge of commercial broadcast sales, other than point-to-point, for Western Electric Co., has been transferred to handle government sales as government sales engineer. George Davis former RPI field representative has been appointed to handle commercial broadcast sales for Western Electric Co.

Change in CRC

GLADSTONE MURRAY, Canadian-born chief of the British Broadcasting Co., is slated to come to Canada next year to take control of the Canadian Radio Commission, according to a dispatch from London in the Toronto Star of May 25. From Ottawa comes word that Hector Charlesworth, former editor, art and music critic, now chairman of CRC at $10,000 a year, is to be promoted to Dominion Archivist, and it is rumored will be replaced by Mr. Murray.

ENGINEERS' PROGRAM

TECHNICAL problems of broadcasting will be discussed by the Institute of Radio Engineers at the tenth annual convention to be held July 1-3 at the Hotel Statler, Detroit. Among addresses will be "Design and Equipment of a 50-kilowatt Station for WOR," by J. R. Oppen, WOR, Newark, and F. W. Cunningham and A. W. Kipps, Bell Laboratories; "Automatic Frequency Control," by Charles Travis, ECA; "Ultra Short Wave Propagation Overland," by C. R. Burrows, Alfred Decino and L. E. Hunt, Bell Laboratories; "A Study of Radio Field Intensity vs. Distance Characteristics of a High Vertical Radiator at 1080 kc.," by S. S. Kirby, U. S. Bureau of Standards.

Libel Bill Sidetracked

CALIFORNIA Assembly Bill 188, which would make advertiser wholly responsible for statements made on the air, has been tabled and from all indications will not be acted upon by the Legislature in Sacramento, scheduled to adjourn June 2. The original bill held an individual station responsible for all statements made on the air by an advertiser, but through the efforts of the Northern California Broadcasters' Association and the Los Angeles Broadcasters' Association, it was amended so that blame would be wholly with the advertiser.

WTMJ, Milwaukee, is recording all sustaining programs and each of its sales representative keeps a library of WTMJ offerings.

Stay Orders Granted

PETITIONS for stay orders to restrain the FCC from making effective its decision of Feb. 19 authorizing KGFK to move from Moorhead, Minn., to Duluth, were granted May 16 by the U. S. Court of Appeals for the District of Columbia. The petitions were filed by Arthur W. Scharfeld as counsel for WEEC, Duluth, and for the City of Moorhead and will remain in force pending adjudication of the appeal. WEEC appealed from the FCC decision on economic grounds claiming that Duluth now has sufficient broadcasting service while the city of Moorhead opposed the removal holding that it needs the local service of KGFK.

What's the newest in better spot programming?

NBC HAS A NAME FOR IT!

WBT NEW ArrIVALS

WBTX, 1260 kc., Norfolk.

"THE RAY SMITH SHOW"

Ray Smith, host, is on the air from 10 to 11 a.m. Monday through Saturday.features a daily newspaper review and headline news. The new program replaces The Brenton Riley Show.

WBTX is owned by The Daily Press and is operated from the offices of the newspaper.

So, in this YEAR-AROUND buying market they:

Camp on rivers and in primeval forests.

Golf at Oakmont and other fine courses.

Play at luxurious country clubs.

And, wherever they go, whatever they do, they have their radios along.

So-What? So, they tune in WCAE, acknowledged Pittsburgh's most popular radio station.

WCAE

Basic Red Network

Nationally represented by

PAUL H. RAYMER COMPANY

NEW YORK CHICAGO SAN FRANCISCO

Stay Orders Granted

June 1, 1935 * BROADCASTING
The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

WLS, Chicago
Olson Rug Co., Chicago (recovered
rugs), 6 weekly sp, thru Philip O. Palmer & Co., Inc., Chicago.
Oakish Jewelry Co., Oakish, Wise, 120 sp, thru Barnett, Barton, Dar

tine & Osborne, Chicago.
Royal Brothers Co., Muncie, Ind.
(glaze jars), 25 sp, thru Applegate
Gillette Rubber Co., Rain Claire, Wise.
tires, weekly sp, thru Grant-Kinna
Western Railways Association, Chi

gano (summer trips), 20 ta, thru
Hecht-Ellis-Youngeen & Finn Inc.,
Chicago.

WXHY, Kansas City
Gardner Nursery Co., Osage, Mo.
(plants), 12 weekly ta, thru North
Moolesock Shoe Co., Danville, Ill.
(health sport shoes), 12 weekly ta,
direct.
Conganu Co., Los Angeles (health bev
erages), 20 ta, direct.
Sears, Roebuck & Co., Chicago,
500 sp, direct.

WMCA, New York
Chrysler Corp., New York (autos),
10 fa, thru J. Sterling Getchell
Inc., N. Y.
Gold Dust Corp., New York (Sil
ver Dust), 12 daily sa, thru Barnett,
Barton, Darline & Osborne Inc.,
N. Y.

WFBL, Syracuse
Fels & Co., Philadelphia (Fels Nap
thin soap), 2 daily sp, thru Young
Rubianac, N. Y.

KSFO, San Francisco
Connan Co., Los Angeles (health bev
erages), 6 weekly ta, thru Lockwood
-Scheelco Inc., Los Angeles.
Parisand Co., San Antonio, Tex.
(permutie), 30 ta, thru Northwest

Crazy Water Hotel Co., Mineral
Wells, Tex. (mineral crystals), 6
weekly sp, thru Fishe Roberts & As
sociates San Francisco.

Gardner Nursery Co., Osage, I
ow (garden seeds and plants), 6
weekly ta, thru Hecht-Ellis-Youngeen & Finn Inc.,
Chicago.

WTK, St. Louis
Colgate-Palmolive-Peet Co., Jerse
City (soap), 21 ta, thru Benton &
Bowles Inc., N. Y.

Fawcett Publications Inc., Minneso
(pmastering Scientific Adven
tures), 6 sa, thru Critchfield-
Graves Co., Minneapolis.
Dr. Miles Laboratories Inc., Elkhart,
Ind. (Alka-Seltzer), 21 sa, thru

WMTJ, Milwaukee
Western Railways Association, Chi

ago (summer trips), 12 weekly ta,
 thru Renanek-Ellis-Youngeen & Finn Inc.,
Milwaukee.
United Drug Co., Boston (Renault),
5 weekly sp, thru Street & Pinney
Inc., N. Y.

KFI, Los Angeles
Rice-Stix Dry Goods Co., St. Louis
(wholesale), 3 weekly sa, thru

Union Pacific System, Omaha (rail
way), 3 weekly sa, thru Ernest
Baker & Co., Omaha.

Ch. Hansen's Laboratory, Little
Falls, N. Y. (Junior), 3 weekly ta,
thru Mitchell-Faust Adv. Co.,
Chicago.

Reach-Watch Co., New York, 116 sa,
thru Bso Co., Inc., N. Y.

Emerald Drug Co., Baltimore
(Bromo-Seltzer), 6 weekly sa,
thru J. Walter Thompson Co., N.
Y.

KFR, San Francisco
Nestle's Milk Products Inc., New
York (Alpine Miss), 3 weekly ta,
thru Lord & Thomas, San Fran
isco.

Globe Beer Co., San Francisco (beer),
5 weekly sa, thru The Kelso
Norman Organization, San Francisco.
Sakakutu Co., San Francisco (ted
shampoo), weekly sa, thru Dake

May 2, Meal Co., San Francisco
(breakfast cereals), 3 weekly sa,
thru Mitchell-Faust Adv. Co.,
Chicago.

WMAC, Chicago
E. R. Wagner Mfg. Co., Milwaukee
(carpet sweepers), 6 ta, thru
Cream-Krenzke Co., Milwaukee.

North American Dye Co., Mt. Ver
non, N. Y. (Dyntit), 13 ta, thru
E. C. Taussie Co., Inc., N. Y.
Chiefyf Mfg. Co., Baltimore (dub
polish), 18 ta, thru Van Saant
Dug
d, St. Louis, Baltimore.

WICC, Bridgeport, Conn.
Johnson Educator Food Co., Cam
bridge, Mass. (crackers), 6 weekly
ta, thru John W. Queen, Bostot
(annually listed in May issue)

WTOC, Savannah, Ga.
Southern Dairies Inc., Washington
(ice cream), 3 weekly ta, thru Mc

WFBA-WBAP, Dallas, Fort Worth
Hyran Co., Fort Worth (dentifrices),
300 sp, thru Luckey-Bowman Inc.,
St. Louis.

(Rimmel), 6 weekly sa, thru
Ruthrauff & Ryan Inc., N. Y.

Commander Laruee Corp., Minneapo
lis (Rutted floor), 5 weekly sp,
thru Addison Lewis & Associates,
Minneapolis.

Morrison Mfg. Co., Chicago (Mar-
Oil), 2 weekly sa, thru Heath
Seeds Inc., Chicago.

Wexler's, N. Y., thru N. Y. Executives,
Chicago, 7 weekly ta, thru Renanek
-Ellis-Youngeen & Finn Inc.,
Chicago.

Pawtuck Publications Inc., Minneso
p. (students' interest features),
6 sa, thru Critchfield-
Graves Co., Minneapolis.

R. G. W. Inc., Atlanta (Kombo),
weekly sa, thru Ruthrauff & Ryan
Inc., N. Y.

Baltimore Watch Co., N. Y., 3 daily
ta, thru Bow Co., N. Y.

WBT, Charlotte, N. C.
Florida Fruit Cannons Inc., Frost
proof, Fla. (Silver Nip), 3 weekly
ta, thru J. A. Greene & Co., At
lanta.

Seaboard Airline Railway, Norfolk,
Va., thru John Davis, weekly.

Welch Grape Juice Co., Westfield,
Ind., 3 weekly ta, thru H. W. Kne

Clark Bros., Cheesing Gum Co., Pitts
burgh (Teuberry), daily, thru
Champion M. Power Co., Inc.,
Pittsburgh.

Colgate-Palmolive-Peet Co., Jersey
City (soap), 2 weekly sa, thru
Benton & Bowles Inc., N. Y.

