"I'll swap yuh 'leven miggies fer this glassie?"

Remember?

That glassie was sure plenty more fun to own than those eleven miggies. It was a beauty! It was bigger. It had "Class". And you wanted it.

broadcasters feel the same about their choice of stations in New England when they select WBZ and WBZA. For, although their combined power exceeds the combined power of all other stations in Massachusetts, power is but one important factor in making WBZ and WBZA "bigger and better".

Equally important are the ideals behind their management. The highest standards of advertising and ethical conduct assure WBZ and WBZA advertisers that they will always be in good company.

That's what gives a station "Class".

And "Class" is what makes a glassie worth even more than a good handful of miggies.

WBZ and WBZA
50,000 WATTS
1,000 WATTS
BOSTON SPRINGFIELD
IN SAN FRANCISCO transcription advertisers placed 76% more business on KFRC during the first five months of 1935 as compared with the same period last year.

**HERE’S WHY:**

KFRC is the only radio station in San Francisco accepting transcriptions and announcements which offers network popularity. Network popularity means a superior audience—greater circulation—and forms the basis of the lowest rate per thousand listeners in the Bay Area. For coverage—circulation—and results—Use KFRC in San Francisco.

Harrison Halliway, Manager

Write for Full Details
HERE is the most intense regional coverage in the country...12 stations covering a territory where audience density makes every local station an important unit in the network.

Each of these stations commands an all-day network audience for Columbia Broadcasting System and Yankee Network programs, including such exclusive regional features as the Yankee Network News Service and the play-by-play broadcasts of American and National League baseball games.

Through these stations the Yankee Network consolidates into one great primary audience the listeners of 12 centers of population.

With no single station or other group of stations can you secure an audience comparable in size to the Yankee Network audience.

To cover New England thoroughly, you need the intense local effectiveness of the Yankee Network's 12-station audience.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative
NEW YORK—17 East 42nd St. MURRAY HILL 2-3850
CHICAGO—Wrigley Bldg. SUPERIOR 7742
DETROIT—General Motors Bldg. MADISON 1035
SAN FRANCISCO—865 Mission St. SUTTER 6400

YANKEE NETWORK

June 15, 1935 • BROADCASTING
YESTERDAY we weren’t yet in business.

TODAY we are exclusive national representatives of thirteen important stations!

It’s this way. Our parent company, Free & Sleininger, Inc., felt that its list of radio stations was becoming too large. No one firm could continue to grow at the same rate, and also continue to give the kind of service you expect from F & S.

So what to do? Become an organization of mere order-takers? Stop growing? Or split up into two separate organizations, each of which handles no more than a reasonable number of stations? . . . The choice was made, and today Free, Johns & Field, Inc., takes over its part of the job. Under the same management as before. With thirteen excellent stations, most of them formerly on the F & S list. But concentrating on those thirteen stations exclusively, and with additional man-power to help do a bang-up job.

Expect great things of Free, Johns & Field. Expect great things of F & S. Your expectations will be fulfilled.

FREE, JOHNS & FIELD, INC.
(Associated with Free & Sleininger, Inc.)

Radio Station Representatives

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

WASHINGTON
WCSC CHARLESTON, S. C.
Serving Coastal South Carolina
332,837

WIS COLUMBIA, S. C.
NBC Southeastern Group
393,827

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

WOC DAVENPORT
CBS Basic Supplementary Group
763,960*

CHICAGO
160 N. Michigan
Franklin 6373

WDAY FARGO
NBC Northwestern Group
928,867*

WDRC HARTFORD
CBS Basic Network
449,756*

WZIO KALAMAZOO
The Voice of Southwestern Michigan
346,406*

WNOX KNOXVILLE
CBS Southcentral Group
518,673

WMAZ MACON
Doing a Peach of a Job in Georgia
813,069*

DETROIT
General Motors Bldg.
Madison 1423

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

DETROIT
928,867*

SAN FRANCISCO
Russ Building
Sutter 5415

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

LOS ANGELES
CBS of C. Bldg.
Richmond 4191

WCSC CHARLESTON, S. C.
Serving Coastal South Carolina
332,837

WIS COLUMBIA, S. C.
NBC Southeastern Group
393,827

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

WOC DAVENPORT
CBS Basic Supplementary Group
763,960*

* Population of primary daytime coverage area.


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Copyright Turmoil Main Convention Issue

BROADCASTING

and

Broadcast Advertising

vol. 8 No. 12

WASHINGTON, D. C. JUNE 15, 1935

$3.00 A YEAR—15c A COPY

Copyright Turmoil Main Convention Issue

By SOL TAISHOFF

SIGNING OF FIVE-YEAR CONTRACTS WITH ASCAP BY NETWORKS AND WCAU PRECIPITATES SPLIT; BOARD MEETING CALLED

BREAK in broadcasting ranks over copyright contracts with the American Society of Authors & Publishers has developed during the last fortnight to such an extent that serious consequences are being threatened. The NAB annual convention, scheduled for Colorado Springs July 6-10, disclosure that the two national networks and WCAU, Philadelphia, had signed contracts with ASCAP extending their present arrangements, on the eve of the trial instituted by the Department of Justice against ASCAP, brought about the split. The NAB copyright committee, which had made futile proposal to ASCAP to extend existing licenses until the litigation was concluded, declined to do so along with the networks.

INCREASED PAYMENTS

CONTRACTS negotiated by NBC, CBS and WCAU call for extension of their present contracts for five years from Jan. 1, 1936, under the present terms. The only change, so far as known, is a sustaining fee increase of $25,000 for each of the networks, so that CBS, in addition to the 5% of the receipts of its key station WABC, will pay $45,000 as a sustaining fee rather than $40,000. The $25,000 increase applies to both of the NBC networks, meaning that NBC will pay a sustaining fee of approximately $100,000.

The situation became so tense that on June 12 President J. Truman Ward ordered a board meeting called at the earliest possible date. Philip G. Loucks, NAB manager, in New York City at the time as a witness in the anti-trust suit instituted by the Department of Justice against ASCAP, set the meeting for June 15 at the St. Regis Hotel, New York. Simultaneously, it was learned that E. C. Mills, ASCAP general manager, had stated orally that he would not make a formal offer to the NAB copyright committee to extend all licenses but that he would extend the licenses of stations under present terms for five years if they communicated with ASCAP.

News of the signing of these contracts burst like a bombshell in industry ranks. Isaac D. Levy, WCAU executive, treasurer of the NAB and important CBS stockholder, on June 6 sent a letter to all stations informing them of the action. He pointed out that the five-year contract was opposed by Joseph C. Hostetler, chief NAB copyright counsel and by Mr. Loucks, on the ground that it might be prejudicial to the government suit against ASCAP alleging it is a combine in violation of the anti-trust laws. But he maintained that the contract was acceptable "under the circumstances" and he urged stations to accept the extensions of five years, although there is "no compulsion" to do so.

Expressing the opposite view was a letter from Mr. Hostetler to Mr. Loucks, dated June 5, in which he reviewed the ground covered in the ASCAP negotiations, and alluded to "advantages" accrued by the chains over independent stations in their copyright contracts.

Mr. Hostetler said, among other things, that he understood that WCAU has an independent station contract with a very low sustaining fee, and that it pays 5% of its receipts only on programs using music, whereas under the regular contracts the percentage is paid on all programs.

Bitterness crept into the controversy when on June 11 Mr. Levy addressed a second letter to NAB members, replying to Mr. Hostetler's letter which had been circulated by Mr. Loucks. [This letter also is published in full text herewith.] He said among other things that he had had reliable word that ASCAP intended to increase payments up to 25% of gross receipts. He denied that the networks, WCAU or WOR had dealt "for our own selfish interests", which he said was insinuated by Mr. Hostetler.

In conclusion, Mr. Levy said that Mr. Loucks did not have the authority to send out the Hostetler letter on NAB stationery. He quoted a telegram from President J. Truman Ward stating that Mr. Loucks's letter did not have his approval, and that Mr. Loucks had been wired to call a board meeting. Mr. Levy denied that the new contracts interfere in any way with the ASCAP trial.

Respecting the attitude of newspaper-owned stations, Mr. Levy said that a canvass showed that 35 of the 36 stations holding such special contracts were willing to accept the 5-year extensions. He declared the only exception was the newspaper-represented by Mr. Hostetler (Cleveland Plain-Dealer, operating WHK).

