

template advertising nationally and "radio is one of the media we are seriously considering."

Atlas Brewing Co., Chicago, which has distribution on cereal beverages in a score of states and which uses a program each evening over WGN, reported: "It will, of course, be necessary for us to do advertising on a national scale where we have distribution, pending restrictions effective through new legislation."

Blatz Brewing Company, Milwaukee, declared its advertising plans were somewhat indefinite at this time, but that if it used radio it would be through a national chain.

N. Y. C. Stations Busy

AMONG stations in the "beer cities" of pre-prohibition days, such as St. Louis, Cincinnati, New York, Milwaukee and Chicago, there has been feverish activity in the alignment of beer accounts. New York, because of its great concentration of population, has long been preparing for the return of beer, and the independent stations there have been working on and auditioning prospective accounts for months. WOR, for example, as far back as last summer was developing that business, and it is understood to have several accounts lined up. WMCA also reports several accounts in prospect.

From Milwaukee, Walter J. Damm, director of WTMJ, reported that he would not be surprised to see at least four beer accounts on that station within the next month. Beer brought lasting fame to Mil-

waukee in the pre-prohibition days, he telegraphed, and the larger Milwaukee brewers already are inquiring as to available time and appropriate talent. Inquiries also have been received from large breweries in other cities which plan to make a "strong play for Milwaukee patronage," Mr. Damm reported.

St. Louis Station Optimistic

IN ST. LOUIS, home of the Anheuser-Busch and Falstaff breweries, J. L. Van Volkenberg, director of sales and operations of KMOX, said that activity around the breweries "leads us to believe that radio will play a very definite part in bringing beer back to its old popularity." The station some time ago carried locally a program for Falstaff near-beer, and later originated a CBS network program for the producers of the famous Budweiser. "We have program and merchandising plans in the hands of local brewers and are ready to get into action on an hour's notice," Mr. Van Volkenberg stated.

Sidney Flamm, commercial director of WMCA, New York, advises that elaborate programs are being devised to meet the requirements of sponsors of the beverage and render a high type of service and entertainment for the audience. He warned, however, that "infinite care and tact must be exercised to prevent exception being taken by any strata of the radio audience, in the handling of programs."

E. H. Gammons, vice president and general manager of WCCO, Minneapolis, stated that while the

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Mr. Hanley

Chevrolet Campaign

CHEVROLET Motor Car Co., which has just extended its Friday night NBC-WEAF series featuring Jack Benny to May 12, has launched a radio contest in which it will give away an automobile a day for 30 days for answers from listeners to the question, "Why I like the Chevrolet Six." Plan is to help build up a local dealer prospect list. Judges will be Thomas P. Henry, American Automobile Association; James Hammond, the DETROIT TIMES, and Henry T. Ewald, Campbell-Ewald Co.

Hanley Appointed To Saltzman Post; Pettey is Secretary

Judge Sykes New Chairman; Shake-up Seen Postponed

WITH THE appointment of James H. Hanley, Omaha attorney, as fourth zone member of the Radio Commission, and the designation of Herbert L. Pettey, of Kansas City, as secretary, continuance of that agency in its present form by the Roosevelt administration is regarded as a virtual certainty for some time at least. The Commission also reorganized March 21 with the election of Judge Sykes as chairman by unanimous vote. The only important post still vacant is that of general counsel.

Both of the appointees are Democrats. Mr. Hanley's nomination, predicted exclusively by BROADCASTING in its March 15 issue, was sent to the Senate by the President March 23 and referred to the Interstate Commerce Committee. Chairman Dill. (D.) of Washington, called a hearing on the Hanley nomination March 29, and his committee rendered a favorable report. Senate confirmation is expected shortly, but Mr. Hanley probably will delay taking office until April 15. Mr. Hanley was named to fill the unexpired term of Maj. Gen. Saltzman, which ends Feb. 24, 1936. Gen. Saltzman resigned last July.

No Shake-up Forecast

THE APPOINTMENT of Mr. Pettey, who also had been mentioned for the fourth zone post, was made by the Commission through an executive order of the President and with the confirmation of the Civil Service Commission. This procedure was necessary to waive civil service requirements, since the new secretary had no civil service status. Mr. Pettey succeeds James W. Baldwin, who resigned Feb. 15 to assume an executive post with the NAB.

The fact that the administration has now given the Commission its full quota of members is seen as some assurance that the Commission will not immediately be abolished or made subservient to some governmental department as has been rumored. Legislation looking toward creation of a Federal Commission on Communications and Power has been reintroduced in the House, but it is destined to lay over until the regular session of Congress next January.

Appropriations Cut Looms

WHILE it is possible for the President, under the broad authority vested in him by Congress to do almost anything he desires with the Commission it is now felt that the most that will happen will be a rather drastic reduction in appropriations, possibly of 25 or 30 per cent. Such a cut would mean the release of a substantial number of subordinate employees.

In that regard, it is stated in administration circles that the Commission's field force, formerly the Radio Division of the Commerce Department, would be most

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Brewers Ready for Three Point Two . . .

