KNX MAIL BREAKDOWN (NIGHT TIME) **

<table>
<thead>
<tr>
<th>AREA</th>
<th>Number of Radios</th>
<th>% of 11 W. S.</th>
<th>KNX NIGHT TIME MAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>354,962</td>
<td>15.4</td>
<td>39,468</td>
</tr>
<tr>
<td>(ABC 10 mile 'city')</td>
<td></td>
<td></td>
<td>20.2</td>
</tr>
<tr>
<td>South Calif.</td>
<td>390,438</td>
<td>15.7</td>
<td>34,781</td>
</tr>
<tr>
<td>(Outside ABC 'city')</td>
<td></td>
<td></td>
<td>17.8</td>
</tr>
<tr>
<td>South Calif. (Total)</td>
<td>775,400</td>
<td>33.1</td>
<td>74,249</td>
</tr>
<tr>
<td>*North Cali. (13.2%)</td>
<td>593,366</td>
<td>25.8</td>
<td>29,314</td>
</tr>
<tr>
<td>*Washington (7.0%)</td>
<td>333,236</td>
<td>14.3</td>
<td>24,482</td>
</tr>
<tr>
<td>*Oregon (3.9%)</td>
<td>211,103</td>
<td>9.0</td>
<td>19,091</td>
</tr>
<tr>
<td>*Colorado (1.46%)</td>
<td>186,596</td>
<td>8.0</td>
<td>15,357</td>
</tr>
<tr>
<td>Montana</td>
<td>86,011</td>
<td>3.7</td>
<td>8,022</td>
</tr>
<tr>
<td>*Utah (1.7%)</td>
<td>74,264</td>
<td>3.2</td>
<td>7,692</td>
</tr>
<tr>
<td>Idaho</td>
<td>53,518</td>
<td>2.3</td>
<td>5,297</td>
</tr>
<tr>
<td>Arizona</td>
<td>43,394</td>
<td>1.9</td>
<td>3,964</td>
</tr>
<tr>
<td>New Mexico</td>
<td>33,522</td>
<td>1.5</td>
<td>3,173</td>
</tr>
<tr>
<td>Wyoming</td>
<td>18,370</td>
<td>0.8</td>
<td>2,912</td>
</tr>
<tr>
<td>Nevada</td>
<td></td>
<td></td>
<td>195,349</td>
</tr>
<tr>
<td>Total 11 Western States</td>
<td>2,491,694</td>
<td>100.0</td>
<td>195,349</td>
</tr>
</tbody>
</table>

**Areas outside Southern California in which are located major metropolitan trading centers, showing % (11 Western States) of radio families in each of these districts.

SAY WHAT YOU WILL: When a single station draws mail in such quantities from each state of the 11 Western States and the percent of mail returns per state practically parallel Radio Ownership per state...that's western "Coverage" that will justify any western advertising appropriation.
Radio's most unique merchandising system scores heavily for Faultless Starch

Executives praise results as WSM Field Men distribute 65,000 samples from house to house

Six months ago, WSM, ready to put to a test a merchandising system entirely new to radio, invited the Faultless Starch Company, which, through its agency, the Russell C. Comer Advertising Co., had placed a contract with this station, to participate to the extent of supplying samples of its product to be distributed house to house by the station's Field Men.

Announced frankly in the January 15 issue of Broadcasting as a "major experiment," the samples were put in the field, dealers and wholesalers were contacted, and the test to obtain sales and distribution got under way. Coupled with the distribution of 65,000 samples, the program pulled from the start. The first sixteen weeks of the campaign obtained better than 70% distribution, and sales have been consistently good. Follow two letters from Faultless Starch executives:

Gordon T. Beaham, Jr., March 12: "We feel that the distribution of samples last Fall and Winter was highly successful in introducing Faultless Starch in a new territory. We are now beginning the broadcast over your station of the second series of 52 episodes. This fact in itself bears witness to the success we have had in the use of station WSM."

D. R. Christie, Sales Manager, March 20: "You certainly have cooperated with us in every way in order to make not only our program a success, but the sale of Faultless Starch a success. We are quite safe in saying at this time we can heartily recommend WSM to any manufacturer who wants to go in a new market."

How WSM's merchandising system operates

The WSM Field Merchandising System (as distinguished from our work with dealers and jobbers) consists of an arrangement with the National Life & Accident Insurance Co., Inc., owners and operators of WSM, whereby, at no extra cost to advertisers, WSM Spot Broadcasts are called to attention in approximately 500,000 homes a week by 3,000 National Life representatives, who use WSM news and pictures as the sure means of getting themselves inside prospects' homes.

For complete details regarding this unusual and effective merchandising system and how it can be applied to your product, write WSM.

WSM 50,000 WATTS

Complete Production Facilities

Edward Petry & Co., Inc., Exclusive National Representatives

Owned and Operated by the National Life & Accident Insurance Co., Inc., Nashville, Tenn
AND when you can get a primary audience in eleven major New England markets with one broadcast, THAT'S COVERAGE.

The fact is, New England is too densely populated to be reached as one audience by any single station or small group.

Coverage is not station power. Coverage is a matter of actual listeners.

Because of the density of the separate trading areas, the people of New England listen to their local stations. The Yankee Network has combined eleven of these local stations to provide complete coverage of New England's eleven major markets.

This entire network gives you the largest possible New England audience—and a primary audience in eleven centers of population.

THE YANKEE NETWORK, Inc.
21 Brookline Avenue, Boston
Commonwealth 0800
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.

The Los Angeles Metropolitan District has 77% of the population and 78% of the retail sales of the entire 11 Southern California counties. KHJ completely dominates this market.

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

64,380 radio listeners answered the question “What radio station are you listening to now?” KHJ was tuned in on over 30% of the radio sets during this test period. 30% 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.—3½ 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.
Loucks Resigns As NAB Managing Director

By SOL TAISHOFF

finds Up Five-Year Term to Return to Practice of Law; aldwin, Bellows, Lafount, Hedges Mentioned for Post

A tenure of nearly five years, Philip G. Loucks on May 13 bided his resignation as managing director of the National Association of Broadcasters, to become effective immediately following the annual convention at Colorado Springs July 6-10.

In a letter to J. Truman ward, NAB president, which was submitted to the board of directors, Mr. Loucks declared he had decided to return the private practice of law, that which he interrupted in November, 1930, to assume the position of managing director of the association. During this most of the years, the NAB has come from a membership of stations to a roster of approximately 400, and has itself a place in the forefront of trade association the nation's capital.

Plans Moving Forward

If you know, Mr. Loucks wrote NAB president and his board, has long been my desire to return to the private practice of law which I interrupted in November, 1930, to assume the post of managing director of the association. My purpose in writing you at this time is to inform you and the members of the board of directors that, if I will not be a candidate for appointment upon the expiration my term in July of this year to give the board opportunity give consideration to a successor.

During the four-and-one-half years I have served as managing director, the membership of the association has grown consistent, and the services industries have been established. Many of the problems which faced the Association at the time of my appointment have been solved, and the Board and I shall be happy to continue to serve as secretary. As long as I serve, I can cry for nothing more helpful than that he shall continue to enjoy the same loyalty cooperation from members of the Association that I have enjoyed during my term of office.

Filling the Post

IMMEDIATELY after learning of Mr. Loucks' decision, Broadcast ing inquired of a number of key broadcasters as to their views with regard to a successor. The view was expressed in several quarters that while there is no disposition to interfere with Mr. Loucks' plans, it was felt that possibly an arrangement could be made whereby the NAB would derive the benefit of his experience and counsel through his retention as NAB general counsel.

Mr. Loucks' decision, which was not unexpected by his close associates, did, however, provoke considerable conjecture as to what course the NAB would take to fill the post. There was spontaneous renewal of the plan which originated at the NAB convention in St. Louis in 1932 for a "chairman" for the industry in the person of some outstanding public figure who per-
agreed that there would be no cause for criticism, as it was evident that the newspaper-owned stations discussed their problems at a separate meeting of the convention. It is with some satisfaction, then, that we were able to arrange the newspaper meeting in this way and not be forced to hold it in an independent of the convention which, as I mentioned to you above, might readily have left the impression of dissension.

Combination Rates

'THE REASON' the newspaper stations want to get together is to solve 'he problems they are faced with, that as a whole do not affect the broadcast industry. Among these are the growing public interest in radio in combination with white space, the legitimate use that the various stations are making of their positions for the promotion of the parent paper. In addition to these there has been expressed the thought that possibly the newspaper-owned stations are facing a trend to heighten the public's attentiveness to the industry as a whole.

Mr. Kay declared he had felt for some time that newspaper stations could not be quite as friendly to each other as they might be if they were not so unfriendly to the NAB. The present plan, he added, seems to have entirely eliminated that hazard. Mr. Kay covered the following suggested topics as among those that could be discussed to advantage at the forthcoming meeting: (1) protection of protected radio; (2) exploitation of editorial features by radio; (3) general interest and attention to questions of joint station - paper advertising rates; (4) station-paper tie-ins on specific advertising projects; (6) editorials; (7) cooperation for station activities; (8) possibility of cooperative station - paper features by syndicate of newspaper stations; (9) news broadcasting; (10) educational broadcasting; (11) what newspaper-owned stations can do toward raising the standard of program quality; (12) copyright, and (13) merchandising service.

Moreover, Mr. Kay said he felt such a newspaper station meeting is urgently advisable. 'No such meeting has ever been held,' he said. 'Newspapers represent the largest single interest in the industry. They hold the largest stake and share a broader common interest than any of the others. The industry's general problems are being splendidly handled by the NAB and newspaper stations are not meeting to discuss the general aims and policies for the protection and advancement of broadcasting."

'However, in numerous specific respects, operators of newspaper stations deal with factors that affect the newspaper industry. These matters are of no interest to non-newspaper stations and it would be both proper and helpful for them to vote time at a general broadcasting meeting to discuss their meeting and consideration. Yet these matters are of no interest to the comprehensive management of the newspaper stations. In making newspaper investments in radio more secure and profitable,"

In addition to the newspaper meeting, it is to be noted that the stations seeking to make more material showing in the national advertising field, have been aware of their own unique abilities during the Colorado Springs sessions in the hope of organizing a project under which national representation may be placed in the field. Disclaiming any plan of establishing a separate organization, competitive with the NAB, they assert they merely wish to set up a sales group to promote their stations; plus were not to hold it in an independent of the convention which, as I mentioned to you above, might readily have left the impression of dissension.

Regional Council Selected by AAA

The FOUR sectional councils of the AAAA have been elected for the following on March 31, 1936, as follows:


Bromol Seltzer Extending Broadcasts of News Reel

IN A TEST campaign for possible expansion of the Pathé News Reel of the Air, now in two markets on four Mutual network stations, Emerson Drug Co., Baltimore (Bromo Seltzer) on May 7 added WJSV, Washington. The programs have been on the air through Mutual stations since April and Walter Thompson Co., New York, handles the account.

The broadcasts are taken directly from the news reel sound tracks, which have been completed in audio as an important early of the public, and by a large number of tests in the sound reproduction of actual news events. WCAP, WJSV, and WJSV, which has recently installed equipment for pickup from sound track but WJSV, due to rigid fire regulations in the capital, can use the theatre projection equipment.

Liquor Campaign Starts

UNITED DISTILLERS Ltd., New York, in May started an air campaign with an hour broadcast program titled "American Folkways," with WABC, Chicago. The campaign is to be released in nine other Midwest states this month and extend throughout the Midwest, according to Alagamset Adv. Agency Inc., New York, handling the account. A brief résumé of the program is given on the following page.

Chevrolet Suspended

SUSPENSION of the 300-station Chome economics program due to strike conditions the automotive industry, was decided May 3 by Campbell-Emory handling the account. The campaign, which ght with the newspaper sales and approximately $3,600,000, will be resumed as soon as the labor situation is settled. Moreover, it was decided to hold plans to start a some 25 stations to the list for WBS transcription campaign.

Shoe Polish Spots

CARDINAL LABORATORIE Inc., of Rite-Way shoe polish, a company, announced its transcription broadcast three times a week beginning June 3, over WINS, New York WCAE, and KMOX, St. Louis. The announcements, which will broadcast as part of the regular programming of the stations, are placed through Blair-Empire-Hummert Inc., Chicago.
ANA Centers Research Activity on Radio

By FELIX BRUNER

devotes the Greater Part of Its Semi-Annual Convention to Discussion of Broadcast Advertising Problems

THE FIRST time, the Association of National Advertisers, in its 23d semi-annual meeting at Sulphur Springs, Tex., May 5-6, devoted a major part of its program to radio advertising. Following its custom, the association held closed meetings from which all but members and advertiser-guests were barred. In these meetings on the third day of the convention, the subject of research in the building of a program, the writing of commercials to be listened to on the audience were discussed.

Radio Research

DJO also was taken up at other sessions, being touched on particularly by Lee H. Bristol of the Bristol-McCabe Co. and chairman of the board of governors of the Advertising Research Foundation. This foundation was a project of the AAAA, which will hold its meeting next month. The research group will be in concert with the NAB and the AAAA in developing a research bureau. The meeting of these three to be held May 20 in New York when a limited program of technical sessions will be considered.

Putting cares aside—A bit of relaxation on the greens for these ANA conventionites. Left to right: Paul B. West, ANA managing director, sinking a 3-foot putt; Stuart Peabody, Borden Co., head of radio research group; Ken R. Dyke, Colgate-Palmolive-Peet; Lee H. Bristol, ANA director, of Bristol-McCabe Co.; Allyn B. McIlwain, Pepperell Mfg. Co., ANA president.

A new series of studies is to be sponsored by the ANA which will be a joint venture of the advertisers' dollar. The AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up the AAAA and the NAB on the other hand have taken up

among programs which Mr. Birju said had been particularly well exploited were the Maxwell House Showboat, Jack Benny for Jell-O, and Gillette Blades. Also of interest to radio advertisers was the report made by Dr. D. P. Smelser, manager of the market research department of the Procter & Gamble Co., and chairman of the governing committee of the Cooperative Analysis of Broadcasting.

Confusion in data

Dr. Smelser said that the great mass of research data had been confusing. "Just as market research," he continued, "is not a substitute for brains in the general administration of business, so the results of research in radio can not be a substitute for ability (1) to produce programs that will achieve popularity or (2) to write commercials that will sell goods. It can only be an aid.

Some of the points made by Mr. Smelser follows:

"Those who have imitated a program having a relatively high audience rating with the expectation that their program would have a similar rating have been frequently disappointed. The factor which has contributed most to the distrust of research indicating the approximate size of a program's audience is the inability of some advertisers and agencies to understand that an audience rating is not necessarily a selling rating.

A program which is listened to by 20% of the radio audience does not necessarily sell twice as much goods as a program which is listened to by 10% of the audience.

"Naturally you want a large audience, but it is well known that there have been programs with the maximum audience which have sold very little goods while on the other hand there have been programs with relatively small audiences which have sold gold mines for the advertisers.

Lure of Numbers

"A CHARACTERISTIC tendency of the advertising fraternity is to succumb to the 'lure of large numbers.' Some agencies and some publishers have always insisted upon projecting percentages to millions of people and presenting these millions on charts which are so large that the first assistant and the second assistant had to be pressed into service for transportation of them. People who have been thus trained become panicky when they see a research study showing that a mere 5% of the radio audience listened to one of their programs.

' I once heard an advertiser try to prove that more than 4% listened to his program that was broadcast four times a week, by showing that over a period of several weeks he had received 100,000 replies from listeners to his program! He did not realize that he had about 15,000,000 radio sets in his area and that 4% of 15,000,000 is 600,000 to say nothing about the fact that the individuals making up the 4% daily audience were certainly not the same every day, or that the replies were not limited to a family.

"As long as magazines and newspapers attempt to prove that the printed word is a more effective advertising medium than radio, and as long as radio chains attempt to prove that the opposite (Continued on page 42)
Formay Shortens the Route to Sales

By Consistent Use of Radio, Swift & Co. Product Makes Friends in the Kitchen, So Refinery Works Overtime

By V. M. EKDAHL

General Manager, Formay Refinery of Swift & Co.

EVER since the spring of 1931 we have used radio to place before the women of the West our message on Formay, the perfected shortening. We have used radio consistently ever since, and during that period we have watched every inch of the broadcast circuit, and have been able to say that our afternoon period between 2 and 2:15 over the western network of the NBC really belongs to Formay. We have used a daily program that we know from hundreds of letters that women folks expect to hear something worthwhile from us at that time.

We have used radio to establish a definite faith in our product, and to have manufactured a product to justify that faith. We have never overplayed to our audience... 

There is romance when Uncle Henry comes to dinner and compliments his housewife on her cooking. I know that in helping women be better cooks we have helped make happier homes. We all have a desire in us to make our friends a housewife a better cook, we know we will see a consistent gain in Formay sales.

V. M. EKDAHL, general manager of Swift & Co.'s million and a half dollar Formay refinery in Los Angeles, spends a large percentage of annual advertising funds for radio. When the Al Pearce troupe went off the air on the coast several weeks ago, Mr. Ekdahl transferred sponsorship of Formay to the "NBC Magazine of the Air" several afternoons a week to "reach a large number of people with a program of personal interest.

On the Coast, Swift has been a big radio user for four years, mostly with daytime programs for women in the home.

Gracey in 30 Cities

STATIONS in 30 cities are broad-casting the Motion Picture Column of the American Radio History, edited by Mr. R. Gray Co., Los Angeles (haber deasy), with local dealers as sponsors. The series is recorded from the Grand Programs of KHJ, Los Angeles, by Recordings Inc., Los Angeles, with Lockwood-Shack elford Co., the agency. The dealer map is provided by management co-operative in the 30 cities. Stations include: Cali-ifornia—KREG, Santa Ana; KJM, Bakersfield; KFAM, San Bernando; KTRE Modesto; Arizona—KGRA, Cool ide; KTAK, Phoenix and KSM; KDK, Rockford, and KMD, Medford; Washington—KIT, Yakima; KU, Walla Walla; KXFO; Aberdeen and KP, Wenatchee; Montana—KGV Missoula; KFBB, Great Falls KGEZ, Kalispel and KGCX, Missoula. In Kansas City—KGBT, Kansas City; KICL, Colby; KLEK, Topeka and KEGG, Ros- well; KICA, Clovis and KGGL Albuquerque; North Dakota—KXG, Grand Forks; KFRO, Longview, Texas and WSJS, Winston-Salem, N. C.

KTAB Now KSFO

CALL LETTERS of KTAB, Oa-kland, Calif., have been changed to KSFO upon authority of the F.C.I.

AUDIT BUREAU PLANS ADVANCE

Joint Session in New York May 20 Will Go Further Into Plans for Authentic Coverage Data

WITH the Association of National Advertisers having designated a committee to take part in the conversations toward creation of a cooperative independent bureau for measurement and evaluation of advertising effects, the National Association of Broadcasters has decided to work with the ANA in formulation of plans for radio.

At its annual convention at White Sulphur Springs, W. Va., May 19, the ANA radio division of its newly formed Research Foundation to meet with the NAB and American Association of Advertising Agencies' committee to formulate the plans for a radio ABC. The committee is headed by Stuart Peabody, of the Bonden Co.

Immediately after the ANA executive committee reached the agreement on the plans, the NBC committee of the ANA, a group of five, agreed to continue their association with the ANA. This committee, made up of representatives from the NBC, has been working with the ASA for the past year.

There is romance when Uncle Henry comes to dinner and compliments his housewife on her cooking. I know that in helping women be better cooks we have helped make happier homes. We all have a desire in us to make our friends a housewife a better cook, we know we will see a consistent gain in Formay sales.

Mr. EKDahl

Mr. Ekdahl was in the room for the entire radio broadcast. He told the story of Formay and how it was manufactured. He also told the story of how Formay was marketed and the success that has been achieved. Mr. Ekdahl is a great storyteller, and his stories were well received by the audience.