Further confirming the situation was a statement by Mr. Levy that ASCAP had sent similar letters to the newspaper stations, evidently aroused by the fact that the extensions had been negotiated, immediately started copyright negotiation with ASCAP for renewal of their "preferential" contracts for five years. These contracts, negotiated separately by ASCAP three years ago on the ground that newspaper stations were entitled to special considerations because of their contributions to music generally, call for payments of 5% only on programs using ASCAP music, with the guarantee that the sum shall be four times the sustaining fee arbitrarily established.

DAMN STATES VIEWS

WALTER J. DAMM, manager of WTMJ, Milwaukee, and a member of the copyright committee of the NAB, in reply to a query from Broadcasting, asserted that his station is considering ASCAP's offer for a five-year extension of its newspaper contract based on present terms. His communication was as follows:

"With the full realization that: (1) Irrespective of the decision of the lower court in the ASCAP case, that case will be appealed to the Supreme Court of the United States, with the real conflict indicated to be before final adjudication before Dec. 31, 1935 (when current contracts now expire) and probably not for another year thereafter; (2) WTJM cannot operate without ASCAP's services; and (3) if the U. S. wins the case all contracts are null and void; (4) If ASCAP fails to show during the year or any extension it gains, to (5) If for some reason or another ASCAP fails to continue its present catalog, WTJM under the contract can cancel. WTJM is consider-
ing ASCAP’s offer for a five-year extension of its license based on present broadcast activity.

Original reports were that WOR, Newark, also had signed the five-year agreement. However, on June 10, however, A. J. McCooker, president of the station and chairman of the NAB copyright committee, stated that WOR had not received from ASCAP a formal proposal that contracts for all stations be extended for five years. Mr. Loucks made this announcement public.

The only word from Mr. Loucks was that the NAB committee, which had been carrying on negotiations for the last several months, was functioning under a revised rule, which authorized discussion of a ‘per piece’ or measured service basis of payment only. That would mean that broadcasters would pay fees on the music they used at a price predetermined by the copyright owners, rather than on their entire receipts. It is roughly estimated that, based on current broadcasting, this year between $2,500,000 and $3,000,000 from broadcasting in the renewal of copyright royalties.

Development of the ASCAP controversy threw into the discard practically all of the prearranged plans for the NAB convention.

Copyright again will be the keynote, it seems apparent, and many speeches tentatively scheduled have been postponed or cancelled, and full discussion of this issue, along with the score of other matters, are regarded as transcendent interests. In Washington on June 8 to discuss revision of the plans with Mr. Loucks was Edythe Levy, general manager of WBAL, Baltimore, and a member of the convention committee.

A recent report of the exigencies here is the way the revised convention program shapers up:

The only captured speaker will be Aming S. Bennett, associate attorney to the Attorney General on copyright, whose message will be on the program crusade which he is conducting for the purpose of getting what he characterizes as the CAB or FCC out of the copyright business. About the prime influence of the deep interest and the significance of this movement, it was felt that the initial session should be on the CAB, which the NAB board has indicated that among other things, he will talk about advertising and agency responsibility in program credit credits.

He informs BROADCASTING that his purpose is to have a ‘heart to heart’ talk with the broadcasters.

Mr. Loucks’ Report

THERE were no customary reports of officers of the NAB and its committee chairman. Mr. Loucks will deliver his final report as many commercial broadcasters announced last month his intention of returning to private law practice after the convention. More likely he will be as special counsel of the NAB and be delegated certain legal problems and related matters. James W. Baldwin, now serving as program and managing director, having terminated the Code Authority of which he has been in charge, has been widespread endorsement as Mr. Loucks’ successor.

Mr. Hostetler’s Letter

Mr. Hostetler’s Letter

I CANNOT yet give you the results of the two chains and McCoaker have extended contracts with ASCAP. I would not have been able to use certain facts, of course, if Ike Levy had been present. The matter was taken up at the convention and was decided frankly on Monday night before the meeting broke up. If Levy would give him the contract on Tuesday morning he would take it. I had not been here to be present at the meeting. We had turned them on, and in the second place, I did not think the protest would do much good for Louis. Negotiations were definitely entered into, and it is necessary to say that the proposal which McCoaker would get only $10,000 is also one that could be given by the Copyright Committee and with the presentation, in turn, submitted to the Board of Directors of the National Association of Radio Broadcasters.

I have been hoping that Mr. Bennett (Andrew W. Bennett, assistant attorney to the Attorney General on copyright) was right in his conclusion that he would be in the Government case with ASCAP without pointing out the advantages of the case. The Government would have, if anything, a better case from the independent broadcasters. If these new contracts have been signed, carrying that same preferential arrangement (and I understand they will carry it, except for the extension of these chain would add to the original terms) the chain and station owners will get the pay the five per cent to ten per cent, and in the case of the number of stations involved, this is in the case of the independent broadcasters. If these new contracts have been sealed, carrying that same preferential arrangement (and I understand they will carry it, except for the extension of these chain would add to the original terms) the chain and station owners will get the pay the five per cent to ten per cent, and in the case of the number of stations involved, I believe that this will be the only possible way to avoid any action, the only way that should be avoided. The Court’s attention to this preference in the case of the chain agreements is absolutely possible. See how I think the Court’s attention to this preference in the case of the chain agreements is absolutely possible. See how I think the Court’s attention to this preference in the case of the chain agreements is absolutely possible. See how I think the Court’s attention to this preference in the case of the chain agreements is absolutely possible.

Now, as to the advantages which Ike Levy has in his contract, I do not think the members of the Association or the members of the Board on the whole know what those advantages are as yet. I think that they should know before being called upon to determine whether they are going to approve the obligations in their present contract, or whether they wish to ask Mills to give them terms as favorable as those in the Levy’s contract. In regard to this matter, I do not think that I can give an extended conversation that we did on Monday afternoon, because it was only left to him that he was to give full information on this subject in a letter which he was to address to the members of the Board.

(Continued on page 56)

Mr. Levy’s Letters

Mr. Levy’s Letters

Since our last broadcasted letter, many conferences have been held between members of the Copyright Committee. Numerous attempts were made by us to get a satisfactory contract.

An extension of the present agreement was granted, providing for termination on Dec. 31, 1935. You probably know that the Government’s suit against ASCAP is being prepared. We are very likely that a final judgment will not be entered in this proceeding before the end of the year. Assuming success in the Government’s suit, it is necessary to anticipate that the business of ASCAP could not be reorganized, so at any convenient time, in some period of several years. Under the circumstances, therefore, it becomes more practical purposes, our position on Dec. 31, 1935 will have to be considered as it is today. We are therefore prepared to sign the contract as it stood immediately as will best protect the public interest and purposes.

At one of the meetings with ASCAP recently, it was proposed that the contract be extended for five years of our present agreement.

This proposition the Copyright Committee refused to entertain. In the alternative, they suggested that the present contract be extended, upon agreement of the members of the Government suit. ASCAP refused to agree to any proposition which made reference to the suit.

I believe that the proposed extension is not acceptable under the circumstances. There is nothing to be lost thereby of the way of the contract, and in the event that the Government’s suit was decided in favor of, these contracts, of necessity, would have to be extended. Should the Government suit last, we have always believed in the Government’s theory of its case.

Following is a tabulation of the round-trip rates from major points to Colorado Springs, including both the 16-day summer tourist rate and 45-day summer tourist rate:

<table>
<thead>
<tr>
<th>Schedule of Rates</th>
<th>16-DAY</th>
<th>45-DAY</th>
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<tr>
<td>New York</td>
<td>$76.70</td>
<td>$81.94</td>
</tr>
<tr>
<td>Newark</td>
<td>74.70</td>
<td>81.36</td>
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<td>61.00</td>
<td>77.88</td>
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<td>Baltimore</td>
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<td>Richmond</td>
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<td>75.57</td>
<td>65.45</td>
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<tr>
<td>Pittsburgh</td>
<td>73.00</td>
<td>64.85</td>
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<td>39.50</td>
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<td>51.50</td>
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<td>San Francisco</td>
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<td>62.50</td>
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FFC Defers Marmola

ACTION on several petitions pending before the FCC in connection with the citations of 21 stations which have broadcast the Marmola anti-fat programs, was deferred in the Broadcast Division, at the meeting of the FCC June 11 for another week. The petitions asked that the FCC act on pending applications for renewal of their licenses without reference to the action it may take following the hearings on the renewal applications set for next October. Among them are those of WJR, Detroit, to increase its power to 50,000 watts, and one of WJJD, Chicago, for increased facilities.

Roads

Roads

Rates via C. & O. and MOPAC

Are Below Usual Charges

SPECIAL road freight service for the NAB convention at Colorado Springs July 6-10 have been made by the Chicago & Ohio and Missouri Pacific Lines, which charge summer tourist rates, which are lower than the regular one and one-third round-trip convention rates, prevailing from all points and over all lines.