General Motors (Detroit auto show),
12 weekly ta, thru Campbell-

KFI-KECA, Los Angeles
Rice-Stix Dry Goods Co., St. Louis
(wholesale), 3 weekly ta, thru

Union Pacific System, Omaha (rail
way), 3 weekly sa, thru Ernest
Baker & Co., Omaha.

Ch. Hansen's Laboratory, Little
Falls, N. Y. (Junior), 3 weekly ta,
thru Mitchell-Faust Adv. Co.,
Chicago.

Reach-Watch Co., New York, 116 sa,
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shampoo), weekly sa, thru Dake

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Chicago.

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(carpet sweepers), 6 ta, thru
Cream-Krenzke Co., Milwaukee.

North American Dye Co., Mt. Ver
non, N. Y. (Dyntit), 13 ta, thru
E. C. Taussie Co., Inc., N. Y.
Chiefyf Mfg. Co., Baltimore (dub
polish), 18 ta, thru Van Saant
Dug
d, St. Louis, Baltimore.

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bridge, Mass. (crackers), 6 weekly
ta, thru John W. Queen, Bostot
(annually listed in May issue)

WTOC, Savannah, Ga.
Southern Dairies Inc., Washington
(ice cream), 3 weekly ta, thru Mc

"The zoo wants to borrow some mating calls."
KROGER, San Francisco, has subscribed to the Standard Transcription Library.

RADIO RELEASE Ltd., Hollywood, in June will record two series of sacred songs and hymns by Homer Rodeheaver, evangelical singer.


STANDARD RADIO ADV. Co. of Hollywood and Chicago, announces addition of RTU. Tulsa, Okla., KGFF, Shawnee, Okla., and KCRK, Enid, Okla., as subscribers to the Standard Program Library Service.

R. U. McINTOSH & Associates, Los Angeles, has named Ray Hetler, St. Louis, as Midwest sales agent, with Walter H. Ehredt, Chicago, as the first regional sub-representative.

RECORDINGS Inc., Los Angeles, has resumed transcribing following the April fire. During the repair of the studios of RCA-Victor, Radio Recorders, and Freeman Lang handled Recordings’ clients.

Barnshaw-YOUNG Inc. and Harry A. Barnshaw Radio Productions, Los Angeles, planned to move to 6425 Hollywood Blvd. August 1.

Phillip J. McANNY Co., Los Angeles agency, has entered the transcription field with production of Porta of Call. 32 half-hour programs cut at Recordings Inc. Hollywood.

TRANSCRIPTIONS

To Say Nothing of Cabbages and Kings...

Being canny souls out here in Buffalo, we are firmly opposed to putting all our eggs in one basket. In other words, we’re thoroughly sold on diversified industries.

As a result, everything from flour to cellophone is made here and as a result that Buffalo and Buffaloans are better off financially than most other towns and people in these United States. We know you need no diagram to figure out that this diversification and superior financial standing mean a superior market to you. They mean you can peddle your wares hereabouts and be sure of making sales at almost anywhere else in the country.

Nor are we being egotistical when we say that Buffalo Broadcasting Stations WGR-WKPB give you the best possible “in” in this very profitable market. (Here again diversification rears its comely head. You can pick the most advantageous time for advertising your product on WGR-WKPB because these stations divide Columbia and Buffalo Broadcasting productions amicably between them.)

Let’s talk over the facts and figures of a radio campaign that will give the cream—to say nothing of the top milk—of one of the country’s most consistently profitable markets.

WOAI, San Antonio
Honolulu, Prop., Atlanta (proprietary), 9 t, thru Rethraff & Ryan Inc., N. Y.
Western Ass’n. of Railway Executives, Chicago, 20 sa, thru Reinecke-Ellis-Youngreen & Finn Inc., Chicago.
Palmolive-Peet Co., Jersey City (Crystal White soap), 2 weekly t, thru Benton & Bowles Inc., New York.
California Perfume Co., Suffern, N. Y. (cosmetics), 30 t, thru Luckey-Bowman Inc., N. Y.

WGAR, Cleveland
Grocery & Baking Co., Cincinnati, 10 weekly sa, thru Wessels Co., Chicago.
John Manville Corp., New York (asbestos products), weekly t, thru J. Walter Thompson Co., N. Y.
Mall of America Corp., Chicago (Dr. Scholl foot supplies), 2 weekly sa, thru Donahue & Co., Chicago.
J. Fox Inc., New York (furs), 19 weekly sa, thru Alfred Rooney Co., N. Y.
Anders Co., Chicago (Ovaltine), 5 weekly t, thru Buckett-Sample-Hummert Inc., Chicago.

KGMB, Honolulu
r. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 26 t, thru Walter Bidlack Co., Minneapolis, Minn.
Kogin Co., Los Angeles (beer), 20 t, thru Walter Bidlack Co., Los Angeles.
J. B. Co., San Francisco (coffee), 26 t, thru Love & Thomas, San Francisco.

KGO, San Francisco
Kemson Drug Co., Baltimore, Md. (Bromo Seltzer), 2 daily, 112 sa, thru J. Walter Thompson Co., N. Y.

WKRC, Cincinnati
Ingersoll Cigar Co., Newark (La Palma), 100 sa, thru Gotham Adv. Co., N. Y.

WOOD-WASH, Grand Rapids
Krossed Dueser Inc., Chicago (Ice-Cre-Mix), 2 weekly sa, thru Roche, Williams & Cunynham Inc., Chicago.
WIP, Philadelphia
Paul Foundation of California, Los Angeles (carbohydrated foods), 3 weekly sa, thru Kraft Foods Inc., New York (flavor extracts), 6 weekly sa, thru Grant & Wadsworth & Cadman Inc., N. Y.

WGK, Chicago

BROADCASTING
THE National Industrial Advertising Association will convene at Pittsburgh, Sept. 15-29, and will "bridge the gap between 1929 and 1935 which marked the era of industrial isolation, and the long-depleted appreciations and changing organizations."

NO - DOZ LABORATORIES, Sacramento, Calif. (registered sleep-resistants) has named Warner-Cliffton Adv. Agency, San Francisco, to handle its account and is using spot announcements six times weekly on KJBS, San Francisco, along with other media.

A BIRTHDAY party, complete with candle-topped cake and other accouterments, took place May 15 in the Chicago headquarters of Free & Kleininger, Inc., in celebration of the firm's third anniversary.

PEPSODENT Co., Chicago, has added a tooth-powder to its line, announced May 27 on the Amos 'n Andy program.

PARK CHEMICAL Co., Detroit (Parko Gloss polish) has placed its advertising with Brooks, Smith & French Inc., Detroit.

POCAHONTAS OIL Corp., Cleveland (Blue Flash gasoline) is advertising through Griswold-Eshleman Co., Cleveland.

MARX BREWING Co., Wyandotte Mich., has placed its account with Martin Inc., Detroit.

BRADFORD OIL REFINING Co., Bradford, Pa. (All Penn products) has placed its account with Morgan Chase Co., Buffalo.

BLACKSTONE PRODUCTS Co., Inc., New York (Tasty Lax, etc.) has placed its account with Rose Martin Inc., New York.

NATIONAL LABORATORY, Chicago, (Nagraene proprietary) is advertising through Guenther-Bradford & Co., Chicago.

TUNG-SOL LAMP WORKS, New York (miniature lamps, radio tubes) is advertising through Piel & Adv. Inc., N. Y.

A. R. HANSON has been named advertising manager of Stelly Shoe Co., Portsmouth, O.

KITCHEN ART FOODS Inc., Chicago (2-Minute dessert) has placed its account with Vanden Co., Chicago.

D. SCHULTZ, Philadelphia (wal paper) is advertising through Phil Klein Agency, Philadelphia.

KOSTO Co., Chicago (desserts) has placed its advertising with Perri's Paus Co., Chicago.

A. L. N - A Co., Kenosha, Wis (beverages) is advertising through P. Muller & Co., N. Y.

SABINE BROADCASTING CO., Inc.

538,781 BUYERS

Complete NBC Service
EDWARD PETRY & CO.
National Representatives

538,781

BROADCASTING • June 1, 1935

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Complete NBC Service
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National Representatives
MICHAEL STRIVER, Sydney, Australia, manager for J. Walter Thompson Co. arrived in Los Angeles May 22 and planned to visit eastern cities. In the same boat was Byron Wrigley, Sydney, head of the Wrigley enterprises in Australia, big radio fan.

ELERATING his 80th birthday May 22, Frank Presbyer, chairman and president of Frank Presbyer Co., New York, reviewed his 60 years in the advertising and programming field. He has had his own agency. He is still active in the business.

LILBERT H. KNEISS, president and general manager of the Audieck corp., San Francisco, transcription producers, announced the appointment of the Kasper Gordon Studios Inc., Boston, and Dillon & Kirk, Kansas City, Mo., as exclusive representatives in those territories. Kneiss said that 2GB, Sydney, Australia, has purchased the rights to two serials. They are 59 episodes of "Fair of the Mounties," and 26 of "The Lorelei," for a total of 131 episodes.

In addition, the sponsor claims that the program proved effective in "invisible salesmanship," with dealers reporting that this good will was invaluable in promoting sales.

Contest entries were required to buy a pair of the new Slender-rite Shoos, Portland, Maine, calling at any store for an entry blank. The program was carried on a 62-station CBS hookup.

McDonald Joins Blair

ARTHUR MCDONALD, formerly with KNX, Los Angeles, Don Lee Broadcasting System, and later sales manager of Standard Radio Advertising Co., Hollywood, has joined John Blair & Co., station representatives, and will headquarter in Chicago. In addition, an announcement May 27 by John Blair, president. Mr. McDonald was a publishers representative in Chicago prior to entering radio, and for five years called on advertisers and agencies in this territory, according to Mr. Blair.

R. CALVERT HAWS has severed his connection with Henri, Hurst & McDonald Inc., Chicago, following the conclusion of the Selby Shoe Co.'s radio series featuring Mrs. Roosevelt, which was produced under Mr. Hawe's direction.

GENE GRANT, formerly of the sales force of KFLP, Los Angeles, and later sales manager of Transgram Sound Corp., Hollywood, has become a radio account executive with Philip J. Meany Co., Los Angeles agency.