Penn Tobacco Sports

PENN TOBACCO Co., Wilkes-Barre, Pa., is sponsoring play-by-play broadcasts of its regular baseball games broadcast by Hal Par over KSO, Des Moines, - WM Waterloo, Cedar Rapids, - WDEF Iowa City, and WNDG Davenport, as well as the "Dutch" Reagen over KSO-WN

Agency: Rautheufl & Ryan, N. Y., Chicago.
In any measurement of results per advertising dollar, WHO ranks as one of the outstanding sales producers among all advertising media.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA Phone 3-7147

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

WHERE consumers are concentrated in metropolitan areas, low powered stations may reach them profitably. But Iowa consumers are spread over sixty thousand square miles. Des Moines, home of WHO, is Iowa's largest city, yet has less than 6% of Iowa's population. To sell Iowa, by radio, you need the one station with power enough to cover Iowa—WHO.

May 15, 1935 • BROADCASTING

Page 9
Are Your Merchandising Problems

'UNSOLVED MYSTERIES'?

WLW REMOVES THE MASK

A letter or wire will bring you "case examples" of the successes of numerous WLW advertisers, as compared with non-WLW advertisers... Unsolicited statements of praise, and positive proof of results that will indeed excite you to allow WLW to 'remove the mask'!!

THE CROSLEY RADIO CORPORATION

P O W E L  C R O S L E Y,  J r.  P r e s i d e n t

CINCINNATI
P. and I.N.S. Offer News to Radio
Yankee Network and WFIL Take I.N.S.-Universal Service; WCAU Buys U. P. News; A.P. Loosens Rules for Clients

By GILBERT CANT

LESMEN for United Press and International News Service are offering their facilities to broadcast stations and Associated Press, the two associations already defined, has given its facilities carte blanche to arrange airing on a liberal schedule of radio stations. This move has been aimed at keeping the Yankee Network out of the picture, a move which is said to be supported by the Associated Press.

The arrangements were made in April, and the Associated Press has signed a contract with the Associated Press, which is expected to be announced soon.

The Associated Press has been accused of being too slow in bringing up its service, and has been criticized for its failure to keep pace with the Yankee Network.

**Transradio Press Opens Bureau in San Francisco**

TO EXPAND its news service to the West Coast, Transradio Press Service Inc., on May 9 opened a San Francisco bureau at suite 206 Frank B. Nasmyth Building, with Robert L. Faith, Pacific Coast newspapers manager. The bureau has been established on the same floor as the national headquarters. Three schedules daily, of one hour each, supplemented by flashes, are to be available to clients by short wave and wire from San Francisco. Local clients are served by teletype. A mail feature is planned.

A staff of 60 correspondents has been organized on the Coast, to be increased within the next few weeks. Each stated, Central correspondent bureaus have been established in Seattle, Wash., and Portland, Oreg., and a Western bureau in Los Angeles.

A complete list of Pacific Coast stations carrying Transradio news will be distributed, along with those using Associated Press service are: KJBS, San Francisco (Italian language only); KROW, Boise, Idaho; KQV, Spokane, Wash.; KDD, San Diego; KZQ, Los Angeles; KVOS, Bellingham, Wash.; KFQ, Wenatchee, Wash.; KFFY, Spokane, Wash.; KFEL, Denver, Colo.; and KGVO, Missoula, Mont.

**Air - Sports Inc. Created To Supply Radio Stations**

AIR-SPORTS Inc, New York, has been organized to supply sport news to radio stations, with interest of McCarthy, sports writer and announcer, as editor of the daily bulletin service. It will be available for re-sale to sports and merchandising aids to be provided. Wire and wireless transmission is planned.

Wireless service will be transmitted through Press Wire, and wire service will be by “timed wire” direct to the control room.

**Trading Stamp Discs**

SPERRY AND HUTCHINSON, Inc, New York, begins a test radio campaign for its green tradin...
Consents Decree Now Possible Curbing Powers of ASCAP

Six-month Continuance of Present Contract Looms; Dissension and Legislation Threaten Society

CONTINUANCE of existing broadcasting station contracts with the American Society of Composers, Authors and Publishers, Inc., and the threat of a Consent Decree beyond the Sept. 1 deadline, when these agreements automatically expire, looms large in the industry's near-term broadcasting picture. On the other hand, the meetings beginning May 13 would develop some agreement.

Those who attended the initial meeting, and who have been called for the May 13 session, in behalf of the broadcasters, are Alfred J. Marks, vice president and general counsel of the Motion Picture Producers Foundation; J. Truman Ward, NAB president; E. A. Allen, WLVA, newly appointed secretary and counsel; Herbert S. Klauber, CBS first vice president; A. L. Ashby, vice president and general counsel, of the businesses in DAMN, WTMF, and Frank M. Russell, NBC Washington vice president; Phil G. Loucks, NAB managing director, and Mr. Hostetler. At the meeting for Wednesday, May 13, is scheduled to be held in New York May 13 and the understanding was that the broadcasters would meet with ASCAP representatives for further discussions.

Meanwhile, with ASCAP jarring booming station contracts with the American Society of Composers, Authors and Publishers, Inc., and the American Society of Composers, Authors and Publishers, In...
Personal Service

Our four offices, acting as direct branches of the outstanding radio stations listed below, are equipped with factual information available to agencies and advertisers. This information is made available to you by men of experience in radio advertising who can be of assistance to you in the application of these facts to your problems.

* * *

stations represented

<table>
<thead>
<tr>
<th>Location</th>
<th>Station</th>
<th>Location</th>
<th>Station</th>
</tr>
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<tbody>
<tr>
<td>Chicago, Illinois</td>
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<td>WBNS</td>
<td>Philadelphia, Pa</td>
<td>WIP</td>
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</tr>
<tr>
<td>Detroit, Michigan</td>
<td>WWJ</td>
<td>St. Louis, Missouri</td>
<td>WKW</td>
</tr>
<tr>
<td>Kansas City, Mo</td>
<td>WREN</td>
<td>St. Paul-Mpls., Minn.</td>
<td>KSTP**</td>
</tr>
<tr>
<td>Los Angeles, Calif</td>
<td>KNX</td>
<td>Salt Lake City, Utah</td>
<td>KDYL</td>
</tr>
<tr>
<td>New York City</td>
<td>WMCA</td>
<td>San Diego, Calif.</td>
<td>KFSD</td>
</tr>
</tbody>
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Waterloo-Cedar Rapids, Ia...WMT

Southwest Broadcasting System

*Represented on the West Coast.
**Represented in territory outside New York.

John Blair & Company

New York
341 Madison Avenue
Murray Hill 2-6084

Chicago
520 North Michigan Avenue
Superior 8660

Detroit
New Center Building
Superior 8660

San Francisco
485 California Street
Douglas 3188

May 15, 1935 • Broadcasting
RCA to Bring Out Television Under Million Dollar Program

Influenced by European Efforts Deemed Inferior, High-definition Service Will Be Inaugurated

IN THE MOST significant move in television in several years, David Sarnoff, president of RCA and chairman of the NBC board, announced May 7 that "high definition" television would be brought out of the laboratory for field experimentation in a three-point project involving expenditure of approximately $1,000,000.

The program, to be completed within 12 to 18 months, plans creation of a modern television station incorporating RCA laboratory developments in the East, perhaps New York or Philadelphia; manufacture of a limited number of television receivers for observation purposes, and development of an experimental program service with the necessary studio technique to determine the most acceptable form of television programs.

The RCA action apparently was motivated by the fact that both Great Britain and Germany have inaugurated public television service which is considered far inferior to developments in this country. It is not unlikely that the RCA decision will be followed by similar action by other manufacturers, notably Philco, which has been actively engaged in laboratory experimentation.

Ahead of Europe

Mr. Sarnoff's announcement was made at the annual meeting of the RCA stockholders in New York on May 7. It throws new light on RCA television experimentation, concerning which utmost secrecy has been maintained for the last two or three years. Throughout his statement, reference is made to inferiority of European television service as compared to RCA developments. Thus the inference definitely is drawn that the RCA three-point plan is embarked upon not because television is regarded as technically and economically feasible, but because of the excitement aroused by the European undertakings and the innovations that America was falling behind in visual radio.

The results attained by RCA in laboratory experiments, Mr. Sarnoff said, go beyond the standards accepted for the inauguration of experimental television service in Europe. "We believe," he added, "we are further advanced scientifically in this field than any other country in the world."

Mr. Sarnoff emphasized that television bears no relation to the present systems of sound broadcasting and that while it promises to supplement the present service by adding the sound, it will not supplant nor diminish the importance and usefulness of sound broadcasting.

"In the meantime that the laboratory has supplied us with the basic means of linking the curtain of space from scene and actor as a dream to the world, we can say that television is here," he said. "But as a system of sight transmission and reception capable of vigorous and service to the present nation-wide system of sound broadcasting, television is not here, nor around the corner. It is an important stage that must now be taken in to bring the research results of the scientists and engineers out of the laboratory and into the field."

Evolutionary Stages

"TELEVISION service requires the creation of a system, not merely the commercial development of apparatus. RCA with its coordinated units engaged in related phases of radio communication service is outstandingly equipped to supply the experience, research and technique for the pioneering work which is necessary for the ultimate creation of a complete television system. Because of the technical and commercial problems which the art faces, this system must be built in progressive and evolutionary stages.

"Considering these factors and the progress already made by your company, the management of RCA has formulated and adopted the following three-point plan:

1. Establish a modern television transmitting station in the United States, incorporating the highest standards of technical and commercial coverage, which will be located in a suitable center of population, with due thought to its proximity to RCA research laboratories, manufacturing facilities, and its broadcasting center in Radio City.

2. Along with the points of television receiving sets. These will be a number and points of observation in order that the RCA television system may be tested, modified and adopted under actual service conditions.

3. Develop an experimental program, and apply the studio technique to determine the most acceptable form of television programs.

"It will take from 12 to 15 months to build and erect the experimental television transmitter, to manufacture the observation receivers and to commence the transmission of test programs.

To give a complete picture of the status of television, insofar as RCA is concerned, Mr. Sarnoff

BULLETIN

FEDERAL JUDGE John C. Knox of New York on May 13 set the government against ASCAP for trial on June 10. This granted the motion of Andrew W. Bennett, special assistant to the U. S. Attorney General, for an early trial. At the same time Judge Knox denied the motion of Nathan Burkan, ASCAP general counsel, for authority to take depositions throughout the country which would have delayed trial for many months. (See story on p. 12.)

TO PROCURE first-hand information on television developments abroad, Andrew W. Cruse, chief of the Electrical Division, Department of Commerce, sailed for Europe May 10 under orders from Secretary of Commerce Roper. Due back on June 30, he will visit London, Berlin and Paris, where the main experiments are being conducted.

Orders issued by the Department to Mr. Cruse read:

To get first-hand information on television developments in England, France and Germany and to study these developments in order to adapt them to American industry.

In England, Mr. Cruse will devote his primary attention to the experimental visual radio transmissions being conducted by the British Broadcasting Co., which are further along than the experiments in France which also is maintaining regular television schedules, has centralized its work under the Broadcasting System. Little is known about French television experimentation.

Mr. Cruse is a former naval officer, joined the Department about two years ago. He had been associated with the International Telephone and Telegraph Corp., and managed its broadcasting activities in Cuba several years ago.

Mr. Cruse to Analyze Television Abroad

made the following statement, which is given in part:

"Reception: Our research and technical progress may be judged by the fact that upon a laboratory basis we have produced a 343-line picture, as against the crude 30-line television picture of several years ago. The picture frequency of the earlier system was about 12 per second. This has been raised to the equivalent of 60 per second. These advances enable the reception, over limited distances, of relatively clear images whose size has been increased without loss of definition.

"Transmission: In the present state of the art, the service range of television from any single station is limited to a radius of from 15 to 25 miles. The service range of the more than three million square miles in the United States would require a multitude of stations with huge transmitters, and presents a great technical problem of interconnection in order to create a national picture, by which the same program might serve a large territory.

"Existing and available wire systems are not suitable for interconnecting television stations. Therefore, radio relays must be further developed or a new wire system created to do the job now being done by the wires which connect present day broadcasting stations."

Technical Problems

"TELEVISION is a highly complicated system of transmitting and receiving elements with thousands (Continued on page 41)
POSITION is so important to advertising that many media charge extra for it. Through the facilities of the Mutual network and without premium of any kind you can secure high-spot position for your advertising.

 Mutual puts your program on coveted positions of the dial and gives you intensive coverage of five major markets.

 Thus Mutual guarantees preferred position for your advertising—both on the dial and on the map. In the five major metropolitan markets of New York, Chicago, Philadelphia, Detroit and Cincinnati, the Mutual network gives you direct access to the most buyers at the lowest cost.

 Because of this fact an increasing number of advertisers are using Mutual. 15 advertisers are now placing a total of 10½ hours every week on the Mutual network.

 Any member station representative will be glad to show you how to take advantage of Mutual’s tested ability to stimulate volume sales in these markets at the minimum cost.

 MUTUAL BROADCASTING SYSTEM

 GN—Chicago  WOR—Newark
 WLW—Cincinnati  WXYZ—Detroit

www.americanradiohistory.com
Bird's Nest Radio
HERE'S a radio story for the book. In the vicinity of WOR's new 50,000 watt transmitter at Carlsbad, N. J., engineers discovered the nest of a meadow lark built inside a discarded coiled wire. It was found that the heat generated in the wire by the high powered transmitter was sufficient to hatch the eggs without any attention from the parents, except when the station was off the air for the night. But when other birds in the vicinity tried to imitate the larks by winding bits of wire around nests already built, says this report, they couldn't get the right combination. They either overdo it so that the eggs are cooked in the nest, or they use too little wire and get no "electric heating" at all.

FCC Investigating Marmola Accounts
Several Stations Are Affected;
Federal Policy Still in Fog
AS THE latest phase of its antimedical program crusade, the FCC has singled out the Marmola account, transcription spot program for a fat-reducing tablet produced by Radalad Co., Chicago, and placed over some 80 stations. It was learned at the FCC May 10. License renewals of a number of stations have been set down for hearings, it was learned, because of this program, among them some of the largest in the country.

While only one of more than two score of products or services involved in "investigations" being conducted by the FCC Law Department, covering more than 60 separate stations, the Marmola program apparently now is being made the spearhead of the FCC anti-medical-technology crusade. This course is evident because the Law Department feels it can make a particularly strong case on the product, since the Federal Trade Commission several years ago isued a complaint against the same company, alleging false and misleading advertising.

Official records disclose, however, that while the Trade Commission complaint was issued, a similar action by the Radical Co., New York, resulted in an opinion sustaining the manufacturer's contention that the Trade Commission had no authority since no "unfair competition" was involved. The court, however, in its opinion, did criticise the product and the nature of the advertising.

Marmola, which has been on the air for a dozen years, is a thyroid extract designed to increase the basic metabolism of the body, the effect of which is said to be about 15 pounds per year. The Trade Commission complaint was that it is dangerous to use this compound without special prescription from a physician. The commercial continuity currently used in the transcription series suggests use of a prescribed number of these tablets until weight is reduced to a desired figure.

Meanwhile, because of repercussion to the FCC campaign, divulged by Broadcasting April 1, efforts are being made to clothe its actions in the interest, however, the latter is not authorized or qualified pass scientifically upon the medical effects made the spearhead of the FCC anti-medical-technology crusade. This course is evident because the Law Department feels it can make a particularly strong case on the product, since the Federal Trade Commission several years ago isued a complaint against the same company, alleging false and misleading advertising.

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To Reach the Great Radio Audience in America's Second Wealthiest Market Use...

**WMAQ**

2,299,300

FAMILIES *

**CHICAGO**

**WENR**

2,275,400

FAMILIES *

* The potential circulations of WMAQ and WENR as determined by the new NBC Method of Audience Measurement by aireas.

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**NATIONAL BROADCASTING COMPANY, INC.**

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK  WASHINGTON  CHICAGO  SAN FRANCISCO

WEAF & WJZ  WRC & WMAL  WMAQ & WENR  KGO & KPO

Schenectady—WGY

Pittsburgh—KDKA  Cleveland—WTAM  Denver—KOA

Sales Representatives at: Boston—WBZ  Springfield, Mass.—WBZA

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May 15, 1935 • BROADCASTING
Ideas on Merchandising

Getting Children to Listen, and Buy—A Free Program
For Druggists—Hats and Gasoline

By HOWARD J. LONDON
THE PROGRAM of General Baking Co., New York (Bond Bread) titled Adventures of Terry and Ted, which is being broadcast on 13 stations in the East and Midwest, uses a number of novel merchandising ideas.

To get children to listen, and to buy Bond Bread, the sponsor has woven into the continuity each week a code message. The solution is not given over the air, but listeners are told in the closing announcement they can find it wrapped inside of every loaf of Bond Bread they buy the following day.

Increased sales of Bond Bread have been shown repeatedly on the days when the codes were featured. A map, tracing a portion of the boys’ travels, is also offered to listeners. The first 20 of the 65 episodes plug the map and tell the listeners where to obtain them—either through their local station or their neighborhood food store. The appeals for the map have found many stores in the eastern area crowded with boys and girls clamoring for copies of the map the day after the announcement had been made over the air.

Inserts in the Bond Bread wrapping, posters on all delivery trucks in the cities in which the program is being broadcast, and store display pieces are also used to promote the program.

Actual automobiles designed to appear like the “Land Cruiser” pictured in the folders and displays pieces are cruising the streets. These automobiles are equipped with loud speakers for music and sections of past adventures of Terry and Ted are broadcast.

The “Land Cruiser” is driven around the streets and talks are given to crowds of children and their parents who assemble when it stops. Schools and playgrounds are a favorite stopping place for the six cruisers and they travel from one town to another.

Movie theatres located in residential districts have tied-up with this program and are allowing personal appearances of some character in Terry and Ted. These personal appearances are usually scheduled for Saturday afternoons.

The program is now being broadcast over WADC, WBC, WDRC, WGAR, WHBC, WHAS, WJAR, WTAG, WWJ, WWVA, WIXBS, WOR and WBVW. It is a 15-minute transcription broadcast five days a week between the hours of 5 p.m. and 7 p.m., the best hours for a child program. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

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

PRE-ANNOUNCEMENTS of the new Phillips-Jones Corp., New York program, Van Husen cologne, on an NBC-WJZ network were sent to a number of radio listeners. The announcements were sent through the mails and asked for comments on the program. The mailing list was obtained from fax mail gathered from the previous program Van-Husen had on the air.

* * *
FOUR MILLION “Tuxedo Pin” Chief hats have been given away to date. These hats have been dispensed at the studio broadcast of Ed Wynn and through the gasoline line dealers throughout the country. On Easter Sunday 10,000 of these hats were given away on the Boardwalk at Atlantic City. The hat manufacturer reports this as the largest individual order ever received.

* * *
WHEC, Rochester, has a 15-minute program, gratis, once a week for all the druggists in Rochester. WHEC requests copy or material from the druggist to be used on this program. It is a good-will gesture in appreciation of the co-operation the druggist gives the drug products which are advertised on the station.

* * *
ALL New York American deliver trucks carry a poster directing attention to the reading of the Sunday American comics over WOR each Sunday at noon.

WATR, Waterbury, Conn., on May 8 joined Yankee Network, bringing the total number of Yankee stations to 13.

The Telephone Cried For Mercy!

Fifty circuits thrown out of commission! Over six thousand calls piled onto the switchboards of the Tri-State Theatres in Des Moines. And more calls—yes, thousands—sidetracked by the busy signal. Folks reported they couldn’t get past the third digit on the dial. No wonder the telephone company complained.

All this occasioned by a single announcement at 10:12 a.m. over Station KSO. The Tri-State Theatres offered a free movie ticket to all listeners who called within the next forty-five minutes. There was no previous intimation that such an announcement would be made! Only twenty-nine hundred people could get their calls through within the time limits, but the calls kept up for hours. Everybody from the janitor to president did duty at the switchboard.

The program is fifteen minutes of organ music and chatter by Orville Foster, musical director of The Iowa Broadcasting System, at 10:00 a.m., daily over KSO. Nothing elaborate—just a one-man production. But like all productions of The Iowa Broadcasting System it has real “listener-appeal.”

Incidents such as this reveal much about listening-habits in Iowa. Write or wire now for rates and further information concerning the Iowa Broadcasting System, The Des Moines Register and Tribune.