From the East, the C. & O. will have special sleeping cars and facilities aboard its crack train, the George Washington, and this will make direct connections with the NAB special trains of St. Louis-Omaha-Pu-}

NAB Group Votes Agency Recognition Plan

BY BRUCE ROBERTSON

Retailers’ Use of Radio and Audience Surveys Prominent in Discussions at Chicago Convention of the AFA

THE LONG-AWAITED plan to set up a bureau of agency recognition and credit information for the broadcasting industry was adopted by the commercial section of the AFA at convention session 11 in Chicago while meeting in conjunction with the annual Convention of America, Broadcasters Association. The convention will be submitted to the NAB convention next month, with the recommendation of the committee that such a bureau be set up without delay and that its control be exclusively in the broadcasting industry.

A committee consisting of J. O. Island, WHO, Des Moines, chairman; L. R. Lounsberry, WGR, YKWB, Buffalo, and John Elmer, WCMB, Baltimore, was appointed to draw up amendments for the AAB Code of Ethics, which will be presented first to the commercial committee preceding the business session of the NAB and then to the convention for action.

Preliminary Inquiry

A REPORT on the progress of the committee on audit bureau plans was read by Arthur Church, CMBC, Kansas City, chairman, who said that he expected the committee to have a final report before next month for a temporary organization to make a preliminary planning investigation and that it was hoped this organization would include representatives from advertisers and agencies as well as from the broadcasters themselves.

The following delegation represented the NAB at the audit bureau meeting of the AFA: John Allen, Chicago; Arthur Church, CMBC, delegate at large; A. J. McCosker, WOR; J. H. Stower, sales manager, WEAF; Don Thornburgh, WBBM; John Shepard, 3rd, WNAC; H. K. Carpenter, WHK; Edgar Bill, WMIB; Fred Palmer, WNIS; John Henry, KOIL; Don Davis, WHB; Lou Weiss, WJJK; John Gilfillan, Jr, WKUS; Ray Goodwin, KSD; Martin Campbell, WPFA; Hugh Halff, WOAI.

Because the broadcasters annual convention is less than a month away, little attention was made to push through any important business measures at these meetings of the commercial section, which were kept largely educational. Each session was attended by more than 100 broadcasters, advertisers and agency executives.

A new method of convention procedure was tried out at this session. At all meetings a single topic was discussed in round-table fashion by a group of men chosen to represent their respective sections discussing the customary program of addresses by individual speakers.

While the NAB commercial section, opened Monday's meeting by commenting on the growth of the radio department of the Chicago Convention of the AFA.

CONVENTIONEERS—At the AFA session were (left to right) Chester H. Lang, AFA president and manager of publicity, General Electric Co.; Albert D. Lasker, president, Loew's and Thomas; Edgar Kobak, vice president NBC, and AFA chairman. Lang and Kobak were reelected.

Marvin Oreck, vice-president, Oreck's Inc., Duluth, said that even the most optimistic person has no conception of radio's true value as an advertising medium for the retailer. It is important for both institutional advertising and direct selling, he stated, the decision depending on the store's immediate problem.

Alfred J. McCosker, WOR, New York, said that for six years the origin owners of this station confined themselves to the simple announcement that "WOR is owned by L. Bamberger & Co., one of America's great stores, located in Newark, N. J.

It was only after other department store began to use radio for direct advertising that Bamberger's did so too.

George Bijur, CBS director of sales promotion, reported that during his years in the publicity departments of Macy's and Bamberger he had ample opportunity to make rather accurate comparisons of the costs of radio with other media. Costs of radio specials averaged 2% of sales, he stated, as compared with newspaper costs of 10%. It is sometimes hard to draw the line between institutional and direct selling, he said, citing Filiene's pre-Easter series of broadcasts on colors in clothes and accessories as an example of a radio campaign that was always institutional in tone but that created a vast volume of business.

To the next question "Is radio's specific value the same for all types of retail outlets?" Dade B. Epstein, head of the Chicago advertising agency of that name, replied emphatically: "Yes. Radio is so flexible that it meets the needs of all equally." Contradicted by John Henry, KOIL, Omaha, who said that some retailers can use radio to much better advantage than others, Mr. Epstein retorted that the general run of retailers are becoming more radio-minded to the point of all.

Mr. Shepard's Views

DISCUSSING what the broadcasters can do more effectively to retailers, John Shepard, 3d, Yankee Network, advised salesmen in dealing with large stations to spend more time selling radio and what it can do to the buyers of individual departments, who don't like to see their appropriations diverted from newspapers, which they know, to radio which they don't.

The time of a big sale, when a retailer expects to do a large part of his year's business in a week or 10 days, is an ideal time to get him to buy radio, Mr. Bijur said.

After he has tried radio it is comparatively easy to keep him on the air.

When the store that hasn't tried radio has a children's section, the juvenile appeal is a good starting place, Mr. McCosker said. Children are more responsive than adults and are more apt to advertise the store if they are pleased with what they get there.

Mr. Oreck confessed that he had been skeptical about radio until persuaded to go on the air with a demonstration of what was advertised in the newspapers, and to compare costs. Mr. Epstein said that many retailers and large national organizations to tell their story and could not see how radio could do the job. He advanced salesmen to prepare themselves for the possibility of such prospects, who would be sold if the continuities were good enough.

It was argued that radio, but better dissemination of the knowledge we already have, is radio's greatest need, said Dr. H. S. Hettinger.

Helping the Retailer

HOW CAN the broadcaster best serve the retailer in assisting him to use radio effectively? Mr. Shepard said by selling the store on the value of merchandising its programs to both its own salespeople and the public would help most in making its radio advertising succeed. There was a general discussion that followed the panel, Herb Sherman, sales manager of WJJD, who helped in solving a costly radio failure, the campaign of the Wieboldt Stores in Chicago. After being a major executive in the Wieboldt organization as just what they needed, this campaign flopped dismally because the salesmen were called away when the air were not tied up with the broadcasts at the point of sale.

To illustrate the procedure of a specific period will stand, Mr. Taylor played records of three broadcasts put on by his

(Continued on page 68)
ASCAP Efforts at Delay Fail
And Federal Court Starts Trial

Motion of ASCAP to Remove Publishers and Others From Case Is Taken Under Advisement

WITH PRELIMINARY moves by ASCAP to force a postponement until the opening day of the 35th session of the National Broadcasting Congress in New York, the anti-trust suit of the Department of Justice against that combination charging it with price-fixing in violation of the Sherman Act got under way June 11 before Federal Judge Henry W. Goddard, in the Federal District Court here.

The trial, expected to last several weeks, is regarded as a show-down on the copyright issues which are basic to the suit.

Arraigned against each other in the suit were Andrew W. Bennett, president and general counsel of ASCAP, flanked by a number of prominent lawyers. After Mr. Burkan had moved for postponement until October, Federal Judge Goddard last week set June 10, Judge Goddard deferred action until word could be received from the Department of Justice. It was understood that the trial proceeded the following day, as scheduled. Judge Goddard is slated to transfer the motions up to the bench July 1 and indicated that he might not be able to sit after that date.

Limiting the Issue

UPON opening of the trial itself June 11, Mr. Burkan proposed that much of the advertising in which ASCAP, be severed from the case and that the issue be limited to that of pooling of copyrights by ASCAP, as opposed to the motion under advisement.

Assisting Mr. Bennett were Mac Asbil, Martin G. White, Harold F. Collins, and Richard L. Bird, Jr., of the Department of Justice, and Joseph Klein, investigator of the Federal Trade Commission. For ASCAP, Mr. Burkan was assisted by Thomas D. Thacher, former solicitor general, and Arthur Schwartz, his law associate. The ASCAP case is represented as counsel for the Music Publishers Protective Association.

Burkan argued that the committee of the ASCAP, score of broadcasters, hotel men and motion picture exhibitors, have been suborned by the government as witnesses. Star witnesses for the government were expected to be of Philip G. Loucks, NAB managing director, and Secretary H. C. Hoetel, of Cleveland, NAB copyright counsel.

In opening the trial Mr. Burkan traced the history of attempts of authors and composers to protect themselves against what he termed piracy. He said ASCAP was formed in 1914 when copyright laws were sprung all over the country and something had to be done to protect commercial music publishers.

He admitted that ASCAP had received an adverse decision in the district court in 1917 before the United States Supreme Court. This case involved the song "Sweetheart" by Victor Herbert.