CONFIDENCE

Local Advertisers Use

Why not you?

KFRO

"Voice of Longview"

Longview, Texas

RADIO SELLS SHOES

Selby Finds Business Booming
After Recent Campaign

THE recent radio campaign of Selby Shoe Co., Portsmouth, Ohio, for its slenderized Arch Preserver line for women, with Mrs. Franklin D. Roosevelt delivering a series of ten talks, increased sales of the Arch Preserver line from 14 to 200%, according to the sponsor. The campaign was concluded April 19.

Figures just compiled by Henri, Hurst & McDonald Inc., New York, show that each broadcast drew an average of 4,000 letters in the 50-word essay contest in which a $10,000 grand prize was awarded. A popularity rating placed the program third among 15-minute broadcasts.

In addition, the sponsor claims that the program proved effective in "invisible salesmanship," with dealers reporting that this goodwill was invaluable in promoting sales.

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AT BOULDER DAM—Don. E. Gil- son, NBC vice-president in charge of the western division, San Francisco, and O. B. Hanson, manager of NBC technical operation and engineering in New York, recently visited Boulder Dam to work out details for a special broadcast. Here is Gilman at the base of the dam.

WSM-WREC Hookup

TWICE weekly Pen-O-Kuh Cupra, sponsored by Plough Inc., Memphis, on WSM, Nashville, now is piped to WREC, Memphis. This is the first time WSM has fed a regular program series to a Memphis station. Lake-Spiro-Cohn Inc., Memphis, is the agency.

"WHN—a radio station that is really going places."

Mark Hanninger—N. Y. Mirror

Buy WHN

NEW YORK

The Most Talked About Station in New York!

Ask Us About These "Pre-Tested" Programs!

Sophie Tucker's Music Hall. The beloved Sophie in person as mistress of ceremonies, presenting headliners of stage and radio. A grand show by a grand personality.

M-G-M. Movie Club. 2,700 letters per program proves the power of this matchless review of movie gossip, news and drama—proven formula screen's greatest personality.

Ed Lowry's Broadway Melodies. Fast-moving vaudeville show by a master showman, presenting the current vaudeville and radio hits of the week. Outstanding radio entertainment.

M-G-M. Movie Club. 2,700 letters per program proves the power of this matchless review of movie gossip, news and drama—proven formula screen's greatest personality.

Undercurrent of the News. New York's own news broadcast by Blythe Oliver, feature writer and "inside news man par excellence. Everybody likes it."

Radio Day: 7:00-7:15 P.M., except Tuesday 6:30-6:45

Sunday: 6:45-7:00 P. M.
Believing in Iowa

The "Believe in Iowa" campaign is being supported by 11 Iowa stations, with broadcasts depicting increasingly good conditions throughout the state. Commentators, chambers of commerce and churches are cooperating in the campaign to build economic stimulus in the State. In addition, WHO, Des Moines, has started a series of Saturday Speakeasy broadcasts, each devoted to a particular city, frequently by remote control.

Major Petroleum Co., Philadelphia, has added six-minute shows titled "Major Thrills to its WIP, Philadelphia. The shows consist of rapid-fire descriptions of exciting happenings--dramatized with sound effects. Prizes are given to listeners who suggest the program. WIP's "Homesmakers Club" will hold its annual outing for the first time this year, which are expected. The Major Oil account was placed through Arthur R. Sterne.

TasteAid, Inc., Trenton, N. J. (canned carry) has taken over sponsorship of the "main feature" over WJBC, New York. The "main feature" is a program that is sponsored by WJBC, New York, six nights weekly.

The annual summer Symphonic hour program of symphonies, conducted by Howard Barlow, has directed its annual 2-hour program of musical broadcasts for CBS.

KFOX, Long Beach, Calif., May announced it would continue to use transcriptions, but has added photographs and/or records from the station. Hal Nichols, president, said: "The thing, I think for some time has been that so many mechanical devices broadcast that we have had effect upon them from the work of staff announcers. Under the new plan they have more time to study and put into effect suggestions and announcements. They don't have to spend four-fifths of their time adjusting records to the turntable.

WSYR, Syracuse, in connection with WKO Keith's "Theatre" brought Amos 'n Andy to Syracuse May 15-20 as the major station promotion. Thirty drug stores competed using Photographs with a mail order campaign and mail order campaign and most soda mines offered Amos 'n Andy Sundays for the week. The contest, which was featured in the WSYR studios, as a further build-up stunt.

When 30,000 Los Angeles chess players received a letter asking Keka to start weekly chess programs, the programs were responded to by the "Theatre" group of WOR, Newark, sponsored by Illinois Meat Co., Chicago (corn beef hash).

ROY FURNITURE Co., Syracuse, N. Y., for the first time in its four years of radio advertising will start in the fall, with three-hour quarters weekly.

Allied Independent Drug Co., Chicago, with 60 members, is sponsoring an amateur show on KMB, Kansas City.

KOIL, Omaha, Neb., has augmented in new territory with a 2-watt short-wave transmitter for use in broadcasting special programs. Listeners will be able to install three points.

Coverage and sales data on Radio Luxembourg are presented by the American representative, in a booklet showing what foreign stations "have to offer to American listening today," including their distribution and "increasing the sales in the English, French and German markets."

A series of weekly programs about the "Crude," of Brantston, Ill., to broadcast somewhere in the future, is being broadcast Saturday over WIBB, Chicago, as the new addition to that station's public service programs. Each Crude broadcast is an actual adoption case.

Coverage of WIOY, Dayton, O., is graphically illustrated on a production of the "Bee and Tree" program, of a cutout photograph of a velocity microphone.

Local stores sponsored five half-hour programs over WHAM, Rochester, N. Y., for the Community Chest drive.

Broadcasters in Kansas Form Group to Promote Their Mutual Interests

Formation of the Kansas Broadcasters Association to function for the mutual betterment of conditions for broadcasters of the state was announced May 21 by John R. Cowan, general manager of WBIO, Topeka. The organization will be perfected next week at a meeting in Topeka, with Mr. Cowan attending. The general manager of WREX, Lawrence, secretary.

Among other things, Mr. Cowan has asserted, the organization will support the plea of the World Broadcast System Inc., for alteration of FCC regulations governing the announcement of transactions. It is also formulating program policies for the edification of the broadcasters, and in the light of recent activities of the FCC. The organization plans to meet every two months for the discussion of problems of mutual interest and has scheduled a meeting in the fall of 1944.

The organization will meet on the basis of a currency unit for exchanges in Colorado Springs. An inquiry into telephone line charges will be proposed.

Broadcasters who attended the meeting, in addition to the officers, were State Senate Democratic, owner of KNO, Don Searle, manager of KPO Abilene, Herbert Hollister, manager of WLBL, Kansas City; E. W. Allen. Other members of the station include KBO, Coffeyville; and KFH, Wichita.

Hollywood Mask Inc., Chicago, maker of a beauty preparation, is sponsoring a series of programs over WGN, Chicago, featuring Francis X. Bushan, actress.
EASY AS FUDGE
To Solve Mystery, so 15 First
Prizes Are Awarded

NEW PROOF that fact is stranger
than fiction was given May 20,
when the 13th broadcast in the
series of Johnaton Instant Myster-
ies over WTMJ, Milwaukee,
concluded with an ending more un-
expected than any of their broad-
cast problems. Perfect solutions of
the mystery were received from 15
listeners and, in accordance with
the announced offer to make dup-
licate award in case of a tie, the
Robert A. Johnaton Co., Milwau-
kee (candy) paid 15 duplicate first
prizes of $25 each.

Announced as the fastest radio
contest in history, each of the
mysteries is broadcast in two
parts. At 8:30 the problem is pre-
sented in the form of a quarter-
hour dramatic sketch. Listeners
are then invited to name the guil-
ty party and the clue that proves
his guilt. To the person sending
by Western Union telegram the
briefest correct and complete solu-
tion to the station before 9:30 that
evening, the sponsor offers a $25
cash award, to be delivered by
Western Union messenger that
same night. Eleven other prizes of
Johnaton's chocolates and in-
stant fudge are also given away on
each program.

At 10 o'clock the program re-
turns to the air, the drama is con-
cluded showing how Prof. Ford-
ney solves the mystery, and the
prize winners are announced. Each
name is then staged and completed
and the awards are made all within
an hour and three-quarters.

The Johnaton company also
sponsors Painted Dreams five
afternoons a week over Mutual.
Sales of fudge powder are re-
ported to be exceeding all of the
company's expectations and a
much more extensive advertising
campaign is contemplated for
fall. The Chicago office of N. W.
Ayer & Son Inc., is in charge of
the account.

ROCKETT OIL Co., Los Angeles,
makers and distributors of Rockett
brand of gasoline, through the Los
Angeles office of Beacham & Hoh-
man Agency, on May 27 launched
a 13-week program originating at
KHJ, Los Angeles, to coast sta-
tions of the Don Lee-CBS network
at 8:30 p.m. (PST) for a full
hour each Monday. The program
is captioned Road to Fame with
the amateur show theme. Cash
prizes will be awarded winners
the first 12 weeks. The final pro-
gram, with a grand award, will be
a run-off for the winners of the
first 12 programs.

GREYHOUND BUS LINES are
using five-minute transmissions,
recorded by RCA-Victor at Los
Angeles, in all parts of the coun-
try to promote the coming summer.
The campaign runs from the mid-
dle of May until the end of
June and is being placed through
the local offices of Beamont and
Hohman Inc. for local Greyhound
lines. Headquarters of both client
and agency are in Cleveland.
News Services Clamor for Clients

(Continued from page 9)

exclusive use of TRANSMISSIONS available through WNBR

Wire for your choice of four popular, established Newscasts: 8:40 a.m.; 12:30, 6:30, and 9:00 p.m. Six days a week, 5-minute periods (fed to Source commercials to each). Rates (13-week basis): $3.60 per week, $47.20 per week, night.

News Services Clamor for Clients

exclusive use of TRANSMISSIONS available through WNBR

the public and upon the customers of the plaintiffs herein, that the plaintiffs herein are propaganda bureaus of the Government of the United States of America, or of some foreign government.