Representatives: JOHN BLAIR & CO., Chicago, New York, Detroit, San Francisco
... She Buys Her Cosmetics in New England

No, she is not boycotting New York merchants. It is simply that her summer home is in the WTIC Communities. Here, for the next few months, she will buy her cosmetics, food, auto supplies and a host of other things.

Over 3,000,000 well-to-do Americans spend over $500,000,000 in New England each summer. Naturally, most of them have a radio. Naturally, too, most of them listen to WTIC.

No other form of summer advertising offers so much extra value as WTIC. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area (Jansky & Bailey Survey figures). And a guest audience of many 100,000 more. All with purchasing power far above average.

Talent is available at WTIC for the skillful staging of any type of program. Full particulars on request.

WTIC
50,000 WATTS
HARTFORD · CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, General Mgr.  JAMES F. CLANCY, Business Mgr.
NEW YORK OFFICE, 220 EAST 42nd STREET  J. J. WEED, Manager
CHICAGO OFFICE, 203 N. WABASH AVENUE  C. C. WEED, Manager
Those step-child markets of yours—why neglect them?

Spot Broadcasting can change emaciated orphan territories into prosperous markets which will contribute their full share to the general family support.

If any markets listed here are Orphan Annies for you now, these stations can make their sales stories have happy endings.

They wave no magic wand—they promise no over-night miracles—but they'll do the job if intelligent showmanship, aggressive merchandising and modern broadcasting facilities can do it.

Those step-child markets of yours—why neglect them?

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GET YOUR PLACE IN THE SUN

Here we are with a late Spring and all—almost forgetting that "summer is y-cumen in, loud sing cuckoo". You'll forgive our frankness, but we think people are very cuckoo indeed if they even consider passing up one of the most profitable summer markets in these United States.

For the good old Buffalo Area is just that. As we have said before—and will undoubtedly say again—Buffalo and the Niagara Frontier are one of the greatest vacation spots in the nation. All summer long we have conventions and we have tourists and we have strangers in our midst.

Everyone of them is a potential customer of yours. And everyone of them—so help us—is pretty constantly exposed to radio during his stay here. (We're leaving out Buffalonians here. According to results obtained from radio advertising, they practically hang over their radios the year round.) Now what we'd suggest is this: If you want to tap a provedly profitable market, look into the Buffalo Broadcasting Corporation pretty carefully. Remember, we have two stations—WGR—WKBLW—that divide Columbia and Buffalo Broadcasting production and give you the best kind of a break as far as choosing advantageous time is concerned.

We have some very elegant charts, data and figures we'd like to send you. They'll show you how easy, economical and very profitable it is to get your place in the sun of summer radio advertising.

WCKY Salesmen!

HITLER, Mussolini, Huey Long and other notables are selling furniture on WCKY, Cincinnati, although they may not be aware of it. Five evenings each week WCKY broadcasts News Headlines giving intimate glimpses of personalities in the news spotlight. Stille & Duhlmeier Co., Cincinnati furniture manufacturer and tailor, is the sponsor. The program is written by Elmer H. Dressman, WCKY continuity director, and put on the air by James S. Alderman, chief announcer.

Two New Reps

TWO NEW radio station representatives were created early in May in Chicago, both planning to represent a limited number of stations. They are Ray Linton and Jackson & Moore. Linton, formerly with John Blair & Co. and WBBM, Chicago, has opened an office at 300 N. Michigan Ave. Jackson & Moore offices are at 307 N. Michigan Ave. Lowell E. Jackson formerly was in charge of sales at KYW and a member of the NBC Chicago sales force. Margaret L. Moore was station relations manager of the Midwest division of WBS and before that was with NBC sales and sales traffic departments.

No Plans for Expansion Of Basic Networks Being Considered Now by NBC

NBC does not have under consideration at this time any plan for expansion of its basic networks in any part of the country, it was stated May 8 by Frank F. Mason, administrative vice president of NBC. Reports to this effect, he said, have no basis whatever at present, although in the natural course of operations and planning cases involving individual stations and markets arise. Because of the word-of-mouth spreading of these reports, he declared, NBC headquarters lately have been deluged with inquiries from stations throughout the country.

Mr. Mason said that 46 stations, aside from the 15 owned or managed units, already have signed the new station compensation plan and that others are being contacted.

WHAM, Rochester, is the latest signer. He plans to leave for the West Coast next month to contact stations in that area along with Don E. Gilman, NBC Pacific Coast vice president.

No comment was forthcoming from NBC headquarters with respect to its negotiations for a Detroit outlet to supplant WJR, Blue, for a particular outlet which moves to CBS Sept. 29. It is known, however, that conversations have been held with WXYZ and CKLW, the latter being the present CBS outlet. WMBC, Detroit local, which has an application pending before the FCC for regional status, also has been mentioned as a possibility.
CBS Places Limit on Sponsor Credits
Laxative and Children's Programs Are Rigidly Restricted; 10% Limit on Night Continuities; Prall Elated

IN THE most far-reaching declaration of program policy in the history of network radio, William S. Paley, CBS president, announced May 13 that restrictions would be invoked on the amount of commercial credits allowed on all network programs, that all programs dealing with internal medical products or proprietary drugs no longer will be accepted and that children's programs and sponsored features generally will be subject to rigid scrutiny. Under the change all laxative accounts will go off the network effective next year.

The action is declared to involve approximately $2,500,000 in revenue for CBS.

The new policies announced by CBS are as follows:

1. Effective July 30, a maximum of 10% of the total broadcasting period may be devoted to the sponsors' commercial announcements, including contests and offers, on programs after 6 p.m. During the day time sponsored programs will be allowed a maximum of 15% of the total broadcast period for commercial announcements. A single exception to these ratios will be made on quarter-hour programs, on which an additional allowance not to exceed 90 seconds will be made in recognition of the fact that the short program necessarily requires as much time as the longer one for routine identification announcements.

2. A new standard is to be set in children's programs by prohibiting entirely certain types of programs specified under eight different headings. To this end CBS is engaging the services of an eminent child psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. The new policy becomes completely effective July 30.

Good Taste a Criterion

3. CBS has concluded, after serious consideration, to permit no broadcasting for any product described graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups. This policy will specifically exclude from the CBS network any advertising of laxatives as such, but the advertising of any proprietary drug, or any other product. It will further exclude the discussion of depletory, deodorants and other advertising which by its nature presents objections of good taste in connection with radio listening. As to new business, this policy becomes effective immediately. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The rest of these expires in March, 1936.

The record of the Carolinas during the past thirty years may be conservatively taken as an indication of what is going to happen during the next ten, twenty or thirty years. Here are some of the high spots in this thirty year record.

The number of industrial wage earners increased from 118,705 in 1906 to more than 350,000; Annual wages from $23,324,330 to $235,000,000; Cotton textile factories from 97 to 695 and furniture plants from 69 to 146.

The value of manufactured products increased from $153,668,394 to more than $1,500,000,000; Bank clearings from less than $100,000,000 to more than $1,550,000,000. 

686,922 of the people who are responsible for such a territorial growth reside within fifty miles of WFBG's transmitters. 72% of them own radio sets and are loyal listeners to WFBG's consistently good programs. This is a wonderful market - the possibilities are rich and the manufacturer who cultivates them will reap benefits far beyond expectation.

May 15, 1935 • BROADCASTING
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www.americanradiohistory.com
At the stroke of midnight on September 28, 1935, “This is the Columbia Broadcasting System” will ring out across Michigan from the towering 735-foot single mast of WJR. When it joins Columbia, the “Goodwill Station” will not merely be the only cleared channel station in Michigan, but will offer greater power and coverage in America’s fourth largest market than all other Michigan stations combined. The bigger the advertiser, the more markets in which he seeks dominance, the more reason for using Columbia facilities, for Columbia offers nearly 50% more stations than any other radio chain. The swing to the world’s largest radio network has been so emphatic that more of the 100 largest advertisers broadcast on Columbia than over any other chain. Columbia not only broke all records in radio history with its dollar-volume of business during the last quarter of 1934, but immediately proceeded to eclipse this new record with an even greater volume in the quarter which has just been completed in 1935.
FCC to Hear Plans for Cooperation In Developing Educational Broadcasts

TO SETTLE the problem of educational broadcasting through cooperation between broadcasters and educational, religious and other institutions rather than by possible legislation, a national conference convened before the Broadcast Division of the FCC May 15, destined to remain in session possibly a week to hear a wide variety of proposals.

Called pursuant to the pledge of the FCC in its report to Congress last January, the conference has before it only the issue of methods of working out a cooperative plan to present programs that fall into the educational, cultural and religious categories. The conference will be a sequel to that held last Fall when the FCC threw open its doors to hear testimony in connection with the proposal that Congress allocate fixed percentages of facilities to such non-profit organizations for this character of program. It was following these far-reaching hearings that the FCC recommended against class-allocations and urged solution around the conference table.

Test Laboratory

WHILE the Broadcast Division has not made public any definite agenda, it is assumed that it will limit its consideration to plans for a cooperative solution, rather than for class allocations, since that issue definitely was disposed of in the report to Congress. However, there is the likelihood that many radical plans will be thrown into the conference hopper.

From the standpoint of the broadcasting industry the issue is regarded as clear cut. It is likely that the industry, through the NAB, again will pledge its willingness to cooperate with any representative group as it has in the past, but with particular emphasis on production of programs that are air-worthy rather than the academic type that scare off the audience with the motive of cramming education down the public's throat without taking into account radio's peculiar technique.

One of the plans will be that worked out by Allen Miller, director of radio for the University of Chicago, to set up a testing laboratory in that city through cooperation of four universities and four stations. Should his broad cooperative plan, covered in previous issues of Broadcasting, be accepted and prove successful, it then would be applied in other regions. Discussions also have been held in connection with an endorsement to underwrite this experiment.

From the Joy Elmer Morgan-controlled National Committee on Education by Radio, the organization which had devoted itself almost exclusively to an attack upon commercial broadcasting, it is entirely likely that a plan for a government network will be forthcoming. A project involving this was considered at a meeting of this crusading committee in Washington on March 25. Briefly, it proposed in its original form that facilities be wrested from commercial stations sufficient to set up a national chain paralleling the existing networks. This alone would disrupt the existing broadcasting structure.

Taxes on Radio Sets

AFTER procuring government funds for the initial construction, the plan contemplated taxes on new receiving sets and supplies and replacements, following the so-called European plan, to defray the operating overhead. As an alternative, it suggested license fees on commercial stations as compensation for the franchises they procured from the government. This plan was to have been the spearhead of the Morgan attack but its premature disclosure by Broadcasting may have forced its alteration or abandonment.

Approximately 100 requests to be heard have been filed with the FCC. The hearings will be before Chairman Anning S. Prall, of the FCC, who is a member of the broadcast division with E. O. Sykes, chairman of the Broadcast Division and Norman S. Case, vice chairman. The NAB will present the case for the broadcasting industry through J. Truman Ward, president, or Philip G. Loucks, managing director while about 50 individual stations, through counsel, have filed appearances.

Among the stations listed are WFIL, KGW, KTVU, KTSA, KNOW, KTAT, WACO, KOMA, KGCO, WAPB, WFAA, KFWB, KSL, WFBQ, WYX, KFWY, WMEX, KMBC, WHO, WVFW, WPLW, KOIN, WGG, WBBR, WHK, WBEN, WLML, WHOM, WBMM, WSM, WERE, WFBQ, WWMAS, and WXZY.

Radio organizations, aside from the NAB, are listed as Yankee Network, Knecht Broadcasting Co., Hearst Radio Inc.

Educational Groups

IN THE educational field, organizations listed as desiring to appear include: National Committee on Education by Radio; Smithsonian Institution; Ohio Radio Education Association; American Association for Education; National Advisory Council on Radio in Education; Carnegie Institution of Washington; Department of Education of Massachusetts; University of Chicago; American Vocational Association, Inc., and National Education Association. Schools having radio stations include Kansas State College; St. Olaf College; Cornell; University of Wisconsin; Ohio State; University of Minnesota and University of Florida. Also the U. S. Office of Education, Interior Department.

Individuals include former Senator Clarence C. Dill, of Washington, Alice Keil, of Washington, and James Rost, of Knoxville, Tenn.

In the general field, those which have filed appearances include National Institute of Public Affairs; American Red Cross; American Civil Liberties Union; Rochester (Pa) Daily Times; Brooklyn Daily Eagle; Chicago Civic Broadcast Bureau; American Medical Association; International Radio Program Magazine, and International News Service.
KEN radio directors of America’s foremost advertising agencies are acclaiming the new 2 station hook-up between WMCA in New York and WIP in Philadelphia.

Thru an “Inter-City Presentation” they can cover the 2 biggest markets of the East with only one program to plan and direct.

Their clients get a break too because there is only one program expense. And the time charge on the two stations combined is less than on a single super-power station.

No charge for line connections.

KNICKERBOCKER BROADCASTING CO.
WMCA BUILDING • 1697 Broadway • NEW YORK
DONALD FLAMM, Pres. BERTRAM LEBHAR, Jr., Dir. of Sales

PENNSYLVANIA BROADCASTING CO.
35 South Ninth Street • PHILADELPHIA
BENEDICT GIMBEL, Jr., Pres. ALBERT A. CORMIER, Gen. Mgr.

JOHN BLAIR & COMPANY
CHICAGO: 520 North Michigan Avenue • DETROIT: New Center Building • SAN FRANCISCO: 485 California Street
WHY ad
WBS sta

Complete in Every Detail
World Program Service supplies everything needed for flexible and economical broadcasting. This includes continuities prepared by expert radio showmen; a cross reference catalogue by which any combination of numbers can be put together without delay; a filing cabinet giving instant access to the vast variety of numbers in World Program Service Library, and vertical pick-up equipment matched with the recording equipment developed by Bell Laboratories.

Page 28

BROADCASTING • May 15, 1935
Advertisers are using stations . . .

One of the reasons why national advertisers are turning to stations affiliated with World Program Service is that these stations have equipment which insures absolute fidelity and uniformity in every corner of the United States.

The photograph shows a sample of this equipment (the pick-up) installed at station WOR, New York.

Advertisers for 20 weeks with programs shipped from World Stations to affiliated stations.

A manufacturer of a drug product that is a household word has just completed a highly successful campaign of four broadcasts per week thirteen weeks over FIFTY-TWO stations. Others are now in preparation for use of time, few or many stations. Among these is a leading manufacturer of national stature; a household remedy manufacturer equally well known; a popular fertilizer sponsor; a maker of well-known paint. And more are turning up every week! (Names of these advertisers will be supplied on request from authentic sources.)

BROADCASTING SYSTEM INC.

WEST 57TH STREET, NEW YORK, N. Y.

Burnett, St., Chicago, Ill.; 555 S. Flower St., Los Angeles, Cal.; 274 Branan St., San Francisco, Cal.

YORK, INC. (SUBSIDIARY OF WORLD BROADCASTING SYSTEM, INC.) WESTERN ELECTRIC LICENSEE

May 15, 1935 • BROADCASTING
The CBS Precedent

IN THE belief that network broadcasting has reached the point where sponsors can be chosen, CBS has adopted revolutionary policies that make radio history. While the action is drastic—much more so than any one in the industry would have believed possible at this time—President Paley of CBS believes it will pay dividends in the long run. In one sweep, it appears, he has closed the door to perhaps $2,500,000 in revenue.

The restrictions on commercial credits, when analyzed, should not prove detrimental either to advertiser or network. Most of the program sponsors, who have taken the trouble to check, have found that long-winded burbs react unfavorably and the vast majority of the network programs along with national spot, are well under the CBS limitations. Again it is a case of placing on the books something that will block the injudicious minorities.

Much more severe are the CBS pronouncements as to medical and children's programs. The networks naturally must take the leadership in such program reforms. In the case of laxative accounts, both of the networks some time ago served notice that such accounts would be dropped gradually. Now CBS goes one better and excludes depilatories, deodorants and other advertising which naturally appears in bad taste.

As for children's programs, the CBS edict also is revolutionary. It states that "blood and thunder" features which arouse the child's imagination should be excluded. This is its answer to the criticism lately heard of such features.

It is our view that CBS has acted wisely. It has done so because it feels that it can afford to adopt such a drastic policy without jeopardizing its economic structure. Gradually, all stations may find in the CBS declarations of policy a pattern which they can follow and thereby place broadcasting as an industry head and shoulders above any other advertising medium for integrity and quality of service.

Loucks—A Tribute

BECAUSE he considers his job finished, Phil Loucks is leaving the NAB after nearly five years of stewardship. Those years were as full of activity, adventure and tribulation as ever were experienced by any man in any industry.

When Phil took over the managing directorship of the NAB, a strippling lawyer of 30, it was a trade association in name only. It had about 40 paying members and its books were one big red ink smudge. Its record of achievement was practically nil.

Today the NAB has nearly 400 members. It is one of the strongest trade associations in Washington. The record shows that not a solitary piece of legislation objected to in behalf of the NAB has become law. It has led the way in a hundred pursuits to stabilize broadcasting as a business.

All these, and more, stand as monuments to Phil Loucks. For the NAB has revolved about this genial, aggressive, persevering young fellow. NAB presidents have come and gone, but Loucks sorts of runs on forever. Not only broadcasters, but advertisers, agencies and the multitude of others with whom he dealt held him in high esteem and had boundless confidence in his ability. Even his adversaries, and in radio they are legion, regarded him with respect.

We have not always agreed with NAB policies during the Loucks tenure. We have criticized when we felt it necessary. But we have never doubted the integrity of the man Loucks. It will be difficult to fill those big shoes. Whoever is selected will be doing his job well if he but follows the course charted by his predecessor.

And to Phil Loucks we say: "It was a grand job. God speed."

The License Menace

WHERE else can one find a major industry, such as broadcasting with its investment of a hundred million dollars, that survives practically on a month-to-month basis, and then is accountable to a Governmental agency for its continued existence? How can such an industry acquire the stability and self-reliance it should have?

There are the thoughts that naturally come to mind after reading the views expressed by David Lawrence, internationally prominent journalist, which are reported elsewhere in this issue. Mr. Lawrence strikes at the very heart of the broadcasting problem when he places all the responsibility for the existing situation upon the six-month license. He advocates the issuance of licenses for the full period allowed in the law—that is, for three years. In this he is but taking up the fight that broadcasters themselves have been waging, perhaps not vigorously enough, for nearly a decade.

With many of Mr. Lawrence's deductions and conclusions on the political complexion of domination of radio we do not agree. As a matter of fact, we disagree with him most violently with regard to his allegations of administration "intimidation" of broadcasters. But with his basic argument that a three-year license would end most of the perils that set radio, and with his recommendation that the press should participate in this campaign we agree wholeheartedly.

Re Television

TELEVISION is bouncing about in the head lines again, but for appropriate reason this time. RCA is going to spend a million with the next year or so to take this visible radi infant out of the confines of the laboratory, and expose it to the sunshine of practical operation, to see how it behaves.

It is well that RCA makes clear that it has no idea whatever about television being practical, and it isn't trying to delude anyone into that belief. Yet, on the other side of the Atlantic they have been raising a rumpus about the public presentation of television—television which, because of its primitive nature was obsolete in this country five years ago. We have heard anti-radio agitators here, to the English and German activity as proof of their contention that progress was being suppressed in this country under our private system. Indirectly, they have advocated action by Uncle Sam.

Much good should come from the RC move. Other laboratory experimenters can be expected to follow suit. Unquestionably the test operations will hasten development—visual radio but how soon or when it will be made commercially practical remains to be seen. Meanwhile, and until such time, radio will have its place alongside radio a little bold as to predict. As another means of radio service, television logically will perform its best in the hands of broadcasters.

Europe is alive to television. They held secret conference there on it as others elsewhere in this issue, with the movie people doing their utmost to elbow in, for they have designs on this radio-movie embryo. The same condition is evident in this country, beneath the surface. We may be a little premature, but there's a lot of merit in the slogan "an eye to the future and an ear to the ground."
We Pay Our Respects To—

HENRY CLAY KLEIN

E ORTHODOX biographical account of Henry Clay Klein: That was born in Muncie, Ind., Nov. 29, 1899, and was graduated from the University of Chicago, began in the Muncie grade school, continued at Virginia's famous Staunton Military Academy, and off with a year at Westminster; that he began his writing career with the Charles M. fisher Agency in Chicago—these statistics need not concern us.