In opening the case for the government, Mr. Bennett contended that the present system being enforced by ASCAP was in restraint of interstate commerce and that any case would bring in the 1915 act. He said that the present contracts should be voided as monopolistic. ASCAP, he continued, should be forced to come into line since it was actively engaged in interstate commerce. In other words, let supply and demand which are the basis of the common law market;

In rebuttal Messrs. Burkan and Thacher claimed that the broadcasting of music on the radio does not sit on the head of interstate commerce.

Copeland Measure Delayed in House

Crowded Committee Calendar Prevents Immediate Action

THE FATE of the Copeland Bill (S. 5) to regulate the sale and advertising of foods, drugs, devices and cosmetics was in doubt in the Senate because of the heavy legislative calendar not only before the House itself but also before the Committee on Foreign Commerce, which first must consider the measure. After a two-year battle in which it has been emaciated almost to the bone, the measure was passed May 28 by the Senate without a record vote.

The committee of which Rep. Sam Rayburn (D) of Texas is chairman, has before it the important Wheeler-Rayburn Bill or utility holding companies and will consider no other matters until it is disposed of. Also pending are several I.C.C. matters on which hearings have been scheduled.

It was indicated at the committee that two or three months may be required before they can even consider the measure and the food and drug measure. Hearings are considered necessary in advance of final action by the committee.

Thus far there has been no indication of serious opposition to the measure which in its form passed the Senate. The major problem in this writing seems to be whether there will be time enough during the remainder of the current session to give it the consideration committee members believe it deserves. There have been no protests from industries affected against the measure as it passed the Senate, since the majority of the amendments not only by radio, publishing, manufacturing and proprietary interests were accepted.

Tests for Wave Set

AFFILIATED PRODUCTS Inc., Chicago, on June 1 started a series of 50-minute subscription programs on WGN, Chicago, for the promotion of a campaign for Jo-Cur Wave Set.

The contract is for an indefinite period, with Blackett-Sample-Hum-ért Inc., the agency.

BROADCASTING • June 15, 1935

Republicans Start Plans
For Wide Use of Radio During 1936 Campaign

FIRST of the major political parties to begin laying its radio plans for the 1936 campaign is the Republican Party, according to the national chairman, Henry P. Fletcher, announced in Washington June 6 that Thomas Gorgan Sabin has been appointed radio director of the National Republican Committee with headquarters in Washington.

Mr. Sabin on June 15 leaves the sales managership of WBZ-WBZA, Boston, to take up his new post. For the last seven years he has been with NBC, having recently been transferred from New York to Boston. He is a native of Dallas, a graduate of the University of Pennsylvania and a war veteran.

Democrats have not yet made their radio plans, though it is probable that Herbert Pettey, new session of the NAB, will be appointed to the radio directorship of the National Committee which he held during the 1932. If appointed, he will materially reduce the number of肪 ASCAP post.

Plans Are Revised
For NAB Session

Few Speeches, Much Discussion,
Fill Feature July Meeting

ELABORATE plans for the 13th annual convention of the National Association of Broadcasters have been announced by W. W. Rayburn, NAB chairman, at the opening of the National Association of Broadcasters.

Mr. Rayburn announced that a full day will be devoted to the discussion of the FCC post and that the convention will open with an address by Mr. Rayburn.

The business sessions will open at 9:30 a.m. Monday, July 8, following observance of Denver Day on July 6 and the playing of the annual goody-goody song on Monday night, the Broadcasting Magazine in Sunday, July 7. At the opening session, President J. T. R. of NAB, Ward, Managing Director, and other officers will deliver their reports. Then the principal address will be delivered by John McGee, chairman of the FCC, and the program will be continued by John McGee, who will give his subject the FCC campaign against medical and other programs that are regarded as offensive to good taste.

Topics for Discussion

IMMEDIATELY following Mr. McGee's address, the floor will be thrown open for discussion, and indications are it will be heated. At an afternoon session further discussion of the FCC and of the campaign will be opened by the third of the FCC post.

During the course of the convention it is expected that the separate projects for formation of a series of local stations, the NAB by newspaper-owned stations and by purely local stations will be raised on the floor. The convention will be in session at least, and the land on the ground that the creation of such organizations would weaken the radio industry by the industry and seriously endanger the future of NAB.

BROADCASTS of Los Angeles baseball games have been stopped on KFWB, team officials deciding that airing of local contests decreased attendance.
Niagara Hudson Finds Radio Its Best Medium

By CHARLES A. TATTERSALL*
Secretary, Niagara Hudson Power Corp., New York

Advertising Cost Only a Tenth as Much as Other Methods; suggests General Use of Its Spots by Power Companies

WHETHER it's peanuts or motor cars or advertising, it's the cost that counts—measured by results, of course. And that's why Niagara Hudson is a big radio user—because it gets best results for the least cash. In fact, this power company reaches a thousand radio sets, actually tuned to its program, for $3.46. In what it considers the cheapest printed media, the Saturday Evening Post, the cost per "seen" advertisement is $14 per thousand, and the cost per "read" message is $52.50.

frank to say, was difficult to keep
sold at. At about the time when
economic conditions were such as
to compel curtailments all along
the line, the split network became
unavailable too. For these compell-
ing reasons, among others, it was
decided to discontinue this
program.

During the time of the broad-
cast, and for months after the pro-
gram was taken off, Niagara Hud-
son received many communications.
Christmas cards, letters from hos-
italized veterans, from little chil-
dren and elderly mothers, the typed
letters of the business man and the
peneled cards from remote hamlets—there was evi-
dence aplenty that Niagara Hud-
son had gained many friends. We
fully realized that this good-will
would eventually result in
increased sales of electricity, and
that at some later time we would
again go on the air.

Sometime afterwards the use of
radio was again considered. We
then felt that it would be impractical
to put on any radio program which
did not take advantage of the
radiobation that we had previously
used. More, we were equally sure
that we should put on no program
which smacked of large and reck-
less expenditures.

Thus, from the management
viewpoint, we were left with the
realization that, while radio as an
advertising medium had distinct advan-
tages for us, we had no prac-
tical plan by which to take upon
those advantages. Naturally, we
wanted one program throughout
our territory and certainly it was
not practical to move talent from
one local station to the other.

That was our situation in radio
at about June 1, 1932.

Boss of the House

DURING this early period, how-
ever, we had become increasingly
conscious of the importance of the
home, its functions and its con-
sequences as well as in the sale
of electric appliances and in the
greater use of electricity.

This strengthened impression had
a direct bearing on the belief,
long held in the Niagara Hudson

bill, in few cases does he know
what that service covers. If the
wife tells him that the bill is high,
then to the husband it is hard to
convince otherwise. If his
wife feels that the bill is reason-
able for the service used, then
he is more likely to agree.

Used Morning Hours

WITH that situation in mind, we
became more and more interested
in the morning radio field. Morn-
ing broadcasts reach an exclusive
audience of women, and those who
do their own cooking have less
reason to read—are more likely
to have a radio turned on during
the morning hours. Furthermore, as
you know, all the programs are
directed at the homes and at the
women. There are no Paul White-
mans, Ed Wynns or other enter-
tainment utilized during the morn-
ing hours which is prohibitive in
talent cost. Thus, with morning
radio time our problem of the high
talent cost and the difficulty of
converting was automatically
overcome.

We had decided on the audience
to whom we would appeal; we had
learned that many appropriate program
time to reach this partic-
ular audience was also the most
important and the most reason-
table talent cost; we had left but one
problem: How were we going to cover
our territory without the tremen-
dous outlay of a complete radio
network. Remember that the split
network was no longer available.
Radio transcriptions were sug-
gested as logical, and as quickly
conceivable as smacking of "canned" or
phonograph material. However, we went to see and
hear.

Turned to Transcriptions

WHEN we became thoroughly ac-
quainted with the transportation
program we turned our early con-
demnation about with the realiza-
tion that radio, and radio heritage
was also our very fortune.

The best talent recorded under the
ideal technical conditions to a fidelity
that defies detection, that is the
modern radio transcription. The
transcription record can be played over different
varying hours as may best suit local
requirements; it can be prepared
in advance and so lends itself to a
well designed and balanced pro-
gram series; the entertainment
message, once recorded, re-
mains letter perfect and there
is no probability of a typographical
error or other accidents. We found
that it enabled the use of the best
talent at a reasonably low unit
rate. Thus it was decided as the
Niagara Hudson System Companies
decided to use radio transcriptions.