(c) Sought by oral witness and written statement to leave the impression upon the public and upon the customers of the plaintiffs herein, that authentic news can be secured only from the defendant press associations, and not from the plaintiffs herein.

(d) Sought by oral witness and written statement to leave the impression upon the public and upon the customers of the plaintiffs herein, that the news service of the defendant press associations is "faked" news, while cognizant of the fact that the news disseminated by the plaintiffs results from the direct inquiry of their own correspondents, or as paraphrased from affiliated press associations, which have received it from the Associated Press Inc., and to such daily newspapers as the New York Times and others.

(e) Falsely charged that advertisers are capable of and edit the news dispatches of the plaintiffs, whereas the fact is that contracts between the plaintiffs and their subscribers contain provisions appropriate to guarantee the plaintiffs' dispatches, and to protect such dispatches against change in substance or alteration in phraseology.

(f) Eliminated and excluded the plaintiffs from dissemination of the news service of the defendant news service to the public and upon the customers of the plaintiffs herein, pursuant to, and in furtherance of, the said unlawful agreement hereinabove described.

(g) CAUSED false or misleading information to be published, through the purposeful misrepresentation of the common practice of broad casting broadcast programs of the associated press associations to the news service of the plaintiffs, in the news columns of members of the defendant press associations and of the defendant publishing companies, in order that the plaintiffs and the defendant press associations might secure, for the purpose of destroying the business of the plaintiffs and completely eliminating competition.

(h) Released for publication in Editor & Publisher (satisfactory to the plaintiffs) the following statements: "As the only press association, we have a larger and more diversified field of operation than any other press association. We seek to serve the public and upon the customers of the plaintiffs herein, pursuant to, and in furtherance of, the said unlawful agreement hereinabove described.

(i) Conducted a campaign of vilification, abuse and false witness with regard to the news service of the plaintiffs herein, by written statement and oral testimony.

(j) Made and distributed written statement to leave the impression upon the public and upon the customers of the plaintiffs herein that the plaintiffs herein are propaganda bureaus of the Government of the United States of America, or of some foreign government.

(k) Sought by oral witness and written statement to leave the impression upon the public and upon the customers of the plaintiffs herein, that authentic news can be secured only from the defendant press associations, and not from the plaintiffs herein.

(l) Sought by oral witness and written statement to leave the impression upon the public and upon the customers of the plaintiffs herein, that the news service of the defendant press associations is "faked" news, while cognizant of the fact that the news disseminated by the plaintiffs results from the direct inquiry of their own correspondents, or as paraphrased from affiliated press associations, which have received it from the Associated Press Inc., and to such daily newspapers as the New York Times and others.

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How many advertisers like HOW MANY PIECES OF MAIL doesn't mean much unless we know the complete story . . . but REVIVED CONTRACTS . . . well.

Let's take a look at the record.

Of our present local advertisers—

22% have used WFBL 5 years or more
33% have used WFBL 4 years or more
59% have used WFBL 3 years or more
49% have used WFBL 2 years or more
80% have used WFBL 1 year or more

the answer . . . results in the Syracuse market with WFBL

Syracuse, New York

BROADCASTING • June 1, 19
Baldwin Favor ed for NAB Post

(Continued from page 19)

The NAB. Definite organization fans are still in the formative stage and will remain so until the convention, but temporarily it has been decided that as Washington headquarters should be main- tained through the offices of WOL, the matter of personnel for national representation and policy problems left for the local conven-

tion.

Despite these open statements at the locals do not have another made association in mind, it never- less is known that many of the dependents, convinced by “left- fingers” have set up a howl over local station representation at the NAB board. They point out at the locals that as one-third the NAB membership, yet have on one representative on the board. Already, it has been reported that the NAB is already one local association has a movement to file a suit to put the present association in the local NAB.

From the FCC head, Chairman S. Prall, the NAB conven- tion will hear about the FCC pro- gram edicts, an event which has unusual all others in broadcast- ing during the last several months, and has already revolu- tionized program prove- 
dure. Stations, advertisers and en- cies alike are in a deep haze out procedure, and it will be Mr. rail’s effort, it is understood, to journey it. He will be the principal speaker at the convention. The convention has not yet been dis- cussed by the regional chairman or Edwin M. Spence, WBAL, chairman of the program commit-

tee.

Precisely when the managing di- 

torship selection will be made is not yet clear. Mr. Louch has stated that he will resign his post at the 1933 annual conven- 

e on in July. However, it is in his power to tender his res- tation in advance of that date at which the NAB board may me his successor.

Baldwin Available Now

THE CASE of Mr. Baldwin, as available for assignment to a post immediately. While he has served as executive officer of the de Authority and has held that posts since the winter of 1933, he really is on the NAB payroll as assistant managing director. Mr. Baldwin formally the chief of the Department of Jus- tice. He joined the former Radio Commission in 1930, becoming its secretary. In 1933 he resigned in the change in administration and once again to the AB as assistant managing director. He was detailed to the North American Television Conference held in Mexico City in July of that year as NAB representative. On his return he became associ- ated with the code negotiations later in 1933 became executive editor of the code authority. This way, however, still same from NAB. Since the announcement by Mr. Baldwin of his intention to retire in the managing directorship has been defused with letters.

Mr. Baldwin and many others with whom he was thrown in contact during his tenure. Res- sign was expressed wholehearted- ly over his determination to leave but this was intermingled with well-wishes for his selected career. In no few instances there were expressions that he should be re- tained in some local capacity with the NAB, primarily as a consultant on problems with which he is familiar.

As for the convention itself, sev- eral separate organization meet- ings have been scheduled tenta- tively. Most important, of course, are the sessions scheduled by newspaper-owned stations to dis- cuss problems they consider of in- terest only to themselves, and the local station session. Both NBC and CBS plan independent net- work meetings for discussion of network station problems.

As in the past, a number of broadcasting equipment and trans- 

mission companies plan exhibits at the Broadmoor Hotel, head- quarters for the convention. RCA Mfg. Co. and Western Electric have made arrangements for equipment displays, as well as the transcription companies plan exhibits at the Broadmoor Hotel, head- quarters for the convention. RCA Mfg. Co. and Western Electric have made arrangements for equipment displays, as well as many others with whom he was thrown in contact during his tenure. Res- sign was expressed wholehearted- ly over his determination to leave but this was intermingled with well-wishes for his selected career. In no few instances there were expressions that he should be re- tained in some local capacity with the NAB, primarily as a consultant on problems with which he is familiar.

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Group to Plan Cultural Programs

(Continued from page 22)

keep out of their pages the advertisements of many products of this character. Further, the public has through several generations developed a defense mechanism against the printed word and is much less likely to be carried away by false or fraudulent claims made in cold type than it is when similar claims are made verbally by a plausible radio announcer.

"Then, too, claims that are to be made in printed form have a permanency that causes the maker of them to be much more cautious than when they are to have ephemeral character on the broadcast. It is also to be remembered that impressionable young people do not, as a rule, read 'patent medicine' advertisements in newspapers or magazines. These same people can hardly avoid listening to 'patent medicine' ballyhoo that comes into their homes over the radio."

Dr. Cramp said that the better type of station is attempting to reject "patent medicine" contracts of the most objectionable type. He pointed out particularly that WTMJ, operated by the Milwaukee Journal, had cancelled all such contracts "in an effort to clean up the air and rid it of offensive advertising matters."

The government network scheme of the Morgan group was presented by Dr. Arthur G. Cramp, president of the University of Wyoming, as spokesman for the National Committee on Education by Radio. Broadly it was similar to plan described in past issues of the magazine. Since it fell outside the scope of the conference of educational purposes, nothing is expected to come of it. Whereas the original plan suggested a set sales tax or taxing of communications on the leasing of facilities from existing stations, the revised plan on these scores says simply that revision of funds and allocation of channels "shall be made by the Federal government."

Government Aid

DR. STUDEBAKER pledged the cooperation of his Federal Office in devising "a new and improved system of continued collaboration" to adjust and direct discrimination in the use of radio facilities for educational purposes. He spoke of the importance of the radio as a means of "extending the public forum to the air," and said it seemed clear to him that the educational use of radio has not kept pace with its use for entertainment purposes. He called the educational use of radio "one of the rough spots in our broadcasting system."

"The channel of educational broadcasting is strained with the bones of dry lecturers because educating wants to get in on the art of teaching by radio," he declared.

Allen Miller, director of radio of the University of Chicago, presented his plan for local cooperation between educational institutions and stations for educational broadcasting. He disclosed that three major Chicago universities have formed the University Broadcasting Council to place in operation his plan (described in previous issues of Broadcasting). This plan has won widespread support as an ideal experiment and doubtless will be considered by the FCC cooperative committee.

A number of educators and broadcasters appeared to describe the workings of educational-radio plans they had evolved or which were in use. Several educational stations sent spokesmen who in effect plead their individual cases on the educational broadcasters. One is a proposal made to the FCC some time ago. With the educational being an integral part of its educational courses, there is a regular allocation of a frequency to which the educational will be given full broadcasting time without detriment to any other radio station. The wish to call the attention promptly to this sliver of air and to brand the FCC commercially and the full time I sought admittedly for commercial rather than educational or educational purposes."

And here is what Father Harny said in rebuttal:

"Our motives have been boldly an publicly questioned in yesterday's issue of the Broadcasting magazine. Under other circumstances, I would like to tell the unchallenged fact that life is too short and too precious to spend much of it in refuting the misrepresentations and calumnies of the who who speak or write out of subsides or licence or out of an inborn disposition to lie. Since this recent calumny has an intimate bearing upon my purpose in appearing here, I ask you, if I am even more vitally connected with the petito which our radio station WILY in Minneapolis, I am a radio for a moment to consider what is most important."

"There is in that statement, as almost every clever like—a fraud or two of truth. We do a bit of the advertising, we're roughing up enough to meet perhaps 10% of operating costs—without one cent set aside for the payment of any one of those fees."