More pertinent to this radio historian is the facts that young Klein was named for one of the great orators of history; that one part of his early life was spent doing odd jobs around the theatre in order to see everything that came to town; and that boyhood ambition, never completely outgrown, was to be a cirk-barker.

Now he is radio director of Charles Daniel Frey Co., Chicago, the beginning of this story was in 1930, when Henry Klein and the J. Walter Thompson Co. as a radio cub and began writing commercials for some of their accounts. For the first time in his life he really felt at home, the words that came from his writer were now being carried into thousands of homes by soft-voiced announcers. He learned of the cultural traditions the contacts of the cirk-barkers, that were the range of the roasts and the jokes.

Henry Klein took to radio like a man to water and before he was writing continuities well as commercials and then all and building entire radio programs with such success that 1933 CBS made him continuity chief of its western division. Again, says Klein, was a real step. His new office was on the ninth floor of the Wrigley building, two stories above the place where he had, during his three years with J. Walter Thompson, Klein's work added writing the commercials for Paul Whiteman's Music Hall broadcasts for Kraft-Phenix; writing appropriate commercials and building programs and Angelo Patiri's talks for Am of Wheat and writing both scripts and commercials for the same sponsor's Jolly Bill and Jane series; building dignified institutional programs for the Mutual and the Trust Co., and homely dialects (Uncle Ezra) for the Matheson Alkali Co. One of his last, and best, efforts at the agency was the Lone Wolf tribe series for Wrigley's gum which included a juvenile organization complete with Klein-directed Indian rituals that so captured young America that even now, two years after the final broadcast, the children are still writing letters from children about the broadcasts.

At CBS, Klein continued to create and write commercial shows for clients, and began building sustaining programs for Columbia artists that would most effectively display their talents to potential sponsors. But the work he enjoyed most at the network was conceiving and producing Public Events and Special Features. Typical of these were Chicago Aflame, a radio presentation of the dramatic terror of Chicago's great fire with specially written symphonic music forming a vibrant background for the actors' voices, and The Romance of the Wheat Pit, which called for pickups from a half-dozen different points in Chicago's Board of Trade.

Probably the most effective of these public service broadcasts is the current safety campaign broadcast five mornings each week directly from the traffic court of Judge Gutzman as an object lesson in the dangers of reckless driving.

Most dramatic, at least in its building, was the Life and Death of John Dillinger broadcast over a coast-to-coast hookup less than ten hours after America's Public Enemy No. 1 had met his death at the hands of government agents. Here's how it was done: June 22, 1934, Dillinger was killed. At 11:30 a wire from CBS, New York, requested the program for 8 o'clock the next morning. At 1 a.m. Klein had made his notes and was starting to write. At 3 the draft was done and the cast summoned from their beds. At 6 rehearsals were started. At 7:48 Klein pulled the last sheet of script from his typewriter. And at 8 the program went on the air.

In every market, executives pay most of their attention to talent, others to stations or time of day. Klein's particular fetish is continuity. If he is not writing, he believes, he is not proving that the program is almost sure to be a success. And just to prove that he might have the Philippeuchs, he unashamedly admits that the CBS announcers who so vividly described the opening and closing of the Independence Day Fire Program did not ad lib a single line, but worked entirely from scripts Klein had prepared for them well in advance. And in his spare time with CBS, Henry Klein has just returned to the agency field as director of radio for the Charles Daniel Frey Co. where he will devote all of his time to writing programs and more to supervising and directing. He believes that he'll always have at least one continuity on the fire.

Continuity is important, for it is the bridge one is many accomplishments. Klein's only real interest outside of radio is at home, where great disappointment is in store for the fan who thought that Henry and his wife adopted last winter from Evanston's cradle. "Maybe," he says with a sigh, "he will have a great future career that I missed out on."

PERSONAL NOTES

IN RECOGNITION of outstanding achievement in their lines, the Penn Athletic Club of Philadelphia has announced tickets to Aylesworth, NBC, for broadcasting achievements; David Sarnoff, RCA, for international broadcasting; Ed Wynn for amusement; Owen D. Young, General Electric Co., for contributions to industry.

STUART L. BAILEY, partner in the firm of Jansky & Bailey, Washington, has announced his engagement to marry May 1 to Miss Carol Richey, of Evanston, Ill., and Washington, Tenn.

WALTER NEFF, sales manager of WIS, New York, addressed the Sales Managers' Convention in New York City.

JAMES W. BALDWIN, executive officer of the Code Authority, left Washington May 2 for Columbus to attend a meeting of the Code and an investigation of the activities involving stations in that city.

GUY EARLE JR., president of the National Broadcasting Co. (KNX), broke two ribs May 1 in a fall at his brother's ranch in San Bernardino.

BURRIDGE. D. BUTLER, president of WLS, Chicago, has returned from a vacation spent on his Arizona ranch.

FRED WAGENVOORD, salesman for the NBC-Galaxie, Mich., is the father of a boy born in April.

GEORGE ENGLES, NBC vice president and managing director of NBC, left for Hollywood early in May to open a new branch office of Artists Service, and to start several radio artists on screen careers.

EDWARD K. CARGILL, program manager of WNYC, New York, is touring Western states.

KITTIE M. BENNETT has joined the sales staff of KPAC-KFVD, Los Angeles.

LOUIS G. CALDWELL, former general counsel of the Radio Commission, and Washington radio attorney, has been elected chairman of the Inquirers, an organization of Washington professional men.

Behind the Microphone

JAMES S. ALDERMAN, chief announcer of WCKY, Cincinnati, is the father of a boy born April 12.

JOHN L. CLARK, formerly with KWJ, and WBZ-WIZA, has been named continuity editor of KMXT, Baltimore.

HAROLD E. BRAN, former KYW announcer, is replacing Norman Ross at KYW. He takes a month's leave of absence to handle the May amateur shows of the-Store.

FRANKLIN BINGHAM, of Washington Court House, O., has been appointed to the announcing staff of KRC, Chillicothe.

ROH GREEN has been promoted from continuity to program director for KOMA. Inward Macoy promoted from chief announcer to studio director: Weymond Ramstom of Little Rock, and Erinn Bingham, from WXUA, Norman, Okla., added to the announcing staff; Maxene Wright named continuity to commercial department.

WYNN ORT, production man at KAR, has been married. The radio actress, are to be married June 1.

ROBERT GILL, of the dramatic department of WCAE, Pittsburgh, is doubling as an announcer.

WILLIAM V. WHITTINGTON, of the treaty division of the State Department, is retiring this month due to Commissioner Stewart, FCC telegraph division chairman.

LAWRENCE LOWMAN, CBS vice president, is touring Europe, having arrived in London April 30. E. K. Cohn, CIN, has been named acting chairman of the writing of radio commercials on the subject of Radio Coverage.

RALPH S. SCHWARTZ, chief technical staff of KNX, Austin, Texas, has been named grand vice president of Alpha Phi Alpha fraternity, honorary advertising fraternity.

AL TRIGGS, former commercial and program manager of KSO, Des Moines, has been named assistant manager of WJJT, Atlanta.

CHARLES W. VANDERBURG, San Francisco newspaperman, has been named radio director for the California Pacific International Exposition, opening May 29.

ANDREW W. TALLEY, eight years in radio and advertising, has been named agency contact man of WINS, New York.

WALTER B. EMERY, director of the radio department, University of Oklahoma, has been asked to return for the summer to act as secretary to Commissioner Paul Walker, chairman of the FCC, on the FCC staff, succeeding John H. Hassler, recently named executive assistant to the agency's engineering director.

Mr. Emery is director of WAXA, the university's station.

FRED WILBER, Jr., announcer for KBA, San Francisco, was married to W. W. Carter. San Francisco lawyer, May 3.

JAMES FONDEN, in charge of the sales department service bureau of KJL, Los Angeles, has been named national advertising manager of the station, a new post. William Forbes, formerly manager of the newspaper sales desk of KOMO, Beverly Hills, has joined the KJL sales force.

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Hill Kusser, for three years announcer at KFRC, San Francisco, on May 1 was transferred to the Don Lee network station KJJ, Los Angeles, in the same capacity, succeeding Robert Sherwood, resigned. Jay Sims succeeded Kusser at KFRC. Sims was formerly on the announcing staff of KFBS, San Francisco. Prior to that he was continuity writer and announcer at KGM, Honolulu.

John L. Clark, general manager of WLW, Cincinnati, went to Chicago recently on a quest for new talent as part of the station’s plan to enlarge its full-time staff. A trip to the New York talent market also is contemplated. The audition committee includes Don Becker, assistant general manager; Bob Noyan, Arthur Chandler Jr., and David Conlon, engineer.

Roderick Hayes, announcer, KYA, San Francisco, has been appointed producer of dramatics.

Arthur Ainsworth, formerly with WLW, Cincinnati, is doing an announcing stint at KJBS, Hartford.

Some local programs originated by WWJ have a practical monopoly of listener interest while they’re-on.

Rigid censorship of continuity and type of program prevails. Detroit people know that WWJ is fit for every member of the family to hear at all times.

WWJ is First in Detroit Listener Interest

47% of Michigan’s population, and 60% of its wealth is concentrated in the Detroit area.

WWJ has been the favorite radio station in this area from the day it pioneered broadcasting in America. Some of the reasons follow:

1. WWJ has never been a network program.
2. WWJ has been the favorite station in Detroit since it began broadcasting.
3. WWJ has a large audience in the Detroit area.

National Representatives
John Blair & Company
New York
Chicago
San Francisco
Los Angeles

Engineers Speed Plan To Extend High-fidelity MEANS of expediting technical steps to bring into operation a larger proportion of high-fidelity broadcasting stations were discussed May 1 at the joint meeting in New York of the NAB Engineering Committee, IRE broadcast committee and RMA Engineering Committee. The discussion was almost entirely with high-fidelity standards proposed by the NAB Engineering Department, and a draft of the standard was taken. Engineers elaborated on the FCC views in this regard.

NAB committee members attending the meeting included J. Chambers, WLW, chairman; E. Cohan, QST; N. A. Chinn, CQ, and W. L. Oberhansley, NAB, assistant chief engineer, elaborated on the FCC views in this regard.

IN THE CONTROL ROOM

BHx Adler, manager of the Atlantic district office of RCA Manufacturing Co., New York, has been named manager of power tube sales at RCA here.

A. S. Clarke, in charge of RCA’s operating division of the Radio Research Co., Washington, has returned to the West Coast to head the operations of the Los Angeles office.

A. S. Clarke, formerly of the Chicago office, has taken over the Atlantic district vacany.

Willy Schroeader, Chicago CBS master control operator, has been awarded a winning certificate in the short-wave contest conducted by Wireless Institute of Australia for sending the clearest of any “balanced” signals in the United States. The transmitter uses 1,000 watts input at the final stage and is crystal controlled.

Howard F. Frazier, for many years chief engineer of WPE in Florida, is devoting his entire attention to consulting work in Pennsylvania, Philadelphia and New York.

H. Cole Taljade has signed as technical supervisor for WHG, Glenside, Pa.

Arthur H. Chandler, chief Engineer of WBG, Greensboro, N. C., has joined the staff of WMCA, New York.
CBS Moves Its Offices On West Coast as NBC Studies Hollywood Plans

CBS moved its west coast headquarters last week from the KHJ building, Los Angeles, to 811 W. 7th St., to operate as a separate unit and the summer is expected to bring completion of new NBC Hollywood quarters.

The new Los Angeles office of CBS is in charge of Arthur Singer, with Paul Rickenbacher as production manager. Mr. Snyder came from the New York office and Mr. Rickenbacher is a former program manager of KHJ. Raymond Rice, who recently resigned as music head of KHJ and the Don Lee chain, directs that department. Activities will be along program lines only. CBS has taken facilities of Figueroa Playhouse, Los Angeles, for programs originating in that city. These include the Bing Crosby, Hollywood Hotel, Burns & Allen and Will Rogers broadcasts. NBC's Hollywood studio problem

SYRACUSE STORE ON AIR AFTER two months on the air, Moskins, Syracuse, N. Y., clothes, finds its WFBL series far ahead of expectations. A 15-minute Sunday afternoon spot is used, with a movie gossip continuity. Pairs of movie tickets are given ten names picked at random each week. A trailer on the screens at two theatres helps merchandise the program. Roy Furniture Co., Syracuse, is continuing through the summer on WFBL for the first time in four years of radio advertising. Three 15-minute programs weekly are used.

The city will be decided late this month, according to Don Gilman, vice-president and traffic manager. Formal announcement of plans awaits legal formalities and blueprints already have been drawn for renovation of an existing building. Three sites are being considered now, with the most likely prospect regarded as the building once used by Consolidated Film Laboratories.

Ohio's Miami Valley at the Lowest Cost Per Listener

It is a fundamental law in radio that the nearest station with the strongest signal and the best programs attracts the dominant listening audience.

With five times more power than any other station in Dayton, WHIO is the most powerful broadcasting medium in the Miami Valley. 1,118,501 potential listeners are in the primary zone.

As a member of the basic NBC red network, WHIO presents nationally known stars in nationally liked programs. Exclusive local broadcasts, as the Traffic Court, Dayton Philharmonic Orchestra, 500 Voice Chorus, Southern Ohio Spelling Bee, and other features, have attracted widespread interest. A recent telephone survey by The Geyer Company showed 66% of the interviewers listening to WHIO. "You're in Good Company on WHIO" is more than a slogan — it's a fact.

Affiliation with The Dayton Daily News, Springfield News and Sun, assures ample program publicity.

WHIO can help you sell the Miami Valley at the lowest cost per listener.

Write today for program and market data.
Broadcast Income for March Soars to Record High Level

Gross of $8,287,740 Is Recorded During the Month; Quarterly Receipts Show Advance of 19.6%.

CONTINUING its growth of recent months, broadcast advertising in March reached the highest figure in the history of the medium. Gross time sales during the month amounted to $8,287,740 and represented a gain of 18% over March of the preceding year, according to data compiled by the National Association of Broadcasters.

National network advertising exceeded the March, 1934 figure by 23%, while regional network volume rose 16.1%. Local broadcast advertising, however, showed a gain of 25.7% as compared with the corresponding month of last year. This is particularly encouraging since this portion of the medium lagged materially during the fall and early winter, showing improvement only during the last several months. National non-network advertising was 2.3% below the level of last March.

Gross time sales for various portions of the medium during March are found in the following table:

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<th>Millions</th>
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<tr>
<td>National networks</td>
<td>$4,929,245</td>
</tr>
<tr>
<td>Regional networks</td>
<td>1,760</td>
</tr>
<tr>
<td>National non-network</td>
<td>1,234,562</td>
</tr>
<tr>
<td>Local</td>
<td>1,816,145</td>
</tr>
<tr>
<td>Total</td>
<td>$8,670,094</td>
</tr>
</tbody>
</table>

Automotive, appliance, and household furnishings were the principal fields of sponsorship to show marked gains over the same month of last year. National network automotive advertising increased 26%, national non-network volume, 161.3% and local broadcast advertising 80%. Local clothing and apparel advertising, representing the bulk of time sales in this field, rose 64.9%.

All phases of housefurnishing advertising increased over last March. National network volume rose 43.7%, national non-network advertising, 31.7%, and local broadcast advertising, 70%. General retail advertising was 82.6% greater during March than in the same month of last year.

The First Quarter COMPLETION of the first three months of the current year finds broadcast advertising volume greater than during the corresponding quarter of 1934. Total broadcast advertising during the quarter just completed amounted to $22,880,710. On the basis of this showing, and barring business recesions, total volume for the year should reach approximately $85,000,000.

A comparison of broadcast advertising volume during the first quarter of 1934 and 1935, respectively, is found in the following table:

<table>
<thead>
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<th>1935</th>
<th>1934</th>
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<tr>
<td>Total</td>
<td>$8,287,740</td>
<td>$7,078,315</td>
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National network advertising fared best as compared to the same period of the previous year. National network advertising volume experienced a gain of 23.3% as compared to a rise of 10.4% in regional network volume, an increase of 10.1% in the national non-network field and 13.3% in local broadcast advertising volume.

Compared to the 19.6% gain of the part of broadcast advertising national magazine volume rose 20.8%, newspaper advertising 7.8%, and national farm paper advertising 6%.

Non-network Trends:

LOCAL stations experienced the greatest rise in non-network advertising volume as compared to the first quarter of the previous year. Gross time sales of the group increased 22%. Stations in the 150,000 watt class rose 5.5%, and those of stations over 1,000 watts, 14%. Heaviest gains in non-network volume were registered in the South Atlantic-South Central, and in the Mountain and Pacific areas.

Live talent showed marked gains as against the first three months of 1934, while electric transcription volume fell off materially. National network in talent volume rose 25%, and local broadcast programs of the type increased 20%.

National transcription volume on the other hand, dropped 10% while local volume rose to a level 2% above that of the first quarter of 1934. Announce volume increased 20.5% in the national non-network field and 7.8% in the local field.

Types of Sponsorship:

A MARKED rise in automotive apparel, housefurnishings, soaps and kitchen supply advertising featured the first quarter of 1935. National network automotive advertising increased 43.5% with national non-network and local volume increased slightly during the same quarter.

Appliance advertising increased 80% in the network field, double in the national non-network field and rose 54% in the local field.

National network food advertising rose 31.5%, confectionery 52%, and soap and kitchen supply advertising, 62.8%.

National non-network housefurnishings equipment and apparel rose to the first three months of last year, while local advertising increased 57.6%, and local network advertising in this field rose 13.8%.

Retail advertising during the quarter was 88.5% greater than the corresponding period of 1934. Principal gains were as follows: clothing stores, 47.4%; hardware equipment, 35.5%; furniture stores, 86.0%: hardware stores, more than doubled, and department stores, 88.6%.

LEADERS in political and economic life will discuss current issues over an NBC network starting May 30 in a revival of the town meeting under the aegis of the League for Political Education.
In children’s programs the announcement lists eight specific scenes and dramatic treatments which are not to be permitted in broadcasts for children:

The exciting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.

Disrespect for either parental or other proper authority must not be glorified or encouraged.

Cruelty, greed, and selfishness must not be presented as worthy motivations.

Programs that arouse harmful nervous reactions in the child must not be presented.

Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.

Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.

Unfair exploitation of others or personal gain must not be passed praiseworthy.

Dishonesty and deceit are not to be made appealing or attractive to the child.

In making this list public, Mr. Day stated:

"Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The me divergence of opinion is frequently found among authorities.

"Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval of both child and parent. It is true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and location of impressionable youth."

"CBS has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived."

"We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become patently obvious when the two are compared side by side.

"A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment (Continued on page 38)

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**Children's Programs**

**On Radio Station WLS**

In all this argument about programs for children, WLS finds no problem at all. We understand children, we love them and we consider them accordingly in our children's programs.

WLS never has broadcast children's programs involving "blood and thunder", shootings, kidnappings or any other tense, nerve-straining adventure of that sort. We don't tell such stories to our own children—why should we broadcast them? Our children's programs make boys and girls happy; inspire them to be better. Parents will tell you so, as they have told us.

Likewise, we present them in the early morning, and surprising as it still is to many, they have the widespread and enthusiastic approval of parents and children at that hour—and produce results for advertisers.

Two such programs long-established on WLS are "Jolly Joe and His Pet Pals" and "Spareribs' Fairy Tales". TIDE (April, page 28) says: "Jolly Joe—informal children's and mothers' skit in which Jolly Joe (Joe Kelly, master of ceremonies of the famed National Barn Dance), offers a combination of nonsense and good advice on the conduct and guidance of children. Last year, the program topped the WLS sustaining list in mail, totalled 15,000 letters. Half the mail is adult (mothers), half children's. No mail-pulling efforts are used regularly, but when in December, Jolly Joe offered a small whistle to each child, 5,401 letters were received following two announcements."

Of the "Spareribs" program, The Society for the Improvement of Children's Programs stated, April 24, 1935: "The following comments on 'Fairy Tales' were made by our listeners' group during the past few months—'Good versions of excellent fairy stories well and interestingly told and making a strong appeal to children.' Charles J. Gilchrest, radio editor of the Chicago Daily News, wrote on April 3: "That the public is beginning to take interest in Malcolm Clair's WLS act called Spareribs is obvious from the number of letters I have received recently, either asking questions about him, or pointing out the program as one deserving favorable comment." In a mail test on this program, 4,519 letters were received following one announcement—40% grown-ups, 60% children.