Selecting Talent

AFTER a great deal of considera-
tion, and after two or three pre-
liminary auditions before our prin-
cipal operators, we decided to
hire Little Jack Little and his orches-
tra to carry the entertainment of
(Continued on page 44)

June 15, 1935 • BROADCASTING
Industry Praised By FTC Official For Cooperation

Adams Says Stations Displayed Courage in Spurning Accounts

DESPITE the recognized fact that it is essential in advertising--"with checks pinned to the copy," broadcasters have cooperated "100 per cent" in the Federal Trade Commission's efforts to eliminate false and misleading advertising from the air, E. J. Adams, chairman of a special board of investigation of the Federal Trade Commission, declared June 11. He addressed the meeting of the National Association held in Chicago in conjunction with the annual convention of the Advertising Federation of America.

In an enlightening talk on the functions of the Trade Commission in advertising control, Mr. Adams added particularly to the procedure adopted a year ago by the Commission under which it refers commercial continuities of stations, network and station sponsorship companies. Leading up to this discussion, he pointed out that several years ago far-sighted publishers entered into an agreement to reject copy that would offend or deceive readers. But he pointed out that a large number of publishers do not belong to the associations that agreed to this procedure, and are not bound by any rules.

"That is why the Government agency must be empowered and directed to make those who cannot be controlled by association methods, to adopt the methods of competition," he said.

On the Spot

AS THE MORE reputable publishers rejected advertising copy on questionable products, Mr. Adams pointed out, many of these advertisers turned to radio. Stations needed the revenue, and the majority were not familiar with the methods of reputable advertisers. The result, he added, was "much bad advertising has grown up, and many of the announcements have come for the radio industry to clean house." Mr. Adams continued:

"The radio industry was new. Stations could not pay talent to entertain their public. Sponsors were necessary to pay the bills. Advertisers appeared to be essential to secure revenue to meet the payroll. Stockholders wanted dividends. Stations were not in the position to refuse the spot. It took courage to reject advertising with checks pinned to the copy.

"It was a hard place for managers of stations. If they secured the income from bad advertisers, they faced the loss of listener confidence, and the public would not listen to advertising, and thus destroy their stations as advertising mediums. If they rejected the copy and refused revenue, there would be suspension for want of operating money.

"The Commission can help matters by exerting its influence over radio stations in rejecting bad advertising copy. They can serve advertising by combating the commercial section of the advertising copy before broadcast.

"With the desire in mind of helping the radio industry, preserve the confidence of the public, and conserve the value of their facilities and advertising mediums, the Federal Trade Commission, last year, initiated a procedure to restrain advertisers over the radio from misrepresenting the goods offered for sale, or in any other manner deceiving and misleading the buying public.

"The FTC is the everlasting credit of the radio industry that it has cooperated with the Commission 100 per cent.

"The first call for copies of commercial continuities sent out by the Commission, brought responses and copies from every station in the United States. This was an astounding response, and it has been very helpful to the Commission, and we hope the procedure of the Commission has been helpful to the radio industry."

In the course of his remarks, Mr. Adams explained in detail the procedure followed by the Commission in handling of advertisements. The same procedure applies in cases of periodicals and radio. He emphasized that the "strict" method rather than punitive action. For example he pointed out that under new procedure about 90 per cent of its cases are handled by stipulation of the parties involved in which they agree to end the objectionable practices. The object, he said, is to prevent unfair methods in the future, and experience teaches that this can be accomplished by stipulation more effectively than by the more drastic "cease and desist" order.

"Listener confidence was characterized by Mr. Adams as essential. If many stations expect to survive, he declared, they must respect, promote and protect listener confidence. Programs must be clean, and the representations by advertisers must be reliable and truthful.

"Those stations that permit worthless products to be advertised, or good products misrepresented over the air from their station, will not long endure, and those stations that protect the public from offensive programs, and false advertising, will find their facilities in demand by reputable advertisers. Reputable concerns, and truthful advertisers will not remain in the company of advertisers that resort to misrepresentations of goods, remedies and worthless articles."
Sponsored News Programs Spreading

Both NBC and CBS Negotiating With Press Associations; United Press Links 'Richfield Reporter' Direct

WHILE actual signing of contracts is proceeding slowly, a large number of contracts are now under negotiation by three press associations: NBC, CBS and United Press. The likelihood that a majority of stations will be broadcasting such news programs on regular schedule when the new season gets under way this fall is great.

Foremost in the current deliberations, as reported to both United Press and International News Service for acquisition of their reports for owned and operated stations only. While the networks themselves will adhere to the Press-Radio agreement and broadcast only the sustaining reports prepared by the Press-Radio bureaus, they are also interested in contracting for the news services for their own stations as well as for their own and operated stations.

Another move made by U. P. is the sale of its service to the Richfield Reporter for the Press-Radio Network. The agreement provides for the Press-Radio Network to be provided with the latest and most accurate news as first delivered to Richfield. These news services are available for broadcasting.

Augmented Service

THE NEXT move in the $1,000,000 damage suit filed recently by Transradio Press against the three major networks was announced by the American Newspaper Publishers Association, who will not come until June 24 at which time the damages are due to answer the petition. Beyond the 21 stations it had announced as signed and operating, along with William S. Hedges, manager of operated stations, while Edward Krauber, executive vice-president, and Paul V. 5-5:15 p.m., through Chambers & Wellington Co., Boston.

Insuring Accuracy

PROVISION was made that the U. P. at all times shall have editorial direction of the broadcasts of its report to insure accuracy and to ascertain that the facts used in the broadcasts shall be the same as stated in the news reports.

One of the standard provisions of the newspaper contract included in the station agreement specifies that the station shall furnish to U. P. without cost all news and special service from tributary news territory collected by the station and to make no subsequent news service arrangements which will interfere in any way with the fulfillment of the station's obligations under this provision. Conversely, it is specified that the station shall not furnish any portion of the U. P. report or news tips to any other service except as provided in the agreement. Stations are required to broadcast the U. P. credit-line at the opening and closing of each news broadcast period.

A new provision in the contract reads: 'This agreement and all its provisions are subject to renewal by one station and the other, and any party to this agreement shall be liable in damages to the

Yankee Signs Five On News Programs

Other Spenders Over Network In New England

WITH five clients sponsoring its news dispatches, furnished through the Yankee Network, has just announced clients broadcasting over its facilities.

The five news dispatches are: E. L. Knowles Co., Springfield, Mass. (Rubine limen) through Hoyt & Co., Boston; Rochester Daily Times (Blackstone cigars), through Batten, Barton, Durstine & Osborn Inc., New York; Watt & Bond Tobacco Co., Boston (JA & 65 cigars), through Lester B. Hayes, Boston.

Other Yankee sponsors are:

Scott Furriers, Boston, amateur sports, Saturdays, 10-11 p.m., through Aaron Bloom, Boston.

Radio Leases of Michigan Little Flier, Roan Oak Mills, Father Coughlin, Sundays, midnight-12:30 a.m., through Hoyt & Co., Boston.


Bosworth, O. (rubber balls), participating, through Carr Liggett Inc., Cleveland.


Y. LaRosa, Brooklyn (macaroni), daily musical, 1-1:30 p.m., through Dowd & Ostreicher, Boston.

Hankley Co., Boston (ale), quarter, 6-6:30 p.m., through Har- old Cabot & Co., Boston.

Laruso Bros., Richmond (Edgeworth tobacco), Corn Cob Pipe Club, Mondays, 10-10:30 p.m., through Batten, Barton, Durstine & Osborn, New York.

Kendall Mfg. Co., Boston (Soapine), Franke & the Soapine Whaline, 1-1:30 p.m., through Dowd & Ostreicher, Boston.

Arne White Lead & Color Works, Detroit (tobacco), participating, through Dowd & Ostreicher, Boston.

Boston Advertiser (newspaper), transcription, Saturdays, 6:45-7:15 p.m., through Henri, Hurst & McDonald Co., Boston.

B & T Society, Brooklyn (religion), 6:15-6:30 p.m., through Holland Butter Co., Boston, participation, direct.

New England Ice Dealers Ass'n, Boston, participation, direct.

Sands, Taylor & Wood Co., Boston (King Amber Bour, rossi), participation, direct.

Durkee-Hoover Inc., Lynn, Mass. (Holmes & Ford, participation, direct.


Silver Dust Discs

GOLD DUST Corp., New York (Silver Dust) has placed a series of 70 one-minute WBS transcriptions on 25 stations. The announce- ment. was nationalized, are going on during morning hours to reach housewives, the schedule calling for distribution to 25 stations for one week on each station for seven weeks. Batten, Barton, Durstine & Osborn Inc., N. Y., is the agency.

June 15, 1935 BROADCASTING
London Demonstration Leads to Belief That Progress Should Be Watched Closely by Broadcast Industry

ALL THIS TALK about television development at home and abroad really has a basis in actual technical achievement. Granted that vision by radio still faces enormous obstacles, which admittedly involve economic problems more than technical, it has already been accomplished to a remarkable extent—at least in the laboratories.