Paul Ballard, National Representative of our Chicago office, which we provided by our own heavy expense our headquarters at 415 W. 59th S. New York City, is true also that if we are given in the long run no broadcasting time we will endeavor secure additional advertising that we may receive a decent ballroom those who speak over our stations may improve the entertainment for
New Sales Scheme

SAMPLE programs by talent of WGN, Cleveland, are presented by the station at personal expense of sponsors of the Home-Makers programs. Rather than push their products, sponsor's sales force are instructed to urge the public to listen to the program, thus handling the material in a direct and increasing the audience. Among sponsors using personal appearances of Home-Makers talent are Swift & Co. and Truscon Steel Co.

Bagley Ends Series

ARTHUR E. BAGLEY, for ten years broadcaster of The Tower Health Exercise Hour for Metropolitan Life Insurance Co., New York, is promoting a nationwide campaign of health exercise for Metropolitan through literature and in cooperation with district managers. The radio series ended April 20 after going on the air every weekday from March 31, 1925. The company sent out more than two million health literature in response to requests from the radio audience, as well as nearly two million exercise charts.

Ice Cream Schedule

GENERAL ICE CREAM Corp. (Fro-Joy) has taken spot announcements on 11 stations in New England and New York. The announcements are of one-minute duration either in the daytime, evening or both. Some 60 or 70 announcements are scheduled. Stations are: WBEN, WHAM, WIXBS, WLBZ, WNBF, WCAK, WCHS, WGY, SYR, WIBX, and WDEV. N. W. Ayer & Son is the agency.

Charges Monopoly

Then Father Harny launched a wide-ranging attack on broadcasting generally. Shouting monop- oly, he charged that in Shreve- port, La., both newspapers and 15 stations are in the hands of the same group. He said: "It is widely rumored, and it is only credible that the develop- ment of a chain of radio stations by the owner of an even larger chain of newspapers has been facilitated by the officials of our eminent radio network, who it is rumored have themselves a large stock interest in these newspa- per-owned radio stations."

Talking of the Wagner-Hatfield Bill of last year, agitated by the quillists, for 25% of the radio fa- lilities for educational and religi- ous stations, he said the measure was defeated "temporarily." He suggested a bill the FCC order broadcast- ing stations "to de- "not 25 but 50% of their time be devoted to educa- tional and cultural programs, ith or without an advertising cisor." He also raised the Mex- "ican program over NBC, involv- ing an allegedly profane poem—a subject dealt with at re- ater length by a succeeding speaker, Father Joseph Francis Hornung, S. J., of Georgetown University.

Other Speakers

MONG others who addressed a conference were L. V. Berkner, of the Department of Terrestrial Magnetism, Carnegie Institution of Washington, who discussed technical radio studies; R. C. Higby, of State University, operating OUS; Douglas Greisemer, Amer- ican Red Cross, who expressed "suspicion of the "finest cooper- ation" accorded by stations; Har- rison Randall, manager of the Chicago Civic Broadcast Bureau, presented a variation of his program of our program and may make it a station largely if not entirely self- supporting.

"This much we have repeatedly ad- mitted, or have openly affirmed. I say again today without apology. No glib, thinking, fair-minded man on earth will deny our right to lift our stat- ution out of the state of mendi- cency, and to make it a self-supporting proposition. To this slight extent—and to this ex- tent alone—is there truth in the as- sertion of the broadcasters who magnify the belief that we seek further broadcasting me for commercial purposes. The set of its cocked hat and. the statement itself is but the product of a mind which is apparently unable to conceive of any human objective higher or nobler than the pursuit of self-interest, or to believe that other men will turn their backs on the profession and purposes that generally have been good for financial progress, the self-interest is making as much good in the world may be within their power.

"Whether the writer be right or the statement true, it is evident that the character of our program is without power in a proceeding of this character to grant an application which under the terms of the regulations of the FCC may not be considered and is required to be returned and which the Corporation is without power to grant under the law."

Ice Cream Schedule

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Bow Wow
NO CANNED dog barks for
KHJ, Los Angeles! Instead,
Lloyd Creekmore, sound en-
engineer, calls in the dog of
Cyril Armbrister, radio pro-
ducer, when a bark is eued
in the script. The pooch has
been trained to yap the min-
ute a finger is pointed at
him. Creekmore is preparing
his own dog for microphone
appearances.

McCosker Replies
To Charge Radio
Yields To Politics
Broadcasting Free of Pressure
He Informs Head of ANPA
TWO - FISTED
denial of allega-
tions by Howard Davis, for-
er president of the
American
New
Association, that
radio is amena-
able to poli-
sure and that
freedom of the
air does not exist was made
May 28 by Alfred J. McCosker,
president of WOR, and former
NAB president. The answer was
directed against a speech made by
Mr. Davis on May 18 at Waterville,
Me.

"Mr. Davis made some asser-
tions concerning fancied subser-
viency of radio that I cannot per-
mit to pass by unchallenged," Mr.
McCosker declared. He quoted Mr.
Davis as having said:

"In effect the party in power in
invisible pressure and unspoken
threat obtains a maximum service on the
air and holds opposition to a mini-
mum. It is not the first time I have
unfortunately in the air."

"Fair mind should mis-
take growing pains for decadence.
Radio is free and untrammeled as the ethereal
blue in the makeup of its broad-
casting programs. Broadcasters have never been
unsubscribed by government censorship.

Political Restraint
"THE ADROIT wording of Mr.
Davis' speech might have left the
impression of merely potential
evils in present radio regulations.
had he not stated unequivocally,
"speech magnified a thousand-fold,
clothed with a new persuasiveness
and unprecedented power through
the marvel of the machine, was be-
ing curbed for political ends while
we watched. In this new field
radio) lacking the traditions which
newspapers have inherited
the political process of restriction
which I described at the outset of
my remarks, operated instinctively
and infallible."

"The battle for a free press has been won at least
temporarily; the battle for a free
radio has yet to begin. It must not
end until the regulatory body
at Washington has been estab-
lished."

Julius Seebach
Leaves CBS to Return to WOR
In Charge of Programs
JULIUS F. SEEBACH has re-
signed as program director of
CBS and after seven years in that
capacity will return June 10 to
WOR as director of program oper-
ations, according to announcement
May 28 by Alfred J. McCosker,
president. It was from this station
and this position that he went to
Columbia, after first assisting in
the presentation of CBS programs
before a New York key station
had been acquired, and when it
was still developing from the origi-


Northwestern Ohio... the
Ideal Test Market!

WSPD
The Logical
Test Medium
Here are a few reasons
why!

- WSPD is on the Columbia
Basic network.
- The ONLY Radio Station in
Toldeo and Northwestern
Ohio.
- WSPD presents your message
in a market of 1,000,000
people.

The Toledo Broadcasting Co.
COMMODORE PERRY HOTEL — TOLEDO
HY isn't radio better" wrote a contributor in the April issue of America, starting a discussion on the functions and abilities of "radio critics" which Mr. Charles J. Gilchrist, radio editor of the Chicago Daily News, to explain the newspaper radio critic's role and why newspaper radio criticism isn't all it might be.

The magazine contributor states that stations "have permitted" sponsors to take over radio programs, which you criticize isn't all it might be. The magazine contributor states that stations "have permitted" sponsors to take over radio programs, which you criticize isn't all it might be. The magazine contributor states that stations "have permitted" sponsors to take over radio programs, which you criticize isn't all it might be. The magazine contributor states that stations "have permitted" sponsors to take over radio programs, which you criticize isn't all it might be. The magazine contributor states that stations "have permitted" sponsors to take over radio programs, which you criticize isn't all it might be. The magazine contributor states that stations "have permitted" sponsors to take over radio programs, which you criticize isn't all it might be.

Incidentally, he wants it known that as far as he knows, his paper "is the only paper which permits its radio editor an absolutely free hand." He claims that he "has no sacred cows to protect" and is "blessed with an advertising department who urges me to honest criticism and never holds advertising over my head as a weapon to make me please clients. This is an unusual situation and is the key to the success of this radio page."

GENERAL BREWING CORP., San Francisco (Lucy Laker) starting June 3, for a period of three months, will use three daily time signals announcements on KGBF, Honolulu, and spot announcements on eight California stations. Other stations also will be used. McCann-Erickson Inc., San Francisco, is the agency.

PEOPLES GAS, LIGHT AND COKE Co., Chicago, is using radio to promote the sale of water heaters, sponsoring The Bath Tub Rendezvous daily except Sunday on WBBM, Chicago.

Convention Calendar
July 6-10: National Association of Broadcasters, 18th annual convention, Broadmoor Hotel, Colorado Springs, Col.
June 9-12: Advertising Federation of America, annual convention, Palmer House, Chicago. Commercial section of NAB meets in conjunction with AFA session and will have before it agency recognition bureau and creation of a cooperative bureau of standard coverage and listener data. June 25-27: Pacific Advertising Clubs Association, annual convention, San Diego, Cal.
June 11-12: Radio Manufacturers Association, annual meeting, Statler Hotel, Chicago.
We're 'IN THE MIDDLE'  
... and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets... It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side.

... And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS

50,000 WATTS 820 KILOCYCLES

Represented nationally by Edward Petry & Co. New York Chicago Detroit San Francisco

Program Policies of the NBC
Endorsed by Advisory Council

Mr. Aylesworth Outlines Stand on Medical, Chi-
And Educational Broadcasts of the Network

Program policies of NBC, as interpreted and
carried out by the company, were unan-
imously endorsed May 1 by the final meeting of the Advisory Council, com-
pounded of leading representatives of religion, agriculture, labor, education and public
affairs. M. H. Aylesworth, NBC presi-
dent, gave a report of his

The Advisory Council, in addition to Mr. Young, consists of
Newton D. Baker, Paul D. Cra-
ath, Dr. Horace Belgrave, Dr. Walter Damrosch, John W. Davis,
Smith D. Farrell, William Green, General James G. Harbord,
Dr. Jack Hutcheson, Judge Morgan J. O'Brien, Dr. Henry S.
Richelle, Henry E. Robinson,
Polly M. Warburg and Miss Ada Comstock. All were present with the exception of Mr. Cravath, Dr. Farrell, Dr. Hutchins and Mr. Rees.

