LEADING LADIES

YOU CAN'T BE A BUSINESS MAN AND ALSO A WOMAN-HATER

You know it's the woman who buys. She's your best friend. The women in WOR's service area—a 7 billion dollar market—do the buying... just as they do anywhere else. But there is a difference. Their cosmopolitan interests—which WOR never forgets in its many programs—make them real leaders in public endorsement. Don’t neglect them.
Here are ANSWERS to problems of building better Recorded Programs for Spot Broadcasting

You are a spot broadcaster. You are anxiously concerned with building and producing successful recorded programs.

You have many problems, of course. Problems of casting suitable talent, creating interesting scripts, producing perfect recordings. Too, you probably get a grey hair or more making sure of correct and punctual deliveries.

We give you the answers to these and other problems in our new "Recorded Program Service" book which is yours for the asking.

Read it and you will discover that our newly organized Recorded Program Service can simplify recorded program building for you, intelligently and completely.

Write for this new book today!

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY  *  30 ROCKEFELLER PLAZA, NEW YORK CITY
WASHINGTON  •  CHICAGO  •  SAN FRANCISCO
It covers the Philadelphia Trading Area

Write for new rate card and full details of the Godley survey. Here is scientific testimony to the coverage by WFIL of the Third Largest Trading Area.

WFIL

Only Philadelphia outlet for N·B·C· basic Blue Network

May 1, 1935 • BROADCASTING
"A marvelous program, Mr. F&S!"

If we're boring you about "F & S service", please stop us. But... In both our New York and Chicago offices, we have just installed a complete and comfortable Audition Room. Designed by sound engineers. Acoustically treated. Fitted out with the latest Western Electric Wide Range transcription reproducing equipment, for both 33 1/3 and 78 R.P.M. vertical and lateral recordings... These rooms will be available to all our agency friends and their clients... will also be used for auditioning World Program Service and other fine transcription features now available for sponsorship on F & S stations.

Even if you have never before tested "F & S service"—especially if you have never done so—you will be more than welcome to the use of our audition facilities.

FREE & SLEININGER, INC.
Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

WHO DES MOINES
NDC Basic Red Network
4,389,106*

WCAO BALTIMORE
CBS Basic Network
1,133,139*

WGR WKBW BUFFALO
CBS Basic Network
1,544,828*

WIND GARY—WJJD CHICAGO
Result-Getters in Chicago Area
5,837,199*

WHK CLEVELAND
CBS Basic Network
2,069,345*

WAIU COLUMBUS
Predominant in Central Ohio
1,433,606*

WOC DAVENPORT
CBS Basic Supplementary Group
300,000*

CHICAGO
180 N. Michigan
Franklin 6373

WDAY FARGO
NDC Northwestern Group
928,867*

WKZO KALAMAZOO
The Voice of Southwestern Michigan
346,406*

KMBC KANSAS CITY
CBS Basic Network
1,394,581*

KFAF OMAHA-LINCOLN
CBS Basic Network
2,522,075*

WAVE LOUISVILLE
NDC Southcentral Group
925,717*

WTCA MINNEAPOLIS-ST. PAUL
The Twin Cities Newspaper Station
2,137,792*

KOIL OMAHA-COUNCIL BLUFFS
NDC Basic Blue Network
1,363,985*

DETROIT
General Motors Bldg.
Madison 1423

WMGD PEORIA
CBS Basic Supplementary Group
928,867*

WPFT RALEIGH
NDC Southeastern Group
346,406*

KTUL TULSA
CBS Southwestern Group
1,394,581*

KFWB LOS ANGELES
Warner Bros. Movie Studios Station
2,522,075*

KOIN KALE PORTLAND
CBS Pacific Coast Group
925,717*

KOL SEATTLE
CBS Pacific Coast Group
2,137,792*

KVI TACOMA
CBS Pacific Coast Group
1,363,985*

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WMGD PEORIA
CBS Basic Supplementary Group
928,867*

WPFT RALEIGH
NDC Southeastern Group
346,406*

KTUL TULSA
CBS Southwestern Group
1,394,581*

KFWB LOS ANGELES
Warner Bros. Movie Studios Station
2,522,075*

KOIN KALE PORTLAND
CBS Pacific Coast Group
925,717*

KOL SEATTLE
CBS Pacific Coast Group
2,137,792*

KVI TACOMA
CBS Pacific Coast Group
1,363,985*

* Population of primary daytime coverage area.

WATCH FOR ANNOUNCEMENT REGARDING FREE, JOHNS & FIELD, INC. . . . THIS PAGE, JUNE 1 ISSUE


www.americanradiohistory.com
Way Paved to Start Audit Bureau This Year

By SOL TAISHOFF

Joint Session of Broadcasters, Advertisers and Agencies Moves Swiftly Toward Bureau to Authenticate Coverage

MOVING with unexpected speed, representatives of the trade associations representing broadcasters, advertisers and their agencies met in Washington April 22 and laid the groundwork for a cooperative independent bureau to authenticate station coverage and audience data. It will parallel, and fulfill the functions of the Audit Bureau of Circulation in the print media field.

Called together at the invitation of the National Association of Broadcasters, advertisers, officials of the Association of National Advertisers and the American Association of Advertising Agencies, the broadcasters and advertisers interested—met in a roundtable discussion, agreed upon the fundamental theory, and proceeded with the steps to hasten the formation of the proposed agency, which would act as a research bureau and clearing house for the information of the broadcasting industry.

Both the NAB and the AAAA are enabling resolutions from their memberships authorizing deliberations looking toward creation of a new bureau. The NAB has not, but will endeavor to put itself in record in similar fashion at its convention at White Sulphur Springs May 7 and 8.

Six-month Goal

IT WAS AGREED at the session that the three trade groups, through duly designated committees, would convene following the NAB meeting to formulate a tentative project, with the hope of setting up the central bureau in the shortest possible time. The objective is to have the bureau a going concern within six months. Broadly, the discussion surrounded division of control of the bureau on a basis of 40% each to the broadcasters and advertisers and 20% to the agencies, the latter assuming the lesser proportion because they function both for the advertiser and the medium.

In attendance at the joint meeting were:

For the NAB—Arthur W. Church, KMBC, Kansas City, chairman of the special committee of five designated last year to develop the plan; Edgar Kolak, vice president of WOR in charge of sales; John Karol, CBS research director; Philip G. Loucks, NAB managing director; Dr. Herman S. Hettinger, NAB research director, and Hugh M. Biville, chief statistician of NAB.

Details as to drafting of the plan, and formulation of a definite project, were left by the joint committee to the three executive officers of the trade associations—Messrs. Loucks, West and Gamble. After this group completes its deliberations, it will convene with the main “joint committee” for approval of the work, assuming, of course, that the NAB will vote approval of that organization’s participation at its White Sulphur Springs meeting.

In the joint committee discussions over which Mr. Church presided only basic organization matters were gone into, with no definite understanding as to how costs would be prorated. It was tacitly agreed that the bureau should be independent, an organization, owing its allegiance to no single trade association or industry, but working cooperatively and in unbiased fashion for all three.

Need of Accurate Data

THERE was unanimity of view on the need for such an agency, to supply authenticated data about radio coverage, whether from the technical standpoint or of the audience reaction species. The need, it has been emphasized, is for uniform data to displace haphazard and possibly biased surveys now produced by stations, or by research bureaus for agencies and advertisers. Through such a bureau, for example, advertisers and agencies could procure in standardized and uniform manner, identical data for all stations which subscribe to the bureau to displace the material now prepared independently by stations, most of which, it is thought, are using yawn ing waste baskets.

The joint committee discussion proceeded toward a bureau which would move slowly and judiciously, undertaking at the outset perhaps an uncontroversial matter such as statistics on receiving-set distribution. Gradually it could invade the more complicated fields of audited coverage, such as listener surveys, field strength surveys and similar data.

Ultimately, however, it would cover the whole broadcast field, necessarily establishing precedent since there is no formula which it may follow. Control of its actions would be vested in a board of directors, split up among the NAB and AAAA, possibly with equal representation, and the AAAA with the balance of the positions represented perhaps by one-half of the membership of the two other organizations.

Preparatory Work

IT WAS INDICATED that a slow, methodical development of the bureau is desirable, so there would be a minimum disturbance of existing work in the survey field. There was a thought that possibly these broad, but uncoordinated operations could be fit into or absorbed by the projected bureau.

At the joint session, Mr. Loucks outlined the preparatory work done by his organization under his direction. Since last November, when Dr. Hettinger took leave of absence from the Wharton School of Finance & Commerce, of the University of Pennsylvania, to become NAB research director, he has been engrossed in this task. He was retained after the NAB convention in May last September had adopted a resolution authorizing the undertaking.

The joint committee, following a session of the NAB special committee of five, held in New York on April 17 at the call of Mr. Church. This committee originally comprised Messrs. Church, Kobak, Karol, John V. L. Hogan, consulting engineer of New York, and Walter J. Damm, past president of the NAB, and manager of WTMJ, Milwaukee. Mr. Damm, however, resigned, and J. O. Maland, general manager of WHO, Des Moines, was named in his place. All of the committee members, together with the executive members, Mr. Loucks and Mr. Hettinger, met at the April 17 session. It was immediately after this meeting that arrangements...
Garment Workers’ Plea Confuses 970 kc. Case

COINCIDENT with the filing of an application by the International Ladies Garment Workers’ Union for a 1,000 watt broadcasting station in New York on the 970 kc. clear channel wavelength, the Commission has received a request for a 970 kc. station in New York by the American Association of Advertisers, which seeks a new 1,000 watt station in Albany, N.Y.

First Lady—Reporter

MRS. FRANKLIN D. ROOSEVELT turned “roving reporter” for NBC Easter Monday, to handle a portion of the “roll by roll” festivities on the White House lawn. Carleton Smith, noted presidential and houseboy, was broadcasting the historic egg-rolling event with a portable equipment and noticed Mrs. Roosevelt on the White House portico. He held the “microphone” in the First Family, now take it from his hand and rove about with it for several minutes. This NBC-WJZ network audience of the goings-on.

Senator Wheeler Defers Plan to Exclude Press From Station Ownership

RETAINING his view that the fledgling network and radio broadcasting stations should be divorced completely, and that there should be no joint ownership of the two, Senator Wheeler declared April 23 he has in mind legislation which would prohibit such ownership.

Earlier this week the Senator, chairman of the Interstate Commerce Committee charged with radio legislation, declared his objections were that he was opposed to the joint control of the two mediums. Pressure of other legislations prevented his strictly regulate holding companies, he told BROADCASTING April 23, and to introduce at such a measure at the current session.

“I am definitely of the opinion that newspapers and broadcasting stations should be divorced, whether corporately or otherwise,” Senator Wheeler declared. “But I find it necessary to defer any other business, to handle such legislation at this time. If I do not introduce such a measure in this session, I intend to pursue it at the next.”

Senator Wheeler said that two major mediums of news dissemination, so effective in moulding public opinion, should not be “monopolized” by the same company. He referred to the Hearst organization.

Increased Use of Radio

AIDS Philip Morris Sales

EARNINGS of Philip Morris & Co., New York (cigarettes) trebled earnings last year, mainly on the basis of continued growth in sales of cigarettes. Unit sales of Philip Morris cigarette introduced in January, according to information obtained by Lawrence M. Hughes, president, at the last Joint Board meeting, were 50 million, with L. B. McKittrick, president of the company.

IRC for the fiscal year ended March 31 were between $3.30 and $3.75 a share, Mr. McKittrick is quoted as saying, as compared with $2.13 for the previous year. Unit sales of Philip Morris cigarettes are said to have passed the four billion mark, with radio advertising playing a significant part in the growth. The company is said to be increasing its use of radio, particularly in early 1936.

Vick Resumes in Fall

VICK CHEMICAL CO., Greensboro, N.C. (cold remedies), going off the air for the summer months plans to renew network and spot broadcasting in the autumn, probably with a half-hour program. The sponsor has just closed a 29-week C-W network contract, with Willard Robison’s orchestra and claims one out of three radio listeners in the C-W market is tuned to its Plantation Echoes. Cecil, Warwick & Cecil Inc., New York, handles the account.

Schenley Program

SCHENLEY PRODUCTS CO., New York (liquor) has taken one-week series of half-hour programs with Schenley commercials on NBC network. The program is titled Lucky Smith, and presents the boxer in a detective role. The contract is under the NBC broadcast rights to the Bader-Broad championships fight June 13, which also include a CBS network broadcast. More, which goes on an additional 13 weeks. Ruthrauff & Ryan Inc., New York, is the agency.

WIRE on Basic Red

WIRE (formerly WKEF), Indi-}napolis, has been transferred by NBC to the status of a basic Red Network outlet on either the Red or the Blue. The station is managed by D. E. "Plugg" Kendrick.
Oppose the Sponsorship of News at Annual Convention; Vote to Continue 15% Agency Compensation Basis

E. H. Harris, of the Richmond (Ind.) Palladium-Item, presented a resolution at the meeting of the Radio Bureau, which is chairman. On his motion, it was adopted, after a debatable discussion featured by administration his speakers touched on the question that radio broadcasting of news has not cut into the sales and may have helped them.

Frank D. Throop, of the Lincoln (Neb.) Star said that while there was a possibility of radio did take the edge and the freshness of some of the news printed, he had never heard of anybody giving up the printing of newspapers for this reason.

Frank S. Hoy, of the Lewistown (Me.) Sun Journal, confirmed Throop's experience, and went further, saying "All can testify that we have had an increase in circulation during the last two years. Discussion of the provisions for supplying news to radio stations was scarcely more animated. J. R. Knowland, of the Oakland (Calif.) Tribune, a member of the radio committee, member of the governing committee of the Los Angeles Press-Radio Bureau, and a director of the Associated Press, said only to sell news to anybody but newspapers.

Dr. Howard, president of the Scripps-Howard enterprises, said newspapers are faced with the development of a new medium of radio, which is not "a century of journalistic ethics and tradition behind it." He made no suggestions but contented himself with the rhetorical question: "What are we going to do to meet this situation?"

S. E. Thompson, Chicago Times, warned publishers that newspapers are going to have to face the fact of competition in news broadcasting. He said radio has "dealt deeply" and accused them of having failed to consider squarely the economics of the situation. The thing to do, in his opinion, is whether the existing newspapers organizations are going to furnish the new radios, broadcasting, or let somebody else do it. "We must see that the dissemination of news does not get out of the hands of the newspapers," he said.

Support for the proposal to continue the Press-Radio Bureau came from John Ewing, of the Scripps-Howard system. He states that he has bought two radio stations during the last year, and both the station owners (who are also the readers of his paper) demanded news on the air.

APWA's committee on advertising agents lined up squarely behind the association's two traditional watchwords: Present the public the 15% straight agency commission. In both these matters it is thus aligned with the AAA, and against the ANA.

Radio Competition

The ANPA's Bureau of Advertising stated in its report that newspapers are not facing unusual competition for the advertiser's dollar. According to the Bureau's estimates, national advertising agencies' share of newspaper space in 1934; a gain of 12.4% over 1933, as compared with a loss of 9.4% shown in 1933 as against 1932. In the last five years, comics totaled $115,500,000, a gain of 20.8%, and the Bureau thought the fact magazines showed a larger percentage of gain than newspapers could be partly explained by the fact that they showed the biggest loss between 1932 and 1933-1935.

Then, using the quaint word "broadcast" to denote broadcast advertising, the Bureau reverted to its habitual denunciation of radio as "an experimental medium."

In another section of its report, the Bureau of Advertising takes up the thread where the Clark survey left off, and reproduces extracts which are alleged to "How Radio 'Circulation' Shrinks."

The method of depicting homes in which newspapers are read, by the Sales Promotion Bureau (Sales Promotion Department) is used, and the figures appended tell the following:

"Of 35,000,000 Homes in the United States... 61.5% have radio sets... "Of these, 87% are occupied, 7 to 10 p.m. "22.4% have their sets tuned on... "4.5% are listening to a single program... "3.2% can identify the advertiser or the product."

Directly contrasting "Radio versus Newspaper Circulation," the following claims are made:

"One in three read a newspaper... "22.4% listen to some radio program."

The Bureau has neglected to point out that percentages refer to "reading a newspaper" on a 24-hour basis, while for some unexplained reason, radio listeners are presumed to be non-existent unless they choose to have their noses Counted during the hours designated period from 7 to 10 p.m.

Without bothering to give Clark Cooper credit by name, the ANPA's organization's "findings," the fullness of which has already been demonstrated in the Broadcasting, Feb. 15.
Alka-Seltzer Takes the Air-way to Success

By H. S. THOMPSON
Advertising Manager, Dr. Miles Laboratories Inc.

Liberal Use of Radio Time and Intelligent Merchandising Combine to Bring Spectacular Jumps in Sales Volume

WHEN Uncle Ezra calls for a "foot on the tooter, Tommy", millions are listening—and a lot of them are buying Alka-Seltzer. About a year after the product was introduced (1931), Dr. Miles Laboratories Inc., began to use radio. The record: 1932, not so hot; 1933, fair; 1934, up over 500%; 1935, January alone was far ahead of the whole year 1933, and shooting skyward. The bulk of Alka-Seltzer advertising has been done via the air waves. And here is how it was done—a radio success story that is teeming with lessons in skillful merchandising and good promotion.

California suggested to us that they put on an Alka-Seltzer week for us in January. They asked nothing in return, but we entered into the campaign with them wholeheartedly, using generous newspaper space, a total of nearly 1,000 radio announcements on all stations in the state, and special placards on the front of street cars in larger cities. We installed window displays, counter displays, banners, etc., in 3,000 of the 3,400 retail stores in the state. From the amount of Alka-Seltzer sold in this one week, we are more than ever convinced that the druggist, wholesale and retail, is a mighty important factor in putting over any item he really wants to push. In every town where we use a radio station, we put special details in. We put in as many window trims as possible, and as many counter cards and soda fountain dispensers as the druggist will let us put in. The first duty of our special salesmen is to make both wholesale and retail druggists conscious of our product and the efforts we are making to increase the demand for it. Orders are of secondary importance, although they generally run to a considerable volume.

Why do people listen to the Alka-Seltzer Barn Dance? Frankly, we don’t know. We believe that it is because most of them like the friendly atmosphere of the program. The majority of our listeners are plain folks. We like the man who is informal and friendly. We like the man who takes us by the hand and talks to us as he would by our first name. That is why Rotary, Kiwanis and other so-called service clubs flourish.