On a vacation trip in England last month I witnessed a demonstration of one of the two visual broadcasting systems which the British Broadcasting Corp. will introduce this year to the London audience.

I returned home with the conviction, which I confess I did not have before, that sight added to sound by radio is not as far away as many of us have been led to believe. Not being a prophet, or the son of a prophet, I shall not venture any prediction as to when it will come as an everyday reality. But come it will, and the broadcasting and advertising worlds will do well to watch its every move—especially now that RCA has promised to bring an initial experimental unit into the open during the next 12 to 18 months.

It may seem somewhat ironic that I had to go to London to see a television demonstration that so completely altered my judgment—and my enthusiasm—about the practical potentialities of the visual broadcasting art. But television experiments over here, at least those of the major laboratories, have been conducted behind closely guarded doors. Apparently it is the determination of the British and the Germans, particularly the former—who are introducing television publicly this year—upon recommendation of a governmental committee to experts who visited the United States and Germany last winter and saw what both of them have—what operating American activity.

We are assured by David Sarnoff, president of RCA, in his May 7 report to stockholders, that America is “further advanced scientifically in this field than any other country in the world” but that “as a system of sight transmission and reception, comparable in coverage and service to the present nation-wide system of sound broadcasting, television is not here nor around the corner.”

Certainly the radio advertising fraternity will agree with Mr. Sarnoff that “because of the technical and commercial problems, which the art faces, this system must be built in progressive and evolutionary stages.”

It cannot be done otherwise and even the amazing results that I saw in London are going to be brought out in the same way. London is to have two accepted television services, those of Baird.

BAIRD SYSTEM—Two examples of what is being done at Crystal Palace. Left, television in cabinet to be marketed for $400, with remarkably clear halftone closeup of singing film star on 9 inch screen. Right, Mickey Mouse film projected on same type of cabinet and same size screen.
They claim, however, Baird people and transmitted this industry, the broadcasting industry, the last December before notables the intermediate STUDIO STUDIO STUDIO.

I would say that the pictures were about as good as those any amateur might run off on his home The talking pictures were in black and white and there was no straining of the eyes in following them. Pully as clear, perhaps clearer, was the reel of Mickey Mouse film shown on the same screen, and I was also shown several other snatches of half tone film.

I was shown two types of receivers. One screened the 12x9-inch picture (note the picture of the girl with this article) and the other projected an 8x6-inch picture. Both were simple but handsome cabinets. Both types of pictures were extremely easy to look at. The first cabinet, I was told, would market for about $400 at the outlet, and the second for about $200, with the cost coming down as the demand would warrant mass production.

Being no technician, I have endeavored here to give only a layman’s reactions. Baird claims to be able to increase the 240-line pictures up to 800 lines and 50 frames per second, which would improve the pictures still more. The apparatus was not geared for this type of transmission when I saw it, and I was told that the Baird system’s first public offerings were to be those actually shown me. The government has also required Baird and EMI to get together on standards, so that one receiver could handle either service when on the air, but I was informed they had not yet done so.

Capt. West also showed me the big cathode ray tube, which he said was the largest ever constructed; the camera room with what he called a 180-line intermediate film scanner; the “telecine” room with a 180-line disc scanner and the 100-to-500-line electron scanner.

The demonstration was in the intermediate film process; film is made in 30 seconds and then transmitted.

STUDIO SCENE—One of the Crystal Palace sets being televised by the intermediate film process; film is made in 30 seconds and then transmitted.

The demonstrations given last December before notables representing the government, the broadcasting industry, the film industry and others.

The photographs accompanying this article, which I brought back from London, portray without exaggeration what I saw. It must be borne in mind, of course, that all I saw televised were film subjects transmitted via wires and not through the ether; direct pickups and radio transmissions involve other practical problems, but the Baird people assert they can do a good direct pickup job and have sent the images out over the air fully as efficiently as over wires. They claim, however, that filmed subjects are easiest to televise.

In a room that did not require darkening, I saw a reel of sound film projected from a cathode ray tube on a mirror that framed the pictures to form a 12x9-inch screen. The beautiful German actress pictured here was shown singing, and her voice was perfectly synchronized. The closeups were splendid, and the larger scenes showing soldiers and singing and dancing girls were easy to follow.

The camera that “shoots” a scene, develops a film and projects it on the air within a space of only 30 seconds; the 10,000-watt transmitter with modulation amplifier, and the studio sets for “shooting” actual performances and projecting them on the air either directly or via the intermediary of the films that can be developed in 30 seconds.

Technical Problems

ALL THIS technical apparatus would require an experienced engineer to describe, and indeed I am told that most broadcast engineers, or even engineers who have had both radio and talking film experience, would need highly specialized training to understand and operate them.

I have been asked if what I saw would persuade me, as a radio fan, to purchase one of the receivers for my home. It would, most decidedly, though I would want some assurance that the receiving apparatus I purchased, especially if the price were as high as $250 or $400, would not be rendered obsolete overnight by some new development or improvement. I would also want assurance that such a set would pick up not only one service but any competitive visual broadcasting service within its reasonable tuning range.

Would I be willing to look at the

(Continued on page 51)
NBC to Enter Spot Business With Recorded Library Service

Transcriptions Also to Be Offered to Advertisers; 'Thesaurus' Picked as Name for New Venture

AFTER two years of intensive planning and preparation NBC has no definite intention of entering the transcriptions field with sales efforts to begin July 15 when the service will initially be offered to radio stations.

A program service competitive with that originated by World Broadcasting System, NBC has announced its release in the program service field, which will be called "Thesaurus." It means, the advertisement states, "A Treasure House of Recorded Transcriptions," and will be demonstrated and exhibited at the NAB convention in Colorado Springs, July 6-10, at which time the sales campaign to stations will be launched.

Separate Sales Setup

WHILE no formal announcement of the scope of "Thesaurus" is expected until July 15, certain details in connection with NBC's entry into spot broadcasting have been ascertained. Although the program service will form the nucleus of the project it is planned to offer transcriptions for sponsorship directly to sponsors and to enter the custom-made transcription field. This likewise will be competitive with WBS and with others in the transcription field.

C. Lloyd Egner, manager of the NBC Transcription Department, is in direct charge of the new operations and is working under Ed Kobak, NBC vice president in charge of sales. A separate sales department, divorced from Mr. Kobak's network sales organization, will be maintained, it is understood.

As for the program service, the initial plan is to offer to stations a library of approximately 400 units at the outset, including leading musical aggregations and soloists, along with dramatic skits, comedy teams and other diversified program material which can be designed for local, regional or national sponsorship. The discs will be 33 1/3 r.p.m., it is indicated, with some 40 additional units added on a monthly basis.

Featured NBC artists will be used in the recorded programs, thus in a measure paralleling the talent used on the NBC networks. For the past month, the musical mountaineering and steady activity at the RCA Victor studios in New York, recording these programs in preparation for the release of "Thesaurus." The basic service will cover approximately three hours of air time, with continuities sent to subscribing stations for their use in offering diversified programs.

NBC affiliated stations, it seems evident, will be given first opportunity to subscribe to the service in its own markets. But, so far as known, the service also will be offered to non-NBC outlets and to independents, should the NBC affiliates fail to accept the proposition. Rates are still in the realm of conjecture.

Supplementing this will be the custom-made transcription service, provided for in the plans of the NBC transcription organization.

Announcement has not yet been made of sales and other personnel to be associated with the transcription venture beyond the names of its executives. Mr. Egner's chief assistant is Frank Chase, writer and producer of many popular network shows, now devoting his entire time to the production of the transcriptions. He is assisting Reginald Thomas. Maurice Wetzel, pioneer broadcaster, who has been named Chicago manager, for some time has been in New York conferring with Mr. Egner. He was associated with the Radio Transcription Co. of America and with KYW, and for the last four years has been with the NBC Chicago studios as assistant production manager and supervisor of announcers. He has been in charge of all transcription matters in the Chicago office.

Complete details of the service will be available coincident with the NAB convention, and probably will be published in the July 1 issue of Broadcasting.

A NEW station at Richmond, Va., to serve the colored community and to have all Negroes on its staff, is announced in an application filed with the FCC by the Century Broadcasting Co., a Virginia corporation, seeking 100 watts on 1370 kc.

Two Network Projects Are Said to Be Planned In Pacific Coast Region

By DAVID H. GLICKMAN

PERSISTENT rumors of two new networks for the Pacific Coast, still in the formative stages, have become most insistently within the past fortnight. Radio interests on the Coast are reported planning cooperative operations involving smaller stations in northern and southern California, to be run on a basis somewhat resembling a network. Two small San Francisco bay stations and at least four in the southern California territory, are said to be promoting the idea.