In addition to reporting on company policies in general, Mr. Aylesworth placed before the Council ten policy matters of the year, such as:

1. Children's programs
2. Adoption
3. Religion
4. Labor
5. Education
6. Public affairs
7. Advertising
8. Entertainment
9. Commercial
10. Misrepresentation

These policies

Further, the National Bro-
dcasting Company created a

Radio's Big Buy

The Central Station-WHO-Des Moines

Representation...50,000 watts—full-
line service

Broadcasting - June 1, 1934
Radio Is Discussed At Chicago Session
Marketing Group Hears Survey Of Listening Audience Habits

The first radio session of the Chicago Marketing Society, held May 26 at the LaSalle Hotel, found 56 men and women representing more than 30 of Chicago’s leading agencies, broadcasters, advertisers, publishers and a free search organizations represented. A two-day analysis of the Chicago audience, recently completed, was reviewed by W. B. Rickets, of Edwin G. Boo & Fry Surveys, Co., followed by discussion in which many of those present participated.

Those Attending

ADVERTISING agency executives present at the meeting included L. E. Scriven, M. Lewis Goodkind, Coralie Schaefer, George Isaac, Thomas, who presided over the session; Henry C. Campbell, N. O. Meares, J. Walter Thompson Co.; C. C. Chappelle, Blakett-Semple Co.; M. J. Evans, Evans Associates; J. J. Martin, M. A. Pumpian, Henri, and Thomas; and L. E. Scriven. The meeting was conducted by W. B. Rickets, of Edwin G. Boo & Fry Surveys, Co., with W. B. Rickets, of Edwin G. Boo & Fry Surveys, Co., following by discussion in which many of those present participated.

Borden in Southwest

BORDEN Co., New York (dairy products) is staging a 13-month campaign on “Recipes of the Week” in the Southwest, with spot announcements furnished by WWNC stations thrice weekly supplementing the drive. Tracy, Locke, Davison Inc., Dallas, has the account.

KWKH and KWEA Sold

TIDES Publishing Co. Ltd., of Shreveport, La., became the owner of KWKH and KWEA, both in that city, when the FCC on May 28 granted the applications for voluntary assignment of control of the International Broadcasting Corp., from Sam D. Hunter, oil magnate, to the newspaper publishing company. KWKH is listed as being assigned to 850 kc. with 10,000 watts, but with special authorization to operate on 1100 kc. unlimited time. KWEA is on 1210 kc., with 100 watts unlimited time.

WWNC

Operated By The
Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

Summer Business Is Peak Business

—in resort Carolinas! June, July and August bring historic peak in advertising volume. Dealers with money to spend! Extend your business with WWNC — sole Radio coverage!

Full Time NBC Affiliate 1,000 Watts 570 Kilocycles
FCC Explains Medical Policy  
(Continued from page 8) 

ness and cause its mail distribution. Subsequently the Marmola Company 
reorganized, becoming the Raladam Company. While distribution through 
the mails was eliminated distribution through drug stores was substituted. 

The Commission under the 

law has no authority to censor pro-
gress it is charged with the duty to 

see that stations are operated for 

the public welfare and the courts have held that the Commission can take 
cognizance of broadcasts inimical to the 

public health.

On the heels of the FCC 
Marmola citation came an announce-
ment on May 28 from the Trade 
Commission that it had issued a complaint at the Raladam Co., 
charging it with unfair competition in making "false and mis-
leading representations" in aid of the sale of Marmola. The Trade 
Commission recited the past his-
tory in this case.

Nature of Ingredients

AMONG ingredients of Marmola, 
said the Trade Commission, is 
desiccated thyroid gland, it is said from the thyroid glands of the 
sheep, the cow, the pig and the goat. The complaint says it is 
dangerous and powerful drug, its 
function being to burn up tissue, 
and that Marmola contains so much of it that when taken as 
rectified it is liable to produce "rad-
ical and harmful" physical changes.

"Such harmful changes may 
safely be guarded against only by 
the previous and continuing inves-
tigation, observation and advice of 
a competent physician," says the 
complaint. "There are several 
classes or types of obesity. In only 
a small percentage of obesity cases 
itisdescribed a thyroid gland and 
and efficacious remedy and then only when administered by a 
competent physician."

 Alleged Untruths

THE COMPLAINT alleges that the 
following representations by Rala-
dam are untrue: That reputable 
physicians endorse the use of in-
gredients contained in Marmola; 
that its use constitutes the same 
treatment as modern day dopers 
employ; that the virtues of 
Marmola ingredients are known by 
and described by physicians the 
world over; and that Marmola 
constitutes a scientific remedy, 
safe, harmless and efficacious, 
that can be taken safely without med-
ical advice and direction.

June 28 has been designated by 
the Commission for the Raladam 
to show cause why an order to 
cease and desist from the prac-
tices alleged should not be issued.

Code Authorities End

(Continued from page 7) 

be eliminated from Federal control 
under codes or any other kind of 
jurisdiction.

To avoid confusion or possible 
damage that might result from ut-
der disregard of code provisions, it 
is urgently recommended that sta-
tions adhere to all code in its pres-
cent form, for the time being, in 
every event. There are several possible developments that do not 
seem to make such a course desirable.

First, the possibility of new leg-
islation which will make certain 
of the NRA provisions constitutional, 
is strong. Secondly, many stations 
that feel the trade practice provi-
sions of the code have helped the 
industry help itself by eliminating 
chiseling, rate-cutting and other 
repugnant practices. Even should 
all efforts to resuscitate NRA fail, 
there is still a chance that the 
industry might wish to invoke 
trade practice provisions voluntarily, 
having them stipulated in an agree-
ment negotiated by the Federal 
Trade Commission.

The question of new legis-
lation is little more than a month 
away. Code will now become one of the main 
topics of discussion. Sta-
tions should hold in abeyance any steps 
to discontinue their operations un- 
der the code until a majority of the 
industry has an opportunity to 
declare what course they would pre-
fer to pursue for their own benefit.

Mr. Baldwin made the following 
statement in connection with the 
decision which the Supreme Court 
headed down:

"It is my hope that all members 
of the radio broadcasting industry 
will retain the status quo of the 
National Industrial Recovery Act as 
respects labor. Otherwise, I be-
lieve sincerely that only chaos can 
result."

Donald Richberg, chairman of 
the National Industrial Recov-
ery Board, made his state-
ment asking for voluntary adher-
cence to trade practice provisions 
of codes on May 27 following a 
talk by President Roosevelt and 
attended also by At-
orney General Cummings and So-
licitor General Reed. His state-
ment, which is self-explanatory, 
follows in full text:

On June 16, 1932, when the national 
industrial recovery act was approved, the 
President stated the simple truth that 
the act was a chapter of industry, to labor 
and to all our people—a challenge to 
think selfishly and present a solid 
front against a common peril. He stated 
the law passed not as a weapon for 
the "simple but vital test: Must we 
trust in many goring, dishonorable 
parts to do as much as a great team to 
"do the job?”

The stations which have followed 
the path we have engaged in a great cooperative effort for the rehabilitation of 
the industry, and for the improvement of the condition of the stations and their 
credit and, for the elimination of 
unfairness, trade practices and labor and unfair 
influence practices. 

According to the opinion of the 
Supreme Court, the Congress did not suffi-
ciently define in the law the policy and 
standards required to be followed and beneficent mea-
sures which we have undertaken, but dele-
ted it to the courts to define an 
"appropriate code" and to authorize the 
Commission to define "appropriate codes" and to authorize the 
Commission to define them in the interests of the public welfare. This 
will not affect the enforce-
ment of any contract obligations which 
may have arisen by agreement of the 
parties requiring no sanction of Federal au-
thority.

On the question of maintain-
ing the gains which have been made in 
the last two years and retaining the values 
which have been created under the Na-
tional Recovery Administration, it seems 
that the question must be decided 
by the Administration and the Congress and the people of the United States 
within a very short time.

Pendleton gave the following 
question of this ques-
tion, it would be most harmful to the 
general welfare if any competitive prac-
tices, universally recognized as such, 
were to be revived, and if the unfair 
practices were to be disregarded.

Therefore, pending the determination 
of the question, it is hoped that all employers 
will cooperate in maintaining 
those standards of fair com-
petition in commercial and labor relations 
which have been established in the codes 
with practical and formal sanction, 
which represent a united effort to elimi-
nine dishonest, unfair trade practices 
and unfair competition in overworking and 
underpaying labor.

Members of the Code Authority for 
the Broadcasting Industry, in addition to Executive Officer Bal-

dwin, are John Newman, 3d, presi-
dent Yankee Network, chairman; 
John Elmer, WCBS, Baltimore, vice 
chairman; Isaac B. Buckwal-
ter, owner of WCAU, Philadelphia; 
Peter Kiernan, WLW, New York; 
Frederic M. McCooser, WOR, New 
ark; Edward N. Nocks, WCNY, Chi-
egaung; M. Jerome, WOR, New 
ark, and Frank M. Russell, NBC.

Hurt in Auto Wreck

CAMPBELL ARNOUX, manager of WTAR, 
Norfolk, was inured in an auto accident en route 
from Washington to Norfolk May 14 when they collided with a car 
parked without lights on the high-
way. Mr. Arnoux suffered a slight 
concussion of the brain and nu-
merous bruises, while his wife 
was badly bruised. Both were 
away from their offices for about 
a period of two weeks.
Department Store Expands Sales By Good-will Series

Los Angeles Retailer Renews As Fine Results Are Noted

DOLLAR for dollar, radio has out-pulled any other type of advertising used by Globe Department store, Los Angeles, with a branch in Inglewood, according to Joseph Landfield, advertising manager, who has just renewed the store's contract on KKL, Los Angeles, with additional time and a new type of program.

Success of the store on the air, he says, is due to any particular type of program but to a consistent and intelligent use of the medium.

Since the advent of the store's broadcasts, its business has increased steadily, Mr. Landfield asserts, and the appropriation for radio has been increased from time to time.