Variety in Appeal

Many of us grew up in small towns or on the farm. Nearly all of us have friends or relatives who did. The Barn Dance is popular for the same reason that "The Old Homestead", "The County Fair", "Shore Acres", and "Way Down East" were sure-fire hits 40 or 50 years ago. We have put a lot of veneration since those days, but underneath we haven’t changed much. Our reaction to clean wholehearted, honest, good entertainment, such as Uncle Ezra, because he is human—quick tempered but kindly—stubborn, but underneath the surface—charitable and deeply religious—is attracting a large and constantly increasing number of listeners.

The Barn Dance, a Northwest appeal to a different audience, the more sophisticated. As we use them, they are mighty effective in increasing the demand of Alka-Seltzer.

"Give me a foot on the tooter, Tommy," Uncle Ezra says. "A Station MILES wants to express the appreciation of the fine work of the Wade Advertising Agency in producing the Alka-Seltzer National Barn Dance and the Uncle Ezra Programs."

Just a word about broadcasting results. Our records show that for the first 13 weeks, the increase in most sections is gradual. Then a jump occurs and becomes more noticeable as time goes on.

In many cases, the increase over sales made before our program went on the air has been greater the fourth month than the combined increase for the first three months.

ANA to Convene May 5

For Semi-annual Session

As in past gatherings of the Association of National Advertisers, council and president will hold open meetings of the 26th semi-annual meeting of the ANA to be held at the Greenbrier, White Sulphur Springs, W. Va.

At the closed radio session May 7, program, commercial announce-ments, and a panel discussion on check subjects will be discussed with speakers including Chester J. La Roche, president of Young & Rubicam; Dr. D. P. Smelser, Free & Gamble and George Bijur, director of sales promotion, CBS.
WREN advertised products and programs are popular features of the Kansas City Food Show.

Ernest Pontius, veteran WREN announcer, and C. R. Stromberg, president of the Kansas City Retail Grocers Association, invite Mrs. Housewife to the Kansas City Food Show.
A Thousand Dollars a Minute

A Story With a Point at the End

Most anniversary celebrations are better undiscussed...organized to revive and glorify the forgotten past... occasions to which the guests of honor attend with regrets or develop severe cases of "prev. appointments"... but this one was different.

KFWB, the Warner Bros. station in Los Angeles, recently celebrated ten years on the air with a thousand-dollar-a-minute cast in a two hour and a half program that made history. On this one program were probably a greater number of "big name" stage and screen celebrities than had ever been heard over any station.

Bette Davis, Dolores Costello and Al Jolson share the microphone in a 3-star act.

Every star invited arrived, and stayed (that's a world's record) with the one exception of Joe E. Brown who was ill in bed at home.

Some thirty individual acts were rehearsed and broadcast. Leo Forbstein's Vitaphone Orchestra and the Vitaphone Men's Chorus gave a notable musical performance.

The anniversary broadcast was made from the studios of KFWB, located on the actual stage where the first talking picture was made. In fact," said Harry M. Warner, president of Warner Bros., "it was through this station that talking pictures were made possible. It was during the construction of KFWB that Frank Murphy, our electrical wizard, called our attention to an instrument that convinced us talking pictures could be given to the public."

On the program was Monte Blue, a film colony favorite, whose voice was the first to be heard on KFWB's first broadcast ten years ago.

Dick Powell dashed in, whispered something about a "heavy date, get me out early"... ended up by being one of the last to leave.

The notable team of Harry Warren and Al Dubin, Hollywood's song-writing fools, exhibited their "Babe Ruth ways."

Benny Rubin, Bob Armstrong, George Brent, Winifred Shaw, Warren William and Dorothy Dare were a big part of the "Thousand-dollar-a-minute" cast.

Here's just part of the highest-priced program ever broadcast. From left to right, Mr. and Mrs. Pat O'Brien, Dick Powell, Joan Blondell, Phil Regan, Maxine Doyle, Frank McHugh and Lyle Talbot.

Warner Bros., "it was through this station that talking pictures were made possible. It was during the construction of KFWB that Frank Murphy, our electrical wizard, called our attention to an instrument that convinced us talking pictures could be given to the public."

On the program was Monte Blue, a film colony favorite, whose voice was the first to be heard on KFWB's first broadcast ten years ago.

Dick Powell dashed in, whispered something about a "heavy date, get me out early"... ended up by being one of the last to leave.

The notable team of Harry Warren and Al Dubin, Hollywood's song-writing fools, exhibited their "Babe Ruth ways."

Benny Rubin, Bob Armstrong, George Brent, Winifred Shaw, Warren William and Dorothy Dare were a big part of the "Thousand-dollar-a-minute" cast.

Here's as many of the cast as could be pulled away from the birthday cake long enough to be photographed.

AND THE POINT... because of its close tie with motion picture people and the nature of its programs, KFWB is a real force in the broadcast field in Southern California; that it slices off a considerable share of the listening audience in this area; that its rates, plus coverage, deserve consideration in air advertising in this the nation's fourth market.

KFWB is owned and operated by Warner Bros. Motion Picture Studios. It is located at the Warner Bros. lot in Hollywood and broadcasts from the largest sound stage in the West.
Evaluating the Radio Program in Advance

By R. CALVERT HAWS
Radio Department, Henri, Hurst & McDonald Inc., Chicago

A Formula Developed by a Successful Producer Dissects The Essential Elements of an Effective Broadcast

TO ANSWER the thousands of questions shot at people in radio about how to best judge a program is well nigh impossible. In this article the author, who has been highly successful as a program builder, and who has the background of a station manager, gives his formula. He has directed the series over CBS for the Selby Shoe Co., Portsmouth, O., featuring Mrs. Roosevelt, wife of the President, which ended on April 19 for the Summer.

TO MAKE each of these a little clearer, the following is a brief breakdown of what I mean by each of these points:

FORM: In matter, there are three basic forms: A circle—variation on an oval; a square—variation on a rectangle; a triangle. Now a square, a mushroom, a tree, a pamphlet glass, a pear, are all basically triangular in shape although each one is a variation. On stage you have a triangular base, circular box, and an oblong neck. Put the form as a whole is triangular.

Therefore, successful radio programs should have a basic appeal and while the variations are numerous, for success the script writer and producer should have in mind a form as the basis on which he builds.

In radio there are three distinct forms: Comic; straight (sex is its roughest sense); tragic.

Plenty of Action

ACTION: A successful program consists of three major actions: Introduction, happening, a clearing up. To illustrate:

1. You introduce the fighter in prize fight. A blow is struck; you await the result.

2. You announce Mr. Jones will peak. He makes a statement, takes up.

3. You introduce Jack and Jill. They say they are going up the hill for water. They go. Finale: Jack falls down and breaks his crown and Jill comes tumbling after.

4. An orchestra is introduced. A number which in itself builds the happening and clearing p. The verse and the chorus which may be musically or orally, or both, make a statement and clear it up.

PROGRESSION: A successful radio program must progress. It can't stand still. A successful musical show is simply a number of pieces of music put together and scoops one big number progressively.

You can't imagine a successful musical comedy which opens with a slow number, building the hit number and ending it with a soprano and duet. A successful radio show must build to a climax. Anti-climaxes tire an audience.

Mr. HAWS

LENGTH: I have left this to the last. No scene, no musical number, no speech, no commercial should be longer than is necessary to a d e q u a t e l y put across the thought you desire to put over. The trouble with many writers, speech makers and some composers is that they so often detour from the main thought only to try and cut acres lots to get back to the main thought.

The last word is of great advantage. In courts of law, the lawyer for the defense tries to anticipate the final address of his opponent to the jury and to take as much out of it as he can. In radio, thinking in the mind is often the one best remembered. Copywriters of advertisements invariably end their copy with an urge to act. So, in radio continuities the length should be sufficient to tell the story, driving home the most important point at the end of a speech or the production. Otherwise, anti-climaxes appear which are bad and produce an unpleasant feeling in the mind of the listeners.

New Spot Series

Started by Colgate

COGATE-PALMOLIVE-PEET Co., Jersey City, begins an extensive spot campaign late in April for Crystal White and Octagon soaps, using 15-minute transcriptions, twice weekly. Entitled Theatre of Romance, the shows are written from stories that have appeared in Hearst's Cosmopolitan magazine.

Through Benton and Bowles Inc., New York, the transcriptions have been placed on the following stations for Crystal White: BBT, WBB, KTH, Charlotte; WWT, WBB, Philadelphia; WTH, KOMA, Oklahoma City; WFFW-WBAP, Dallas; WOAI, San Antonio; WRB, Salt Lake City; WIOH, Youngstown; WSPA, St. Paul.

For Octagon Soap: WCAU, Philadelphia; WOR, New York; WGB, Baltimore; WRVA, Richmond; WBT, Charlotte; WSB, Atlanta; WOR, Savannah, and WAPI, Birmingham.

General Food's Radio

GENERAL FOODS Corp., New York, began sponsorship of Tony our Guest, which NBC network April 29, to promote Post Toasties and Post 40% Bran Flakes. The script is written by George Frame Brown, who plays Gus, while Mario Chamlee, tenor of the Metropolitan Opera Company, provides the voice. The show is at 7:15 p. m. to follow Amos 'n Andy five nights weekly from Monday through Friday. The contract for the 13-week program ran in the area agency is Benton and Bowles Inc., New York. The client is using a large proportion of the total appropriation of radio, as compared with other media, than in previous years' campaigns for these products.
Dr. Stewart Is Elected Vice Chairman of FCC

DR. IRVIN STEWART, member of the FCC, on April 18 was elected vice chairman of the agency, in addition to his duties as chairman of the Telephone Division. A Texas Democrat, and the youngest member of the seven-man commission, he will serve in his new capacity as acting chairman when Chairman Amning S. Prall is unable to preside. He will, however, have the opportunity to publish on the FCC's work in his absence. Since the act provides that the chairman shall designate who will sit on each of the three divisions as an ex officio member, it is not clear whether it is meant that the FCC itself in general meeting will pass upon every staff appointment, however minor, or carried out in executive sessions. Hence, for the present, this function has been left to the appropriately designated personnel officer in cases of non-executive positions, as in most governmental agencies.

Ugliest Man

A NEW version of the Man in the Street type of program tried by WGPR, Albany, Ga., was the "ugliest man" contest, sponsored by Goodrich tire stores. Listeners were offered passes obtainable at Goodrich stores and more than 4,000 applied for a special program staged in a theater. So successful was this idea that Ed Sims, sales manager of WGPR, despite the fact that he received a number of votes as the "ugliest man," decided to stage a "biggest liar" contest.

Beverage Sports Series

STAN LOMAX, sports commentator of WOR, Newark, will broadcast a new series of programs, with Fiegenspan Brewing Co., of Newark, and Frantz Distillers Inc., as sponsors. The Fiegenspan series began April 30 while the Frantz programs start June 3.

WJR Will Affiliate With CBS in Fall

WBC Now Is Negotiating for A New Outlet in Detroit

A SHIFT in CBS and WBC outlets in Detroit will take place Sept. 29 when WJR, 10,000-watt clear channel outlet of the NBC-Blue network switches to CBS and CKLW, present CBS outlet, either after a transition period of 30 days or moves to the WJR position. Also figuring in the negotiations for the realignment is WXYZ, operated by the Kunisky-Trendle Broadcasting Corp., and now aligned with Mutual Broadcasting System. The CBS-WJR contract is for five years.

Negotiations whereby WJR decided to shift to CBS largely grew out of the station's failure to reach an accord with NBC on its new station compensation plan. Arrangements with CBS were made in conversations between William S. Paley, CBS president, and G. A. Richards, president, and Leo J. Fitzpatrick, vice president and general manager of WJR. While figures were not divulged, it is understood that under the terms of WJR-CBS contract, based on CBS business this year, the station will realize in the neighborhood of $35,000, more than its net cost of maintaining its program and services. Roughly, it is estimated that during the current year WJR's contract with NBC yields something like $200,000.

Seeks 50 Kilowatts

MEANWHILE, WJR is making a petition to the FCC for an increase in power from 10,000 to the maximum 50,000 watts. Mr. Fitzpatrick was in Washington to discuss the matter with his attorneys and with FCC officials. The station is on the 750 kc. clear channel.

In a report that WJN's serv- is in no way to affect the status of its sister station, WGBR, Cleveland, as an NBC-Blue outlet, WGBR is controlled by the Richards-Fitzpatrick organization.

In addition to WXYZ and CKLW, a Canadian-licensed station, control of which is held by George B. Storer, consideration may also be given by NBC to an affiliation with WMCB, Detroit, now operating with 100 watts. The station has pending an application to increase its power to 500 watts and to shift its frequency from 1420 kc. to the local channel, to the regional channel of 1300 kc. The station is owned by the Michigan Broadcasting Co., of which W. Wright Gedge is executive.

Contract Problems

CONFERENCES were held in New York April 24 between Mr. Storer, his Washington counsel, Horace L. Lohnes, and NBC officials, in connection with a possible affiliation. One of the issues involving the station has been the unsettled state of Canadian radio regulations and periodic frequency shifts. CKLW now is assigned to the 1030 kc. channel, a Canadian exclusive channel. Moreover, there has been some controversy over the broadcasting of U.S. commercials over Canadian stations on Sundays—a serious point of contention with respect to CKLW and its network affiliation. These matters, it is understood, are being dealt with by a satisfactory settlement insofar as the Windsor-Detroit outlet is concerned.

An application has been given by CKLW that it might contest the CBC cancellation of its contract, effective in September, on the ground that the station still has a year to run from June. The CBC contention evidently has been that since CKLW has been shifted from its present network to another, the terms of its contract have been abrogated automatically.

Fisheries on Network

BOOTH FISHERIES Corp., Chicago, starts a CBS program an 193 stations May 2 under the title Fish Tales. It will be broadcast Thursday evenings, with a special program on Mondays to be added Oct. 29. The company recently placed its account with Sellers Service Inc., Chicago.

STANDS OUT Like SORE THUMB

SOUTH CAROLINA'S RICHEST MARKET

You cannot afford to overlook South Carolina's richest market. Here are people that spent $4,000,000.00 more for food, clothing, automobiles, etc., than was spent in the second best county in South Carolina.

Greenville County for the same year accounted for 20% of the entire wholesale business for the State of South Carolina.

WFBC

GREENVILLE, SOUTH CAROLINA

Within fifty miles of WFBC's transmitter there are 656,992 prosperous people. 76% of them own radio sets and are loyal listeners to WFBC.

We invite you to investigate the rich possibilities advertising over WFBC offers the manufacturer.

1000 watts, 1300 kilocycles (5000 daytime authorized) High Fidelity RCA Equipment

Owned and operated by The Greenville News and Piedmont - the Leading Newspaper in South Carolina. Net Paid Circulation 45,000.

BROADCASTING • May 1, 1938

www.americanradiohistory.com
ONCE MORE... advertising executives, who control radio appropriations and time placements, will turn to Broadcasting for complete NAB convention news and features.

The JULY 1 issue—Broadcasting's biggest news issue of the year, offers stations an unsurpassed opportunity to tell their sales stories where the buyers of radio time expect to find them. It is the medium to which they turn for news of the business of broadcasting which they can read with full faith and confidence.

Alert broadcasters are making space reservations NOW... as preferred run-of-paper positions are being allotted according to priority of reservation dates. Write or wire for rates and further information.

Broadcasting

Combined with

Broadcast Advertising

National Press Bldg.

Washington, D.C.
Proposal to Change Disc Rules
To Be Heard June 20 by FCC

Whole Issue of Transcription Regulations May Come Before Commission Following Petition by WBS

ACTING upon a petition filed last autumn by World Broadcasting System Inc., together with requests that regulations governing the broadcasting and announcement of transcriptions be clarified or amended, the Broadcast Division of the FCC has set June 20 for argument on possible alteration of existing regulations.

In a notice issued April 19 the FCC ordered all parties who wish to participate to file their notice of intent prior to May 18. Simultaneously, it was stated orally that entire issue of transcription regulation, rather than merely that of the WBS program service, would be thrown open. The FCC notice of hearing follows in full text:

Upon consideration of a petition filed by World Broadcasting System, Incorporated, New York, New York, for an Amendment to or Clarification of Paragraph 176 of the Rules and Regulations of the Commission, the Broadcast Division will hear argument on this subject which pertains to mechanical reproductions. Such argument will be held June 20, 1935, beginning at 10:00 A.M. at the offices of the Federal Communications Commission, Washington, D.C.

All parties who wish to participate should file their notice of desire to be heard with the Commission not later than May 18, 1935.

Change in Rules

In ITS BRIEF filed Oct. 17 through counsel, Paul M. Segal and George S. Smith, of Washington, WBS asked that the rules for announcement of transcriptions be revised to cover explicitly the WBS program service. The issue of elimination of the transcription announcement altogether, a perennial one since transcriptions became popular, was not specifically raised. It was asked that definite language be added to the existing regulations, and the request also was made that WBS be given an early opportunity to offer evidence and present oral arguments.

The language proposed by WBS to cover transcriptions in its library to eliminate the necessity of the announcement after each number, was as follows:

"In cases where a library of electrical transcriptions made exclusively for broadcasting purposes is so made that a number of individual selections are used in the presentation of a coherent and continuous program, then even though that program is not produced from one individual mechanical reproduction, but is assembled into a continuous program through the use of selections from several such reproductions, the program is nevertheless an electrical transcription program and the announcement thereof is governed by the first sentence of the second paragraph of Rule 176. The use in such program of various commercial credits or announcements shall not be considered as interrupting the continuous character thereof."

Other Revisions

This issue grew out of the fact that some FCC employees had interpreted the regulation now in force to mean that in the case of the announcement of the "electrical reproduction" or "mechanical reproduction" would have to be made after each number from each station, rather than at the 15-minute interval specified.

Aside from this issue, however, the present understanding of the Broadcast Division also will take testimony on the broader issue of elimination of the announcement "this is an electrical transcription", altogether. It is indicated, too, that the Broadcast Division will consider other possible similar petitions to those currently pending in connection with call letter announcements, wherein the stations are required to make such announcements only at one-half hour intervals, or changes in language designed to clarify the matter.

Opposition to the WBS proposal, and to any proposition that the announcement be eliminated, doubtless will be forthcoming from the American Federation of Musicians, which repeatedly has opposed transcriptions on the ground that they tend to bring about unemployment for musicians in radio studios. Networks, like live talent performers, also have looked askance upon the elimination of the transcription announcement, maintaining that there should be some differentiation between "live talent" and recorded programs so the public may be kept informed as to the character of program.

NAB Resolution

The ISSUE of elimination of the announcement requirement was first raised in 1933 at the NAB convention, when a resolution was adopted by the old Radio Commission to abolish the requirement. At the convention last October in Cincinnati, similar action was taken. As adopted by a record vote, last year's resolution reads as follows:

Resolved, that the National Association of Broadcasters hereby reaffirms the resolution adopted at its 1933 convention and directs the objection resolutions committee to draft similar resolutions for this purpose to be transmitted to the Federal Communications Commission.