Both programs are now available for worthy sponsorship. A further description of either or both these programs gladly supplied on request.

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**CBS Limits Sponsor Credits**

(Continued from page 22)
The Business of Broadcasting

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

STATION ACCOUNTS

WFMA-WBAP, Dallas-Fort Worth
Quaker Oats Co., Chicago (cereal), 5 weekly sp. thru Lord & Thomas, Chicago.

Cadillac Motor Car Co., Detroit (La Salle), 18 sp., thru Campbell-Ewald Co., Chicago.

Bunte Bros., Chicago (candy), 4 weekly sp. thru Fred A. Robbins Inc., Chicago.

Procter & Gamble Co., Cincinnati (Ivy soap), 2 weekly t., thru Home Service Inc., Cincinnati.

Armada Co., Des Moines (cosmetics), 1 weekly sp. thru Heartbeat Inc., Chicago.


WEAF, New York

Empire Gold Buying Service Inc., New York, weekly sp. thru Friend Advertising Agency, N.Y.

Sheffield Farms Co., New York (dairy products), weekly t. thru W. N. Ayer & Son Inc., N.Y.


Ford Motor Co., Detroit (Shields), 5 daily sp. thru McCann-Erickson Inc., N.Y.

WESG, Elmina, N. Y.

Detroit White Lead Works, Detroit (inqueary), 20 t. thru Erwin, Wasey & Co. Inc., Chicago.

Swift & Co., Chicago (Quick arrow soap flakes), 6 t. thru J. Walter Thompson Co., Chicago.

Ford Motor Co., Detroit (autos), 4 daily sp. thru McCann-Erickson Inc., N.Y.

KPO, San Francisco


WFBF, Syracuse, N. Y.

John Morris & Co., Ottumwa, Ia. (Red Heart dog food), 6 weekly sp. thru Hurst, Hurst & McDonald Inc., Chicago.

WMAZ, Macon, Ga.

Dr. Pepper Co., Dallas (carbonated beverage), 7, 60 sp. thru Trace-Lock-Dawson Inc., Dallas.

WKW, St. Louis


United Drug Co., Boston (Rxall), 5 sp. thru Street & Pinney Inc., Chicago.

PORTABLE DISPLAY—A lobby window display has been transformed into a movable exhibit by KDKA, Pittsburgh, and will be exhibited in the Tri-state area served by the station. "rooms" representing a studio and the living room of a home, with a scale model of the transmitter. Alternate illumination is provided.

WBBM, Chicago

DX Products Co., Los Angeles (disinfectant), 52 sp. thru Smith & Drum Inc., Los Angeles.


General Mills, Minneapolis (Wherries, baseball), thru Blackett-Samp- hummert, Inc., Chicago.

Okoite Products Inc. New York (cottonin), 20 sp. thru Calkins & Hobson Inc., N.Y.


Dodge Dealers Ass'n Inc., Chicago (automobiles), 13 sp. thru Rust- raful & Ryan Inc., Chicago.


WCKY, Cincinnati


Harts Mountain Products, New York (soap), 12 daily sp. thru McCann-Erickson Co., Inc., Chicago.

Red Motor Co., Detroit (automobiles), 10 sp. thru Mason Inc., Detroit.


KXX, Hollywood

General Electric Co., Cleveland (refrigerators), 5 weekly sp. thru Mason Inc., Cleveland.

WENN, Chicago

K gyro Inc., Chicago (mascara), 13 sp. thru Carroll Dean Murphy Inc., Chicago.

KGO, San Francisco

Chrysler Sales Corp., Detroit, Mich. (Dodge), 20 t. thru Ruthrauff & Ryan Inc., N.Y.


WMCA, New York

Dr. Howard B. Norton Shoe Co., New York, 6 weekly sp. thru Bros & Schilllin Inc., N.Y.

Victor H. Lindahl, New York (Serum health builder), 6 weekly sp. thru Bros & Schilllin Inc., N.Y.

Pitt Publishing Co., New York (investment counsel), 5 weekly sp. thru E. C. Van Dyke Inc., N.Y.

KGEZ, Kalispell, Mont.


KZYC, New York

Rydell Inc., Chicago (mascara), 13 sp. thru Carroll Dean Murphy Inc., Chicago.

WOR, Newark

Kissproof Inc., Chicago (lipstick), 3 weekly t., thru Blackett- Sample Hummmert Inc., Chicago.

National Live Stock & Meat Board, Chicago (lamb), 10 sp. thru Carroll Dean Murphy Inc., Chicago.

Auntol Laboratories Inc., Los Angeles, 3 weekly sp. thru Blackett-Samp-hummert Inc., N.Y.

Gold Dust Corp., New York (two- in-one shoe polish), 3 weekly sp. thru Blackett-Samp-hummert Inc., N.Y.

United Drug Co., Boston (Reseal), 5 t., thru Street & Pinney Inc., Bos- ton.


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


WDRC, Hartford, Conn.


Walt & Bond, Newark (Blackstone cigars), 10 daily sp., thru Carson, Durstine & Osborn Inc., N.Y.

Johnston Educator Food Co., One bridge, Mass. (crackers), 6 weekly sp. thru John W. Queen, Boston.


General Balting Inc., New York (Borden cream), 5 weekly t., thru Batten Borden, Durstine & Osborn Inc., N.Y.

Graham-Paige Motors Corp., Detroit (automobiles), 2 weekly sp. thru United States Adv. Corp., Toledo.


Reo Motor Car Co., Detroit, 5 weekly sp. thru Mason Inc., Detroit.

WLS, Chicago


General Motors Corp., Detroit (au- tomobiles), 4 sp. thru Campbell- Ewald Co., Detroit.

William O. Smith, Waterboro, I., (Walko poultry tablets), 12 sp. thru Westbury-Bennett Inc., Waterboro.


WSB, Atlanta


Chicagoe Credit Co., New York (Plymou autos), 10 sp. thru J. Stirling Getchell Inc., N.Y.

KOMO, Seattle


WASEY PRODUCTS Inc., New York (Barbash) on May 14 started Singin' Sam on 7 CBS stations keyed to WKBK, Tuesdays, 7-7:30 p.m. Agcy: Erwin, Wasey & Co., Inc., N. Y.

EX-LAX Co., New York (proprietary) on May 14 began The Big Show on 33 NBC-WEAF stations, Fridays, 10-10:30 p.m. Agcy: Aubrey, Moore & Wallace Inc., Chicago.

CAMPANA SALES Corp., Batavian, Ill. (cosmetics) on May 3 renewed First Nighter on 38 NBC-WEAF stations, Fridays, 10-10:30 p.m. Agcy: Joseph Katz Co., N. Y.

GENERAL MILLS Inc., Minneapolis (Breakfast Cereals) renamed Jack Armstrong on 16 CBS stations, keyed from WBBM. Mondays thru Thursdays, 7-7:30 p.m.; Fridays, 5:30-6:45 p.m. with repeat at 6:30. Agcy: Blackett - Sample - Hummert Inc., Chicago.

WM. WRIGLEY JR. Co., Chicago (chewing gum) on April 30 started the revised contract Just Entertainment on 7 CBS stations, keyed from WBBM. Mondays thru Fridays, 7 - 7:30 p.m. with 8 stations at 7 p.m., 32 stations at 11 p.m. Agcy to be announced.

GILLETTE SAFETY RAZOR Co., Boston, on April 29 started Lusty Smith on 44 NBC-WEAF stations, Mondays, 10:30-11 p.m. Agcy: Ruthrah & Ream Inc., N. Y.


COTY Inc., New York (cosmetics) on May 12 added Sheer Luck on 40 NBC-WEAF stations. Wednesdays, 10:30-11 p.m. Agcy: Bow Co., N. Y.


KISSPROOF Inc. (Cigarette lipstick) on May 6 started The Large Dogtor on 3 MBS stations, Mon., Wed., Fri., 12:15-12:30 p.m. Agcy: Blackett-Sample-Hummert Inc., Chicago.

PHILIP MORRIS & Co. Ltd., New York (cigarettes) on April 27 revived Madam Othmarra on 4 MBS stations, Fridays, 12:15-12:30 p.m. Agcy: Bow Co., N. Y.

CRUSHADERS, New York (political) on May 9 started political talk on 5 MBS stations. Thursdays, 9:15-10 p.m. Agcy: Marschall & Pmtt. N. Y.

RBC CHANGES — Luxor Ltd. on April 14 shifted Sally of the Talkies to 2-2:30 p.m. Sundays on NBC-WEAF; United Drug Co., on May 12 shifted Rhythm Symphony to 5-5:20 p.m. Sundays on 48 NBC-WEAF stations; Shell Eastern Petroleum Products Inc. repeat programs cancelled and western stations added to 9-9:30 broadcast; B. F. Goodrich Co., Akron shifts Green Night in Silents to Saturdays to 10:30-11 p.m. Fridays NBC-WEAF; Procter & Gamble Co. Song of the City adds six stations; Procter & Gamble Co. Dreams Come True adds 49 stations; Welch Grape Juice Co. adds 10 stations to Irene Rich drama.

CBS CHANGES— Gulf Refining Co. extends Will Rogers to June 9.

MUTUAL CHANGES — SBS Co. & reuse Bar to changed to 8-9:30 p.m. Fridays.

J OINS MISSOURI GROUP

KGFW, Kearney, Neb., has joined the Missouri Valley Broadcasting Association. Other member stations are WOW, Omaha; KOIL, Omaha and Lincoln; KFOR, Lincoln; WJAG, Norfolk, Neb.; KGBZ, York, Neb.; KMMJ, Clay Center, Neb.; KGNP, North Platte, Neb.

Radio Preferences Of Famous People

PROGRAMS of all sorts, from symphonic to slapstick, are found in an analysis of broadcast preferences of famous people, as announced by the Radio Institute of Audible Arts, founded by the Philco Radio & Television Corp., and with Pitts Sanborn as director. The data were obtained through a questionnaire which divided programs into four classes, music, education, news and entertainment. A marked preference for symphony programs was noted, with Philharmonic preferred in many cases. Metropolitan opera broadcasts also were favorites. News programs, comedians and specific educational broadcasts were named in most cases as popular among the famous folks.

News programs appeared to be involved in a relation between a person's profession and his radio tastes. Mme. Schumann-Heink, for example, listed Silken Strings as first choice, followed by Edwin C. Hill and Amos 'n Andy.

SEPARATE stories have replaced the series of related episodes on the Red Trails program sponsored by American Tobacco Co. (Half-and-Half) on an NBC-WJZ network.

MORE THAN 100

St. Louis Firms Have Selected WIL To
Bring Their Message Every Day To
MORE THAN 2,000,000

People Living In Greater St. Louis.

POPULARITY AND LISTENER INTEREST
ARE NOT MEASURED IN WATTS.

Results are what Count! That's Why WIL
Has More Local Sponsored Programs Than
All The Other St. Louis Stations COMBINED.

THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.
CBS Limits Credits

"In general, it is worth noting that for the future, the growth of government in a manner prejudicial to sound character development and emotional welfare."
AGENCIES AND REPRESENTATIVES

ULIAN CARGILL, formerly vice president of William Eddy & Co. Inc., New York, has been appointed to the position of Donahue & Coe, New York.

REVER-WEEKS Co., San Francisco agency and member of the Continental Agency network, has become affiliated with the Ross-Martin Inc., New York advertising agency. The company has offices in 12 principal cities.

TID, Miami, Fla., has named William Babcock, New York, as national representative.

PRESTON PETERS, president of Free & Steilinger Inc., Chicago, and manager of the New York office, is touring Southern territory.

HARLES PERRINE, Pacific northwest advertising executive, has been appointed manager of the Ruff & Ryan Inc., offices in San Francisco, succeeding J. J. Cahill, signed. Perrine was in charge of Seattle offices.

ACK C. MESSLER, advertising manager of Union Bank & Trust Co., Los Angeles, has resigned to take one account executive with Dan B. Finer Co., Los Angeles.


WINIFRED LOUTHAIN, former with NBC and Don Lee Broadcasting System, San Francisco, has joined Frank Walsworth & Associates, Oakland and San Francisco advertising agency. Miss Louthain is in charge of the New York office.

ACK TAYLOR, formerly with SGR, Los Angeles, has joined Frank Walsworth & Associates and will supervise Oakland sales activities.

ONQUEST ALLIANCE Co., Inc., New York, has been named American representative for SAK, Sidney and Y., Ulverston, Australia, and KAS, Perambuco, Brazil.

WARD SCHAGER has been named head of the radio department of Earle Ltdin Co., Chicago, succeeding Louis Weinberg Jr.

ROK, Rockford, Ill., has named arial Publishing Inc., New York, as its representative in that territory.

VIN TAYLOR, formerly with the Macfay Guild in charge of Radio Advertisers, has joined the radio department of the network Co., New York.

JOAN & STEBBINS, Los Angeles, has been elected to membership in AAAA.

JOY ROBBINS, Pacific Coast advertising and sales executive, became Francisco manager of Walter Rock Co., Free & Steilinger, radio station representatives on May 1. Robbins succeeds Ken Boucher who resigned to become advertising manager of the Hawaiian Telephone Co. Robbins will have charge of the advertising and sales activities of the network.

KPLC Goes on the Air

PLC, new 100-watt station at the Charles Hotel, Los Angeles, on 1500 kc, was formally dedicated last month in a series of broadcasts. Local artists and musical groups participated in the dedication. Studios will be located in the Charles Hotel, operating hours 12-7 a.m., 12-7 p.m., and 5-9 p.m.

WLW on 500 kw Nights

With Suppressor Antenna

ACHEIVING its purpose of cutting down interference in the direction of Toronto, through use of a directional antenna, WLW, Cincinnati, May 5, resumed its operation on experimental schedule with 500,000 watts power by authority of the FCC. Technical observations of results of the directional, designed to cut the noise that the WLW signal in the direction of CFB, Toronto, in the intensity of a 50,000 watt station and the FCC and Canadian authorities, and to WOR, Newark, which had protested against the directional.

Subsequently, it was learned that WOR had withdrawn May 4 its protest on the ground that WLW had proved to its satisfaction that the directional signal toward Toronto would not intensify the signal toward New York and interfere with WOR's coverage. The Canadian station had complained that the super-power signal would have caused severe blanking | a move that forced WLW temporarily to reduce its power in the evening by FCC order pending completion of the installation of the suppressor antenna.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported to be in full satisfaction at the Phonograph Records, these being supplemental to the lists carried in previous issues of Broadcasting.

Rueck Motor Co., Flint, Mich., has an experimental account with American Broadcasting Complete.


American Dye Corp., Mt. Vernon, N. Y. (Dyntone)

Penick & Ford Ltd., New York (MyT-Pine desserts)

Proctor & Gamble Co., Cincinnati (Dreft)

Sunkist Bros., Poughkeepsie, N. Y. (cough drops)

Time Inc., New York (Time magazine)

Walker Remedy Co., Waterloo, Iowa (Walco poultry tablets)

ARTHUR MACDONALD, sales manager of California Transcriptions Co., Hollywood transcription firm, resigned effective May 1.

JEAN V. GROMBACH Inc., New York, and associated content transcription and program producers, have taken over the CBS and Columbia content in the Steinway building, New York, and in Philadelphia. A contract was signed May 3 to do all auditing programs and library, studio control and recording for CBS, it was announced.

ARTHUR M. DAVIS, manager of the transcription department of S. Hoffman & Co. Ltd., Sydney, Brisbane and Adelaide, Australia, sailed from Sydney May 1 and is to arrive in Los Angeles May 18. He expects to purchase transcription, all purchases to be made through the American agents, Michelson & Sterba Inc., New York.

ASSOCIATED EXPORTERS Co., New York, representing transcription producers for foreign territories, has moved to larger quarters at 145 West 45th St.

RADIOTONE Recording Co., Los Angeles equipment firm, is marketing a line of acetate discs for instantaneous recording.

ALLIED PHONOGRAPH & RECORD MFG. Co., Hollywood processing concern, has installed an experimental laboratory and in marketing a lightweight disc called "Radiodisc".

FUNERAL FOUNDATION Inc., Jr. producers of the Sunday Players Bible Stories transcriptions, has changed its firm name to Mer- tens & Price Inc. and George and Logan Price continue as principals. A more general transcription business will be conducted, rather than confining production to morticians' programs.

COLUMBIA PHONOGRAPH & RADIO Co., sound-on-disc division, has moved its Hollywood quarters to 6024 Rossmore St., retaining the warehouse at 6041 Santa Monica Blvd. A new building has been built for technical operations, with executive and clerical offices in a separate building.

Radio transcription Co. of Associated has production of 15 programs by the Henry Busse orchestra at its Hollywood studios, to be part of the Transco Montmartre series.

The radio division of the Towner Recovery Plan, Los Angeles, is planning a series of 15 talks through Recordings Inc., with Tom Wallace agency handling the account for stations, the discs are to be made in Chicago.

410C, Brisbane, Australia, has contracted with Radio Recordings Inc., Los Angeles, for a year's supply of recorded programs.

WAPI

Who listens to your programs?

"Tell me not in murtherous numbers..." rather prove to me that my program will be listened to by an alert, open-minded audience—willing and ready to buy.

Must you make your appeal to the modern mind? Then use CKLW, whose audience, for the most part, is composed of Detroiters—the people of America's fourth largest city. CKLW knows that the type of entertainment appeal they prefer. CKLW alone will, therefore, cover the entire Detroit area for you completely.

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

Guarantee Trust Building.

Detroit offices: Union Guardian Building.

WAPI, with cleared channel... most powerful station in Alabama... gets results for national advertisers because it has coverage PLUS popularity!

BASCOM HOPSON, President

WAPI, The Voice of Alabama
PROGRESSIVE TEXANS INC., non-profit group promoting Texas products, is presenting weekly talks on Southwest Broadcasting System.

Coverage of Pennsylvania, New Jersey, Delaware and Maryland is shown in an elaborate brochure and rate card by WPRIL, Philadelphia, managed by Donald Wuthycum. Based on a survey by Paul F. Getz, consulting radio engineer of Montclair, N. J., the brochure shows coverage by signal intensity of this populous region, and is illustrated with maps and charts.

MORE than 6,000 calls were received by 6 p.m. when The Movie Parade program of the Tri-State Theatre Co., on WNO, Des Moines, observed its first anniversary and offered free tickets to listeners.

DON LEE stations in California are negotiating with Fox-West Coast theatres in connection with a series of weekly amateur nights having winners to go on the network from KFIL, Los Angeles. More than 60 hours were devoted to educational programs during the winter and spring season by WGN, Chicago.

IN A LITTLE more than an hour, without previous notice, Al Bates, engineer of KOIL, Omaha, set up remote control equipment at a point overlooking the center of Omaha's recent street car strike and an eyewitness account was given KOIL listeners.

REACTION of children to radio instruction is being studied during an experimental series on WRM, Milwaukee, by a new woman's feature on WTMJ, called Marshall's Radio House-keep Magazine.

RECORDINGS of Cleveland artists available for sponsorship are made available by WJAR, Cleveland, following installation of RCA-Victor recording equipment.

WXHJ, Kansas City, new station on the 1,530 kc. channel, is operating now control equipment at a point overlook- ing the center of Chicago's recent street car strike and an eye- witness account was given KOIL listeners.

A NEW series of programs sponsored by the Chicago's Friars of the Atonement to raise money for the institution's work, started April 28 on WGN, Chicago. The series, called The Ave Maria Hour, consists of weekly half-hour dramatizations.

WE'VE GOT "PULL" IN LOUISVILLE

Why is it that our thousand-watt station outpulls and out-sells far more powerful stations? Dollar for dollar, the results are far more astonishing. We can't explain it... but it's a fact which you can prove...

Maybe it's because almost half the people in our entire primary market live virtually within sight of our tower... or a concentrated group who are tuning in on their local neighbor... "NBC" and worth hearing!

NATIONAL REPRESENTATIVES:
FREE & SLEININGER, INC.