Headquarters are to be in San Francisco and Los Angeles. A network of major proportions for the Pacific Coast, to emerge before the year is out, is also said to be in the making and under the guidance of William Randolph Hearst, who recently acquired KELW, Burbank, Cal., and KEHE, Los Angeles. Mr. Hearst is concentrating his radio efforts in southern California in building up KEHE. From all indications that station will form the basis for the new network since KYA, Voice of the San Francisco Examiner, cannot be included in the chain for more than three years because of an agreement made with NBC when Mr. Hearst acquired the station about a year and a half ago. Agreement made at that time was that KYA couldn't be included in a network for five years.

To get a northern California outlet, Mr. Hearst is reported to be negotiating with the Don Lee network for KFRC. The rumor has been circulated in both San Francisco and Los Angeles for some months, with the report being freely discussed in radio circles.

Pillsbury Renews

PILLSBURY FLOUR MILLS Co., Minneapolis, has renewed until June 1937 Today's Children, now in its fourth year in the air. It is broadcast five times a week over KEHE and NBC-WJZ network. The script is written by Irna Phillips and Wal- lington and both of whom perform on the cast.
It takes POWER to cover this area

Iowa is a big market because it is a big collection of smaller markets. Des Moines, home of WHO, is Iowa's largest city, yet it has less than 6% of the state's population (1930 census). Instead of coming through one or two metropolitan centers, Iowa dollars flow to the advertiser through scores of trading centers, spread over the state.

A few of these centers have radio outlets; others have none. Even by using evening time on all of Iowa's smaller stations, you still need WHO to cover the state.

PLANT the Iowa market at New York's front door—and note the size of the area it spreads over. A lot of territory? Sure! Too much, in fact, to cover efficiently with low-powered transmitters. The profitable way to reach this rich Iowa market by radio, is through the one station that has the power to tell—and sell—all Iowa at once—Station WHO with 50,000 watts.

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

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

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

June 15, 1935 • BROADCASTING
Secret Program Observation Is Traced to FCC Personnel
Orders to Field Staff Issued Without Commission’s Knowledge; Broadcast Industry Voices Concern

CONSTERNATION, if not alarm, has been aroused in broadcasting circles and on the FCC itself over the disclosure that inspectors in charge of the score of field offices of the FCC had been instructed in a secret memorandum issued last week to report on programs of “questionable character.”

Greater concern was evidenced over the fact that under the new program, inspectors would be enumerated on those on which report should be made, bordered closely upon censorship. This item, under the heading of “Programs which are prohibited by law,” read: “Libelous or slanderous attacks upon individuals, officers or government officials.”

It was ascertained that the memorandum was not circulated beyond the FCC itself but was sent out by the Engineering Department, which has charge of the field force, for inspection by the Law Department. Moreover, the memorandum was dispatched prior to the outbreak of the several objectionable programs, which did not gain full swing until last April after Anning S. Prall had assumed the FCC chairmanship.

Program Detectives

IT WAS FELT that the matter was a violation rather than one that should develop upon subordinate divisions. Moreover, it had the effect, it was pointed out, of obliterating the field supervisors and inspectors in the position of “program detectives” whereas specified duties, under FCC regulations, are purely in the technical line.

The memorandum (No. 117) was to be circulated in charge of FCC offices on Jan. 3, but was not disclosed until this month. It bore the signature of Dr. C. B. Jolliffe, chairman, but so far as can be learned, was drafted by the Law Department.

It was felt largely because the memorandum covered controversial matter and did not have FCC endorsement. The fact that there was much circulation over alleged administration domination of stations, along with charges of program censorship, shows the document in a particularly unfavorable light. Under the law the FCC is specifically precluded from exercising any power of program censorship.

Mr. Prall’s Comment

THE ONLY official word forthcoming from the FCC was a statement issued by Chairman Prall on June 10, in which he said he did not know of any instructions which were issued “in any way tend to restrict free speech or libelous or slanderous activities of any broadcast station.”

“The Commission,” he asserted, “has 23 field offices in the United States and Canada and that it is the administration of the radio provisions of the Communications Act of 1934. The men assigned to these offices keep the Commission informed on all phases of radio activity, including broadcasting, in their respective districts. The program which are prohibited concern one of their routine duties.

The memorandum follows in full text:

Occasionally this office receives reports from outside sources of questionable character, such as alleged hoaxes, medical tests, etc., which should be observed and reported by the field personnel in the field. The person in the field should be in close touch with local situations, including conversations, newspapers, etc. and anything which might be of interest to the Commission should be reported.

Whenever you observe any irregularity in the program or operation of a broadcast station which may be considered as a possible violation of a law or regulation restated by the Commission; or of such a nature as to not be in public interest, such information should be reported to the office for such action as may be considered appropriate. If the Commission desires further detail or action it will be requested.

The regulations may be summarized under two heads:

A. Programs which are prohibited by

1. Programs of this character include those containing indecent, personal or obscene language.

2. Lotteries, (See Section 310 of the Communications Act for definition).

3. Under Section 325 (b) and (c) programs originating from studios not owned or controlled by the domestic station are prohibited by a foreign station capable of containing material of interest in the United States where no license for maintenance of said studio by any person is held.

B. Programs which appear to be objectionable from a general public interest, are prohibited (These involve a matter of opinion by the operator, and all cases where the inspector is in doubt should be reported).

1. Objectionable queer medical talk;

2. Schemes involving possible fraud or fraudulent representations;

3. Fortune telling programs;

4. Programs on the subject of family matters;

5. Programs involving too much time spent on the selling or advertising of merchandise;

6. Programs involving consideration to be of good moral content;

7. Program advertising and soliciting business for professional men, (Lawyers, doctors and dentists) to a station;

8. Any program involving boy-cotting.

The following individuals have been reasons set forth in decisions of the Commission been refused renewal of licenses to the following stations: R. Birkley; Norman Baker; Rev. Bob Shuler. If these individuals are proven by any other proceeding to have made and should notify the Commission of the fact and give details of the programs.

If any future decisions of the Commission take similar action against any stations they should be included in the list.

It is realized that you are primarily schooled in the technical engineering phases of radio transmission, but it is believed that you are all likewise familiar in general with radio programs, especially programs from states in your respective districts, and you are requested to watch all programs and to report on all programs which may be contrary to the public interest.

Secret Program Observation Is Traced to FCC Personnel
Orders to Field Staff Issued Without Commission’s Knowledge; Broadcast Industry Voices Concern

Baldwin Pro Tem

JAMES W. BALDWIN, who is now liquidating the affairs of the Code Authority for the Broadcast Industry, is the new chairman of the NAB in the absence of M. W. Mathews, former managing director of the NAB, who is managing director, who went to New York to participate in the George ASCAP. Mr. Baldwin for the last two years has held the official status as assistant managing director, and executive office of the Code Authority.

Purchase of WMAL Held Up by Court

Forced Sale to Hearst Radio Now Considered Improbable

FORCED sale of WMAL, Washington, to Hearst Radio Inc., because of the alleged negotiation of a contract to that end now is considered improbable, according to a ruling June 5 by the Supreme Court of the District of Columbia that the contract is illegal. A. Leese could not be compelled to carry out the arrangement. The case is still in litigation, however, with the Leese family given the opportunity to file additional briefs.

In addition to Hearst Radio, acting in behalf of the Washington Herald, both the Washington Star and the Washington Star have bid for the station, now operated under lease by NBC as its Blue Network outlet.

On April 29 Hearst Radio filed in the court a suit to compel performance of the contract for sale previously signed on Jan. 12 for the purchase of WMAL for $285,000, aside from leasehold accruals for the next five years which would amount to an additional $106,000. Subsequently, however, counsel for a newspaper in the project on the ground that the agreement was not valid nor binding was vague and indefinite, unforeseeable, and prematurely instituted.

Court’s Opinion

IN COURT on June 5 Justice Daniel W. O'Donoghue withheld formal dismissal but added that it was his view that filing of additional briefs by Mr. Leese would not change his mind. He said that the agreement, in his opinion, was faulty because the agreement was not supported by a newspaper in the project and attempted to dispose of the case "they do not own a control.'"

In the agreement of Jan. 12, the Hearst suit stated, the heirs of M. W. Mathews, the last president of the NAB's arrangements were made for a formal agreement to be substituted in the future that Mrs. Fannie I. Leese, the widow, had not signed the original agreement. The second form of draft had not been signed by any of the heirs.

NBC's five-year lease of WMAL still has three years to run and a new owner, supported that NBC did not intend to relinquish its leasehold if the station had been sold.