The 1933 resolution reads as follows:

Whereas, the use of the electrical transcription method of broadcasting programs is generally accepted by both stations and by listeners, and has become an important economic factor in the operation of broadcasting stations, and

Whereas there is definite evidence of serious loss in income to stations because of existing requirements that electrical transcription programs must be so announced, and

Whereas, there has been sufficient progress in the manufacture of electrical transcription programs that the reproduction of the majority of such programs.

(Continued on page 98)
In the greatest mass radio survey ever conducted in Los Angeles, KHJ, the Don Lee-Columbia station had the largest number of listeners in the Los Angeles Metropolitan District. It showed that an average of nearly one-third of the 639,895 radio families in this rich area are habitually tuned to KHJ.

Los Angeles Metropolitan District has 32% of the population and 78% of the radio sales of the entire 11 Southern California counties. KHJ completely dominates this market.

**Here are the Vital Statistics to Prove That Claim**

380 radio listeners answered the question: “What radio station are you listening to?” KHJ was tuned in on over 30% of the radio sets during this test period. KHJ had more audience than the next leading station. Here’s the score: KHJ 30%; 2nd station 23%; 3rd station 12%; 4th station 11%; 11 other stations and “stations not known” accounted for 24%.

**Who Made This Radio Survey... and How?**

Radio Surveys, Inc., an independent research organization tested every night for seven weeks, from 6 to 9:30 p.m.—3 1/2 hours a night until over 64,000 calls were made.

*Copy of this survey will be mailed on request*

Bert A. Phillips, Sales Manager of KHJ

---

**The DON LEE Chain**

In addition to local spot broadcasting, the Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

- You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.
- You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.
- You can buy a California network by combining these two and get your message over eight stations in the eight major distributing areas of California.
- Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.
The number of radio families who will take radios along with them on their vacations.

Size of 1935 summer audience as compared with 1934 and with the winter audience.

Analysis of the "upper-income" program.

The average radio home versus the non-radio home: comparisons of the average income, the rental value, and the degree of use of products advertised over the radio.

The ear versus the eye: which will learn faster; which will remember longer.

Guaranteed minimum listening area of CBS stations, with audited popularity surveys and regional market data. (The new 3rd series of Listening Area maps will be ready shortly.)

Analyses of offers and contests made recently over the Columbia Broadcasting System.

What Else Would You Like Us To Find Out?

Our aim in Columbia research is to supply executives with radio information they want and can use. We invite questions—and suggestions from you for new research projects which might reveal facts that would still further aid American business to intelligently plan radio advertising and marketing activities. Please write or call:

THE COLUMBIA BROADCASTING SYSTEM

World's Largest Radio Network • Headquarters for Radio & Radio Facts

485 MADISON AVENUE, NEW YORK CITY • 410 NORTH MICHIGAN AVENUE, CHICAGO, ILL.
Success in Introducing Congoin Traced To Campaign Using 140 Radio Stations

By Ralph Lockwood
Vice President
Lockwood-Shickelford Co., Los Angeles

FORTY TONS of Congoin (health beverage) a month is a lot of merchandise to move, but radio is doing it. As a matter of fact, radio launched the idea about 12 months ago and has carried the entire burden. The only additional advertising other than radio has been a minor use of trade publications and, of course, dealer displays and the other necessary literature for point of sale effort.

Outstanding in the campaign of the Congoin Co., Los Angeles, is the fact that it is doubtful if this product could ever have been introduced to the people of this country without radio when you realize that Congoin is an entirely new product to this continent. It necessarily carries a long story, longer than the public will read but with sufficient interest that they will listen to it. Some 140 stations carry the programs.

Wide Distribution

THE UNUSUAL feature of the campaign was a series of programs over KNX, Hollywood. This campaign was run for a period of five weeks. Congoin sponsors the In-Laws, five nights a week, over this station and has for many months. An offer was made—a picture of the In-Law cast in return for an evidence of purchase, consisting of a box top. The listeners were instructed if their dealers did not carry Congoin they could send their dollar direct to the station and receive a package of Congoin along with the picture. In five weeks, from all of the 11 western states, and in many sections east of the Alleghies, 15,642 In-Law fans responded.

To get some idea of the power of radio, the present distribution of Congoin in the 11 western states tells the story, said to be virtually unparalleled in the history of trade. The first distribution of this beverage was made last August. Today it is distributed through over 20,000 drug and grocery stores in the 11 western states. The restaurant business, served by individual tea bags, is growing with unusual rapidity. Congoin is supported by nearly every wholesale druggist and grocer in the West.

The present radio schedule ofCongoin gives complete coverage in the West. KNX In-Law programs are supported by three time signals a night. In the San Francisco area John Nesbett, narrator, in his famous Headlines of the Day, has taken the history of Congoin into hundreds of thousands of homes via KFRC. Spot transcription broadcasts have been carried on all of the population centers of the West. The people living in and around Chicago are being sold Congoin direct over two stations—six days a week over WLS, sponsoring the Mu and Paskal, and six nights a week over WJTN.

Following the policy of Congoin

Business is better in Washington State.

And business is much better for those firms who use KIR.

Sales managers will do well to advertise in this favored territory over this favorite station.

The Grand Coulee Dam and Bonneville Dam projects are speeding up business here.

You will get your share if you use KIR.


For information consult Edward Petry & Co., Inc.

New York Chicago San Francisco

N. B. C. NETWORK

SEATTLE

WASHINGTON

TEXACO'S SPEED

Signs Baseball Series One Day,
On the Air the Next

ESTABLISHING what is believed to be a record for speed, the Texas Co. (Fire Chief gasoline and Texaco Petroleum products) became the sponsor of all home games of the two Chicago major league baseball clubs over WCFI, on April 16. According to S. J. Andrews, vice president of the Metzger, Chicago agency which placed the account, the program was okayed by the Texas Co, at noon April 15 and it went on the air the following afternoon.

The oil company is sponsoring the Wednesday night broadcast of the home games of the White Sox and Cubs, under the contract, Hal Totten, dean of Middle West announcers, and a network of broadcasting from the playing field, is handling the broadcasts.

these new markets are opened through direct sale to the consuming public. Some 140 stations on the schedule have taken the program of Congoin throughout the length and breadth of the United States. The progress of Congoin's radio activity has been one of the most interesting success stories to come from radio on the Coast.

Merchandising Tips

CONGOIN has never given away colors or, however, a display carton carried at the cash registers of the drug and grocery stores.

This displays 24 ten-cent packages of Congoin. The packages are never mentioned over the air, but in the last six months over $800,000 have been sold. Besides the trial size package Congoin is packed in 100, 200 and 400 cup sizes, and the individual cartons of 100 Congoin bags for individual service. The latter is for cafe, restaurant and soda fountain distribution. Supplementing this radio effort, it has been backed by window strips, window displays and 50,000 seven-color lithograph color cards.

The Congoin success proves beyond all question the tremendous power of radio advertising. It proves that when you have an interesting story presented in an interesting way, the public will respond, and their response will reflect in sales. The present position of Congoin west of the Rockies is now developing the Congoin business in a dozen or more trade centers, and by maintaining the present schedule national distribution will be secured within the next few months.

New Representative

GEORGE ROESLER has opened offices as a station representative at 43 East Ohio St., Chicago, representing KARK, Little Rock, Ark., and the Wisconsin League of Radio Stations, comprised of WBKH, La Crosse, WTAQ, Eau Claire, WHBL, Sheboygan, WACQ, Green Bay, WCLO, Janesville, WRJN, Racine, and WIBU, Poueyette. For several years commercial manager of KOIL, Omaha, Mr. Roesler later eastern sales representative for Edgar Rice Burroughs, Inc., Tarzan, as well as assistant to Messrs. Lockwood, Lockwood, Inc., and Lockwood & Sander, recently associated with the Bert Horswell Co. Mr. Horswell has closed his Chicago office and is now in La Crosse, Wis., as assistant to Joseph Callaway, head of WKBH.
Radio's Most Diversified Service

Great shows with famous artists...

This is "big time" stuff, every minute of it! It's the stuff of which great network features are made! Every artist is a "name" artist, with all the ability that made him famous! Every show is created by producers who have made their mark! What's more, these programs sell!

Commercial value proved on every program...

Every feature in the MacGregor and Sollie Program Service has been successfully sponsored and every feature is easy to sell! For not only are they audience builders; they're business builders! After all, you're in business to make money... and these programs are designed to keep you in business!

- Securing MacGregor and Sollie Program Service is like becoming a network station overnight. Many network stations use it to keep the quality of their programs at the top! Here is perfect balance, with every conceivable type of listener-interest cared for. Here is the greatest diversified group of programs offered anywhere by anyone! Here, ready to come to you weekly, are 24 units of such amazing variety that any station begins to build audience at once! Thrilling dramas, gay dance music, child appeal, domestic science, gossip, philosophy, variety entertainment, comedy, team shows... and a whole lot more. This is no mere "phonograph record" service! But the cost is amazingly low. Write for details!
Sponsors Revising Drug Continuities

Cooperate With FCC to Avoid Trouble Over Programs

COOPERATIVE steps to eliminate objectionable continuities are being taken by several of the medical service and medical products accounts cited by the FCC as being under investigation, it was learned in official quarters April 26. Following disclosures in the April 1 issue of BROADCASTING of more than a score of accounts against which complaints had been made, a number of the manufacturers or distributors of the products contacted the FCC and the Federal Trade Commission to ascertain how they could modify their commercial credits to avoid any possible punitive action against the stations which had been cited.

Continuities Revisited

MEANWHILE, a general toning down of such advertising was apparent, with many stations moving far more cautiously than in the past. The FCC maintained its silence with respect to new complaints on the ground that such matters were "letting the commercial credits to avoid any possible punitive action against the stations which had been cited."

In all of its dealings regarding programs, the FCC is now emphasizing that it is doing nothing, and intends to do nothing, that will violate the provisions of the law prohibiting any exercise of prog- rammers such as "letting the commercial credits to avoid any possible punitive action against the stations which had been cited."

GEORGE B. STORER, Detroit broadcaster and operator of CKLW, Windsor, Ont., has filed an application with the FCC for a new daytime station on 680 kc. with 1 kw.

WOR Rate Increase

AN INCREASE in evening rates and introduction of a more liberal discount plan, proposed by the increase in power from 5,000 to 50,000 watts, together with "a substantial gain in radio sets, and an estimated increase of 50% in listeners" was announced April 20 by WOR, Newark, to become effective one month later. As against the former night rate of $75 per hour, $450 per half hour and $300 per quarter hour, the new rates are $925, $555 and $370, respectively, with day rates remaining the same.

Prior to May 20, WOR will accept contracts at the old rates for the first 13 weeks, providing the broad- casts begin by June 20. As in the case of the readjusted network schedules, the buyer of time will benefit according to the quantity of time purchased per week, and in addition the advertiser will re- ceive a 10% rebate at the end of 52 weeks of consecutive broad- casting.
LEADING STATIONS HAVE FOUND A NEW ROAD TO PROFITS THROUGH THE USE OF Standard Program Library

- Here's a new profit opportunity for broadcast operators and advertisers... a complete program library utilizing Hollywood's finest recording orchestras, vocal soloists and singing ensembles in flexible form at low cost rates. Already 43 leading stations are enthusiastic subscribers.

The Standard Program Library service brings you the finest talent in America flexibly arranged permitting you to build programs for every possible sponsor at the lowest possible cost.

The following leading American broadcasters are now using Standard Program Library Service:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Radio Station</th>
<th>City</th>
<th>Radio Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>WTCN</td>
<td>Minneapolis</td>
<td></td>
</tr>
<tr>
<td>WXYZ</td>
<td>Detroit</td>
<td>WNAC-WAA3</td>
<td>Boston</td>
<td></td>
</tr>
<tr>
<td>WIBM</td>
<td>Jackson</td>
<td>WEAN</td>
<td>Providence</td>
<td></td>
</tr>
<tr>
<td>WFBI</td>
<td>Indianapolis</td>
<td>WICC</td>
<td>Bridgeport</td>
<td></td>
</tr>
<tr>
<td>WMBD</td>
<td>Peoria</td>
<td>WPAY</td>
<td>Portsmouth</td>
<td></td>
</tr>
<tr>
<td>KMOX</td>
<td>St. Louis</td>
<td>KGW-KEX</td>
<td>Portland</td>
<td></td>
</tr>
<tr>
<td>WCOL-WBNS</td>
<td>Columbus</td>
<td>WOC</td>
<td>Davenport</td>
<td></td>
</tr>
<tr>
<td>WBBM</td>
<td>Chicago</td>
<td>KOMO-KJR</td>
<td>Seattle</td>
<td></td>
</tr>
<tr>
<td>KPWB</td>
<td>Los Angeles</td>
<td>KHQ-KGA</td>
<td>Spokane</td>
<td></td>
</tr>
<tr>
<td>WPTF</td>
<td>Raleigh</td>
<td>KSO-KRNT</td>
<td>Des Moines</td>
<td></td>
</tr>
<tr>
<td>KTA8</td>
<td>San Francisco</td>
<td>WOW</td>
<td>Omaha</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KGHL</td>
<td>Billings</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KMBC-WKB</td>
<td>Kansas City</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WAIM</td>
<td>Anderson</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WIBB</td>
<td>Topeka</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WIOD</td>
<td>Miami</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KSL</td>
<td>Salt Lake City</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WJTL</td>
<td>Atlanta</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WJTL</td>
<td>Atlanta</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>KSL</td>
<td>Salt Lake City</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WJTL</td>
<td>Atlanta</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WIBB</td>
<td>Topeka</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WAMC</td>
<td>Washington</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WINS</td>
<td>New York</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>XEBC</td>
<td>Agua Caliente</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WOOD</td>
<td>Grand Rapids</td>
<td></td>
</tr>
</tbody>
</table>

*All in the brief period since March 1st — and the list is growing daily.

If you want exclusive use of this outstanding service in your territory at the present prevailing low rates communicate immediately with us.

STANDARD RADIO ADVERTISING COMPANY, INC.
6404 HOLLYWOOD BLVD., HOLLYWOOD, CALIF.  •  180 NORTH MICHIGAN AVE., CHICAGO, ILLINOIS

KASPER-GORDON 140 North Boylston Ave., Boston, Mass.  •  CONQUEST ALLIANCE 515 Madison Ave., New York City, N.Y.
“PFUI on Dog Days!”

 Somehow, somewhere, the idea has got around that people don’t listen to their radios in the summer. That loud noise you hear is us laughing.

 Out here in the Buffalo Area, radios are just as popular in the dog days as they are in the winter time—and there’s an even larger listening audience.

 That’s no exaggeration at all. The Buffalo Area is pretty much of a vacation territory, you know. There’s Niagara Falls drawing thousands of tourists every week. There’s Lake Erie literally lined with cottages on both the American and Canadian Shores. There’s Lake Ontario with almost as many summer homes. And there’s also the automobile radio which dealers tell us is selling like hotcakes hereabouts.

 Those are the reasons why we say “PFUI on dog days”. We know from past experience that radio advertising is highly effective throughout the summer months in the Buffalo Area. Advertisers who tried it just to keep us from pestering them any more got results that surprised everybody but the Buffalo Broadcasting Corporation.

 The time is ripe right now to lay your plans for a summer radio campaign in the Buffalo Area. When you put one on over Buffalo Broadcasting Stations WGR-WKBW you command the largest regular listening audience on the Niagara Frontier. You reach the spending public—and you can pick the most advantageous periods to put your message across. Think it over.

 Baseball Stars Signed

 SPONSORED by General Mills Inc., two of baseball’s outstanding stars will be featured in a nightly baseball review over WCAU, Philadelphia, in which they will tell the “inside story” of the day’s baseball game. Left to right, in the above photograph, are Jimmy Wilson, manager of the Philadelphia Nationals, Dr. Leon Levy, president of WCAU, and Jimmy Fox, captain of the Philadelphia Americans.

 Nightly ten minute talks will be given at 6:40 p.m. from the dressing rooms of one or the other of the clubs, depending upon which team is playing on home grounds. The account was placed through Blackett-Sample-Hummert Inc., Chicago.

 Waytrol Series

 NUTRITIONAL RESEARCH Inc., Los Angeles, on April 17 started a 30-day test program on KECA, Los Angeles, twice weekly. Advertising Arts Agency, Los Angeles, handles the account and the program is captioned Health News Reporter. The sponsoring firm recently entered the national market and produces “Waytrol”, a weight control nutritive in powder form. Other stations in the western states will be used later if the opening campaign is successful.

 Disc Firm Control Is Taken to Court

 COURT action in Los Angeles in April indicated a three-cornered legal battle for the control of the Radio Transmission Co. of America, which maintains studios in Hollywood and offices in New York and Chicago.

 Action was brought in superior court by G. Y. Clement, a stockholder, who asked for the removal of Freeman Lang and Everett K. Barnes as directors. He asked for an accounting of funds of the corporation.

 Two cross complaints were filed on April 19. One was placed by Messrs. Lang and Barnes and Gertrude De Blin, also a director. They asked for removal from the directing board of C. C. (Cash and Carry) Pyle, sales manager, and John J. Wilson, secretary-treasurer, on the grounds that they exceeded their authority. They also asked for an accounting of expense funds used by Mr. Pyle.

 The second cross-complaint was filed by Mr. Pyle and called upon the court for a declaration of the respective rights of both Mr. Lang and Mr. Pyle under an alleged voting agreement. His contention, as stated in the document, was that under the specified agreement Mr. Lang lacked a right to vote any of the stock of the corporation without his (Pyle’s) concurrence.

 FORD dealers are sponsoring Mr. Gallagher and Mr. Sheen, juniors, sons of the famous old song team, on WEAF, New York, six evenings weekly.

 Head of the Lakes Broadcasting Co.

 We've got an Iron Grip on listener interest...