STATION WAVES

Established newscasts at 6:30 a. m., 12:30, 5:30 and 9:00 p. m. 5-min. periods, 6 days a week. Rates (13-week basis): 85¢ for the first week and 75¢ weekly, night spots. Wire reservation.

WNBR MEMPHIS, TENN.

"Voice of the Sabine District"

KEEPING BUSINESS TRAFFIC MOVING IN THE RIGHT DIRECTION

Flash RED . . . . . . Hold Everything, while KFDM merchandise men pave the way for distribution.
Flash YELLOW . . . . . . Get Ready to go while KFDM merchandise men are arranging store, window and counter displays.
Flash GREEN . . . . . . Go Ahead, with your KFDM broadcasts to their receptive listener audience in a market now well covered by your products or services.

Here is one broadcasting station that feels its job is not completed until your products or services have been sold.

Southeast Texas and Southwest Louisiana

SABINE BROADCASTING CO., Inc.
P. O. BOX 2950 • BEAUMONT, TEXAS

RTIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

565 Chamber of Commerce Bldg., Los Angeles 738 Pico Blvd., San Francisco 4 1411 University Ave., Berkeley 10, California 619 Charles Bldg., Denver

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565 Chamber of Commerce Bldg., Los Angeles 738 Pico Blvd., San Francisco 4 1411 University Ave., Berkeley 10, California 619 Charles Bldg., Denver
Six-Month License Viewed as 'Cancer' Threatens Freedom of the Air, Declares David Lawrence

Mr. Lawrence

LICENSEES of broadcasting stations, now issued for only six-month intervals, should be extended to the statutory maximum of three years if the perils of "political domination" of broadcasting are to be eliminated, in the opinion of David Lawrence, eminent journalist and editor.

In a vigorous editorial on "Freedom of the Air," published in his United States News, Mr. Lawrence assailed what he described as the political control of radio, and called upon the nation's press to enlist in the crusade "with a spirit of patriotic comradeship." He pointed out that the analogy of the press to the radio is important. "Free speech and free press go together," he wrote. "They are the bulwarks of our liberty. They must protect us against dictatorship and despotism."

Calls It a "Cancer"

AFTER expressing his views of broadcasting, which he charges is under the influence of the administration as a result of intimidation brought about through the licensing method, Mr. Lawrence stated: "All this is because the licensing system is a cancer which eats into the judgment of the broadcasting companies and the stations. The President of the United States appoints the members of the Federal Communications Commission. He can remove them at will without cause. Nevertheless to free itself from suspicion of White House domination, the Commission ought to issue licenses for three years instead of six months. This can be done by the Commission under the present law whenever it wishes with the consent of the President."

"The power of intimidation, of course, will not be completely removed until the Congress specifies in the law the exact technical grounds on which licenses may not be renewed and also makes the facts as well as the decisions reviewable by the courts."

"This is the great crusade which radio has ahead of it. And the press should enlist in it with a spirit of patriotic comradeship."

Public Reaction

"FOP while control of the radio may be thought by the present administration to be essential to the perpetuation of the party in power, it will lead ultimately to a public reaction. "Freedom of the air" may, indeed, become some day an issue at the polls."

"If the truth is suppressed a free people cannot exercise their independent judgment. A radio broadcasting situation, untrammeled by Federal bureaucracy, is the biggest single need of America in its hour of crisis. The sooner the American people realize the perils in the present political domination of broadcasting, the quicker will America be saved from the most dangerous form of exploitation it has ever faced—exploitation by the politicians."

Mr. Lawrence criticised the networks for their purported failure to present both sides of important public issues, but then, in their defense, observed: "When a governmental commission has the power of life and death over a radio station or a network, it is natural that intimidation should develop in most insidious forms."

America's Fastest-Growing Regional Network!

These New SBS Network Accounts or Programs Show the Trend!

General Motors

CHEVROLET

" " FRIGIDAIRE

Universal Mills

GOLD CHAIN FLOUR

" " RED CHAIN FEED

Gold Medal Flour

WHEATIES

Company of Texas

HYRAL Dentifrice

Hyral Dist. Co.

HYRAL Dist. Co.

Texas Co-Operative

Drug Chains

SERVICE AND NATIONAL PRODUCTS

They Chose SBS on Facts

—So Will You!

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

JOHN BLAIR & COMPANY, National Representatives

New York Chicago Detroit San Francisco

Lee & Sleininger, Inc.

Lee & Sleininger, Inc.

115, 1935 • BROADCASTING

Sell Tacoma-Seattle economically with KVI KVI's transmitter is located midway between Tacoma and Seattle. which gives two markets at the price of one: 1800 watts... 150 kc.

Fonner CBS Station in the Pacific Northwest
is true, radio research will be subject to conscious and unconscious misinterpretation.

Research will not be properly appreciated as long as people ascribe more importance to the number of interviews made than to the content and details of how the individual interviews were made. One thousand interviews made carefully and properly by experienced investigators are of far greater value than 10,000 interviews made carelessly by inexperienced investigators.

Interpreting Data

"IRRESPECTIVE of what method is used in estimating the size of the audience, the information will be misinterpreted until those using it become familiar with the peculiarities of radio. For example, program X is on a certain basic network and has an audience rating of 15. At some time X adds several supplementary stations to his basic network. His rating jumps to 25. This is due to the fact that in the basic area we have generally speaking, three chains, while in the non-basic area there are only two chains. Therefore, other things being equal, a greater percentage of the radio audience in the supplementary areas will listen to a given program than will be the case in the basic area.

"In interpreting figures showing the size of the audience to individual programs, irrespective of the method that is employed, one of the most important facts to be kept in mind is that, generally speaking, there are two kinds of radio programs:

(a) The program that is of such character that the radio owner has to listen to it or turn it off. By that I mean that the program is issuing active listening. Jack Benny is an example of what I have in mind.

(b) The program that is soothing readings to listen to. A considerable percentage of the listening to this type of program is passive and that it is up to advertisers to do something about it. He suggested the use of the radio, among other mediums, for counteracting the anti-advertising drive. He blamed principally Consumers Research Inc., the Copeland bill and some of the writings of Dr. Rexford C. Tugwell, Undersecretary of Agriculture.

Radio has reached the precensorship stage, declared John P. Cunningham, of Newell-Emmett Co., in discussing good taste in advertising. According to Mr. Cunningham, the radio is approaching actual censorship. An example of the kind of radio he feels would be proper advertising is the "presentation of your message in a way that attracts more people to your product than is possible by radio out, at the same time, impairing the standing and sales ability of advertising on other media.

S. Claflin Williams, of the R. J. Reynolds Tobacco Co., and former chairman of the National Industrial Recovery Board, was the principal speaker at the semi-annual banquet. He defended the New Deal, but criticized those within the Government whom he termed "New Dealers Plus", people who would go much farther than the President intends to go.

Attention Value

"THIS BRINGS us to the question of attention value and memory value—one of the most debatable questions in radio. One side takes the position that one who has listened to an active program generally knows the name of the entertainer or the name of the program, even if he did not actually listen to the act or the name of the program. They feel that the program is of such a character that the listener could not have been reading or even talking when the radio was tuned on that program.

"This same school of thought further thinks that one who had the radio tuned to a passive program does not necessarily know the name of the participants or the name of the sponsor because the program was so easy to listen to that no reading or talking while the program was on.

"On the other side takes the position that in active programs such dramatic scripts, the excitement pathos, drama and human interest frequently outweigh the size of the commercial. On the other hand, this school thinks that a passive program will be remembered even if the only talk is the incoherent direct speech of the commercial announcer, may have greater advertising impact.

"The accumulation of sales records and research information may some day prove that neither side is wholly correct."

Public Confidence

RAYMOND RUBICAM, of Young and Rubicam Inc., and newly elected AAAA, urged ANA members to take an active part in maintaining public confidence in advertising.

He declared the campaign, which he said is meeting with considerable success, to destroy the image of the radio advertising. He blamed principally Consumers Research Inc., the Copeland bill and some of the writings of Dr. Rexford C. Tugwell, Undersecretary of Agriculture.

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He said these people had caused considerable misunderstanding of the President’s purposes.

Other speakers and their subjects:


Among the broadcasting executives attending the convention were for NBC: Richard C. Patten, president of the program department; Ed Kobak, vice president for sales and vice presidents Niles Trans, W. H. Keeler, vice president and general manager; Robert E. Koestler, vice president and general manager.

Members of the ANA radio group besides chairman Peabody are: D. P. Smelser, Procter & Gamble Co.; E. S. Streeter, Stansfield and Brandeis; Harold Thomas, Citron; Paul W. Garrett, Genes Motors Corp.; Robert V. Beecum, Andrew Jergens Co.; M. H. Leiter, Sun Oil Co.

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BROADCASTING • May 15, 1935
For 473 Hours

To test its equipment under a continuous grind, WIBM, Jackson, Miss., set what may be the world record by broadcasting continuously for 473½ hours. The only reason the station stopped at that time was because of a required transfer to the 1370 kc. channel. Equipment was so well under the test, says Charles A. Hill, WIBM manager.

Commissioner Payne solicited the opinions of leading lawyers as to their views, and procured a sizable number of endorsements. Among those who favored the ruling were Newton, D. Baker, John W. Davis, Felix Frankfurter, and some two dozen presidents of state bar associations.

Mr. Payne’s Statement

The following statement was issued by Commissioner Payne’s office upon introduction of the proposal at the May 1 meeting of the FCC:

With the almost unanimous endorsement of its Presidents of the Bar Associations of the country, a resolution was introduced yesterday at the meeting of the FCC that is intended to put an end to an evil that lawyers have long been concerned about.

George Henry Payne, Federal Communications Commissioner, introduced the resolution after consultation with lawyers from all over the country and in so doing followed the practice set up by the Court of the United States, where there is a rule preventing any lawyer or employee from practicing before that tribunal until he had been at least two years out of the service of the court.

There has been a general movement throughout the bar associations of the country to have such a reform adopted in all of the departments of the government where there has been, occasionally, scandalous use made of information gathered by a practicing attorney when he was in the employment of the government.

The agitation for reform in the matter of attorneys leaving the commission and then reappearing as representatives of private interests began with Senator Wheeler’s denunciation of the practice when the Federal Communications Commissioners were before Senator Wheeler’s committee of the Interstate Commerce Committee of the Senate, last January. The Senator denounced the practice and said it had to stop and he hinted that a law might be passed to put an end to it. Among other things, Senator Wheeler said, “That it is an extremely bad practice, to say the least, for a man to step out of the Federal Radio Commission and then go up there before it and appear for private clients.”

The resolution introduced by Commissioner Payne following this discussion at the Capitol was found to be effective and a more stringent resolution was introduced yesterday.

STANDARD BRANDS INC., New York (Fleischmann’s yeast) will present Bob Ripley, “Believe It or Not” cartoonist on the Sunday morning series on NBC-WJZ next fall.

Fitch Doubles Sales

On the basis of a 100% increase in business since going on the air in September, 1935, F. W. Fitch Co., Des Moines, Iowa, is increasing its NBC-WEAF network from 21 to 57 stations and continuing the series through the summer. Western and Canadian stations are being added. Quoted in the American Performer & Essential Oil Review, Gail Fitch, advertising director, said: “The results of our radio program have been sufficiently successful to justify our broadcasting right on through the summer months.”

Chocolate Drink Discs


Socony Sport Parade

ALL MAJOR sports events in the South Bend, Ind., area are being covered by WSBT and WFab. South Bend, by Socony-Vacuum Oil Co., Inc., New York, as a yearround Parade of Sports. The schedule for the year includes 118 hours on the air. Local announcers will handle the broadcasts. J. Stirling Gethchell Inc., Detroit, is the agency.

5000 WATTS

CLEAR CHANNEL

WMEX

1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America’s Fourth Market
Tel. CAPitol 7560—Teleype Box 157

Business is better in Washington State.
And business is much better for those firms who use KJR.
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 KJR.

Edward Petry & Co. Inc.
New York Chicago
Dorothy San Francisco

N. B. C.
NETWORK
SEATTLE
WASHINGTON

WFIL adelphi
Only Philadelphia outlet for N. B. C. Blue Network
560 Kilocycles 1000 Watts

Page 43
Heard Radio Sues Owners of WMAL

Asks Performance of Contract
Alleged to Have Been Signed

LITIGATION which may require
six months before it can be settled,
has been launched by Hearn Radio
Inc., one of three bidders for
WMAL, Washington, which offered
$285,000 for the station, aside
from leasehold accruals for the
next three years which would
amount to an additional $105,000.
Other bidders were the Washing-
ton Post, and the Washington Star.
The station, under a five-year lease which has three years to run at
$36,000 per year, now is operated
by NBC as its Washington Blue
network outlet—a lease which would
not be relinquished, it is un-
derstood, even with the sale of
the station.

The Hearn suit was filed in the
Supreme Court of the District of
Columbia on April 29 by T. J.
President of Hearn Radio Inc.,
through attorneys Elisha Han-
son and Elliot C. Lovett. It alleged
that on Jan. 12 the heirs of Martin
A. Leese and his widow signed an
agreement whereby the station
would be sold for the $285,000 plus
other considerations over a
five-year period. The agreement,
however, it was alleged has not
been complied with and the suit
was filed to demand “specific per-
formance” of this contract.

An answer will be filed for the
Leese administrators on or about
May 20, when it is due.

Named as defendants are Ro-
line Leese Good, daughter, Nor-
man Leese and William Earl
Leese, sons, and Mrs. Fannie I.
Leese, widow. It was alleged that
the Jan. 12 agreement had not
been complied with but that on or
about Jan. 31, 1935, in lieu of the
defered payments, the defendants
demanded payment of the full pur-
chase price and that Hearn agreed.

About Feb. 4, the bill recites,
Hearn proposed a more formal
agreement, in order to have the
matter arranged for presentation
to the FCC. Despite this, however,
it was charged that the Leese ad-
ministrators “have refused, with-
out cause or justification, to exe-
cute it.”

The Jan. 12 agreement provided
that Hearn pay the $285,000 pur-
chase price by initial payment of
$50,000 upon approval by the FCC
of the transfer and sale; $20,000
each six months thereafter for
three years; $50,000 in the ensuing
year, and $65,000 the year after
that. Interest was to be paid at
$3,000 a year, or $1,500 accompa-
nying each payment on the principal.

Written into the agreement was
the understanding that the reve-
uene from the existing NBC lease
of $36,000 per year, for the three
years the contract has to run,
would continue. Following expira-
tion of this lease, however, Hearn
would be allowed to pay $6,000 a
year rental for the WMAL studios
for three additional years.

Among other considerations was
that one call letters “WMAL”
be continued for 50 years, and a
second that the M. A. Leese Opti-
cal Co. for five years after termi-
nation of the lease with NBC
would be given a part of the sales
announcement announcements
over WMAL having a value of not
less than $5,000 a year.

$1,995,000

. . . represents our investment in a
highly trained staff of men and women
whose brains, experience, and energy
make your program a success!

. . . represents our investment in one of
radio’s finest organizations to keep
KSTP the dominant station in the 9th
U. S. RETAIL MARKET—that metro-
politain area of Minnesota and St.
Paul where 74.3c of every retail dollar
in Minnesota are spent!

For specific details and valu-
able market data write—

General Sales Office, KSTP,
Minneapolis, Minn., or our

National Representatives—
in New York: Paul H. Raymer
Co.; in Chicago, Detroit, San
Francisco: John Blair & Com-
pany.

DOMINATES THE 9th U. S. RETAIL MARKET

Network Business
Improved in April

Well Ahead of Level of 1934

Following a Good Winter

DESPITE the fact that national
network advertising was at a
remarkably high level of activity
in April after a winter of the
ominous recovery, both NBC and
CBS nevertheless registered sub-
stantial gains over April of last
year, over the cross income for the
responding month in 1934.

In terms of percentages, the in-
creases are not as marked as some
of those recorded during the pre-
ceding months, but considering the
total degree of recovery which has been
attained by April last year, even if
tells this year are considered
extremely satisfactory.

Moreover, while the improve-
ment that can be made over go-
months last year is not so mark-
as that possible where comparis-
on is being made with the 12
months between eighteen mon-
t and two years ago, the fact that
the table shows the saturation poi-
not has yet been reached.

NBC took in $2,692,073 this
April, or 44% more than a year ago, while CBS showed
a percentage gain of 16.5 over
previous one, a net income, with 10
$1,579,285.

The table shows comparisons
1935 % Increase
1934 over 1934

Jan. $2,692,073 20.0 $2,391,400
Feb. $2,757,475 20.3 $2,319,217
Mar. $2,971,321 20.2 $2,473,143
Apr. $2,602,978 12.4 $2,308,865
$11,011,659 16.8 $9,830,546

CHICAGO
1935 % Increase
1934 over 1934

Jan. $1,751,211 24.6 $1,405,400
Feb. $1,810,482 15.3 $1,587,500
Mar. $1,819,583 10.4 $1,651,243
Apr. $1,679,285 10.5 $1,517,285
$6,960,468 16.4 $5,885,500

NAB Ohio Committee

ORGANIZATION of the O
state committee of the NAB
which was effected in Columbus May 6, w
a group of the broadcasters of the
state in attendance. Chairman
Anning S. Prall, of the FCC;
dressed the broadcasters in spe-
ally and Philip G. loucks, N
managing director, explained
purposes of the state organization.

Fred Palmer, WBNS, Columbus
was elected chairman, John
Patt, WGA, Cleveland, vice chi-
mans and Warren Williamson
WKBW, Youngstown, secretary.

Thousands of Roses

RETAIL florists, members
Southern California Floral In-
the April issue used a two-time ad
KHH, Los Angeles, recently,
which a dozen roses were offer-
free to listeners as part of a col-
agement to make the radio audi
"flower conscious".

FEATUR

Available to Stations and Agencies

STANDARD

BROADCASTING • May 15, 19
POOR MAN'S COURT ON THE AIR
By Amicably Settling Minor Disputes, Brooklyn Judge Has
Developed Popular Program on WMCA

HON. NATHAN SWEEDLER
Municipal Court Judge
Brooklyn, N. Y.

THESE DAYS, millions of the
cosmopolitan population of
the United States listening in over
radio realize and appreciate
at broadcasting, far beyond
theoretical entertainment, in actually
performing diversified important
public service. Recently Station
MCA, New York, initiated a sus-
inuing night broadcast which, in-
venting and helpful and being
on the air, enhances radio's
service by bringing home to listen-
ent the utility of the and the benefits
reaped through such a public in-
tention as "Good Will Court".
As Judge in the Municipal Court
Brooklyn, and in 20 years pre-
pus law practice, I saw many
years ago the crying need for a
man's court" for the settle-
ment of disputes of every kind
and every character, through
which all difficulties, delays or
setbacks, free to all persons, irre-
respect of race, nationality, or
sex. In 1925 "Good Will Court"
would be something, became a reality
with the idea of such a purpose.
When the result rectifies external
difficulties, when it changes the public
and mutual antipathy and
fears into sympathetic under-
standings, among other altruistic
effects, then certainly the "Good
Will Court" is entitled to the en-
ragement and applause of all
those who have used such a tribunal, by
ourselves, by social workers, the
ness, and, now, a broadcasting sta-
tion in New York City.
Radio stations throughout the
entire country, and particularly in indus-
trial centers, will find a "Good Will
Court" broadcast a unique and use-
ful program which will attract a
considerable large audience, be-
es much favorable publicity.
Such broadcasts will not only ex-
distress, by enlightening the public
the rough information imparted in
the program, but will add to com-
nunity welfare by increasing pub-
lic opinion as to the insurance of
some of more "Good Will
Court".
Station program directors can
the assurance that, if confi-
dences are observed, if iden-
tities are kept secret by presenting cases
in key, it is possible, at little or no
expense, to prepare and present to
their listeners a most human "Good
Will Court" program based on life's
problems. Either on the reading
of letters from those affected who
attend the broadcast, or by brief recital of cases by persons
who are present, prominent mem-
ers of the bar, physicians, clergymen,
editors, economists—those who can
give expert advice and guidance—
will willingly come to the studio to
act as "judges" in extending such
public service as at the same time
aids in solving difficulties confronting
families.