WITH THE EXCEPTION of those located in dry states, practically all of the cereal beverage plants licensed by the Federal Government to manufacture near-beer prior to the enactment of the 3.2 per cent legalization legislation, already have obtained licenses from the Government to manufacture the alcoholic product and begin distribution as soon after April 7 as their state laws permit, according to the Bureau of Industrial Alcohol, Treasury Department. The following list shows 173 near-beer plants licensed by the Bureau for near-beer manufacture as of March 27:

CALIFORNIA: Cereal Products Refining Corp., San Francisco; El Dorado Brewing Co., Stockton; Fresno Beverage Company, Fresno; Golden West Brewing Co., Oakland; Los Angeles Brewing Co., Los Angeles; Milwaukee Brewery of San Francisco, San Francisco; Rainier Brewing Co., San Francisco; Wielands, Inc., San Francisco.

COLORADO: Adolph Coors Co., Golden; Ph. Schneider Brewing Co., Trinidad; The Western Products Co., Denver.

CONNECTICUT: Wehle Brewing Co., West Haven.

FLORIDA: Jax Ice & Cold Storage Co., Jacksonville.

GEORGIA: Atlanta Ice and Bottling Co., Atlanta.

ILLINOIS: Atlas Brewing Co., Chicago; Bluff City Brewery, Alton; Bosworth Products Co., Chicago; Frank McDermott, Chicago; Monarch Beverage Co., Chicago; Prima Co., Chicago; Irving J. Solomon & Robert M. Ma-

gill, Chicago; Receivers for the Schoenhofen Co., Chicago; United States Brewing Co., Chicago.

INDIANA: Berghoff Products Co., Fort Wayne; Kamm & Schellinger Co., Mishawaka; South Bend Beverage & Ice Assn., South Bend.

KENTUCKY: Falls City Ice & Beverage Co., Inc., Louisville; The Certel Co., Louisville.

LOUISIANA: Jackson Brewing Co., New Orleans; Union Products Co., Inc., New Orleans; Merz Products Co., Inc., New Orleans.

DISTRICT OF COLUMBIA: Abner Drury Co., Washington.

MARYLAND: The Cumberland Brewing Co., Cumberland; The Globe Brewing & Mfg. Co., Baltimore; Gunther's Brews, Inc., Baltimore.

MASSACHUSETTS: Commercial Co., Boston; New England Brewing Co. (Haffenreffer & Co. Branch), Boston; Royal and Ancient Co., Ltd., Boston.

MICHIGAN: The Stroh Products Co., Detroit; United Beverage Co., John Lewitz, Trustee, Menominee.

MINNESOTA: Peter Bub, Estate, Winona; Cold Spring Brewing Co., Cold Spring; Engesser Brewing Co., St. Peter; The Fitger Co., Duluth; E. Fleckenstein Beverage Co., Fari-bault; Gluek Brewing Co., Minneapolis; Theo Hamm Brewing Co., St. Paul; August Schell Brewing Co., New Ulm; Jacob Schmidt Brewing Co., St. Paul.

MISSOURI: Anheuser - Busch, Inc., St. Louis; Falstaff Corp., St. Louis; M. K. Goetz, Brewing Co., St. Louis; Schorr-Kolkschneider Co., St. Louis.

NEBRASKA: Storz Beverage & Ice Co., Omaha.

NEVADA: Carson Brewing Co., Carson City; Reno Brewing Co., Inc., Reno.

NEW JERSEY: Burton Products Co., Paterson; Eureka Cereal Beverage Co., Inc., Paterson; Harrison Beverage Co., Harrison; G. Krueger Brewing Co., Newark; Peoples Brewing Co., Trenton; The William Peter Brewing Corp., Union City; Union City Brewing Co., Union City; Camden County Beverage Co., Camden; Superior Manufacturing Co., Newark; Union Brewing Co., Newark.

NEW YORK: American Brewing Co., Rochester; John Eichler Brewing Co., New York; Christian Feigenspan, (a corporation trading as Dobler Brewing Co.), Albany; Fidelia Brewery, New York; Haberle Beverage & Products Co., Syracuse; Edward B. Hittleman Brewery, Brooklyn; Interboro Beverage Corp., Brooklyn; Iroquois Beverage Corp., Buffalo; Liebmann Breweries, Inc., Brooklyn; Lion Brewery of N. Y. C., New York; Loewer's Gambrinus Brewery Co., New York; Michel Brewing Co., Brooklyn; North American Brewing Co., Brooklyn; Piel Bros., Inc., Brooklyn; Rubsam & Horman Brewing Co., Stapleton, S. I.; Jacob Ruppert, New York; The F. & M. Schaefer Brewing Co., Brooklyn; John F. Trommer, Inc., Brooklyn; The West End Brewing Co., Utica.

OHIO: Belmont Products Co., Martins Ferry; Bruckmann Co., Cincinnati; Buckeye Producing Co., Toledo; Cincinnati Beverage & Products Co., Cincinnati; Cleveland & Sandusky Brewing Co., Sandusky; Chris Diehl Brewing Co., Defiance; Destal Products Co., Bucyrus; Eilert Beverage Co., Cleveland; Hollenkamp Products Co., Dayton; Koch Beverage & Ice Co., Wapakoneta; Miami Valley Brewing Co., Dayton; Pilsener Ice, Fuel & Beverage Co., Cleveland; Renner Prod-

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