 Because Nature planted her iron mines in our front yard, many transmitters—even of high power—cannot reach the ears of listeners here. The Head of the Lakes section must depend upon WEBE, and WEBE realizing this unique responsibility, goes the limit to please and hold its audience. You need WEBE to reach this rich territory—we've got an IRON GRIP on listener interest.
**KNX Summer Schedule**

**HEAVIEST In Station's History**

<table>
<thead>
<tr>
<th>Period</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30 - 5:45</td>
<td>Libby's Milk</td>
<td>Universal Song</td>
<td>Libby's Milk</td>
<td>Og. Son of Fire</td>
<td>Libby's Milk</td>
<td>Og. Son of Fire</td>
<td>Rev. C. Fuller</td>
</tr>
<tr>
<td>5:45 - 6:00</td>
<td>Libby's Milk</td>
<td>Universal Song</td>
<td>Libby's Milk</td>
<td>Og. Son of Fire</td>
<td>Libby's Milk</td>
<td>Og. Son of Fire</td>
<td>Religious Talk</td>
</tr>
<tr>
<td><strong>OVALTINE</strong></td>
<td>&quot;LITTLE ORPHAN ANNIE&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00 - 6:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Rev. C. Fuller</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15 - 6:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&quot;CRAZYWATER CRYSTALS&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:30 - 6:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&quot;KNX - NEWSPAPER OF THE AIR&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:45 - 7:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&quot;HORLICK'S MALTBE MILK&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:00 - 7:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&quot;LUM and ABNER&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:15 - 7:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&quot;RICHFIELD GASOLINE &amp; OIL&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:30 - 7:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&quot;ADVENTURES OF JIMMIE ALLER&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7:45 - 8:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&quot;FRANK WATANABE and ARCHIE&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 - 8:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>&quot;CHURCH SERVICE&quot;</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CONGON</strong></td>
<td>&quot;The Italians&quot;</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:15 - 8:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 - 8:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:45 - 9:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7:15 - 7:30</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7:30 - 7:45</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7:45 - 8:00</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8:00 - 8:15</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8:15 - 8:30</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8:30 - 8:45</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8:45 - 9:00</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 - 9:15</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15 - 9:30</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:30 - 9:45</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45 - 10:00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>9:00 - 9:15</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>9:15 - 9:30</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>9:30 - 9:45</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>9:45 - 10:00</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>10:00 - 10:15</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>10:15 - 10:30</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Here's the Proof of KNX' "PULLING POWER" In a Nutshell...75.4%** of KNX's available time between 5:30-10:30 P.M. has been reserved for Summer sponsorships.

**ONLY A FEW SPOTS REMAIN OPEN**

If you are contemplating a campaign over KNX this Summer or next Fall, you are urged to make reservations immediately to eliminate disappointment.

**THE "VOICE OF HOLLYWOOD"**

**JOHN BLAIR & CO., National Representatives**
Sales of Summer Time On Networks Increasing

SUMMER schedules of networks will overcome much of the usual warm weather lull, according to present indications, with NBC announcing that bookings already are 25% over 1934. Sixty NBC clients, as of April 19, had signed to continue during the summer, 37 of them having been users of the network for more than a year. In all, 74 sponsored programs are booked.

Expenditures on NBC for the four summer months since the network started have been: 1927, $923,720; 1928, $2,482,128; 1929, $4,251,278; 1930, $6,545,597; 1931, $7,955,082; 1932, $7,957,885; 1933, $5,955,862; 1934, $8,525,605.

WWNC
Operated By The Citizen Broadcasting Company, Inc.
ASHVILLE, N. C.
Biggest Business in Years!

—is the honest prediction for Asheville and resort Carolina for the next few months. Vanguard of tourist army already arriving ... retail sales already mounting. Get on the air NOW ... over WWNC ... sole blanket radio coverage!

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

TIEUP WITH CIRCUS
Ovaltine Program Offers Cheap
Tickets to Big Tent

TO HELP children who listen to the broadcast adventures of Orphan Annie see her in a circus, to help the circus sell more seats in the afternoon, and to increase the sale of its Ovaltine are the three purposes of a tie-up recently effected between the Wander Co., Chicago, and the Cole Brothers-Clyde Beatty Circus.

In the serial program, broadcast each weekday afternoon over an NBC-WJZ network, Annie is beginning a new series of adventures with a mythical circus. In reality, there is an Orphan Annie in the Cole Brothers-Clyde Beatty Circus which opened in Chicago on April 20, who may be seen with her dog Sandy throughout the show's entire season.

By an exclusive arrangement between sponsor and circus management, any child presenting an Ovaltine carton-top at the ticket office will be admitted at a reduced rate (a 40-cent seat for the carton-top and 25 cents) at any matinee performance except Saturday or Sunday. This arrangement, announced on each broadcast, will be continued during the road tour of the circus, which will include approximately 100 towns. The plan was conceived and is being realy out by the Chicago office of Blackett-Sample-Hummert Inc., in charge of the Ovaltine advertising.

AN AMATEUR program especially for child talent has been started by WFBP, Syracuse.

WLW Directional Signal On 500 kw. Is Analyzed

The FCC is holding in abeyance consideration of the protest of WOR against WLW's resumption of operation with 500,000 watts at night until it can review the technical analysis of the super-power operation with the new WLW directional "suppressor" antenna, it was learned April 25. Action is unlikely until the regular FCC meeting May 7. WLW resumed its 500,000-watt night operation experimentally with the new antenna on April 24. Observations are being made by the FCC, Canadian Radio Commission, WOR and WOR, to ascertain the signal patterns and degree of interference, if any.

WOR contends that WLW's use of a new hyperbolic crisscross interference toward Toronto, where CFRB complained of blanketing, would result in intensifying interference with it, since the Newark station operates on the adjacent channel of 710 kc. After analyzing the results, FCC then will consider the WOR protest. Both stations are outlets of the Mutual Broadcasting System, and, it is openly indicated, some resentment has arisen from the protest.

Client's Audition Room Placed in New Offices By Free & Steininger

AN AUDITION room for clients, modern in style and equipped with wide-range Western Electric reproducing equipment, has been included in the newly-enlarged Chicago offices of Free & Steininger, Inc., at 180 N. Michigan Ave.

In addition to the audition and control rooms the added space includes a number of private offices which will be occupied after May 1 by the Chicago staff of Free, Johns & Field Inc., affiliated firm of station representative.

On May 1 the New York office of Free & Steininger Inc., will move into large quarters at 11 E. 42nd St. These will contain audition and control rooms similar to those in the Chicago offices and will house the New York office of Free, Johns & Field Inc. The enlarged quarters in both cities are in line with increased activities in the sale of transcribed radio programs, it was stated by James L. Free, president of both organization.

Recording Artists Refuses to Supply Names of Licensees

Proceeding With Plan to Exact Fees for Record Broadcasts

DESPITE inquiries from stations and from the NAB respecting its membership rights to assess royalties on the performance of phonograph records, the American Society of Recording Artists, Inc., Hollywood, has so far failed to supply this information, but informed BROADCASTING'S correspondent in Hollywood April 22 that it intends to "proceed" with its original plans, as of May 1. So far as known, no stations have signed the licenses proposed, which are regarded as "extortionate" in the extreme, plus the fact that the organization has not proved its right, legally or otherwise, to collect the royalties.

Strangely enough, George H. H. Levy, managing director and Arthur W. Levy, executive secretary, told BROADCASTING'S correspondent in Hollywood April 21 that all communications from broadcasters and that "in the main their reactions have been favorable." They have been promised a month to stations to pay for log sheets, clerical expense, postage and so forth. In addition, stations were given 15 cents per performance for each phonograph record that uses talent belonging to our group."

Lett not Furnished

THE ORGAMIZATION a few weeks ago circulated all stations with license blanks and a covering letter informing them that the new system of royalty assessments would become effective May 1. It is understood that the "Society's" list of fees would be the neighborhood of $5,000,000 from radio, as against about $2,000,000 collected by ASCAP. The bulk of this, of course, would come from the smaller stations which use far more phonograph records than the larger ones.

To the inquiry regarding members and their compositions, Mr. Hall said:

"I have not felt it at all necessary to furnish a list of our present-day members' names or their number. After all, it is a list that will change almost daily with additions and changes. However, I do not mind saying that the list is available to any radio station which has no recorded phonograph records from broadcasters who have signed up with us. Member stations, naturally, are entitled to this protection to prevent the facilities of the Society's clerical force."

Another Fireside Chat

PRESIDENT ROOSEVELT spoke over the nation-wide networks of both NBC and CBS networks Sunday, April 28, at 10 p.m. (EST), in another of his Fireside Chats, this time on the $4,000,000,000 employment fund. It was his first intimate talk this year.
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

Senator's Ambition

A LIFELONG ambition was realized recently by 30-year-old Rush D. Holt, U. S. Senator-elect from West Virginia, when he pinch hit for the Solemn Ole Judge in announcing the Grand Ole Opry of WSM, Nashville. The Senator-elect said he had 24 invitations to speak on Jefferson's birthday but chose Nashville because he knew the Opry would be in full sway.

No matter what point you want to reach ... whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a worldwide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.
Radio's Audit Bureau

GOOD progress is being made toward the formation of an ABC for broadcasting station coverage. If diligent effort means anything, such a bureau should be a going concern before the year is out due to the combined efforts of the trade associations representing advertisers, agencies and stations. Properly the broadcasters, through the NAB, are taking the lead.

Guess-work should be taken out of radio. From the standpoint of results, there are case histories of advertisers aplenty which show that radio, dollar for dollar, so outsells every other medium that there really isn't any basis for comparison. But the agencies and the advertisers, indeed the stations themselves, really don't know how they accomplish it from the standpoint of analytical coverage. The proposed cooperative bureau will be designed to supply the figures and related data. It is a logical development, because competitive media have it, despite the fact that their "circulation" problems are not analogous. Pioneering technical survey work undertaken in lean times by such organizations as Jansky & Bailey should not be lost sight of in the creation of the new bureau.

The Program Solution

A TEMPEST unequalled in the history of commercial radio has been stirred up by the Frail-inspired campaign of the FCC to eliminate questionable commercials, particularly those having to do with medical accounts. Many stations are leaning over backward to avoid trouble as a consequence of the FCC edict, and are turning down good business along with the bad or near-bad.

The FCC must move cautiously, lest it run counter to the anti-censorship provision of the law. With conviction and zeal that can hardly be questioned it has sounded the warning, threatening stations with possible extinction. But it has not imposed a formula which stations or their advertisers can pursue in deciding whether a program meets the standards of good taste. This does not seem to be entirely just, yet the FCC contends that it is as far as it can go.

Everyone agrees there is a certain amount of ill-advised material on the air—a fractional fringe that has tended to cause the whole industry to be misjudged. The united effort is to clear the air of it. The fear is that the FCC may exceed the bounds of sound judgment.

Perhaps a solution would be to set up within the industry (the NAB would be the logical agency) an individual whose task it would be to advise stations and advertisers and their agencies whether particular accounts are conducted to be ethically and otherwise acceptable. It would be a matter of "editorial selection", so to speak, for the industry. The man would have to be forceful, and one with the courage to say "no". In our opinion a man like James W. Baldwin, executive officer of the Code Authority, might well fit in that niche.

Thus, when a new account is offered, the NAB could review it, and if necessary, check with Federal authorities to ascertain whether the claims are reasonable. Like the procedure so successfully adopted by Good- Housekeeping in the home commodity field, the NAB could place its stamp of approval on products or services, and deny it to those which fail to meet predetermined specifications.

We simply toss this idea into the ring.

Common Sense Action

THE CLOSEST approach yet taken to a common sense attitude on radio-press competition in news was the action at the convention of the American Newspaper Publishers Association in New York, upon recommendation of its radio committee. In the committee's conclusions individual broadcasters and radio advertisers who sponsor news will find plenty with which to quarrel. But the real victory is found in the recognition of radio as a news disseminating medium—something the publishers were unwilling to concede at their convention a year ago.

The way is now opened for the United Press and the International News Service to sell news to stations, if they choose. The chances are that they will, and promptly at that. And, as the action of the ANPA clearly sets forth, they can, if they wish, sell their news for sponsorship competitively.

All things considered, it seems that the worst is over in the conflict between radio and the press. It was only necessary for the publishers to realize that radio, as an ultra modern means to disseminate information, could not be ignored. The recognition came in the ANPA action, and while there will be plenty of controversies to smooth over, the problem at least is reduced to a tenable and consistent basis.

The RADIO BOOK SHELF


"MORE Power to You!" titles a handsome brochure published by WOR to publicize among advertisers and agencies its recent increase in power from 5,000 to 50,000 watts. Illustrated with remarkable "shots" of the new high-power plant by the famous woman photographer, Margaret Bourke-White, the spiral-bound volume tells a graphic story of the increased service and coverage afforded by the 10-fold power increase. Particular emphasis is laid on the fact that WOR has "directed power"; attained through use of a directional antenna designed to give its maximum coverage in the populous areas.


The Status of the Local

A SERIOUS effort seems to be under way to organize local independent stations into a cooperative group for procurement of national business—business which for the most part now is denied them. In the past such plans have come and gone without making so much as a dent in the tough hides of national advertisers and their agencies.

It is fool-hardy to think that all of the some 250 locals, or even half of them, can band together and establish a common sales organization able to crash the national field. Time isn't bought that way. Moreover there are too many haw-wires who operate on a catch-as-catch-can basis in the local field, who couldn't give away their time (though many of them do!).

But there is no real reason why a moderately-sized group of stations in reasonably good markets could not set up a cooperative organization with that aim in view. They must be technically acceptable, and operated on high business and ethical standards if they wish to achieve their goal. After all, an advertiser does not inquire as to the number of presses a newspaper has before signing an account; he pretty well knows the public acceptance of the publication as reflected in its circulation. The same applies to radio. The question is not how much power, but whether the station covers the market and has the audience appeal or circulation.
GEORGE FRANCIS ISAAC

THE TYPICAL success story of radio, familiar to readers of this column, is the tale of the pioneer who left the plainly marked highways of established business to plunge into the uncharted regions of radio and who wrested a pioneer’s profits from exploiting the “virgin’s error.” George Isaac, subject of this sketch, is the exception that proves the rule.

The best clue to Isaac’s character, no fact, so significant, since he left college to sell wants ads for the Chicago Tribune, he has never had a job since. His son’s classic address to mosetrap makers, he has applied himself to the job at hand and let the world come to him. The fact that at 22, George Isaac is head of the radio staff of Lord & Thomas, is sufficient testimony to the value of Emerson’s advice and to the effectiveness of his own application.

Born Nov. 12, 1905, in the little town of Oak, Neb., George spent his boyhood in Mankato, Kan. After graduating from the Mankato High School, he matriculated at Northwestern University. There he laid the foundation for his advertising career by managing the business end of the campus humor magazine and daily paper. He was a member of Phi Iamma Delta and of the journalism fraternity, Sigma Delta Chi.

In 1924 George left Northwestern and made his sole application for employment at the Chicago Tribune, where he started work in the classified advertising department. The next five years saw him steadily progress from classified to merchandising, from merchandising to local display and from local to national display.

Then in February, 1929, when he was beginning to feel established as a successful space salesman, the Tribune was sold. George, finding himself in need of a new commercial manager and George was picked for the job.

No one, to use a trite phrase, was more surprised than George. He knew little about radio, was not especially interested in it, and had certainly never considered leaving the newspaper where he had made good for the unknown realm of radio. But since his bosses seemed inclined to let George do it, he said OK and started out.

His six years at WGN gave George an exceptional opportunity to view radio from several angles. During that time WGN was affiliated with NBC, later with CBS, and finally, a time without any network tie-up, with WOR, WLW and WXYZ in the comparatively new Mutual Broadcasting System. The successful formation of MBS is largely due to the untiring efforts of Isaac, who found ways of smoothing out the kinks of job and making them so frequently threatened to turn this new network into just another of many good ideas that didn’t pan out.

At his door can also be laid the credit—or blame; only history will decide which it is—for the flood of juvenile programs that nearly swept the country’s radios from the living room into the nursery. It was he who suggested to the agency of the Wander Co. that radio would be a good place for the “healthy child” appeal of their publication advertising and that Dr. Dyanne, comic strip heroine, whose chief quality is robust health, would be just as popular on the air as in the funny pages and an excellent salesgirl for Ovaltine.

So successful was this radio juvenile serial that when the craze was at its height a manufacturer of a drain cleaner wanted WGN to prepare a juvenile program for him. “Aside from the difficulty of interesting children in something they cannot use themselves,” said George, “can you imagine the reaction of any normal mother toward an advertiser who tried to sell her children a product that is plainly labeled Poison?”

“This is an extreme case, of course, but there are still too many programs not at all suited to the products advertised or of the air merely because some other advertiser has had an outstanding success with a similar show. The fact that it is so much easier to copy a pattern than to build a program around the product to be advertised makes it one of radio’s biggest dangers.”

When in January of this year, Lord & Thomas persuaded George Isaac to put his knowledge of radio and radio and radio talent at the disposal of their clients who are buyers of these commodities he found little essential difference between his work at WGN and that at the agency.

“Broadcasters and agencies are alike,” he says, “in that it is their business to turn out a program that is both profitable to the sponsors and pleasing to the audience. The fundamental of the radio phone is to find ideas that are intrinsically valuable for radio and to adapt those ideas to the advertiser’s needs in a way that is compatible with the best interests of the listening public. And that is done through the agency, through which the radio program is employed by a station or an agency.”

Married to Kathleen Iris Detweiler, George enjoys the fates of a 19-month-old daughter. Some of his spare time is spent on the Chicago, Illinois, golf links, with one entirely consistent with his character that he can say without affection that his real hobby is radio.

NILES TRAMMELL, vice-president in charge of NBC Central Division, was one of the Chicago Association of Commerce members to ride to Minneapolis during the initial run of the twin Zephyrs in April.


MARVIN NEVILS, formerly with Rutherfurd & Ryan Inc., New York, has been the new sales representative for WHG, Greensboro, N. C.

GERALD J. NORTON, formerly assistant sales manager of KHIJ, Los Angeles, and for the past few months on the sales staff of KROW in San Francisco, has joined the commercial department of San Francisco, as account executive.


WILLIAM JAMES, former night program director of KMFC, Beverly Hills, has been transferred to the Los Angeles studios as assistant business manager.

HAL BOSKILL, formerly with the commercial department of KRGH, Billings, Mont., has joined the sales staff of KOVO, Missoula, Mont.

ED HELLSTUND, formerly with the Travel Channel of New York; Walter Evans, Kansas City advertising man, and Marshall, has been transferred to the sales staff of WHB, Kansas City.

LINCOLN DELAR, manager of KDB, San Diego, resigned in April to take a job in Los Angeles, succeeded by Harry Witty, at one time commercial manager of the station.

BEHIND THE MICROPHONE

COL. BOB NEWHALL, pioneer sportscaster and radio commentator, is back on the air at WLW, Cincinnati, after a six-week vacation during which 50,000 fans wrote letters urging his return. His program is sponsored by the Menen Co., New York. And for the benefit of his public, director of WNEW, Newark.

JOHN HUGHES, formerly with Seattle stations, has joined the announce?

BOB EVANS, former sports editor of the Cleveland Plain Dealer, has left journalism to broadcast sponsored events, and now, Wauenita Jonson, new to radio, is assisting Ben Levin, WQAR news director. In February, 1929, when he was beginning to feel established as a successful space salesman, the Tribune was sold. George, finding himself in need of a new commercial manager and George was picked for the job.