Leading citizens of any community
will consider as a compliment an invitation to be part of the
studio audience to listen to such broad-
cast.
In my opinion, "Good Will
Court" broadcasts, in addition to
serving a direct purpose, will also
be educational, because of the wis-
dom which must necessarily flow
from "decisions" by men and women
of the learning and experience of
the "judges".

POUR MAN'S COURT ON THE AIR
By Amicably Settling Minor Disputes, Brooklyn Judge Has
Developed Popular Program on WMCA

HON. NATHAN SWEEDLER
Municipal Court Judge
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which all difficulties, delays or
setbacks, free to all persons, irre-
respect of race, nationality, or
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would be something, became a reality
with the idea of such a purpose.
When the result rectifies external
difficulties, when it changes the public
and mutual antipathy and
fears into sympathetic under-
standings, among other altruistic
effects, then certainly the "Good
Will Court" is entitled to the en-
ragement and applause of all
those who have used such a tribunal, by
ourselves, by social workers, the
ness, and, now, a broadcasting sta-
tion in New York City.
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Court" broadcasts, in addition to
serving a direct purpose, will also
be educational, because of the wis-
dom which must necessarily flow
from "decisions" by men and women
of the learning and experience of
the "judges".

Purchase of New Radios
First Choice of Chicago Families, Survey Shows

A NEW RADIO will be the next
purchase of most Chicago families, the
1936 De Paul marketing sur-
vey of Chicago reveals. Tabulation of
5,931 personal interviews with
families in all parts of Chicago,
made by students in the marketing
department of De Paul University's
College of Commerce to find
out what these families want to
buy next, shows radios at the top,
first choice of 11.1% of those inter-
viewed. Automobiles are in second
place, first choice of 9.7%, and rugs
third with 6.4%.

These findings show a consider-
ably increased interest in radio
over last year, when automobiles
were the first choice of 14.5 per
cent of the families interviewed and
radio a poor second with 7.7 per
cent. In 1935, when the first De
Paul marketing survey was made,
automobiles ranked first with 24%
of the families, electric refrigera-
tors second, 19.5%, and radios
third, 7.5%.

In these surveys families were
asked to indicate first, second
and third choices. The 36 items listed
were not listed in alphabetical order
but were chosen rather by
drawing out; for example, automo-
biles came 26th on the list in the current study, which covers
the month of March, 1936.

L. M. McDermott, professor of
marketing at De Paul, told Broad-
casting's representative that the
students are now conducting a sur-
vey of radio program preference
in 6,000 Chicago homes.

Building of New Studios
Of KNX Gets Under Way

WORK on new studios and quar-
ers for KNX, Hollywood, started
May 10, with completion expected
by mid-July, according to a joint
statement by Guy C. Earl Jr., presi-
dent of Western Broadcast Co.,
and Naylor Rogers, vice-president and
general manager. The new
quarters will have some 20,000
square feet of floor space, includ-
ing six studios as well as rehearsal
and audition halls.

The main transmitter will
remain at Sherman Oaks, in San Per-
nando Valley. K. G. Ormiston,
chieft engineer, is supervising in-
stallation of technical equipment
and has just returned from an
inspection trip in the East.

WWNC
Operated By The
Citizen Broadcasting Company, Inc.
ASHVILLE, N. C.

Tourists... In!
Business... Up!
The heavy-spending season is now on in Asheville and West-
ern Carolina. Retail sales, al-
ready good, will mount even
higher the next few months.
And WWNC is the sole blanket
radio coverage of this far-famed
tourist section.

Full Time NBC Affiliate
1,000 Watts 570 Kilocycles

Spot Radio Advertising
Really WORKS in
NEBRASKA

Here's ONE case of many:

A three-times-a-week advertiser received such encour-
gaging results he increased his time to three— PER DAY! These, again, did so well that, within
30 days, he had contracted for FIVE—PER DAY—
for ONE YEAR!

If YOU need inquiries—dealers—sales—use spot
radio advertising in Nebraska. Nebraska is one of the
top 6 states in per capita wealth. This money is
being spent. We have an abundance of proof that
Nebraska folks are among the nation's best buyers—
and that spot radio advertising is the way to reach
them.

Write for facts to the association office or any of
the individual stations shown below.

MISSOURI VALLEY BROADCAST ASSN.
Omaha, Nebraska

KOIL
EFO
Lincoln, Nebr. Norfolk, Nebr.
WJAG
Kearney, Nebr.
KOFW
Clay Center, Nebr.
KFAB
Omaha, Nebr. and Lincoln, Nebr.
KGBZ
York, Nebr.
KONP
North Platte, Nebr.
Code for Broadcasters Not Affected by Joint Resolution in Congress

SHOULD Congress adopt the joint resolution proposing extension of NRA until April 1, 1936, it would have no bearing whatever upon continuance of the code for the broadcasting industry, according to James W. Baldwin, executive officer of the Code Authority. As originally written, the resolution, while it would amend the existing law in drastic fashion by curtailing the powers of the NRA over certain types of industries, apparently would have no effect upon the broadcasting industry.

The measure still has to be considered in the House. As proposed in the Senate it is considered not to affect price-filing, which, in the case of the broadcasting industry, means the filing of rates with the Code Authority. Moreover, since radio-casting is definitely understood to be interstate commerce, code operations would not be affected. Only services industries in in-state commerce would be relieved of code obligations.

Meanwhile there is pending before the U. S. Supreme Court the suit to test the constitutionality of the National Industrial Recovery Act, creating the NRA. Should this act be held unconstitutional, then all codes automatically would be dissolved unless salvaged by some unforeseen Congressional act.

Educators Oppose Upheaval of Radio At Ohio Sessions

Broadcasting a Neutral News Medium, Says William Hard

REFRESHING unanimity of view among educators, who apparently now appear to seek only modification of program routines and regulations rather than wholesale upheavals in radio, was displayed by the majority of speakers at the joint meeting of the National Advisory Council on Radio and the Institute for Education by Radio in Columbus, O., May 6-8.

The meeting was held on the eve of the national conference on this subject called by FCC to convene May 15 in Washington and throw light upon the proposals that will be made at that important conference.

It was the first time the two educational organizations had held joint meetings for the discussion of broadcasting conditions and techniques. Leaders in government, education, and broadcasting addressed the sessions, including Chairman Anning S. Prall, of the FCC; Philip G. Luck, NAB executive director; Dr. Benjamin Tyson, director of the Council, and Dr. W. W. Charters, chairman of the Institute.

FCC to Cooperate

CHAIRMAN PRALL spoke in restrained fashion of the relation of radio to education. He assured educators and broadcasters alike that the FCC desires to cooperate in the development of a definite and practical plan for expansion and modernization of education by means of broadcasting. "That there is a fertile field for such modern methods in this direction is unquestioned," he said. "A time more opportune to put it into effect has never presented itself, and that the universal demand for a broader use of radio in the educational field has been reinforced by other possibilities as time goes on and as modern mechanical improvements are introduced, the possibilities of radio in the field of education are greater educational uses possible."

Retracing the history of education, Mr. Prall pointed out there has now developed radio as an instrument to broaden the educational horizon. Radio, he asserted, already is doing a tremendous educational service, far surpassing any other medium described as lacking the universality of circulation and the directness of appeal. Scan the daily programs of our broadcasting stations and see how closely these cultural objectives are paralleled by the number of broadcast over the radio," he said. "Many a radio program reads like a page from the curriculum of a progressive school."

It remains for the school, through constructive criticism, Mr. Prall declared, to aid in improving the quality of radio programs. He concluded that diversity owned and broadcasting that more extensive use of radio with will be presented at the May 15 conference and he called upon broadcasters and educators alike to bring about a successful conclusion of the work of this conference."

Pooling Experience

DECLARING he was in agreement with Chairman Prall's statement of several years ago that the fullest possible use of radio as an educational medium has not yet been found, Mr. Luck proposed the resolution that the educators pool their experiences with the 15 years of experience of the broadcasters to find the solution. Summarizing his remarks, he said:

"Broadcasters alone have the responsibility under the law for what goes on the air. They have found certain principles peculiar to radio which must be observed in the successful presentation of educational programs. They have built and presented successful educational programs of their own and have cooperated successfully with groups of educators in presenting other educational programs. They have found that radio is the medium with which educators have familiarized themselves with practical broadcasting problems. Upon this foundation, educators could develop a working laboratory in which broadcasters and educators could work harmoniously to meet practical agreements and solutions."

"Perhaps, at the beginning of some community could be chosen for this experimental work, using individual stations as the laboratories. The knowledge of administration, presentation technique, and educational program content acquired in this single experiment could be applied throughout the land. As programs of tests and merit are devised and found that they will attract the audiences, they should be offered to nation-wide audiences."

Reaction of Women

IN AN "open letter" to the FCC which constitutes his speech, Mr. Luck views radio as a three-ring circus (five rings including local and chided broadcasters for sameness of programs, plus lack of over-supply of comedians, croone and the like. He asked the FCC "crack the whip," since it has the authority, and bring about a greater diversity for the sake of the listeners. It seems to this listener..."
concluded, "that a proper distribution of different types of personalities on a single station and in the radio network in general is of the utmost importance, so far as listeners are concerned, than the allotment of some compulsory percentage of time to one or more classes of service that the broadcast showmen try to reach.

Women's rejections to programs presented by Mrs. Harold V. Lillian, chairman of the Women's National Radio Committee, and William F. Langworthy, chairman of the National Congress of Parents and Teachers. The former group has already, through affiliated clubs with 10,000,000 women members, organized and has made a great deal of public appeal to better radio, and has organized listener groups to hear and discuss radio programs; is tabulating programs sponsored by advertisers on radio stations, and discussing with broadcasters, telling of programs precipitated and not appreciated.

Mrs. Langworthy described some of the children's programs as the greatest radio problem of the day. She said that radio may prove a 'milkstein,' 'in the words of the isin, who subscribe to the programs, guided by the intelligence, we who listen, shall keep the radio stations from their slave and not allow it to 'become their master.'

Freedom of the Air

GREGATION of a "decent portion" of the air for educational tilitations was advocated by Pres. William A. James, of the University of Southern California, in a speech presented on the opening stances of checking the "rise of the nagog." These facilities, he said, should be "clearly protected against encroachment on the public domain by the political adaminations that happen to be in power or by special interest. It is not sufficient to protect government censorship or suppression of governmental action as "very

William Hard, news commentator and political analyst, pointed out that President Herbert Hoover, in his congratulatory address to the University of Wisconsin, said that radio will be the "knell of the demagogues" if added, radio has been under attack in its "natural." "Radio," he asserted, is a new medium of identification. Education has not done it. It was to revolutionize politics. It has not done so.

In my judgment it cannot do it."

Describing the American system, as good, Mr. Hard suggested several steps which would make it better and maintain the air. He proposed a bill on the number of radio stations that can be occupied by a single owner and a check on the tendency toward newspaper ownership of radio stations.

"Freedom of the air is mainurbed," he said, not by legislation, but by "the multitudinousness of the station ownership. If a station tried to close its air to "tain ideas, there is almost always a " Nearby neighboring station that could take over the desired program. Therefore, to give those ideas an opportunity to reach the ear, "who like the idea in question, think that some limit should be placed to the number of radio stations which can be controlled in their policies by the head of one organization."

Neutral News Conveyors

"THERE are more than 100 stations which convey the view of Mr. Heard or another of the " package of them. Newspapers, in the preservation of liberty, have a different "taste, in the opinion, that is properly discharged by radio stations. Radio stations are properly conveyors of all varieties of thought. Newspapers can properly have editorial policies."

But a man, "saturated with editorial conviction and dedicated to propaganda activity, the best possible sort of a man for the control of a properly, unselfish, neutral form of opinion such as a radio station?"

Among others who addressed the sessions were Congressman R. B. Bryant, emergency schools supervisor for the FERA in Ohio; Raymond G. Swing, editor of The Nation, who is "still in the public eye"; chairman of the American Historical Association's radio committee, and Tracy F. Tyler, secretary for the National Committee on Education by Radio.

The visionary plan for a government network, which he said "is an idea of the future; Miss Agnes Samuelson, Iowa State superintendent of public instruction; Conyers R. E. a. D., chairman of the National Historical Association's radio committee, and Tracy F. Tyler, secretary for the National Committee on Education by Radio.

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RCA Profit Up 31%

CONSOLIDATED gross income of the radio Corporation of America for the first quarter amounted to $21,965,789 compared with $19,133,919 last year, David Sarnoff, RCA president, informed stockholders May 7 at the annual meeting. This represents an advance of 11%. Net profit for the quarter was $6,395,025, a gain of 31%. Mr. Sarnoff said this was the sixth consecutive quarter in which RCA earned a net profit. Directors declared for three years were Arthur E. Braun, John Hays Hammond Jr., Edward W. Harden, David Sarnoff; other directors were: John M. G presented the annual report. The chairman; Newton D. Baker, Cornelius N. Bliss, Bertram Cutler, De Witt Millhauser, Edward J. Nally, James R. Sheffield, Frederick Strauss.

WFIL Religious Policy Is Placed in the Hands Of Local Cleric Group

ADOPTION May 12 by WFIL, Philadelphia, of a religious policy similar to that of NBC but conforming to its regional position places broadcasts of this type under the supervision of an Advisory Council composed of three prominent Philadelphia clergies, Donald Wittwycomb, general manager, has announced. Sponsored religious programs will not be accepted.

The station will cease broadcasts from churches, except for occasional exceptions. They are replacing, in part, with speakers recommended by the council. Suitable musical background will be supplied by WFIL and programs will originate in the studios. In addition the council will pass on all requests from individuals and organizations for the use of WFIL's facilities for religious programs, each request to be referred to the member of the council representing the faith of the applicant.


WFIL will continue to carry religious programs supplied by the NBC-WJZ network. The purpose of the policy, says Mr. Wittwycomb, is to present sacred programs of general appeal non-controversial in character.
AFA Will Discuss Retailing by Radio

Broadcast Issues on Agenda Of Convention Next Month

RADIO as a medium for retail advertising and the mutual problems facing the buyers and sellers of radio advertising will be the two principal topics to be discussed at the annual meeting of the NAB commercial section, to be held at the Palmer House, Chicago, June 10-11, in conjunction with the 31st Annual Convention of the Advertising Federation of America.

General meetings of the Commercial Section will take place on Monday and Tuesday mornings, while a special meeting of the NAB Commercial Committee will be held on Tuesday afternoon.

Progress made by the NAB in the establishment of an agency recognition bureau and in its efforts for the creation of a cooperative bureau for the determination of coverage and listener data will be among the matters discussed by the Committee at that time.

Panel Discussions

In addition to the general topics of the meeting, the NAB has planned addresses by Anning S. Prall, chairman of the POC and E. J. Adams, chairman of the Special Board of Investigation of the Federal Trade Commission. Chairman Prall has been invited to speak on Monday morning and Mr. Adams on Tuesday morning.

A unique feature of the Commercial Section meetings this year is the fact that they will be organized in the form of panel discussions. Under this system varying points of view regarding the problem under consideration will be presented by leading authorities, following which a discussion will be open to all present.

The retail broadcast advertising meeting will be held Monday morning. The following speakers have been invited to participate in the panel discussion at that time: Mrs. Margaret Filzgerald, advertising manager, James A. Sweeney & Co., New York; Frank W. Spaeth, manager of the sales promotion division, National Building and Loan Assn.; Kenneth Taylor, vice president, John Taylor Dry Goods Co., Kansas City; John Shepard, president, one of the Shepard Stores; John M. Henry, manager, station KOIL, Omaha; Walter J. Neff, sales manager, WOR, Newark, and Dr. Herman S. Hettinger, merchandising department, University of Pennsylvania, and at present research director of the NAB. H. C. Carpenter, manager, WHK, Cleveland, will preside as chairman.

Subject matter of the Monday morning meeting will include matters such as the coordination of broadcast advertising with the other phases of the store promotion program, the particular ways in which retailers can most effectively use radio to solve the mutual problems of retailers and broadcasters and developing a radio advertising campaign, special problems facing different types of retail stores and the like.

Tuesday morning's panel will be concerned principally with questions such as the standardization of coverage and listener data, recognition, merchandising service, and similar items.

Speakers who have been invited to participate in this panel are: John A. Benson, president, American Association of Advertising Agencies; Duane Jones, Blackett-Sampson; Carl E. F. Peabody, the Borden Co., chairman of the board of the Association of National Advertisers; Hugh K. Boileau, president, Midwest Association of sales; CBS; Edgar Kobak, vice president in charge of sales, NBC; John F. Prall, advertising manager, WGN, Chicago; Lloyd C. Thomas, manager, WROK, Rockford, Ill.

Arthur B. Church, chairman of the NAB Commercial Committee will preside at the Tuesday morning meeting.

Silver Dust Series

A SERIES of 104 announcements for Silver Dust were started May 10, over 22 Eastern stations. With one exception, all the announcements are of one minute duration. Over WOR the announcements are for five minutes.

This series of daytime announced will be heard twice Monday, Tuesday and Wednesday; three times a day on Thursday and Friday; four times a day on Saturday. They are being made at present, but transcriptions will be shipped out in about ten days. The stations are: WOR, WCN, WCHS, WNBT, WNY, WAYS, WCNP, WCLN, WPCW, WBCN, WGBI, WBRE, WBF, WBAC, WJAC, KDKA, WYWA, WAYS, WOR, WCHS, WBEN, WSYR, WHAM, WNB, and WGY.

A half hour broadcast will be made on eight stations, including WMCA, WCAU, WMAR, WNT, WCBS, WHN, WOR, and WOR.

Operations are being handled by the American Radio Historical Society.

Small Tire Store, By Adopting Radio

Outselling Rivals

Popular Program Builds Trade To Biggest in Greenville

A SMALL service station in Greenville, S. C., using WFBF, and ac commodating only four cars a time, sells more tires than any other Greenville dealer, many of whom have been in business 20 to 30 years. The service station is the Buck Rawlings Tire Co., located on a bridge near the center of town. H. C. Rawlings is the agent for Kellogg Springfield tires.

The sponsor's program costs about $150 a week. It is included in the radio rate made for WFBF. Many customers came that the studio could not accommodate them. The show was moved to a larger school auditorium accommodating 1,000. This became too small. After the fourth broadcast from the old building, Mr. Rawlings moved it into the Carolina Theatre, largest in the state, and every Thursday night a packed house greets the performers.

The show is produced by Ha McBee, a former professional manager, who runs the station. His program is blackface comedy. It contains three other blackface c medians, a male quartet, two soloists, and a baritone.

An interesting part of the story is the fact that a half-hour program on an independent station can yield a profit to a sponsor who is paying $150 per week for his time on the air in competition with many larger radio's most popular programs.

Suit Against KMTK

KMTK, Hollywood, was sued April by Wallace S. Wiggins at Ernest L. Spencer, incorporated, of the Voice of the Orange Empire. Plaintiff's seek to recover $6,389 in advertised damages resulting from discontinuing their station on the Trans Union lines from KRE Santa Ana, to KMTK, Hollywood.

Four oil companies which have NBC for two or more years, Sun, Sinclair, Standard and Rf. are among the stations disturbing the summer, with increases in the cost of auto radio sets making the medium a "natural" for sales promotion among motorists.

Mexicans Seek Boosts

XEMO, Tijuana, Mexico, a XECB, has petitioned the Mexican government for increases to 50 kW in power, increasing controls XEBC and Wirth Bowman, XEMO. 1 stations are said to be taking advantage of business from El Paso and KSB, San Diego, much of it in accounts which cannot be handled by American stations.
RECOGNIZING THE ANNOUNCER

Objectives of Proposed Association Are Described

By VERL D. BRATTON

WREN, Lawrence, Kansas

NYBODY can announce! — that was the opinion of the early years of broadcasting, and such was the opinion of some people today. Some one has found the announcer a sheet of paper, continuity, tells him what to read, and turns on — following someone's direc- tion, the announcer reads continuous, or a broadcast plug, a division arises which results in the success of the product advertised. The program. Who started that? Mr. and Mrs. X will answer, "We were listening to the radio and the announcer said such and such a thing." So anyone is competent to represent the manufacturer, the advertiser, and the station as a guest in the home of Mr. and Mrs. X. I, of course not! Today a good announcer must possess every in- cluding list of qualifications. His- tory is fast becoming a profession, the educational requirements of a profession.