Good-will Promotion

THE NEW schedule is in the form of a commentary series of current magazine articles and is staged five nights weekly at 10:10 p.m. following news flashes. At first the sponsor used occasional spots but starting last September a series of five-minute programs three nights a week was inaugurated. It consisted of a "drama" series of blackouts with tense dialogue and comedy conclusion. The Globe stores have not used radio for price or item advertising, although the Los Angeles area is quite price-conscious. The broadcasts have been of the good-will, institutional type. This will be continued in the new series and extend throughout the vacation period under the title of The Voice of the Globe.

The Globe store is a credit establishment but does not mail order or telephone business. Though customers must come to the store, only 55% of the business is from the immediate locality. The other 45% comes from outside areas and even from distant points. Dake-Johany, Adv. Agency, Los Angeles, handles the account.

Leese Estate Trustees Ask Dismissal of Suit By Hearst to Get WMAL

A MOTION to dismiss the suit filed by Hearst Radio Inc., for specific performance of contract in connection with negotiations for the purchase of WMAL, Washington, was filed in Supreme Court of the District of Columbia May 20 by the law firm of Hamilton and Hamilton, as counsel for the trustees of the estate of the late Martin A. Leese. The motion contended, among other things that the grounds on which Hearst Radio sought specific performance of contract were too indefinite and too vague.

The Leese suit was filed April 29 and argued that the heirs of Mr. Leese signed an agreement whereby the station would be sold for $295,000 plus certain other considerations which over three years amounted to $106,000 additional. In addition to Hearst, the Washington Post and Washington Star have been bidding for the station.

The court is expected to hear oral arguments on the motion to dismiss. Should the court find it proper, then the Leese estate will have in which to answer the original petition. Several months, perhaps a year, may elapse before final adjudication, if the court holds that the Leese suit is qualified.

NATIONAL Housing Exposition, which opened May 18 in Los Angeles, used Los Angeles stations for 10 days for spots announcing a fan contest.

Write for your copy of the Lapp Radio Catalog describing insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.

Le Roy, New York, U. S. A.

Detroit today...

active

prospering

spending

C K L W alone

covers the entire Detroit area completely

CKLW, member Columbia Basic Network, 5,000 watts.

Windsor offices:

 Guaranty Trust Building

Detroit offices:

 Union Guardian Building

Representatives:

J. H. McGILL, V.R.A.

485 Madison Ave., New York

JOHN KETTLEWELL

Palomino Building, Chicago
Decisions

**MAY 14**

**WPAF**, Thomaville, Ga.—Granted CP change, increase from 250 w. to 750 w. during the daytime and 5 kw. w. to 6 kw. w. at night. Granted CP new equip., increase to 5 kw. w. during daytime and 6 kw. w. at night.

**WCLF**, Grinnell, lowa—Granted mod. CP extend completion, approval antenna. New location.

**WORK**, York, Pa.— Granted mod. license. Exp. auth. New location.

**WHOJ**, Dayton Beach, Fla.—Licensed for CP 1450 ke 100 w. unid. Granted CP change, increase from 500 to 1000 w. unid.

**WMDT**, Wilmington, N. C.—Granted lic. for CP change, increase from 500 to 1000 w. unid. Granted move.

**WNLJ**, Chico, Ca.—Licensed for CP new station 1500 ke 250 w. D.


**KPLC**, Lake Charles, La.—Licensed for CP new station 550 ke 10 kw. w.

**WPPO**, Providence, R. 1.—Granted mod. license. Exp. auth. new equip., move, locally, change from 1210 to 630 kw.

**WSAN**, Allentown, Pa.—Granted mod. increase from 250 to 500 w. set for hearing apply, to operate with additional 500 w. set

**WBBM**, Chicago.—Granted lic. for CP to 50 kw. increase from 2 kw. to 5 kw. w. as a result of application for a special service. Also asks mod. license of WGN to 5 kw. Also asks MOD license of WLS, WBBM, WBBF to be heard 6-27-53; WROI, Knoxville, increase from .5 kw. to 1 kw. w.

**WMC**, Memphis—Granted mod. license increase to 1 kw N 2 1/2 kw. D. directional change.

**WBBB**, E Dubuque, Ill.—Granted lic. for CP 1 kw. w. to 1 kw. w. hours, unid. 1500 kw. 10 kw.

**WTAR**, Supreme, Wis.—Granted cons. vol. assign. license to Shannonov 3170 ke 10 kw. w. unid.

**SPECIAL AUTHORIZATIONS—WHIS**, Bluefield, W. Va., granted temp. auth. postponement from May 24 to 31 for change of CP w. apply.

**KFCG**, Williamsport, Pa., granted temporary change of license.

**KTFT**, for hearing—New National Television Corp., New York, appl. CP CO 50 kw. w. to 2 kw. for five days.

**WQJR**, Moline, Ill.—Granted additional CP 3 kw. w. during daytime and 1 kw. w. at night.

**WEK,** Des Moines—Granted license to 1410 ke 150 w. change to spec. CP 2 kw. with w. unid.

**WIAO,** Oriental, Pa.—Granted CP 500 kw. w. high. to 500 kw. w. high. during the daytime.

**KAVE**, Portland, Ore.—Granted request take evidence, application for support of CP, 1320 ke 6 kw. w. unid.


**KXYM-L*d,** Shreveport, La.—Granted CP change, increase from 1 kw. w. to 2 kw. w.

**WKBW**, Buffalo, N. Y.—Granted cons. mod. license for CP change equip., increase from 1 kw. w. to 2 kw. w.

**KJNY**, Juneau, Alaska—Granted mod. CP increase from 1 kw. w. to 3 kw. w. change to spec. CP change.

**KWJ**, Great Falls, Mt.—Granted CP new station 1450 ke 2 1/2 kw. D.

**WCLC**, Chicago.—Licensed for CP new station 1500 ke 250 w. D.


**WBBM**, Chicago.—Licensed for CP new station 1500 ke 250 w. D.

**WMDT**, Wilmington, N. C.—Granted lic. for CP change, increase from 500 to 1000 w. unid. Granted move.

**WNLJ**, Chico, Ca.—Licensed for CP new station 1500 ke 250 w. D.


**WBBM**, Chicago.—Licensed for CP new station 1500 ke 250 w. D.

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**WNLJ**, Chico, Ca.—Licensed for CP new station 1500 ke 250 w. D.


**WBBM**, Chicago.—Licensed for CP new station 1500 ke 250 w. D.
May 16

XVR-WSTU, Syracuse—CP new eq., to 560 to 500 w, move transmitter, amended re eq., 14 kw, transmitter at Nedrow, N.Y., 3 kw.

W. W. S. Thallman, New Castle, Pa., 1500 kw, to 100 kw.

W. Adams, Bredo, Columbus, Ohio, 100 kw, to 100 kw, transmitter.

W. J. S. Smith, San Diego—CP 1410 kw, 500 w.

OK, Colorado Springs, Col.—CP move transmitter, change equip.

APPLICATION RETURNED—WOC, Town, N.Y., vol. assign. license to J. D. Jordan.

May 17

DDO, Albany, N. Y.—CP change a, move transmitter locally.

W. W. Smith, Indianapolis—Modif. CP move transmitter to Millerville Road, change.

Ralph E. Smith, San Diego—CP 100 kw, to 20 kw, transmitter.

OK, Colorado Springs, Col.—CP move transmitter, change equip.

APPLICATION RETURNED—WOC, Town, N.Y., vol. assign. license to J. D. Jordan.

May 18

NO, San Antonio—License for CP transmitter, studio.

J. W. Patterson, Chattanooga—CP 1200 kw, to 100 kw, asks call.

May 20

W. P. Smith, Springfield Newspapers Inc., field, 0—CP 1120 kw, 150 w, 0—w.

IC, Kansas City—License for CP equipment, increase to 5 kw, D, modif. to measure power.

V. April, Flint, Mich.—CP 600 kw, to 20 kw, transmitter.

W. W. West, St. Louis, Mo.—CP 100 kw, to 10 kw.

NEW, San Juan, Cal.—CP new transmitter and studio to Fresno.

KFSO, Ardmore, Okla.—CP new station, 2120 kw, transmitter site Northwest & Chickasaw Bldvs., studio.

WTM, E. St. Louis, Ill.—License for CP, new site.

KIUL, Garden City, Kan.—License for CP new station.

W. F. Chauveau, Ia.—License to move from 100 kw to 1 kw.

NEW, South Jersey—CP change equip., move to 510 Main St., amended to omit towers.

KIZ, Denver—Modif. CP move transmitter, extend operation, increase from 15 kw to 5 kw D.

APPLICATION RETURNED—NEW, Fremont, E. N., CP 2500 kw, 100 kw, trans., 0.

NEW, Dr. Alvin J. Corbell, Fort Worth—CP 100 kw, to 10 kw, amended to 1010 kw & 5 kw.

NEW, E. R. E. Smith, Minneapolis, Minn.—CP 1500 kw, to 100 kw, amended to 1150 kw & 5 kw.

NEW, Mason City Broadcast Co., Emerson, L. Abele, Mason City, Ia.—CP 1420 kw, to 100 kw, asks call KMCJ.

NEW, W. T. Vesey, Charleston, S. C. —CP 1210 kw, to 100 kw, amended re equip.

NEW, Mrs. C. A. S. Heston, Las Vegas, Nev.—CP 1420 kw, 1500 kw, transmitter.

NEW, W. H. Kindig, Hollywood—CP 1100 kw, to 100 kw, amended to 1300 kw, hours from 11-10.

KBU, Kellogg College, Inc., Santa Barbara—CP 1210 kw, to 100 kw.

APPLICATION RETURNED—NEW, John Sipele, Pittsburgh, Ill. 1500 kw, transmitter.

NEW, Fulmer, Pendleton, Ore., CP 1500 kw, to 100 kw, amended re equip.

WHKQ, Davenport, Ia.—CP 100 kw, transmitter.

APPLICATION RETURNED—NEW, Vine, Bergenfield, N. J., CP change equip., increase from 100 to 100 kw.

APPLICATION RETURNED—NEWF, Binghamton, N. Y. CP change equip., increase from 100 to 100 kw.