No one, to use a trite phrase, was more surprised than George. He knew little about radio, was not especially interested in it, and had certainly never considered leaving the newspaper where he had made good for the unknown realm of radio. But since his bosses seemed inclined to let George do it, he said OK and started out.
LOU EMMEI, for several years manager of NBC Artists Bureau, San Francisco, resigned April 15. He plans to start his own booking agency.

STANLEY SHAW, announcer at WNEW, Newark, was married recently to Gloria Perlow, head of the Concert Dance Group of Baltimore.

HARRY GEISE, chief announcer at KKRD, Los Angeles, takes the part of the announcer in the new 3-D-X picture "Public Hero No. 1" which is about to be released.

DOROTHY MATSON, formerly singer at WHJ, Kansas City, has joined the program staff of WNAX, Yankton, S. D.

MARLON MERRICK, producer and one-time program manager of KHI, Los Angeles, resigned as of May 1.

LESLEY MARSHALL, formerly of WAC, Boston, and WMCA, New York, has joined the announcing staff of WIT, Philadelphia.

DEAN MADDIX, director of special events at KYA, San Francisco, has been appointed program director, succeeding Richard Holman, who was both program director and production manager. Lynn Church, announcer, is also doubling with continuity and publicity, succeeding Eugene Polansky, who had recently come to the station. He succeeds Manscomb, for more than a year in KYA's continuity department, has also left the station. Harry Rogers, exploitation manager and Dorick Mayes, announcer, have taken on additional duties of continuity writing and production.

JOHN WELLIS, production manager of KPSD, San Diego, resigned in April, with Harry de Lasaux, formerly with the NBC production department at San Francisco, taking his place. Mr. Wellis will be chairman of the program committee at the annual convention of the Pacific Advertising Club in San Diego June 28-29.

STARRING THE STARS. To stimulate interest in programs broadcast over its station, KSD, the St. Louis Post-Dispatch, is publishing a daily feature on its radio page, "with "KSD," the type shown above, with stars of the NBC-WEAF network. The series, which began last month, will be continued indefinitely. The feature is three columns wide by nine inches deep and is drawn by Medaris, staff artist of the newspaper.

REGINALD A. ALLEN, formerly of WMCA, New York, WHOM, Jersey City and WDCN, Durham, N. C., has joined the announcing staff at WBT, Charlotte, N. C. He is an announcer, singer and dramatist and replaces Weston Brown, who resigned to become program director of WSPA, Spartanburg, S. C.

LEW LANSWORTH, at one time script writer and producer of Eddie Cantor and Jimmy Durante air shows, has opened radio consultant offices at 328 Monadnock Building, San Francisco.

JOE SIMPSON, for more than a year a sportswriter and "Jock" of the Globe-Herald, Honolulu, Hawaii, has resigned and is back in San Francisco. He was succeeded by John Staats.

STAFF members of WBRC, Birmingham, wallowed WAPI's baseball team approximately 36 to 8 in a recent game. The series will continue every other Sunday until one station wins four games. In the first game, announcer Leland Childs, Operator Hugh Graham and Manager Bill Young were "on the outside," while WAPI defeated WABC, 29, 2.

DICK STEPHENS, formerly with KFI, Los Angeles, on its technical and announcing staffs, on April 15 joined the announcing force of KFDB, Hollywood. Al Warner, who had been holding the dual position of announcer and program director at KFDB, returned to Hollywood, resigned the KFDB station in April to devote full time to KGFJ.

WMCA "Strip Rates" IN AN effort to prove the value of afternoon time, WMCA, New York, has inaugurated a local "strip price" in a four quarter-hour periods between 1 and 4 p.m., which represents a reduction of approximately one-third the current rates. The rate calls for a strip "across the board" from Monday through Saturday, and will be applicable only to advertisers who use six periods a week on a minimum 13-week contract.

IN THE CONTROL ROOM

JOSEPH E. BAUDINO, plant manager of WBZ in Boston lectured April 22 on radio engineering in a series of radio courses offered by the University Extension Division of the Massachusetts Department of Education. John F. McNamara, NBC announcer and program director of WBZ-WBZA, lectured on announcing on April 29.

EID NOLAN, Engineer at WAGL, Cleve, resigned May 1 to enter Dodge Institute, Valparaiso, Ind.

CHARLES M. SHERWOOD, formerly eastern sales manager of F. A. & A. Inc., has been named general sales manager of the Allen D. Cardwell, Andrew, Brooklyn, makers of variable condensers.

JAMES TISDALE has returned to WIP, Philadelphia, after an absence of two years spent in radio research.

LUVERNE E. SHATTO, formerly both program director and 1st, and of Knm, Khm, Falls, Ore., has joined KAST, Astoria, Ore., and is installing a high-fidelity transmitter for the new station, which expects to open late in June.

Protests Against Series By Mexican Government Are Rejected by FCC FINDING nothing improper or in violation of the radio regulations, the FCC has passed over the protest registered by a group of Congressmen against a program sponsored over an NBC-WEAF network by the Mexican government's touristic tourist travel, it was learned April 25. The protest asked for punitive action against the group of the program, which the FCC believes is too loud and too offensive to Catholics. In addition the protest to the signed by 10 Congressmen, Father John B. Harney, superior of the Catholic Church in New York, also asked for disciplinary action.

The Congressional petition was signed by Reps. Connelly, McCormack, Healey, Casey and Higgins, all of Massachusetts, Democrats; Smith, Kopplemann, Connecticut Democrats; Daily and Slack, Pennsylvania Democrats; Pfeifer and Fitzpatrick, New York Democrats; Welch, California Republicans, and McGrath, California Democrat; O'Neal, Kentucky Democrat, and George M. Glaser, New York.

Father Harney's protest was motivated largely by the anti-Catholic actions of the Mexican administration. The protest was referred to the FCC Law Department by Chairman E. O. Sykes of the Senate, which reported no violation. The Mexican account is placed by De Garmo-Kibbom Corp., New York.

KGBM Opens U. S. Office OPENING of a mainland office at the Hotel Californian, San Francisco, in charge of L. D. West, is announced by KGBM, Honolulu, and KHNL, Denver, originated and sent by remote control to Honolulu.

JOHN McCORRICK, production manager of WKRC, Cincinnati, was married April 24 in Mariana, Fla., to Bunde Richardson, Cincinnati.

THOMAS FREERAIN-SMITH, announcer at KNN, Hollywood, is the father of a hoy born April 11. B. C. C. VON EGYD, former production man in the Northwest, has joined the announcing staff of KMPC, Beverly Hills.

ART LINDSAY, announcer, has returned to NBC, San Francisco, after two years at KOIN, Seattle, in the announcing capacity.

VERNE E. SAWYER, formerly announcing at Seattle stations, has joined the staff of KGVO, Missoula, Mont.

Market With MONEY! Among the fifteen largest markets, Milwaukee rates—

Home Ownership............. 3rd
Automobile Ownership : 5th
Radio Ownership............. 2nd
Industrial Payrolls........... 6th
Covered Thoroughly ONLY by

WTMJ THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

The BREAK your JOCKEY deserves

It takes the best jockey PLUS the best horse—to WIN

We've PROOF that Any program broadcast by two or more Pittsburgh stations finds a MAJORITY of Listeners on WCAE

ASK FOR THE STORY

Pick the best horse in Pittsburgh.
Ask about our jockeys—too.

Basic Red Network NBC Nationally Represented by
PAUL H. RAYMER COMPANY
NEW YORK CHICAGO SAN FRANCISCO

BROADCASTING May 1, 1935

Page 30
Radio Treatment

NOT what the doctor ordered, but startling in its effect, was the "Open Your Eyes" theme melody of Edie Dunstedder's organ program on KMOX, St. Louis. According to the organist's mail, a lad in Akron, O., who had been bed-ridden for a year and consigned by doctors to a walkless future, heard the theme melody faintly, but wanted it louder. When no one heard his call for aid, he got out of bed and walked to the radio, according to the letter to KMOX, and now can walk with ease.

Hearth Interests Ready
To Assume Operation of Two West Coast Stations

SINCE no appeal was on file, the FCC, the sale of KTM, Santa Monica, Cal., and of KELW, Burbank, Cal., to the Los Angeles Evening Herald Publishing Co. was to be consummated April 30, according to information from the West Coast.

Official notice of the proposed transaction was filed April 18 with the county recorder's office in Los Angeles.

While preparations were being made to take over the stations for operation on May 1, no staff appointments had been made at the time of going to press.

Charles F. McGuire, radio director for the Hearst paper, and Eugene Inge, its radio editor, were expected to announce soon names of the manager and permanent staff. It was expected that ultimately the Hearst interests would combine the two half-time stations into a single unit.

Coincident with the taking over of the two Southern California stations, the Los Angeles Herald-Express was expected to drop its official affiliation with KPAC, Los Angeles, its official station the last two years. It was only an affiliation, however, as Hearst had no profit interest in the station or any hand in its operation.

ALL 1935 home games of the champion St. Louis Cardinals and the Browns will be sponsored over KWK, St. Louis, this season by General Foods Inc., New York (Wheaties).

Quartz Crystals

Crystals for broadcast band 550-1600 Kcs.
UNMOUNTED Accuracy less than 50 cycles
X cut...$2.50
Our type A adjustable air gap plug-in holder ........... $5.50

Station may furnish a holder when purchasing a crystal provided that it is of some assistance to us to guarantee the accuracy desired.

Accurate dependable quartz crystals and associated apparatus for 6 years. Complete price list and literature sent on request.

American Piezo Supply Co.
Kansas City, Missouri
Sunny Slope Station
P.O. Box 6026

Radio Transmitters, oscillators, condensers, industrial application at its best . . .
Wires or on the air

FOUNDED in 1869, Western Electric has been manufacturing sound equipment ever since the invention of the telephone in 1876. Its product kept pace with the rapid progress of the telephone industry—helped largely to make possible the kind of telephone service America now enjoys.

When radio broadcasting was born, Western Electric branched quite naturally from leadership in one field of sound to another. Today, it not only manufactures all manner of telephone devices . . . including the special repeaters, loading coils, switches, etc., used in forming great radio networks of wire . . . but also microphones, tubes, transmitters, amplifiers and everything else involved in putting radio programs on the air at their best.

Because Western Electric equipment embodies more than a half-century of experience in Sound—because it is made to the most exacting standards—your station can depend upon it.
The Business of Broadcasting

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

STATION ACCOUNTS

**SP—studio programs**

**T—transcriptions**

**AD—advertisements**

**Announcements**

**WSPD, Toledo**


Studebaker Corp., South Bend, Ind., thru Duree, Chicago.

Bues Motor Co., Detroit, 5 weekly t, thru Campbell-Ewald Co., Detroit.

E. L. Knowles Inc., Springfield, Mass. (Rutland Inns), 6 weekly t, thru DeForest Ameriaianizing Bureau, Springfield.

Carter Air Line, New York (liver pills), 6 weekly t, thru Street & Finney Inc., N. Y.

Fritzsche Bros., Omaha, Nebraska (Ice Cream Mix), weekly t, thru Roche, Williams & Cunningham Inc., Chicago.

**WGAR, Cleveland**

Staley Sales Corp., Decatur, Ill. (corn products), 4 weekly t, thru Battin, Barton, Darstine & Osborn Inc., N. Y.


Chevrolet Motor Corp., Detroit (autos), 2 weekly t, thru Campbell-Ewald Co., Detroit.

Bernard Perfumers, St. Louis (Love Charm), 2 weekly t, thru Himler & V. Swanson Co., St. Louis.

Master Drugs Inc., Omaha (proprietary), 5 weekly t, thru Buchanan Adams Co., Omaha.

Congress Cigar Co., Newark (La Parisienne), 5 weekly t, thru Gotham Adv. Co., N. Y.

Procter & Gamble Co., Cincinnati (Ivy soap), 6 weekly t, thru Blackman Co., N. Y.


Chrysler Sales Corp., Detroit (De Soto), 2 weekly t, thru J. L. Stirling Getchell Inc., Detroit.

**WGN, Chicago**

WGN, Chicago (Daily News), 12 weekly t, thru Philip O. Palmer & Co., Chicago.


Carter Medicine Co., New York (live-er pills), 150 weekly t, thru Spot Broadcast Co., N. Y.


Congom Co., Los Angeles (beverage), 312 weekly t, thru Lockwood- Shackelford Co., Los Angeles.


**WMCA, New York**


Procter & Gamble Co., Cincinnati (Ivy soap), 6 weekly t, thru Blackman Co., N. Y.

**WMBJ, Joliet, Ill.**

Am-Bro Co., Lawton, Okla. (Brown's lotions), 6 weekly t, thru direct.

Chevrolet Motor Co., Detroit (autos), 6 weekly t, thru Campbell-Ewald Co., Detroit.

United Brands Co., Boston ( Reuters), 5 weekly t, thru Street & Finney Inc., N. Y.

**WTJS, Jackson, Tenn.**

Veinette Co., St. Louis (cosmetics), 6 weekly t, thru direct.

Nash Medicine Co., Jonesboro, Ark. (cosmetics), 6 weekly t, thru direct.

Chevrolet Motor Co., Detroit (auto), 9 weekly t, thru Campbell-Ewald Co., Detroit.

United Drug Co., New York (Retail), 5 weekly t, thru Street & Finney Inc., N. Y.

Gardner Nursery Co., Osage, Iowa, 6 weekly t, thru Northwest Radio Sales Inc., Chicago.

Geppert Studios, Des Moines (enlargements), 6 weekly t, thru Northwest Radio Sales Inc., Seattle.

Puritan Medicine Co., Kansas City, Mo. (proprietary), 7 weekly t, thru Losini-Chapman, Whalen Co., N. Y.

**WKRC, Cincinnati**

Ford Motor Co., Detroit, 6 weekly t, thru McCan-Erickson Inc., Cleveland.


Wm. S. Coull Co., Camdeu, N. J. (Dex), 4 weekly t, thru Kenyon & Eckhardt Inc., N. Y.


**WBT, Charlotte, N. C.**


Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 42 weekly t, thru Wade Adv., Agency, Chicago.

Geppert Studios, Louis (enlargements), 6 daily thru, thru Lessing Advertising Co., Des Moines.


Sterling Casualty Insurance Co., Chicago (Pennysave Insurance), 30 weekly thru First United Broadcasters, Chicago.

Obdan Ring Co., Chicago (gags), 12 weekly t, thru Philip E. Palmer & Co., Chicago.


Carter Medicine Co., New York (liver pills), 156 weekly thru, thru Spot Broadcast Co., N. Y.


The Business of Broadcasting • May 1, 1935
NETWORK ACCOUNTS

(Wait times ESD unless otherwise specified)


RADIO ADVERTISERS

E. D. THORNBURGH, formerly manager of the press and advertising division of International Telephone & Telegraph Co., New York, now is assistant vice-president in charge of information.


ARCHIE GRINNELL, former staff announcer with WBT, Charlotte, N.C., in charge of radio for Carolina distributors of Crazy Water Crystals, has resigned to become divisional manager at Baltimore for Crazy Water Hotel Co., makers of the product.

He is succeeded by Frank Galther, recently of WGST, Atlanta.

JOHN B. LEYPOLOD has joined the Centaur Co. (Fletcher's Castoria and ZIB Olive Oil Baby Powder) as assistant advertising manager, according to an announcement by H. B. Thomas, vice-president in charge of sales. Mr. Leyereldt was with Young & Rubicam Inc., for seven and one-half years prior to joining Centaur.

W. J. GOLDMAN & BROS., New York (clothing) has named Buchheim-Duades Inc., New York, to handle its account, including radio.

KATHY PAPER CORP., Pittsfield, Mass., (stationery) has placed its account with Wally B. Jones Adv. Inc., Blaghamont, N.Y.

SCOTT & HOWE Inc., Bloomfield, N.J. (Scott's Emulsion) has placed its ki-jolows advertising with Redfield-Johnstone Inc., N.Y.

EPA Co., San Francisco (proprietary) has placed its account, including radio, with Bob Roberts & Associates, San Francisco.

BOOTH FISHERIES Inc., Chicago, has placed its account with Sellers Service Inc., Chicago.

STRECKFUS STEAMERS Inc., St. Louis, has appointed Kelly-Stuhman Adv. Co., St. Louis, to handle its account.

COLUMBIA LIFE INSURANCE Co., Cincinnati, using radio, has appointed Keeler & Stites Co., Cincinnati, to place its account.


A joint meeting of the engineering committee of the NAB and the Radio Manufacturers Association with the Broadcast Committee of the Institute of Radio Engineers will be held in New York May 1, at the New Yorker Hotel.

VICTOR H. LINDBERG, New York (Serutan health builder) is sponsoring a 25-minute program, six weekly, on WIP, Philadelphia, WMCA, New York, and WNEW, Newark, keyfed from WIP.

SILVER HITS SEVEN-YEAR HIGH MARK

U.S. Exchange of-Mil- lard in Gold to Mexico Flares

...and the Salt Lake market is the center of silver mining!

The high prices of silver and gold mean more and bigger pay checks—and dividend checks—in the Salt Lake City market.

Thus the territory covered by KDYL becomes more valuable to the advertiser who wants to reach "spending people".

K D Y L .

"THE POPULAR STATION"

Salt Lake City
Utah

Representatives

JOHN BLAIR & COMPANY

New York
Chicago
San Francisco
Los Angeles
Detroit

Tenth Anniversary on Air
Is Celebrated by WADC

Among the first stations to install the new type vertical radi- a tor, WADC, Akron, claimed a three-fold increase in Northern Ohio, as it celebrated its tenth year on the air. Some 15,000 persons visited the new studio and transmitter at Tallmadge, six miles from downtown Akron, which were installed at a cost of $50,000. The transmitter was erected by Trucon Steel Co., Youngstown, O.

The station, an affiliate of CBS, operates on 5000 watts daytime, 2000 watts at night, and according to Allen T. Simmons, covers 14 Ohio counties. Studios and offices are maintained in nearby Canton.

Page 33
**AGENCIES AND REPRESENTATIVES**

**N. BRUCE ASHBY,** sales and advertising executive of General Foods Corp., New York, has joined Lord & Thomas, New York, as account executive. He had been in charge of Port Tomato, Post's bran flakes, Post's whole bran and Grape-Nuts flakes. Formerly he had been with J. Walter Thompson Co., New York, and had directed several of the agency's foreign offices.

**GEOE. WILLOUGHBY,** formerly western manager of Paul H. Rayner Co., has joined the Chicago staff of Free & Steiglizer Inc., station representatives, as account executive, replacing J. F. Johns who on May 1 becomes vice president of Free, Johns & Field Inc., station representatives.

**McCANN-ERICRICKSON** Inc. has enlarged its offices at 916 S. Michigan Ave., Chicago, with audition studios and conference included in the remodeling job, just completed. Earlier in the year the agency opened branches of the Chicago office in St. Louis, Kansas City and Minneapolis.