The Time to Rise

RING my seven years with the TIN I have described the facts that announcers have been the self-elected of little recognition for part in the advancement of radio. As a result, I have taken it in myself to correspond with an- nouncers throughout the United States, suggesting that the time is ripe for announcers to be- come associated and acquainted with the formation of a na- tional association. The need of that association is manifested in the desire for information of particular interest and assistance to announcers. Unfortunately, in a few, almost all cases my suggestion has been constructive as an attempt to fos- ter an "announcer's union." Nothing has been far from my thoughts. The objectives and standards of association must of course be determined by a representative na- tional committee. I realize that the cooperative atmosphere which sur- rows the annuncers, in the many stations of the same hea- ter, is likely to become the local cooperation. However, one can deny that a national association is inevitable and that it is to all concerned.

The main objectives, I would sug- gest: There is the recognition of the importance of the ad- vancing radio that our pro- duction rightfully deserves. These are longer mere convenient "mouthpieces," Sta- tion managers and advertising agencies are well aware of the fact that the experience, knowledge, foresight, and adaptability of the announcer plays no small part in the making of a successful radio production. In no few cases the announcer of today is the station executive of tomorrow.

Admission Standards

I HAVE received letters of sugges- tion and encouragement from all parts of the United States, and all seem to be in general accord as to standards and objectives of the associa- tion. Standards for admission suggested are:

EIGHTEEN months continuous active announcing, and recommendation of the station manager. There must, of course, be some instrument through which the exchange of ideas and expression of personal opinion, round-table discussions, and national news may be published.

Several suggestions as to the manner of effecting an announcing association have been offered. The general opinion is that we should hold a national meeting in Colo-rado Springs during the NAB Na- tional Convention there in the early part of next July. The NAB has no objection. Such a national meeting would enable us to establish our association im- mediately.

Other suggestions which I have received include the extending of membership to include the entire radio production staff. These are, as I say, suggestions which I have received in response to my proposal that a national association be formed. I hope that those who have not as yet expressed them- selves to me on the subject will do so immediately, for the success of any such enterprise depends en- tirely upon the interest and co- operation of those directly concerned. I am also interested in knowing how station managers feel about the value of such an associa- tion.

I wish to extend personal thanks for cooperation received from Broadcasting Magazine; Mr. Ver- non H. Smith, manager of WRE; Ernest Pottos and George Callahan, my fellow announcers at WRE; and Mr. and Mrs. W. E. McGraw, public- ity director.

RETURN of Admiral Richard E. Byrd to the United States was broadcast May 10 over networks with a number of independent stations taking the program.

and Gene Reynolds of KFIF; Vern Hansen, Albert Gilbert, George Comte and James Fleming of WHA; Noel R. Van Hecke of WBAL; Carl Mentor of WJW; C. M. Gern, Joe Lee, Paul Hughes of KADA; Claude H. Haring, J. C. McCall, WOCA and WSMN; Ronald Jenkins of WSO; C. M. Rowe of WCAT.

Youthful Group Starts

Station in Parkersburg

Established by five young men under 25, WPAR, Parkers- burg, W. Va., a 100-watt full time station, will begin operation June 1 after a year's preparation. The station, to operate on 1420 kc., has established studios in the Chancellors Hotel and becomes the first broadcasting unit in that city. Heading the Ohio Valley Broad- casting Corp., which created the station, is M. A. Morgan, nephew of former Gov. E. F. Morgan of West Virginia. Although only 24, has been identified with tech- nical radio for six years and will serve as WPAR chief engineer. General manager of the station is Harold McWhorter, who has had five years experience in radio. Other organizers are Marion H. McDowell, a licensed amateur since 1925, who designed the equi- pment; Ken Given production man- ager and announcer, and Sher- wood Mays, publicity director.

CONGRESS is in session

This interesting assembly has attracted hundreds of people to Washington. Society, too, has taken on vivid color as guest lists read like a World's "Who's Who." You will enjoy Washington.

S to p a t t h i s t i c k e t i n g h o t e l . Q u i e t e x c l u s i v e n e s s, d o w n t o w n l o c a t i o n, f a s t e r y A t l a n t i c P a r k.

Sleep like a Kitten

ENROUTE TO THE

N.A.B. CONVENTION

COLORADO SPRINGS - JULY 6-10

The ticket agent of any railroad can route your ticket to the OHIO Lines

Route 5, 1935 • BROADCASTING

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www.americanradiohistory.com
WLWL to Resume Lobbyist Campaign
Petition for Clear Channel on Full Time Set for Hearing

COINCIDENT with the action of the FCC denying the motion of WLWL, New York, operated by the Paulist Fathers, for a junior reallocation of stations to provide the New York station with full time on an existing clear channel, it became known that the Paulists would resume their intensive lobbying operations in Congress in an effort to force favorable action. After denying the motion May 1, the FCC Broadcast Division ordered the petition set for hearing June 27. This places the burden of proof on WLWL to show why the far-reaching shifts should be made, whereas, if the FCC had followed the suggested course of WLWL, the other stations would have been called in to show cause why the action should not be taken. The WLWL proposal, submitted Jan. 15, would affect the assignments of nine stations in different parts of the country and five clear channels, two of which would be duplicated if the plan were approved. The Paulist station was responsible for much of the Congressional agitation against the FCC plan for broadcasting generally at the last session, all because of its quest for a clear channel assignment as against its present allotment of two days a week. The station operates commercially and the full time is sought admittedly for commercial rather than ecclesiastical or eleanomous purposes.

Because of the FCC decision denying the petition without a hearing, a report has been circulated that the Paulist lobby will resume its anti-FCC and anti-network operations at once. So insidious did this lobby become last session that thousands of letters were sent to members of Congress demanding action. In the lobby last year were Father John B. Harney, superior of the Paulists, Father James Kiernan, chief advisor for the station and a member of the Broadcasting Industry Code Authority, Father Raymond Flinn, one of the legislative representatives of the American Federation of Labor. In another quarter it was said that efforts would be made to have the Senate and House committees identified with radio call immediate hearings at which the issue of alleged FCC discrimination and network monopoly would be raised. Radio attacks over WLWL against the networks were reported to last year and may be resumed.

Whether the hearing will be held June 27 is problematical. Apparently the hope of the WLWL lobby is to get Congressional action of some sort in advance of that date. Moreover, advance notice already has been served by several of the stations affected that they will oppose the plan insofar as it has to do with their own assignments.

Stations which are directly involved in the WLWL proposal and which will participate in the hearing, if it be held, include in addition to WLWL the following: WWL, New Orleans; WCOC, Minneapolis; WFAA, Dallas; WBAP, Fort Worth; WNYC, and WOV, New York; KSL, Salt Lake City and WPG, Atlantic City. It is understood that WNYC, operated by the City of New York, WFAA, and WWL protested against any action without hearing. (For the detailed WLWL proposal, see Feb. 1 issue of Broadcasting.)

Store's Radio Month
BOSTON STORE, Chicago department store, is sponsoring an amateur radio show in connection with the store's 62d anniversary celebration which runs for the entire month of May. Programs are broadcast at 9:30 a.m. each weekday morning, Monday, Wednesday and Friday over WMAQ; Tuesday, Thursday and Saturday over WBBM. Norman Ross, NBC announcer, acts as master of ceremonies on the broadcasts and conducts the tryouts each afternoon, both of which are held in the store's own studio. The program is placed through Dade R. Epstein Adv. Agency, Chicago.

Name Representative
WDRC, Hartford, Conn., has named Free, Johns & Co., Inc., sales representative, effective May 1. WMAZ, Macon, Ga., also has named the new subsidiary of Free & Steinhauser Inc., as its representative, effective May 1, according to E. E. Cargill, president and general manager.

Eddie Cantor has been signed to return full time in the series for Lohr & Fink Products Co., New York (Webco tooth-paste).

CRC Broadcast: Mostly Sustaining
Only 8% of its Income Comes From Advertising Programs

By JAMES MONTAGNES

THAT the Canadian Radio Commission made great inroads into commercial broadcasting was shown at the investigation of the Canadian Performing Rights Society. In 1934-35 the Commission was paid $15,664 from the society in license fees, while in 1933 the Commission was charged less, wit $380 for each 500 watt station to $2,500 for a kilowatt station. The Commission was almost crippled when in December 1933 the Society secured an injunction restraining it from using its repertoire, which as Co Landry pointed out, contains about 90% of the popular music.

Triple Payments
WHEN broadcasting Chu Chi Chow, the Commission was forced to pay three times for the right to the music, once by the society which claimed a Canadian right of first refusal, and twice by United States publishers who claimed the sole right to the music. Col. Landry told it was the duty of Judge James Parker, Edinburgh, and the Canadian Performing Rights Society is undergoing an intensive investigation into its activities and its new and higher rate schedule recently filed with the government at Ottawa. It is expected that the inquiry will have to be conducted throughout Canada, following which Judge Parker will make his report on the investigation.

Further radio evidence brought out at the investigation showed that the number of radio sets in use in 1933, according to R. C. Poulter, editor of Radio Trade-Builders, while the government licenses give only 750,000 radio sets licensed. Government officials could not explain the entire difference, but pointed out that people of radio were not required to pay a license fee, if they could show that they were actually residents of the province, or were receiving in a considerable number of radio receivers.

In Toronto, 100 watt station at 7:30 a.m., pointed out to its president and general manager, Reedy Goodner, that it operated each year at a loss, but paid the Canadian Performing Rights Society 917 for license fees in 1933, and in 1934 with fewer to pay $1,750.

The latest list of Canadian Radio Commission stations shows that there are now 45 stations affiliated with the Commission, 25 of which are basic stations on its region and operate in the seven stations of the total, the two are on the short waves operating for the Far North.
Big Oil Sponsors Active for Summer

This summer all the leading gaso-
line companies will be sponsoring
the first time one or more ra-
to programs over the national
networks during the warm season.

The Shell Co. has obtained the fol-
lowing information as to the summer plans
these leading oil companies. Be-
low are quoted the plans of each
company.

The Shell Co. began a new se-
ries of programs on April 6, a
cast-to-coast-hour program over
NBC-WEAF network. Individual
subscribers of the parent company
in sponsored radio programs in
the past, but this is the first time
three, Shell Eastern Petroleum
products, Inc., N. Y.; Shell Oil
Co., San Francisco; Shell Petrol-
um Corp., St. Louis; have com-
mand and sponsored one radio
program.

Shell is using no spot broad-
asting.

Cities Service Co., one of the
most oil programs on the air, now
in its ninth year. This program
will continue throughout the sum-
mer. It is heard over the NBC-
WEAF network as well as over the
Desert Lake City. A little spot
broadcasting is used by this com-
pany.

Richfield Oil Co., of N. Y. is
sponsoring a 15-minute transcrip-
tion of Jimmie Allen over 16 east-
ern network stations. This pro-
made to over June 28. No sum-
mer plans completed as yet.

Gulf Refining Series

DLP REFINING Co. will con-
continue on the air throughout the
summer. A new program will re-
place Will Rogers June 9 and it
will continue for seven weeks.
This is in accordance with the
company's policy of changing the en-
tertainment at regular intervals. No
broadcasting is used by this com-
pany. This program is a 30-
minute show on CBS.

The Sun Oil Co. plans to con-
continue on the air throughout the
summer. A new program will re-

KEAR ANTENNA EXCITATION SYSTEM

Used on new Airways Radio Range Beacon Stations

Recent K-A-X installations

WKRC, WORC, WPEN, WPRI, WORK, WIXBS

A STABILIZED DIRECTIVE SYSTEM WHICH WILL:

Reduce interfering signals with neighboring stations on same channel.

Increase service area in non-interfering zones.

Designed, constructed and installed to meet your requirements.

WASHINGTON INSTITUTE OF TECHNOLOGY

McLachlen Building

Washington, D. C.

K-A-X

PATENT PENDING

K-A-X ANTENNA EXCITATION SYSTEM

Used on new Airways Radio Range Beacon Stations

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WASHINGTON INSTITUTE OF TECHNOLOGY

McLachlen Building

Washington, D. C.

Hearst Interests Manage
Two West Coast Stations

HERALD Publishing Co., Hearst-
owned Los Angeles publishers of the
Evening Herald Express, on May 1 took over the operation of KELW, Burbank, and KTM, Santa
Monica-Los Angeles. The firm had
an option on the two stations for
more than three years, but had witheld actual taking over of the stations until final FCC rulings and
court decisions had been given.

The new owners made no im-
mediate change in the staffs of
either station. Abe Corenson will
continue as manager of KELW, while George Martin-
son will continue in charge for the present at KTM. Don Keeler, busi-
ness manager of the Herald-Ex-
press, is in immediate general su-

Ed Wynn's Vacation

ED WYNN, who has just cele-
brated his third year on the air
under the sponsorship of Texaco,
will take a well-earned vacation
immediately after the June 4
broadcast. Ed has just had his
boat overhauled and two new en-
gine installed and plans to spend
all his time on the water. Broad-
casting was informed, on good au-
thority, that Wynn and the Texas
Co. will resume the program in the
fall. A musical show will be sub-
nstituted, during the summer
months, on the same network.

ONE of the pioneer variety shows
in radio and a feature of the CBS,
Don Lee network for more
than nine years, Blue Monday Jamb-
ob, is now being heard over a
national CBS network. It is broad-
cast 9-10 p. m. (PST). It is produced
by Harrison Holloway, manager of
KFRC, San Francisco.

INSULATORS

for every

Broadcasting Requirement

LAPP INSULATOR CO., INC.

LeRoy, New York

GREATLY improved clarity of sig-
nal within the area served character-
izes the broadcasts coming from
stations using Blaw-Knox Vertical Radiators. It
will pay you as it has paid
others to take advantage of
Blaw-Knox experience in
planning your radio station
or changes in existing antennea.

Blaw-Knox Company

2039 Racine Street, Chicago, Ill.
ROLLS HER OWN—Instead of tapping the city's power lines, WICC, Bridgeport, Conn., operated by the Bridgeport Broadcasting Co., generates her own power of 500 watts. Here are the two Fairbanks-Morse 30-hp. Diesel engine A. C. generating units which supply the power. One unit is operated at a time, 24 hours a day, 7 days a week, and the units are alternated every week. The plant generates approximately 160 kw/hr. daily, and the power cost is said to be 1 cent per kw-hr., whereas commercial power generally costs as much as 4 to 5 cents.
by 15, 1935 * BROADCASTING

**SILENT COMPACT DEPENDABLE**

Thousands of the General Radio Type 653 Volume Controls are in use in broadcasting stations, public address systems, and recording and moving picture studios.

The Type 653 Control has a constant-impedance ladder-type network. Attenuation is linear with dial setting and is adjustable in 33 steps from 0 to 45 db, with complete cut-off. The dial plate is calibrated directly in db.

These units are stocked in three impedances: 50, 200 and 500 ohms. They are priced at $12.50 each. Intermediate impedance units are available at slightly additional cost.

When cash accompanies order, we prepay shipping charges, and send on 10 days trial.

Give the General Radio Type 653 Volume Control a trial and you won't have any other control in your station.

**GENERAL RADIO COMPANY**

Cambridge, A, Massachusetts
Radio and Cinema in Europe To Cooperate on Television

Meeting Under League of Nations Auspices, Program For Orderly Development of Art Is Adopted

THE FIRST international conference in history on television, which it was hoped would bring motion picture interests of Europe and the Americas closer together, was held in Nice, France, last month under the auspices of the League of Nations. Plans for a permanent and cooperative studios to cooperate in producing television were adopted and arrangements made for "cooperation" between broadcasting and motion picture groups of Europe.

Apparently anxious to keep the sessions secret, the conferences met on April 4 and 5 at the invitation of the International Institute of Educational Cinematography, affiliated with the League of Nations. Private organizations, including NBC and RCA were represented, and divisions of European countries, motion picture interests and the International Broadcasting Union participated.

Representing NBC were film director and European representative Max Jordon, while RCA Manufacturing Co. was represented by W. F. Garing.

Four-point Agreement

AFTER the two-day discussion, the conference agreed:

1. That television is still in its preliminary stages even insofar as transatlantic cooperation on the Continent is concerned, and that transmission from the scene, such as parades, studio performances and the like is not yet practicable.

2. To create a committee representing the motion picture and broadcasting industries, with the participation of the League, to study the progress of television and to work cooperatively.

3. To establish, through the Cinematographic Institute in Rome, an office to serve as a clearing house on television information.

4. That there should be close cooperation between motion picture and television broadcasting because of the direct relationship in visual broadcasting.

An effort was made to have the conference go on record in favor of future government control of television rules. In the "European plan" of radio operation by government but this was blocked when Mr. Jordon pointed out that in the United States broadcasting is not government controlled and that television, if and when it becomes practicable, probably will be operated by private initiative.

The conference was suggested by the British Film Institute of London, obviously because of the school of thought that television someday may supplant the cinema. Representatives of this organization apparently felt that the film industry should become identified with television in its early stage, to avoid position to control it when it becomes a practicable medium of entertainment. The view was expressed, however, that television does not offer any immediate danger to the films because of its lack of development and also due to the probable high cost of the apparatus and presentation. Finally, it was stated that color films are coming into their own, whereas the best held out for television is "black and white".

Despite this the film representatives pressed the issue of agreement between broadcasting and film producers on television. Some day, for example, it was said, the motion picture theatres might desire to present television features picked up from the scene direct, in the nature of "visual radio news reels". Mutual cooperation, they emphasized, would inure to the advantage of both.

Adopting Standards

THE MATTER of adopting standards for television also was discussed, as were the equipment manufacturers opposed to it at this stage, but with the Broadcasting Union favoring the proposal, if and when expenditure develop and end confusion.

Among others represented at the conference were the Marconi Co. of London; the Marconi Co. of Rome; the Telefunken Co. of Germany; British Broadcasting Corporation; Italian Broadcasting System; Swiss Broadcasting Organization; French broadcasting commission, and Belgian broadcasting corporation. The League of Nations sent the Paris director of the Institute of Intellectual Cooperation.

Wisconsin Ford Spots A STATE-WIDE campaign will soon be launched in Wisconsin by the Ford dealers of that state using four to six announcements daily over the 200 Ford stations in Wisconsin to sell cars taken trade. The same plan that had been so successfully used in Omaha and that showed the "Radio Girl" who describes the day's special bargain in a car as if she were a switchboard operator at the Ford dealer's answering a telephone request, will be followed. The Detroit office of N. W. Ayer & Son, Inc., is in charge of the campaign.

Yankee Network Star

New England Movement

TO PROMOTE New England industry and prosperity, Yankee Network has organized the "Yankee Minute Men" to present "united front against all attacks that threaten the security of New England homes and industries." According to a statement, the organization and a time is promised if it is four months.

On the opening broadcast April 10, Gov. James M. Curley of Massachusetts was the speaker. Others who have been orators also have appeared in New England.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in Broadcasting cost $2 per word for each insertion. Cash must accompany insertion. Forms close 25th and 16th of month preceding issues.

Help Wanted

100 watt station in Mid-west desires licensed operator. Would take Transradio Price typewriter. Box 316, Broadcasting.

Local station desires experienced operator; announcement type operator. Give details of experience, reference, age, etc. KFRO, Longview, Texas.

Situations Wanted

Chief engineer five kilowatt station, years practical experience installment construction, maintenance, shortwave broadcasting equipment wants position dealing greater responsibility installation. References. Box 318, Broadcasting.

Licensed broadcast technician, ten years experience, familiar with Western Union, R.C.A., and C.A. radio, telegrapher, type writer CRRL general, Tel. broadcast.

Available at once-Licensed broadcast operators trained on latest high fidelity equipment, engineers and control operators. Typewriter, touch typist, CRRL general, Tel. broadcast.


Wanted to Buy

Production, promotion man with 10 years experience in installing, maintenance, shortwave broadcasting equipment wants position dealing greater responsibility installation. Prefer Mid-West. Box 326, Broadcasting.

WANTED-Merchandising Plans Ideas for Campaigns in All Media, particularly radio. Street confidence and full distribution guaranteed. Box 316, Broadcasting.

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482,100 Radio Families in the San Francisco Market are **KGO** Families

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