May 21

NEW, Waverly Bredo, Co., Atlanta—CP 1200 kw, to 100 kw, amended to 1210 kw.

KVS0, Ardmore, Okla.—Modif. CP new station, 1210 kw, D, transmitter site Northwest & Chickasaw Bldvs., studio.

WTM, E. St. Louis, Ill.—License for CP, new station.

KIUL, Garden City, Kan.—License for CP new station.

W. C. F. Chauveau, Ia.—License to move from 100 kw to 1 kw.

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APPLICATION RETURNED—NEWF, Binghamfield, N. Y. CP change equip., increase from 100 to 100 kw.

May 22

KFPL, Dallas, Tex.—Modif. CP increase from 100 w to 100 kw, transmitter.

NEW, Oil Capital Bredo, Ass'n, James G. Ulmer, Klicera, Tex.—CP 1210 kw, 100 kw, transistor.

KROC, Rochester, Minn.—CP new station 1350 kw, 100 kw, amended re equipment to L-58.

NEW, R. E. E. Smith, Minneapolis, Minn.—CP 1500 kw, to 100 kw, amended to facilities of KFGR if KFGR moves to Duluth.

NEW, Mason City Broadcast Co., Emerson, L. Abele, Mason City, Ia.—CP 1420 kw, to 100 kw, asks call KMCJ.

NEW, W. T. Vesey, Charleston, S. C. —CP 1210 kw, to 100 kw, amended re equip.

NEW, Mrs. C. A. S. Heston, Las Vegas, Nev.—CP 1420 kw, 1500 kw, transmitter.

NEW, Marvylle-Rubin Inc., Minneapolis, Minn.—CP 1210 kw, to 100 kw.

APPLICATION RETURNED—NEW, John Sipele, Pittsburgh, Ill. 1500 kw, transmitter.

NEW, W. C. F. Chauveau, Ia.—License for CP new station.

APPLICATION RETURNED—NEW, Vine, Bergenfield, N. J., CP change equip., increase from 100 to 100 kw.

APPLICATION RETURNED—NEWF, Binghamfield, N. J., CP change equip., increase from 100 to 100 kw.

APPLICATION RETURNED—NEWF, Binghamfield, N. Y. CP change equip., increase from 100 to 100 kw.

May 23

WAXL, Haslet, Tex.—CP new station.

NEW Honolulu Bredo Co., ltd., Hilo, T. H.—CP 7 kw, D.

APPLICATION RECEIVED—WAXL, WHEN Inc., Buffalo, modif. license general station.

KROC, Rochester, Minn.—Modif. CP as modif. approval transmitter 2d St. N. W.

KIUL, Santa Fe—Amendment license fee, Santa Fe.

W. C. Irwin.

KREE, Los Angeles—CP change equip., asks facilities KELW, moves transmitter location change equip., increase from 1 kw to 5 kw LS.

APPLICATION RETURNED—NEWF, Binghamfield, N. J., CP change equip., increase from 100 to 100 kw.

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Stations Held to Lack Injunctive Relief
Prior to Rendering of Decisions by FCC

IN A 3 to 2 decision, the U. S. Court of Appeals for the District of Columbia held May 27 that broadcasting stations have no right to go to court for injunctive relief in advance of FCC actions which might prejudice them. "We are not faced with the question whether Justice Groner and Hitz, however, handed down a strong dissenting opinion which may be the phase of station legal rights were touched upon.

The decision came in the appeal of the FCC from the opinion of the Supreme Court of the District of Columbia which had denied the FCC petition that an appeal be stayed on economic grounds by WREN. Lawrence, Kan., be dismissed. WREN had sued in equity, through counsel Paul M. Segal and George S. Smith, against the FCC ruling denying its petition to intervene in the hearing on the application of WHB, Kansas City, for increased hours during the evening, contending that it was a party in interest and raising the economic and competitive issues.

Remedy at Law

THE MAJORITY of the appellate court did not touch upon the economic issues but held simply that the local court's action in overruling the motion of the FCC to dismiss the WREN bill. It reached that conclusion on the ground that WREN had "a plain, adequate and complete remedy at law" after the FCC decision by appealing to the higher court rather than the local one. Secondly, it held that this was its "exclusive remedy" and that the lower court was without jurisdiction. It reversed this decision and remanded the case with instructions to sustain the motion and dismiss the bill.

An opposite view on both grounds was taken by Justice Groner in a dissenting opinion concurred in by Justice Hitz. He pointed out that WREN alleged that the Kansas City area already is adequately and fully supported by broadcasting service and that introduction of another nighttime station would vitally affect its service, revenue and surrounding communities. WREN contends that such service would adversely affect public interest, convenience and necessity.

"The Commission, although stating no reason for its action, refused to allow petitioner to intervene and, the bill alleges, threatened to proceed to a hearing on the application of WHB without allowing petitioner to be heard in opposition thereto," Justice Groner wrote.

"In the circumstances, * * * I am of opinion that this action of the local court is the equitable and in direct conflict with its own rules and regulations."

Justice Groner declared while he was not unmindful of the public powers which Congress has granted to the Commission, he felt that the Commission misinterpreted its own rules and misunderstood the law with relation to the rights of WREN. Since the Commission's power, he continued, "it is not unlimited; and I have no doubt that, in any proper case in which it is shown that the threatened action of the Commission is arbitrary, the courts of the District of Columbia, in the exercise of their equity jurisdiction, at the instance of the person injured, have authority to enjoin as a plain abuse of power."

"And certainly no action can be more arbitrary, more oppressive, or more unjust than that which condemns before it hears."

Justice Groner pointed to the decision of the Supreme Court in the WREN case, in which it was held that the "equities of existing stations undoubtedly demand consideration." He said that the "intentions and purposes of highest tribunal spoke," that Justice Groner, "are in the nature of property rights which, at the least, may not be taken away without notice and hearing. If it were otherwise, the millions of dollars invested in radio broadcasting in which it could be wholly subject to the caprice or favor of the regulatory body. Such a grant of power would be so clearly unreasonable, so oppressive, and so partial as to make it unthinkable, without more, that the Commission intended to grant it."

The dissenting opinion continued:

When, therefore, WHB made its application to the Commission for nighttime service, and the Commission, in granting the primary issue involved determination of whether the present service was adequate and, if it was, that it was a grant of permission to compete into a field adequately served; and this involved determination of the financial effect upon those now rendering public service in that field. In the determination of these questions petitioner had a great interest and, if the Commission's to which I have already referred means anything, it means that an interest may be represented at hearing and rendered evidence heard before the determination made."

I therefore say, as the opinion of this case says, that petitioner has an adequate remedy by appeal to courts. After the Commission record on its final decision on the application of WHB—It is, seems to me, no win-win situation, thelock-staying the door after the lock is gone. Sections of the Communications Act of 1934, provide for appeals to this court, limits costs and litigation to question of validity of law and provides that findings of by the Commission, if supported substantially on the record, shall be conclusive; and we have held time and again, that the court is bound by the findings, if reasonable.

To contend, therefore, that petitioner has an adequate remedy, w it would have found with the intervention and without an opportunity to be heard, is a total disregard of the facts, which shall control, but to c and approval it must act judicially as high as the ever-increasing exercise its powers fairly and equitably, and this it cannot do by the WREN appeal to the inferior court. One of whose, on behalf of one whose legal rights put in a hard case and who applies for a hearing. "Judges can be held. If there is any reason, they are, and it is considered Whether or not one v. Zerbat (S. C.), decided May 11, 1955.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance as well as in service. MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
66 BROAD STREET
NEW YORK, N. Y.

FREQUENCY MONITORING SERVICE
Frequency measurements are within national standards. Instruments accredited by the National Bureau of Standards.

FREQUENCY MEASUREMENT SERVICE
- More than fifty broadcasting stations serve as test points. Annual agreements find our service highly accurate and dependable.

Van Nostand Radio Engineering Company

All modes of radio communications-

BROADCASTING • June 1, 1955

BROADCASTING • June 1, 1955

CLASSIFIED ADVERTISEMENTS

Classified advertisements in
BROADCASTING cost 7c per word for one insertion. Cash must accompany order.

Fors closes 25th and 10th of each month preceding issues.

Help Wanted

OPENING for an experienced radio engineer, involving salesmanship, progressive south, opportunity to establish a sales territory.

Must be a good sales and office man. Must have had his own organization of this advertisement. BROADCASTING, BOX 825.

Midwest station seeking personality announcer and sales man. The station is rural background preferred; friendly with local personality. Control talent is not important. Respond over acts and sales copy. Send complete information and photograph. If not A-1 don't write. BROADCASTING, BOX 826.

Situations Wanted

Progressive station manager and executive possessing over ten years experience with network and independent stations seeks connection with enterprising and progressive, preferably with “full-time.” Thoroughly familiar with FCC and right laws, sales, systematizing, promotion, and all phases. Excellent references. Box 822, BROADCASTING.

Progressive production director, studio writer, engineer, announcer, sales experience. Ten years in radio broadcasting. Excellent references. Box 822, BROADCASTING.

Research student in radio advertising, 24, graduate of two universities, with technical connections with radio station agency. Excellent references. Box 823, BROADCASTING.

Available at one price—licensed and unlicensed equipment; antennas and control and write or wire WXB. Kansas City, Mo.

Page 50

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The Choice Of Washington Merchants... and rightly so

WRC
189,200 radio families*

WMAL
197,600 radio families*

*potential circulation as determined by the new NBC Method of Audience Measurement by areas.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ ★ SPRINGFIELD, MASS.—WIZA ★ SCHENECTADY—WGY ★ PITTSBURGH—KDKA ★ CLEVELAND—WTAM
DENVER—KOA ★ PHILADELPHIA ★ DETROIT

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Do you realize that no matter how good the rest of your studio and transmitter equipment is, the signal you put on the air can never be any better than that delivered at the input by the Microphone?

Right there at the beginning of the chain is the most important link. It is useless to improve the other links if this one is neglected.

The RCA VELOCITY MICROPHONE is the best link for the beginning of your broadcast equipment chain.

Send for our descriptive bulletin—let us prove it.

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