**D. M. REYNOLDS Jr.** of the sales promotion department of Union Oil Co. of California, has joined the sales staff of Walter Ridlick, manager of the Los Angeles office of Free & Steiglizer Inc., station representatives.

**THOMAS F. HARRINGTON** and Lawton Campbell, of Young & Rubicam Inc., New York, arrived in Hollywood, late in April in connection with supervision of the Jack Benny NMB program for General Foods (J-J). Mr. Harrington is to supervise the agency's Pacific Coast radio activity.

**FRED FIDDLER,** radio account executive, J. Walter Thompson Co., who handles the Shell Oil account, has returned to the San Francisco office from New York where he conferred with Eastern executives of the agency.

**PAULINE B. PETERS,** formerly with Erwin, Wasey & Co., and F. Wills Armstrong Co., has been appointed account executive of Lincoln Radio Inc., Philadelphia advertising and merchandising agency. Mrs. Peters, who is a past president of the Philadelphia Club of Advertising Women, is also production manager of the company.

**CLARK-HOOPER** Inc., New York, advertising research concern, has moved to larger quarters at 17 E. 65th St., bringing the production department and executive offices together.

**STANLEY HOLT,** account executive with the New York office of J. Walter Thompson Co., is in Los Angeles in connection with the production of the Hays and Allen program for White Owl cigars.

**GEORGE COSTELLO,** former advertising and sales promotion manager of Calvert Maryland Distilling Co., and previously connected with the New York office of Paul Block, has joined the New York office of Joseph Hershery McGillivra, advertising representatives of radio stations.

**SAX MURPHY,** formerly with N. W. Ayer & Son Inc., has joined the radio department of the Blackman Co., New York.

**R. M. MORDEN,** formerly of Metro-Midway-Mayer, has been named radio director of Lyle T. Johnston Co., St. Louis.

**M. HETTINGER-BRADFORD & Co. Inc.,** has moved its Los Angeles office to the Paramount Blvd., 322 W. Sixth St.

---

**WOKO - BASIC COLUMBIA OUTLET**

COVERS Albany Troy Schenectady

Approximately ½ Million Coverage

---

**NATIONAL BOXING ASSOCIATION**

OF THE UNITED STATES

Executive Offices 20 Columbus Ave. Boston, Mass.

April 6, 1935

Mr. Paul Gray
Staatt H. P. R. Co. 
Cherry & Bank Company
Providence, R. I.

Dear Paul:

I have learned that an expert in each line should broadcast sporting events, that a 10-cent return ticket should include breakfast, bow tie and all.

I must acknowledge to you that I am being read away from the idea of play and all on account of listening to Joe Fay of your station for the past few years.

I understand that at all of the broadcasts of sports events that I have ever listened to, I think that Joe Fay is without exception, the very best.

He is clear, concise, and gives you a marvelous picture over the radio of the events that are in progress. His description makes you almost feel that you are sitting there with him and seeing whatever contest he is in.

At the congress of the National Boxing Association for the past two years, when the subject of broadcasts have been open to me I have always given to my feet and told the story of our broadcast results in person, then I consider to to be the best in this line of work.

Yours very truly,


**Kool-Ade Spots**

**PERKINS PRODUCTS CO.,** Chicago, will use daily announcements during June on WLW, Cincinnati, WGO, Des Moines, WCAI, Philadelphia, WFAA, Dallas, and KYF, Bismarck, as part of an extensive advertising program for Kool-Ade extracts for soft drinks. Metropolitan dailies, small-town weeklies and national magazines also will be used in the campaign, which is handled by Mason Warner Co. Inc., Chicago.

**GRUNOW USES WBS**

**GENERAL HOUSEHOLD UTILITIES CO.,** of Chicago, (Grunow refrigerators) on April 15 started a nation-wide spot campaign with 15-minute programs recorded by WBS Chicago Studios. The series will be placed on a minimum of 36 stations during the 12-week campaign. The spot is used in Marvin Sazby orchestra and singers. The account is placed through Hays-McFarland & Co., Chicago.

---

**Thanks, Mr. Foster**

After many years as a leading figure in the boxing world, Edward G. Foster knows his sports. When he tells us the same thing our large, loyal audience of sports fans has been telling us daily in their letters, we feel amply justified in calling WPRO "Southern New England's favorite Sports Station."

For an example of the sports interest of WPRO's audience, consider the phenomenal success, in its first racing season, of Narragansett Park.

---

**JOE FAY's** "Sport Slants" is typical of the fresh, lively sports programs at WPRO. The time and talent cost of Joe Fay's "Sport Slants" as a daily 15-minute program is remarkably low, considering the large listenership reached in this highly sports-conscious area. At the present moment it is available for sponsorship. Write for complete details.

---

**JOE FAY**

CHERRY & WEBB
BROADCASTING COMPANY
PROVIDENCE, RHODE ISLAND

Provides Complete Coverage of New England's Second Largest Market

---

Page 34
Examiner Advises Brooklyn Changes

Would Delete Four Stations in Favor of Brooklyn "Eagle"

FAVORED with an Examiner's report recommending approval of its application for a new station in Brooklyn to take over the facilities of four former "Dream" stations, "Dream Eagle" nevertheless faces possible long litigation before final adjudication of the issue, it was indicated by counsel representing the stations which would be deleted, as BROADCASTING went to press. Under FCC procedure, the parties are in interest have until early in May to file exceptions to the report of Examiner George H. Hill and make oral arguments before the Broadcaster Division, sitting en banc. Such arguments are now mandatory when requested.

Therefore, it was asserted, at least three or four months may elapse before the Broadcaster Division renders its final decision. It is considered final action on Examiner Hill's report. And even after the decision, the way is left open for recourse to the Court of Appeals of the District of Columbia. If such a course is pursued there, it is felt that the decision cannot be kept in litigation possibly for a year or more.

Alternate Proposal

IN HIS APRIL 15 report Examiner Hill indicated that the four stations now sharing time on 1400 kc.—WARD, WBBC, WVFV and WNYH—will be deleted and that their facilities be given the newspaper; he held this would serve public interest, as opposed to what he considered to be uneconomical use of the ether through a four-way time division. He found also that while two other applicants for the facilities were fully qualified financially and technically, he felt that the newspaper was entitled to first consideration.

Mr. Hill recommended, therefore, that the application of WEVD, New York, operated by the Jewish Daily Forward, through the Debs Memorial Fund, be denied because it would entail shifting of other stations and cause objectionable interference, and that the application of Arde Bulova, New York watch manufacturer, and half-owner of WNYH, and of Mrs. Frank S. H. McLean, and Norman K. Winston, realtor, for a new station on 1400 kc., the Examiner held that the applicants, like WEVD, were fully qualified, but that granting of the Brooklyn Eagle application "would tend to perpetuate monopoly of the area". In his conclusion he recommended that if the Eagle application is not granted, WNYH-Winston request should be the alternative.

The four stations whose deletion is recommended have been at loggerheads off and on for several years. They have interested themselves primarily in the broadcasting of foreign language programs.

Six P & G Programs

WITH the debut April 29 of Home Sweet Home, comedy of suburban home life, on 19 NBC-NWA stations, Procter & Gamble Co., Cincinnati, increased its NBC red network programs to six. The new program was heard during the summer and winter on WIZ. Other Procter & Gamble programs are Ma Perkins (Oxydol), five weeks; Vie & Sade (Crisco), five weeks; Dream Come True (It's a Thrill) weekly; Gibson Family (Ivy), Sundays; Capt. Tim Healy's Scotch Club (Ivy), thrice weekly.

Brinkmoeller at WIND

DAVID BRINKMOELLER, former manager of WGST, Atlanta, has been named manager of WIND, Gary, Ind., succeeding Eugene S. Wittendorf, according to announcement made by George Olsen, president. Mr. Wittendorf, formerly president of WKRC, Cincinnati, has taken an indefinite leave of absence to return to California for his health and to reconnect with his family.
STUDIO NOTES

A SERIES of sponsored programs sponsored by the Metropolitan Transportation Authority will be presented on WRAT, Newark, starting May 2 and continuing 18 weeks by the Port of New York Authority. The programs are designed to acquaint New York residents with interesting pieces easily reached.

ONE-MINUTE programs, not spot announcements, are being sponsored on WPTT, Charlotte, N. C., by the local Ford dealer, covering the Carolinas. Twenty-six programs a week will be broadcast on the long-term contract. Martha Dulin, called the "Ford Radio Girl" gives a dial-up telephone-operator style promoting Ford. The program is designed to aid dealers in moving used-car stock. Miss Dulin is provided with a white Ford and four speakers, making the rounds of Carolinas dealers. In visiting local dealers, a car is placed under a canopy and sold as the "Radio Girl" special of the day.

IN A new rate card issued by WCAL, Philadelphia, an hourly rate has been established, replacing the practice of charging double the half-hour rate for an hour program. To encourage the usage of the program, a 10% discount is offered for 20-second-week contracts.

SEVEN Tulsa stores sponsor jointly the Town of Downtown Tulsa, a nightly 30-minute program on KTUL. Tulsa, Okla. The script employs imaginary vehicles for tours of the city, with proper sound effects. All commercial announcements are dramatized. A 14-piece orchestra, a quartet, and three singers are used.

THE popular Silver Plate dramatic series, with "Maxie the Wanderer," will be revived May 3 on the NBC-WJZ network.

800,000 BUYERS
At Your Finger Tips
USE
WSPD

TOLEDO, OHIO

The Key to America's Ideal Test Market

Member of the Basic Network
of the Columbia Broadcasting System

CHICAGO CBS Discovers Find in "Unknown Singer" Contest

IN VIVIAN DELLA CHIESA, winner of the recent "Unknown Singer" contest conducted over WBBM, Chicago, whose lovely soprano voice is being compared with the finest experienced professional talent on the air, CBS believes it has a "find." Entering a contest of 2,500 young hopefuls, she emerged as winner, not only of a 13-week contract at $1,500, but also the sponsor-ship of the American Druggists Syndicate, but the assurance of a regular radio career. Here she is shown receiving her award from H. Leslie Atlas, CBS Chicago vice president. Left to right: J. Kelly Smith, WBBM commercial mana-ger; Howard Neumiller, CBS Chi-fliest; Fred Groe, orchestra leader and com-poser; Josephine Buckley, contes-finalist; Dorothy Gordon, contes-finalist; H. Leslie Atlas; Miss William J. Pigott, chairman, Illi-nois Federation of Women's Clubs; Miss della Chiesa; John Bolis, motion picture star, judge; Stephen Ziegler, contest runner-up, also awarded a contract; Sylvia Froe radio and stage star, a judge; Mar-jorie Westcott, contest finalist, and Holland Engel, CBS western divi-sion program director.

WHB, Kansas City, and the Kansas City Journal-Post affiliated April 7 with the newspaper carrying a big front-page display announcing the WHB would broadcast three new programs a day featuring John Car-rion Swann as commentator. WHB programs will be interrupted for its next issue.

FIVE new afternoons programs have been started by WCKY, Cincinnati sister stations. They are the Youth Parade, songs and instrumen-tal; Happy Days in Dixie, fiddlers and banjo; Two Tune, vocal and violin; and two new sport program series.

CIVIC and community development are discussed daily on KMEF, Medford, Ore., by the local Chamber of Commerce. The first in the ratio to broadcast by remote control direct from its offices on a regular daily schedule to Mrs. W. Smith, station owner. Subjects a way from farm problems to too buried promotion are discussed in these programs.

A TWO-WAY studio classroom broadcast was staged recently by WHA Rochester, during a science program in the Rochester School of the Ai. More than 8000 classroom listeners were tuned to the program. The locutor's voice was reproduced in it schools as was lip from the man who transmitted the program, the lips were work remarks of pupils and educa-tors were filled up and rebroadcast along with the locutor's voice.

KTAB, San Francisco, observed its tenth anniversary and also opened its new studios on the 31st floor of the Russ building with three-hour broadcast April 11. Mr. Angelo J. Rossi was heard in glee lures and pronounced success for its station under general management of Philip G. Lasky, who recently took over reins of the station, coming from San Francisco from Salt Lake City where he formerly managed KDKY.

THREE new programs on KFAB at KOH, Lincoln and Omaha, are "country" musicals, Reeds Matinee at News, Notes and Variety.

Page 36
A BIG STORE BOOSTS SALES

Adopting Radio, Houston Department Store Discovers That Business Soon Increases Rapidly

By W. C. MUNN
Vice President, The Munn Co.
Houston Department Stores

Radio as a medium for direct merchandising has been driven home to us by a graphic proof furnished through the facilities of our broadcast over KPRC, Houston, we have found that the housewife who has been brought into direct contact with the merchandise over the air waves, and the experience has been edifying but is proving very profitable.

In structure, our program is simple and two characters carry entire thread of the continuity, which is provided by our show-windows, counters and racks of clothing for other items. These characters are the "Radio Floorwalker," so directs the attention of the listening audience to the merchandise at which we have to offer, and Mary Jane Munn, the Munn Co.'s personal shopper, who is the liaison between the store and the public.

A Vivid Picture

These two go hand in hand, step by step, down the aisles of all the floors of our store and, speaking informally and in a conversational tone into a portable microphone, they discuss the store as lively, informative way. The "Floorwalker" will call attention to an item and that Mary Jane Munn will pause to give a description of it. The effective service thus afforded is easily received. The listener is given a vivid, accurate picture of what we have to offer, has the advantage of expert comment, and receives the whole message in a way that makes it easy to grasp and to retain.

Our store is a large one, Houston's largest department store, covering five acres in the heart of the city. We have two annexes and an annex on each of the four streets bordering our building. We have a fairly heavy traffic in the store under ordinary conditions, and we have found that traffic in the store creases materially during the movie and just following the broadcast.

There is no question that this program has produced direct results for the store as constant, volume of sales. And we are happy to report that it is doing a splendid institutional job for us.

Selling Merchandise

It is interesting to note that there is always increase in the department affected by the broadcast. And after only six broadcasts from our store, we noticed direct results in volume of sales over the counter, while our mail order business, once invited by Miss Munn, has increased 20%. On one day, in which our draperies and rug departments were featured in the broadcast, business in these items doubled.

As for our mail order business, we have received mail requests from as far away as 400 miles, and is personally attended to by a personal shopper, with the understanding that the merchandise ordered may be returned if it fails to meet the requirements. We also invite listeners to phone in for their orders, if they are within phoning distance, and our phone business triples for several hours following the broadcast.

We broadcast from some department in the store three times weekly—Monday and Wednesday morning at 10, and Friday at 8:40, at which hour the store is open for business.

Hollywood Plans of NBC

Await Legal Clearance

HOLLYWOOD headquarters of NBC may be moved to the old Consolidated Film Laboratory building on Melrose Ave., close to KRO and Paramount studios, according to an advance that legal barriers are overcome. The building has not been used since it was damaged by fire several years ago.

Consolidation of the NBC artists bureau, now temporarily in the Roosevelt Hotel, and the downtown Los Angeles publicity office, is understood to be among plans under consideration. With abandonment of the present studios on the RKO lot, the Hollywood division would group under one roof its offices, rehearsal halls, telephone operators and in addition would be equipped for future development of television.

Consumers Study

CONSUMER RESEARCH Inc., a radical organization which has constantly asserted itself in opposition to many forms of advertising, has inaugurated a study of radio, and has asked subscribers for short description of "particularly objectionable programs".

Copyright Bulletin

REOPENING of copyright negotiations with the ASCAP was signalized April 26 when a special meeting of the NAB Copyright Committee was called in New York to consider a proposal by ASCAP in connection with prolongation of existing contracts when they expire Sept. 1. The proposition, it is understood, takes into account the pending Government anti-trust suit against ASCAP. At present broadcasters are paying 5% of their "net receipts," plus a sustaining fee established arbitrarily.

The NAB copyright committee comprises Alfred J. McCooser, WOR, chairman; Isaac D. Levy, WCAU; F. M. Russell, NBC; I. Z. Buckwalter, WQL; and Walter J. Damm, WMJ. Philip G. Loucks, NAB manager, attended the session.

A TEST radio program is being staged by the Gas Appliance Society of Metropolitan Chicago to supplement its newspaper advertising. Beginning the middle of April and continuing through June, the Society is placing daily one-minute announcements over stations WBBM, WGN, WEZM, WMQA, and WGES, advertising the seven makes of gas ranges whose manufacturers, together with their more than 300 dealers in the Chicago area, make up the Society's membership. Campbell-Ewald Co. is the agency.

Copyright Bulletin

REOPENING of copyright negotiations with the ASCAP was signalized April 26 when a special meeting of the NAB Copyright Committee was called in New York to consider a proposal by ASCAP in connection with prolongation of existing contracts when they expire Sept. 1. The proposition, it is understood, takes into account the pending Government anti-trust suit against ASCAP. At present broadcasters are paying 5% of their "net receipts," plus a sustaining fee established arbitrarily.

The NAB copyright committee comprises Alfred J. McCooser, WOR, chairman; Isaac D. Levy, WCAU; F. M. Russell, NBC; I. Z. Buckwalter, WQL; and Walter J. Damm, WMJ. Philip G. Loucks, NAB manager, attended the session.

A TEST radio program is being staged by the Gas Appliance Society of Metropolitan Chicago to supplement its newspaper advertising. Beginning the middle of April and continuing through June, the Society is placing daily one-minute announcements over stations WBBM, WGN, WEZM, WMQA, and WGES, advertising the seven makes of gas ranges whose manufacturers, together with their more than 300 dealers in the Chicago area, make up the Society's membership. Campbell-Ewald Co. is the agency.

Copyright Bulletin

REOPENING of copyright negotiations with the ASCAP was signalized April 26 when a special meeting of the NAB Copyright Committee was called in New York to consider a proposal by ASCAP in connection with prolongation of existing contracts when they expire Sept. 1. The proposition, it is understood, takes into account the pending Government anti-trust suit against ASCAP. At present broadcasters are paying 5% of their "net receipts," plus a sustaining fee established arbitrarily.

The NAB copyright committee comprises Alfred J. McCooser, WOR, chairman; Isaac D. Levy, WCAU; F. M. Russell, NBC; I. Z. Buckwalter, WQL; and Walter J. Damm, WMJ. Philip G. Loucks, NAB manager, attended the session.

A TEST radio program is being staged by the Gas Appliance Society of Metropolitan Chicago to supplement its newspaper advertising. Beginning the middle of April and continuing through June, the Society is placing daily one-minute announcements over stations WBBM, WGN, WEZM, WMQA, and WGES, advertising the seven makes of gas ranges whose manufacturers, together with their more than 300 dealers in the Chicago area, make up the Society's membership. Campbell-Ewald Co. is the agency.

Copyright Bulletin

REOPENING of copyright negotiations with the ASCAP was signalized April 26 when a special meeting of the NAB Copyright Committee was called in New York to consider a proposal by ASCAP in connection with prolongation of existing contracts when they expire Sept. 1. The proposition, it is understood, takes into account the pending Government anti-trust suit against ASCAP. At present broadcasters are paying 5% of their "net receipts," plus a sustaining fee established arbitrarily.

The NAB copyright committee comprises Alfred J. McCooser, WOR, chairman; Isaac D. Levy, WCAU; F. M. Russell, NBC; I. Z. Buckwalter, WQL; and Walter J. Damm, WMJ. Philip G. Loucks, NAB manager, attended the session.

A TEST radio program is being staged by the Gas Appliance Society of Metropolitan Chicago to supplement its newspaper advertising. Beginning the middle of April and continuing through June, the Society is placing daily one-minute announcements over stations WBBM, WGN, WEZM, WMQA, and WGES, advertising the seven makes of gas ranges whose manufacturers, together with their more than 300 dealers in the Chicago area, make up the Society's membership. Campbell-Ewald Co. is the agency.
Local Stations to Meet For Organization Study

A MEETING of a representative group of 18 local independent stations, scheduled for May 8 in Washington, with a view to formulating plans whereby these stations and others in a similar status can be represented nationally in procuring national spot business, has been called by Edward A. Allen, president, the broadcasting industry, and prime mover of the project. The meeting is designed to be in the nature of "steering committee" work to develop preliminary plans to be considered at the NAB convention in Colorado Springs July 6-10.


Copeland Bill Lingers

UNLESS a legislative miracle takes place, the Copeland-Tugwell Food & Drug Bill (S. 5) is dead for this session of Congress. Since the measure was shoved to the bottom of the Senate Calendar in April 8 by motion of its sponsor, Senator Copeland (D.) of New York, there has been no active consideration of it. Senator Copeland has shifted his interest to other urgent legislation, and while some women's clubs and other organizations are understood to be agitating for prompt passage, he has shown no disposition to revive floor consideration.

With the exception of the provision which would vest advertising control in the Department of Agriculture, the bill already has been so drastically altered on the floor that it has few active opponents. The only possibility of passage, it is stated, is for all opponents to unite in an active campaign to jam it through.

Pickwick Bus Series

PICKWICK Corp. (Pickwick Greyhound Lines), Los Angeles, in April, will start a program of five-minute travel dramatizations with the Los Angeles office of Beaumont & Hohnan handling the work. The RCA Victor studio did the technical work.

The agency was to make up its list late in April to place the series over a number of stations in the country starting in May and continuing through the summer months.

Rice Regional

CHINA RICE IMPORTING Co., San Francisco (rice) for the first time in its history is including radio in its advertising schedule and is using a 15-minute spot on NBC-KPO, Sundays, 9-9:15 p.m. (PST) starting May 5. The program features Bennie Walker, master-of-ceremonies and the Dunes Boys, a five-man harmony team. Hiscox-O'Donnell Inc., San Francisco, is the agency.

WLEU Opens at Erie

FORMAL opening of WLEU, Erie, Pa., new local station, on April 20, is announced by Leo Omellan, station licensee and owner. On 1420 kc., the station has 560 watts day and 100 watts night. It is equipped throughout with RCA apparatus.

Wood Regional

WFBG

ALTOONA, PA.

1310 kilocycles

100 watts

The Ideal Outlet

for

Central Penna. Coverage

Write Roy Thompson

"Voice of the Alleghenies"

Call letters of the Ardmore Publishing Co. Inc., station at Ardmore, Okla., have been changed from the FCC from KIUO to KVSO.

Programs Studied

By Philco Institute

Radio Credited With Improving

American Tastes in Music

A RESPONSIVE CHORD has been struck by the newly formed Radio Institute of the Audible Arts among radio, musical and educational circles in its broad effort to encourage and stimulate audience interest in "worth-while" programs.

The Institute was founded several months by the Philco Radio & Television Corp., and Pitts Sanborn, entertainment critic, was named as its director. The purpose of the Institute, according to a statement made upon its formation, is "to further the advancement of radio and to secure for every listener the full benefits and satisfactions that can be derived from the radio as an instrument of entertainment and education.

Since its formation, the Institute has prepared a number of brochures and issued several surveys relating to programs. These are intended to assist the listeners. Among the current releases is one titled "recommendations of music programs," with comments, made upon its formation, is "to further the advancement of radio and to secure for every listener the full benefits and satisfactions that can be derived from the radio as an instrument of entertainment and education.

Educational Surveys

IN THE FIELD of surveys, Mr. Sanborn has instituted one covering the educational value of educational and educational institutions operating radio stations, and another dealing with the effect of music offerings over the air upon the viewpoint of the listener.

In the former, the Institute reviewed the activities of some 56 stations operated by educational institutions in 22 states, as well as the educational course made available through the facilities of commercial stations. "The informal survey," Mr. Sanborn declared, "is not intended as a composite picture of educational broadcasting in the United States, but offered as an indication of what is being done, and what can be done to utilize the radio in schools and in the field of adult education."

On the music side, Mr. Sanborn declared that his observations have shown that radio had done much to improve the musical tastes of the American public during the last ten years. "The standards of American listeners have soared since 1925," he said. "It is radiotemy and courage experiments, and the subsequent public education by radio that have done it. The phonograph began this musical trend, but that was attended with considerable expense and the repertory was limited. Radio has cut the expense to a minimum, and the repertoire broader with each successive season."
Future Uncertain For Canadian Body

Life of CRC Extended by Bill For Only Two-month Period

By JAMES MONTAGNES

INTIMATION was given by Hon. Alfred Duranteau, Minister of Marine, under whose jurisdiction radio is placed, that during the final days of the Parliamentary session, that when Parliament meets again May 20 definite action will be taken to extend the life of the Canadian Broadcasting. Sir George Perley, acting prime minister during R. B. Bennett's illness, said a change in radio point of view was not necessarily decided, but felt personally, that "we ought to be able to carry on this Commission, but how that can be done I do not know, I admit that frankly."

The radio question came up with the passing of a bill to extend the life of the Canadian Radio Commission. That something will be done is obvious, it is only a question of how that the bill provided only for the life of the Commission for two months from April 30.

Private Stations CHARGES by the opposition included that the number of private stations had increased from 40 to 59 during the last three years, when radio was operated under a commission appointed to build a national owned system; that politics had crept into the administration of broadcasting; and that programs were mediocre. Replying to these charges, the government stated that there was a plan to build high power stations at Vancouver, in the Maritimes, and elsewhere, and that it was desired to have power in the hands of the government. When Parliament reassessed the question it was not considered, either by a House committee or by government legislation. If all the private stations were wiped out, many parts of Canada would be left without radio services.

CKLW, Windsor, soon to be replaced by WJR, as CBS outlet for Detroit, will become an independent. The city, having considered such a move for a long time, is considering the move. The charge that political interference was so great as to cause almost a public scandal was made by Hon. W. D. Euler, former minister of national revenue.

CKLW's Euler presents 15 kilowatt federal broadcasting station for Toronto. He stated that present rules of the Commission forbid any interference in the government of the present of which, if enforced, would mean the elimination of opposition from the air during an election campaign. Public dissatisfaction with the Commission has even bred the impression that the government's radio has become the property of the Conservative party, now in power, to be charged. None of the purposes for which the Commission was created has been carried out, nor has the Commission made any adequate attempt to answer criticism, he claimed.

That much of the radio question had to deal with the forthcoming general election was gathered from the fact that several opposition spokesmen stated that free use of the air should be given leaders of Canada's three political parties. Premier Bennett in his recent series of half-hour talks paid for the time, but by a wealthy man, claimed the opposition. The leaders of the other two parties were unable to pay for time on the air. England's system was recommended by the opposition, but the government could not see how the Canadian air could be similarly divided to give every one satisfaction. The radio should be considered a means of education for the voter, a position pointed out. Meanwhile the Canadian Radio Commission stays on the job officially till June 30, and with an election to be held in the autumn, some decision will have to be made before the Commission's term of office runs out.

SPOT ADVERTISING on Sundays will stop May 5, the date the recent prohibition against Sunday spot advertising will go into effect. Exempt from the prohibition are time signals and spot announcements which render a public service.

The ruling came about due to the question of legality under the Lord's Day Act, of all forms of broadcast advertising on Sunday. Information is now being collected with a view to restricting advertising publicity in Sunday programs to "good will" advertising from which the element of solicitation for the sale of commodities, against which the Lord's Day Act seems to be explicit, has been eliminated.

Announcing...

Southern Broadcasting Company announces the appointment of James W. Clark to the post of Vice-President and General Manager of WGST.

Mr. Clark is at home in Atlanta, having formerly resided in the city for a number of years while publicity and exploitation director of Medallion-Goldwyn Mayer pictures in the South. "Jimmy" Clark knows the South and has first hand knowledge concerning the commercial, economic and social aspects of this territory. His familiarity with the requirements, buying power and social habits of Southern people is an invaluable asset to advertisers contemplating an appeal to the Southern market. Inquiries concerning facilities and time available are cordially invited.

JAMES W. CLARK

WGST

1000 WATT DAY

500 WATT NIGHT

www.americanradiohistory.com
Wilson Breaks Arm

L. B. WILSON, president and general manager of WCKY, Cincinnati, and one of the nation's most popular broadcasters, suffered a broken arm in a fall at his home on April 15. In attempting to separate two dogs engaged in a fight on his lawn, he slipped, and fractured his left arm between the shoulder and elbow. He returned to his office during the same week, but probably will have to carry his arm in a cast for six weeks.

Advertising Session

THE 32d annual convention of the Advertising Affiliation of America, including four advertising clubs in the United States and five in Canada, will be held May 11-12 in Pittsburgh. Chairman of the program committee is Ralph Leavenworth, Westinghouse advertising manager. Among speakers will be Chester A. Lang, advertising manager of General Electric Co., and William E. McFee, American Rolling Mill Co.

Three Types of Programs

And Merchandising Tie-In

In WBT Tastylax Series

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax, Blackstone Aspirin) has started an extensive merchandising program on WBT, Charlotte, N. C. Under the direction of A. H. Kanman, radio director of the Rose-Martini Inc., New York Agency, three diversified types of programs are now being used on the weekly schedule. One is an amateur show, the other musical and third melodramatic.

In each show, unusual features are included to induce listeners to write in and win cash prizes. On one show, problems are presented and listeners asked to send in the solutions. Cash prizes are awarded for the best solutions. In the other production, strange facts are solicited and again prizes awarded for the best.

Fridays, Tasty-Lax uses a melodramatic series known as the "Spider." A handkerchief is the giveaway used for this show. To increase interest in the Tuesday amateur programs, the client awards the winner of the audition with a traveling set.

WMCA Defendant

In Copyright Suit

Associated Music Publishers Seek Injunctions in Court

SUIT was begun in the U. S. District Court for Southern New York on April 19 by Associated Music Publishers Inc., for alleged violations of copyright by Knickerbocker Broadcasting Co. (WMCA) in performances on the air of works for which AMP claims to have exclusive American rights. WMCA's answer must be filed in the court by May 14.

With 600,000 titles on its list, AMP had a number of alleged violations drawn to its attention last year, as a result of which it warned stations against unlicensed use of its numbers. L. L. Watson, radio director of AMP, said this is the group's first suit against a radio station. It has 175 station licensees.

Injunctions Sought

THE COMPLAINT lists seven causes of action, charging that beginning with a performance of "Fue Tu Culpa," a tango, on Aug. 28, 1932, WMCA allegedly violated the copyright law; that no reply was received to published and other warnings, and that it was decided to begin suit after a performance of the Polka and Pague from Weinberger's "Schwanda der Dudelsackpfeiffer" on Feb. 8 this year. On Feb. 10, however, it is charged, the same work was again performed, as was also a "Poeme" by Chausson.

The court is asked to grant both temporary and permanent injunctions against continued performance of its works without license, and to assess either actual damages or the penalty provided by the copyright law, ranging from $250 to $5,000.

Schlitz Plans Drive

SCHLITZ BREWING Co., Milwaukee, starting a new advertising program, plans to use spot broadcasts in a score of cities.

BROADCASTING • May 1, 1935
WTAM
50,000 WATTS
CLEVELAND

WTAM's potential circulation as determined by the new WBC Method of Audience Measurement by "areas."

WTAM FAMILIES GO TO MARKET
1,017,000 STRONG*

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  SCHOENECTADY—WGY
PITTSBURGH—KDKA  CLEVELAND—WTAM  DENVER—KOA  PORTLAND, ORE.—KEX  SPOKANE—KGA  SEATTLE—KJR

May 1, 1935 * BROADCASTING
WAVE HAS WORLD BR' CASTING AND TRANS-RADIO!

This here now fight about news broadcasts via radio is just so much gravy for advertisers on Station WBN.... We carry Transradio, and our newspaper don't have to listen if they don't want to! But in the meantime you're getting most of the Louisville audience that wants news... whether you use the newspapers or not!

STANDARD OIL Co., of New Jersey, having started a "Happy Motor" campaign, plans to include radio in mid-summer.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.

Where Daylight Saving Prevalgs

CITIES and towns throughout the country and in Canada in which radio broadcasting stations are located and which are observing daylight saving time this Summer are listed below. The list was drafted from a compilation made by the Merchants' Association of New York, which led in the daylight saving time movement throughout the country. Data was obtained by the Association by questionnaire sent to municipal officials and commercial organizations in every city and town, to ascertain those in which the earlier hour would be observed.

Except where otherwise indicated, the period of observance is from 28 (the last Sunday in April) until 2 a.m., Sept. 29 (the last Sunday in September). All New York program schedules during this period will be broadcast on Eastern Daylight Saving Time.

The list of daylight saving cities having radio stations, by States, follows:

WASHINGTON, The F. V.

The finest fleet of genuinely air-conditioned trains in the world.

1785

One Hundred and Fiftieth Anniversary

1935

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.

BROADCASTING • May 1, 1935

Fraud Order Is Pressed On Astrology Broadcasts

The FEDERAL government at Laredo will attempt to uphold its fraud order against Prof. E. R. Rood, who gives advice (for a consideration) on all matters by means of astrology over station XENT, Nuevo Laredo, Mexico. At present, Prof. Rood has a temporary restraining order against the government to prevent postmaster J. R. Goodwin of Laredo from holding up his mail. Chief Assistant United States Attorney For- rant Lee Anderson, who will represent Postmaster Goodwin as well as the government, said that it addition to giving advice, Prof. Rood also prescribed (for a consideration) a medicine named by him as "Cell Food Tablets" which he claims will cure a person suffering from any physical disorder.

The trouble started when Prof. Rood was conducting his astrologi- cal observations for the benefit of the "Astro Club" over sta- tion XEPN at Piedras Negras, Mexico. His mail was stopped after the postoffice depart- ment issued a fraud order against him. Then the professor moved his operation to his other observa- tions and his "Cell Food Tab- lets" radio station XENT across the Rio Grande from Laredo. The postoffice department issued a fraud order against him there, rec- ords show.
Report of ANPA Radio Committee
(Continued from page 7)

The plan, which your Committee submits herewith, is not enti-

tially satisfactory, but it is the best that can be obtained under 

the competitive conditions which exist among the various 

stations, and especially in Press-Radio. Your Committee, 

therefore, recommends the adoption of the plan as a means of 

aiding the local public.

Your Committee desires to place itself on record as being opposed to 

the general practice of selling news to an advertiser or radio station 

for sponsorship over the air because this policy is unsound in 

principle and, if it is generally adopted, will cripple Press-Radio 

Bureaus and do utmost damage to the public welfare.

The sale of news to an advertiser for broadcasting purposes opens the 

way for him to edit and censor the news over the air. The listeners 

will be offered propaganda of various kinds under the guise of news. The 

radio advertisers who are in control of all advertising programs under our 

present system of broadcasting have developed the technique of weaving 

their advertising stories into the broadcast-

ng as a part of the program so that the listeners, if they are not on 

guard, will be sold a cathartic or a 

breakfast food because some old 

advertiser has hooked up his product 

with a news item concerning the 

health of some person prominent in 

the public life. The listening public 

is being fooled by advertising propa-

ganda broadcast under the guise of 

news.

After many conversations with the various groups involved in Press-

Radio relations, a conference with representatives of the groups which 

had been previously concerned with this problem was held at the Hotel 

Biltmore, New York City, April 5th, which was attended by representatives 

of the National Broadcasting Company, the Columbia Broadcasting 

System, the United Press, The International News, The Associated Press, 

and the Executive Committee of the A. N. P. A. Radio Committee.

After eliminating all of the proposals to which the combined group 

could not agree, we arrived at the following final and unanimous recom-

mendations as a basis for further cooperation between the broadcasters, 

the press associations, and the newspapers, for a period of one year. This 

course seemed to be the only one open to us.

1. That the public interest requires the continuation of the Press-Radio 

Bureaus in order to make certain that reliable and authentic 

news is disseminated through the medium of radio broadcasting. (The 

National Broadcasting Company and the Columbia Broadcasting 

System have pledged their support for another year if this recommendation 

is adopted.)

2. That the Committee in charge of the operations of each of the Press-

Radio Bureaus be authorized to adopt such rules and regulations 

as in their opinion are essential to a better service.

3. That the newspapers owning or affiliated with radio stations subject 

to the regulations of the Press-Radio Bureaus, be allowed a more 

flexible system of reporting their news stories, and that reports 

are received in their own offices for broadcasting of news: pro-

vided that such reports are not in the nature of news releases and that 

they be transmitted under the press associations' control.

4. That publishers should individu-

ally take every step necessary to prevent the improper use of news 

and the prostitution of news in their own communities, even to 

dropping the programs of the off-

fenders from their companies.

The United Press and The Interna-

tional News Service, in concurrence 

in the action of the conference, reserved 

the right, when and if, in their opin-

ion, it should become necessary, to 

sell a news service to advertisers or 

radio stations for broadcasting pur-

poses under such restrictions as they 

shall impose to preserve the purity of 

the news. They stated that, in 

principle, they were opposed to the 

sale of news for radio sponsorship as 

a source of revenue, and that such 

news would be sold only for sponsor-

ship when competitive broadcasting 

of news warranted such action.

We believe that the above plan will provide enough flexibility in the opera-

tion of the two Press-Radio Bureaus to enable them to serve the public 

with reliable news and at the same 

time, not tie the hands of the press associations nor penalize newspaper-

owned or affiliated radio stations.

Your Committee has made an honest 

effort to serve the Press as a whole with the regard for the rights 

and privileges of the public, but the 

Convention may adopt as a policy 

for the benefit of all.

Respectfully submitted, E. H. Har-

ris, Chairman; Amos G. Carter, Nor-

man Chandler, E. D. Corson, John 

Cowles, K. A. Engle, Edwin S.

Friendly, H. Pouting, J. G. Stahl-

mann, O. S. Warden.

CENTAUR Co., New York, has 

started a morning radio series on 

30 CBS stations promoting its 

ZBT baby powder, with Hanff-

Metzger Inc., New York, the 

agency.

SELL the Southwest Market with the Southwest System

SBS

is America's

Fastest-Growing Regional Network!

Let Us Give You
The Facts!

SOUTHWEST

BROADCASTING

COMPANY

LEE H. ARMER, President, Fort Worth, Texas;

JOHN BLAIR & COMPANY, National Representatives

NEW YORK CHICAGO DETROIT

SAN FRANCISCO LOS ANGELES

July 1, 1935 • BROADCASTING
DECISIONS

APRIL 16

KWPI, Dallas, Tex.—Granted CP change, equ., from 500 w D. to 250 w D. WOC, Davenport, la.—Granted CP change, equ., from 500 w D. to 250 w D. WBBI, Hutchinson, Kan.—Granted modif. CP change, equ., transmitter site. WTMV, W. Louis.—Granted modif. CP change, equ., extension to 6-4-35. WWMC, Lapeer, Mich.—Granted modif. CP change, equ., transmitter site. WPRP, Pierce, Puerto Rico.—Granted modif. CP extension, completion. WTVW, Evansville, Ind.—Granted modif. CP change, equ., extension completion.

ROOS, Marshfield, Wis.—Granted license for 500 w WMC, Platteville, Wis., to 100 w.

KQX, Sheridan, Wyo.—Granted vol. assign. to Big Horn Broadcasting Co., Inc., WY.

WJAR, Providence, R. I.—Granted extension temp. auth. 250 w added power N to 1-35.

KTFI, Twin Falls, Id.—Granted extension temp. auth. 1000 w to 1-35 to 12-35.

KWEI, Twin Falls, Id.—Granted CP change, equ., transmitter site.

KXSS, Muncie, Ind.—Granted CP transmitter site near Muncie.


KYZO, Sheridan, Wyo.—Granted vol. assign. license to Big Horn Broadcasting Co., Ind.

APPLICATIONS RETIRED—NEW, Paul R. Heitmeyer, Salt Lake City, Utah, to close WJMS, Ironwood, Mich., effective May 1, 1939.

RATIFICATIONS

WFTL, Philadelphia.—Granted extension temp. auth. 500 w N to 4-30-35 (April 9).

WMFN, Koscusko, Miss.—Granted extension temp. auth. 100 w to 1-35 (April 5).

WKOK, Sunbury, Pa.—Granted extension temp. auth. 500 w D to 125 w D (March 29).

WEBJ, Harrisburg, Ill.—Granted modif. CP change, equ., transmitter site.

KTFI, Twin Falls, Id.—Granted modif. CP change, equ., transmitter site.

WMAN, N 500 w D unitd., KEOK, Everett, Wash., application withdrawn.

KXO, Fairbanks, Alaska.—Granted change, equ., transmitter site.

KBI, Springville, Utah.—Granted modif. CP change, equ., transmitter site.

WMRF, WOC, Jacksonville, Fla.—Granted CP change, equ., from 1000 w D to 250 w D to 1250 w D; NEW, ROBERT COFFMAN, J. M., 200 w D.

KQZ, Jerome, Ariz.—Granted modif. CP change, equ., transmitter site.

KCEI, Twin Falls, Id.—Granted modif. CP change, equ., transmitter site.

KTVF, Anchorage, Alaska.—Granted modif. CP change, equ., transmitter site.

WJDX, Washington, D. C.—Granted extension temp. auth. 500 w to 5-31-35.

KWAQ, Kansas City, Mo.—Granted modif. CP change, equ., from 250 w D to 1000 w D.

KXSS, Muncie, Ind.—Granted extension temp. auth. 500 w to 1000 w D.

KXAM, Marysville, Wash.—Granted modif. CP change, equ., transmitter site.

KOWX, Proctor, Minn.—Granted modif. CP change, equ., transmitter site.

KKEF, Fowlerville, Mich.—Granted modif. CP change, equ., transmitter site.

KGF, Fort. Ind.—Granted modif. CP change, equ., transmitter site.

KJHE, Bozeman, Mont.—Granted modif. CP change, equ., transmitter site.

KLEM, Longview, Wash.—Granted modif. CP change, equ., transmitter site.

KBOJ, Nome, Alaska.—Granted modif. CP change, equ., transmitter site.

KXOS, Clovis, N. Mex.—Granted modif. CP change, equ., transmitter site.

WJAW, Orlando, Fla.—Granted extension temp. auth. 500 w D to 500 w D.

KZDD, Boise, Idaho.—Granted modif. CP change, equ., transmitter site.

WFLC, Los Angeles.—Granted modif. CP change, equ., transmitter site.

KWMU, Dubuque, Ia.—Granted modif. CP change, equ., transmitter site.

WQAM, Miami, Fla.—Granted modif. CP change, equ., transmitter site.

KPMF, Pocatello, Idaho.—Granted modif. CP change, equ., transmitter site.

KXAN, Austin, Tex.—Granted modif. CP change, equ., transmitter site.

KZQ, Quincy, Ill.—Granted modif. CP change, equ., transmitter site.

WRH, Birmingham, Ala.—Granted modif. CP change, equ., transmitter site.

KZPL, Plains, Ga.—Granted modif. CP change, equ., transmitter site.

KQPN, Pomona, Cal.—Granted modif. CP change, equ., transmitter site.

KABK, Anchorage, Alaska.—Granted modif. CP change, equ., transmitter site.

KXAI, Fort. Ind.—Granted modif. CP change, equ., transmitter site.

KXQ, Port. Ind.—Granted modif. CP change, equ., transmitter site.

KXOM, Canon City, Colo.—Granted modif. CP change, equ., transmitter site.

KXW, Fort. Ind.—Granted modif. CP change, equ., transmitter site.

KXEN, Edna, Tex.—Granted modif. CP change, equ., transmitter site.

KXVI, Portland, Ore.—Granted modif. CP change, equ., transmitter site.

KWAM, Sacramento, Cal.—Granted modif. CP change, equ., transmitter site.

KXMP, Marysville, Wash.—Granted modif. CP change, equ., transmitter site.

KXGC, Coeur d’Alene, Idaho.—Granted modif. CP change, equ., transmitter site.

KXIS, Idaho Falls, Idaho.—Granted modif. CP change, equ., transmitter site.

KXAL, Little Rock, Ark.—Granted modif. CP change, equ., transmitter site.

KXAB, Amarillo, Tex.—Granted modif. CP change, equ., transmitter site.

KXVA, semi-commercial, Arlington, Va.—Granted modif. CP change, equ., transmitter site.

KXAW, San Antonio, Tex.—Granted modif. CP change, equ., transmitter site.

KXHD, Clarendon, Tex.—Granted modif. CP change, equ., transmitter site.

KXZJ, San Antonio, Tex.—Granted modif. CP change, equ., transmitter site.

KXBB, San Antonio, Tex.—Granted modif. CP change, equ., transmitter site.

KXCD, San Antonio, Tex.—Granted modif. CP change, equ., transmitter site.

KXIS, Idaho Falls, Idaho.—Granted modif. CP change, equ., transmitter site.

KXAB, Amarillo, Tex.—Granted modif. CP change, equ., transmitter site.

KXVA, semi-commercial, Arlington, Va.—Granted modif. CP change, equ., transmitter site.

KXHD, Clarendon, Tex.—Granted modif. CP change, equ., transmitter site.

KXBB, San Antonio, Tex.—Granted modif. CP change, equ., transmitter site.

KXCD, San Antonio, Tex.—Granted modif. CP change, equ., transmitter site.

KXIS, Idaho Falls, Idaho.—Granted modif. CP change, equ., transmitter site.

KXAB, Amarillo, Tex.—Granted modif. CP change, equ., transmitter site.

KXVA, semi-commercial, Arlington, Va.—Granted modif. CP change, equ., transmitter site.

KXHD, Clarendon, Tex.—Granted modif. CP change, equ., transmitter site.

KXBB, San Antonio, Tex.—Granted modif. CP change, equ., transmitter site.
The text on the page seems to be a listing of various radio stations, their frequencies, and related information. Here is a structured representation of the text:

**APRIL 13**

- NBF, Binghampton, N.Y., License.
- CP, change equipment, increase from 100 to 250 w. D.
- JUL, Tulsa, Okla., Modif. license from 500 w D to 750 w k w D.
- MC, Memphis, Modif. license from 500 w D to 1 kw 2 kw D.
- RS, Amarillo, Tex., Vol. assignment to AM Shots Radio Broadcasting Co., L.W. Medley & T. O. Hurst & D. Rural Broadcasting, Station Brownsville, Tex., 1210 kw D, 1 kw 2 kw D.

**APRIL 15**

- LVA, Lynchburg, Va., License for Free Gas Modulation System.
- FRO, Longview, Tex., CP change equipment, increase from 1370 to 1210 kw.

**APRIL 20**

- WLO, Washington, CP change equipment.
- WMEF, New Britain, Conn., Modif. CP change equipment.
- WREC, Memphis, CP change equipment.
- WPA, Portsmouth, Va., License for CP change equipment.
- WRBC, Baltimore, Modif. CP change equipment.
- KTHS, Kalamazoo, Mich., License for new transmitter.
- WJTL, Oglesby University, Ga., Modif. CP change equipment.
- KLBD, Dallas, Extends spec. auth. simul-WITC to 8-3-53.

**APRIL 22**

- NEW, Fred S. Rogers, Glen Falls, N.Y., CP 1210 kw D, 1 kw D.
- NEW, Robert Louis Sanders, Palm Beach, Fla., CP 1310 kw D.
- NEW, W. Dexter Moll, Tulsa, Okla., CP 1300 kw D.
- WDKZ, Tuscola, Ill., CP change equipment, increase from 100 to 250 w.
- NEW, W. W. Frazier, Baltimore, Modif. CP change equipment, increase from 100 to 250 w.

**Applications**

- NEW, International Gem & Jewelry Workers Union, New York, CP 761 kw D.
- NBF, Calaveras, Aid, CP 1310 kw D.
- NEW, J. L. Servagin, St. Joseph, Mo., CP 1370 kw D.

**Applications Recommended**

- NEW, W. Baxter, Kansas City, Mo., CP 1310 kw D.

**Applications Denied**

- NEW, A. Stearns, Graham, E. B. Bax-
- le, Springfield, Pittsburg, Kan., CP 1310 kw D.

**Witt KGB Manager**

**HARRY W. WITT,** since September, 1938, commercial manager of the KGB, San Diego outlet of the CBS-Done Lee network, has been named manager of the station, according to an announcement April 18 by E. Ellsworth Wylie, general manager of Don Lee. He succeeds Lincoln Dahl, who has left for New York City.

**South American Visitor**

**JAIMIE YANKELEVITCH,** president, general manager and owner of Radio Nacional (Radio Buenos Aires), parent organization of the first full-time broadcasting chain in South America, is expected to arrive in New York May 10 on a business trip. He intends to make extensive purchases of latest types of radio equipment for his stations, and to contract for transmissions, relay-broadcasting and the like. His headquarters in the United States will be the offices of his American representative, Fally Markus, 1560 Broadway, New York.

---

**Scientific Radio Service Crys-

tals are ground to an accuracy of better than .1%, and are made to order to meet the specific needs of our customers.**

<table>
<thead>
<tr>
<th>New Low Prices!</th>
<th>LOW TEMPERATURE COEFFICIENT CRYSTALS</th>
</tr>
</thead>
<tbody>
<tr>
<td>They are supplied in Isolabite Air-gap Holders in the 550-1500 Kc. band at only $50.00 each.</td>
<td></td>
</tr>
</tbody>
</table>

**$50.00 each**

**Complete Prompt Delivery Assured**

**We maintain a Monitor Service**

**CIENTIFIC RADIO SERVICE**

121 Jackson Avenue
University Park
Hyattsville, Maryland
Send for our price list and booklet

**Dept. B-6-5**

---

**Lapp Insulator Co., Inc.**

Roy, New York, U. S. A.
Editors Becoming Reconciled to Radio As Medium for Dissemination of News

THAT EDITORS of the country are becoming reconciled to the power of radio as a disseminator of news was obvious as the 13th annual convention of the American Society of Newspaper Editors, held in Washington, April 18-20, found the press turning toward a common sense approach to the competition by broadcasting.

Typical of this trend was discussion on the last day of the convention when a resolution was introduced asking the Advisory Board of the NAB for its part in raising a fund to meet the Associated Press appeal from the KVOS case, in which Federal

Judge John C. Bowen ruled that stations have unrestricted right to broadcast news once it is published, since radio is a faster means of disseminating news.

The resolution at first was worded to "condemn" the NAB but this was amended, according to Associated Press engineer, the word "declare its disapproval" and then adopted. Leading the discussion was A. McCULLOUGH, publisher of the Lancaster (Pa.) Intelligence-Recorder, which operates WGL and is identified with the Mason-Dixon line of stations known as the "Bellingham Press" because he isn't interested in radio but is a "newspaperman and just don't know anything else", he warned the editors to prepare for the "inevitable". In addition, he stated that "radio is going to become the headlines of the news of tomorrow, and that the newspaper has to rebuild itself and present the details. Continuing, he warned that "you can't stop it if you will. The thing is to meet the competition as we find it."

Rights of Stations

EDSON BIXBY, publisher of the Springfield (Mo.) News-Leader, and an applicant for a station, suggested that broadcasters who desire to procure their own news and then broadcast it.

A. Bailey, of the Kansas City (Kan.) Kansas, which has just bought WLBH, Kansas City, took the position that broadcasters have a perfect right to raise money for the test of the KVOS ruling and proposed that the word "condemned" be changed to "disapprove", which was done.

At the closed sessions of the convention April 19, Dorothy Thompson referred to the foreign correspondence of author, and Raymond Gram Swine, referred to the evils of government-controlled radio in foreign countries, and C. R. Gill, former Editor & Publisher, touched on the competition of radio.

The stenographic transcript of the editors' discussion of the KVOS resolution follows:

A. McCULLOUGH, Lancaster (Pa.) Intelligence-Recorder—"I'm just wondering whether we should condemn the radio tide. I have seen a great many things come and go in my time—canals, interurban railways, trolley lines, buggy factories, wagon factories, whip factories, and a great many others. The newspaper today is bigger and better than ever. It has stood the trend of the times and the disappearance of other industries like no other institution. It is bigger and better than ever.

The radio is here. I am just wondering whether the newspapers ought to be eternally fighting it. Fortunately, or unfortunately, we also have radio. I am not speaking in those terms. I am urging the newspaper to rebuild itself and present the details. I fear that any attempt by this society, as I said, to turn back the tide, is something that has no place here. It is something which every broadcaster before this convention has referred to as the thing which is making denuagences and what have you. Let us not be foggyish with adventurism. You can't stop it if you will. As I think, we should meet the competition as we find it.

Walter M. Harrison, Oklahoma City (Operat- ing KIVY) Would the gentleman give to all who wish to possess themselves of it, our material, that which we have paid for so dearly?

Edson Bixby, Springfield, Mo. (News-Leader) There was no opposition to radio broadcasting news, it is a broadcasting news and we can't have paid for. Let them procure our own news and then broadcast it.

W. A. Bailey, Kansas City (Kan.) Kansas—As I told the President at the last resolution, I am going to make the resolution, it started out by saying that we condemned the passing of the radio tide. The point I was raising is this: As I understand it, it involves itself on the right primarily, on the side of radio, between newspapers that do not have hookups and those that do, and right in the Association of Broadcasters there is a fear that those who do not have newspaper hookups should not contribute to this fund, and those who do have newspaper hookups are contributing. But the resolution would be a little more in keeping with the dignity of this Association if we would leave the payment for the upkeep of the radio tide to those who condemn it, and not to those who contribute.

J. Noël Macy, Tonkars (N. Y.) Station Manager—It is practically impossible for a station to make a profit so long as they are going to have a newspaper in the same block, why not have our resolution drawn along the line that we are centering our financing not on the profit of the newspaper, but rather than their financing the case.

J. M. McCullough, Lancaster (Pa.) Intelligence-Recorder—We have a very small amount of power to do anything. We are going to make a profit out of it, why not have our resolution drawn along the line that we are centering our financing not on the profit of the newspaper, but rather than their financing the case.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET

NEW YORK, N. Y.

www.americanradiohistory.com
238,600 FAMILIES*
Shop
at the Sign of
KOA

50,000 WATTS
DENVER

* KOA's potential circulation as determined by the new NBC Method of Audience Measurement by "Aireas".

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.—WHZA * SCHENECTADY—WGY
PITTSBURGH—KDKA * CLEVELAND—WTAM * DENVER—KOA * PORTLAND, ORE.—KEX * SPOKANE—KGA * SEATTLE—KJR

www.americanradiohistory.com
HIGH FIDELITY
FOR 100/250 WATT STATIONS

Stations operating on 100 or 250 watts, or on 100-250 watt licenses may now give their listeners the same High Fidelity and completely reliable service that is afforded by more powerful up-to-date transmitters. The RCA Type ET-4250 Broadcast Transmitter brings this to the smaller station, plus new simplicity, increased reliability, finer performance, and new economy.

COORDINATED DESIGN
It is important to remember that RCA is the only organization in the radio industry that produces everything from the microphone in the studio to the loudspeaker in the home. All RCA equipment is designed according to a thoroughly coordinated plan for organized High Fidelity, avoiding all difficulties in matching and compensation in the field.

OUTSTANDING FEATURES
The audio characteristic of this new transmitter affords less than plus or minus 2 db. variation from 30 to 10,000 cycles. The hum level is 60 db. below the modulation level. The audio harmonics are less than 4% total arithmetic sum at 95% modulation, and the radio harmonics are well within the requirements of the Commission. All this means high fidelity, and vastly increased listener interest and substantially larger audiences. The improved crystal control circuit employing the new "V" cut crystals does not require critical temperature control and insures less than 10 cycles variation plus or minus.

At 250 watts output, this modern transmitter, operating on either 110 volts or 220 volts-60 cycles, draws only 1.7 KW—which means new economy in power consumption.

Write for Bulletin No. 47 on this remarkable 100/250 watt transmitter.

RCA Broadcast Transmitter, 100/250 watts, Type ET-4250, for High Fidelity. Complete, self-contained, AC operated.

TRANSMITTER SECTION
RCA MANUFACTURING COMPANY, INC.
CAMDEN, N.J.
A Subsidiary of Radio Corporation of America