Hearst Group Spans Program on 217 Stations

KING FEATURES SYNDICATE is sponsoring a series of programs in the interest of Comic Weekly. The 15 programs will be built around the Flash Gordon comic strip and are broadcast over 217 stations in the United States and Canada where they have been just signed to broadcast in Australia.

Another Hearst subsidiary is sponsoring Front Page Dramas over 230 stations. These transcriptions usually are based on some $6 a week, appearing in American Weekly, which is being broadcast by these programs. Front Page Dramas have been on the air for the last three years and are considered by Langlois and Wentworth, N. Y.

THIRTY stations are now carrying the weekly WBNS Magazine of the Air transcriptions beginning placed by News Week Magazine.

DuMond to Agency

JOE DU MOND, formerly mana-

of AM 750 in New Water.
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When was opera-

and the agency.

Mr. DuMond told

an AM 750 station.

was operated

by/ Harry

Shaw, has given

Agency.

Mr. DuMond told

an AM 750 station.

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Mr. DuMond told

an AM 750 station.

was operated

by/ Harry

Shaw, has given

Agency.
Driving Home the Insurance Message
Occidental Life Finds in Radio a Method of Selling
The Prospect Before the Agent Makes a Contact

By CHAS. R. STUART
President
Chas. R. Stuart, San Francisco

TO BUILD a successful radio program, it is necessary that your idea be "different," your feature unique, your distribution wide, your salesmanship effective, and, most important of all, it must sell the sponsor's product!

When Occidental Life Insurance Company of California decided to go on the air in 1933, we tried to carry out these ideas and much thought was given in planning the right type of program. They didn't want a variety show or a musical program. They wanted something dramatic, a 30-minute program that would compel listeners to concentrate upon the broadcast — one that would make listeners think about it the following day and then come back again for more. Our client wanted drama because his aim was to get over an insurance story. Therefore it was necessary to develop a program that would get the undivided attention of the families, and would interest the whole family.

Here was a Western organization, starting out on its first trek in the ether. The other insurance companies had to have a "pioneer" tie-in on the program because Occidental, in a way, was pioneering the West. The program had to be different, with the human interest touch.

Something distinctly Western for the Western organization was the order which we had to fill.

Finding a Title

HOURS were spent in research and many more hours in discussion. Then I remembered Theodore Roosevelt's book — "The Winning of the West". This title had been used by the Occidental Life making the Pacific Coast. It tied-in with our idea and out of it grew the weekly program, "Winning the West!"

Each episode of the present book is introduced by Earl Lee as "Sim Wallace, the Story Teller, who supposedly wanted to be a novelist and started relating his yarn, which is then dramatized. Each episode of the dramatic serial is based on actual historical happenings. Fictioned with humor and music too, the series is heard over the National Broadcasting System's KPO basic network from San Francisco every Thursday, 8:00 p.m., and is the most effective advertising for Occidental.

To enjoy Winning the West, attention must be focused closely. Bridge, talking and household diversions must be laid aside until the program is completed. Commercial announcements at the beginning and the end of the broadcast, about one-and-a-quarter minutes each, are closely interwoven with the program.

Now that we had a program, it was up to us to try to get something to attract leads to the thought of Occidental Life. In other words, there had to be a good tie-in. Every suggestion was considered. We wanted something to attract people interested in good home management and financial security. Finally a simplified family budget book was hit upon.

The booklet, 8 x 11 inches with 24 pages, tells how to make your income dollars go farther, allowing for a "sinking fund" to provide for later years. Attached to the book is a double postal card. One card is a request for complete details on Occidental Life's Self Pension Plan. The other postal card is spaced for the name of a friend to whom the interested party wants a copy of the "Family Budget" book sent.

50,000 Budgets

Each week we described and offered a copy of this booklet free to all listeners. It clicked immediately. As a result, since Nov. 1, 1933, when the offer was first made on the air, more than 50,000 requests have been made for the "Family Budget" book. These requests have come from thirty-nine different states, also from Alaska, Canada, Puerto Rico, the Canal Zone, Hawaii and China. Practically every county in California, Washington, Oregon, Idaho and Nevada are represented in the requests. Those living in the rural districts in particular have shown a marked interest in the budget book.

New contacts and new friends, established through the program, and the splendid distribution of the budget book, has brought considerable new business to Occidental Life, demonstrating to a marked degree the powerful selling force of radio advertising. Scores of new agents have also been attracted to the company through the point, is daily being brought to the attention of agents in various communities. Even a "cold turkey" canvas brings surprising results. The program, "Winning the West" has gone before.

Not so long ago, an agent candidly disclosed how he went about selling a new connection. "Recently, I decided to change my affiliation," he said. "I felt that the program was so good an idea to find out just how Occiden
tal Life stood with the community in which I live. Therefore, I de
tected the better part of a week making a canvas. I visited homes and spoke to people about the life

insurance company to which they felt friendly. I was hardly prepared for the responses received. I found that Occidental has the best "sales value" in my territory, due to its radio program, and thanks to "Winning the West," my contract is in your hands."

A. R. Hunter, general agent for Eastern Washington and Northern Idaho for Occidental Life, feels the program is the best advertising medium that Occidental Life has ever got in touch with which to work and relates that when trying to sell a prospect recently, the man's wife asked her husband whether he hesitated. She reminded him that he repeatedly said, while listening to the program, that he would "mention winning the West" in a policy with Occidental Life. Just then the program came on the air. The three listened through the broadcasts and engaged in Engle's sales talk. The result was that Hunter closed the case with his prospect.

Winning the West has so increased the prestige of Occidental that high grade, experienced underwriters have joined the ranks, and an increase of business has resulted. Occidental Life made the outstanding showing of all life insurance companies in the country for 1934 in new business paid for and in gain in insurance in force.

PRODUCERS' Associations have praised the program and school teachers have written in their appreciation of the way the teachers are making the children special credit in history for intelligent comment. By the program has endeared itself to the ears of the listening public and has created an immeasurable amount of good will for Occiden
tal Life.

Life insurance companies have been slow to use radio, feeling their way, conservative, as usual, in all things, but our client be

lieves that radio is "the thing," as far as telling the story goes. In Addition, when intelligently applied, it is one of the most important media in "selling" the company.

The broadcasts create good will too and at the same time do a real selling job.

Cosmetics Cited by FTC

LOUISE NORRIS Co., Kansas City (eyelash coloring) has been cited by the Federal Trade Commission for alleged unfair compe

tition. The FTC feels that the use of dangerous drugs and may lead to skin poisoning and even blindness or death, the Commission charges. A hearing has been held June 28, Clevel

and Regol Co., Cleveland (Regol proprietary); Kings Better Vision Institute, Los Angeles (Eyezone, Sphingo, etc.); She

dom Laboratories Inc., New York (Dermol

lav hair treatment) have agreed with the FTC to cease alleged false representation.

RADIO notables on the mayor's committee to plan the July 4th reception in New York harbor were William S. Paley, CBS presi
dent; Richard Patterson, Jr., NBC vice president; J. McCosker, WOR director, and Walter Danrosch.

June 15, 1935 * BROADCASTING
Broadcast Income For April Reveals 21% Gain in Year

Advertising Revenue Declined 2.7% From March Record

ALTHOUGH total broadcast advertising in April tapered off 2.7% from March for a total of $86,064,921, March has been the highest in history, it still was 209.4% above April, 1934, according to data compiled by the National Association of Broadcasters.

National network income in April was 17.6% above the same month last year, while, however, regional network volume was 32% higher. National non-network volume rose 10.3% for the month, compared with last year, and local advertising showed the remarkable increase of 40%.

Retail and gross time sales for various portions of the medium during April and March follow:

<table>
<thead>
<tr>
<th>April</th>
<th>March</th>
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<tbody>
<tr>
<td>National networks</td>
<td>$4,605,939</td>
</tr>
<tr>
<td>Regional networks</td>
<td>96,628</td>
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<tr>
<td>National non-networks</td>
<td>1,146,323</td>
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<tr>
<td>Local networks</td>
<td>2,039,347</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>$8,664,921</strong></td>
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Broadcasting to Detroit tojoin NBC

WXYZ, Detroit, will become the NBC-blue outlet in that city Sept. 29, when WJR shifts to CBS, according to announcement made by NBC New York headquarters. The NBC standard station contract, it was stated, has been signed by station WXYZ and the Mutual Broadcasting Corp., operating WXYZ plans were completed in conferences between Frank E. Mason, NBC administrative vice president; Reginald M. Brophy, NBC station relations manager; George W. Trendle, president of Kunst-Trendle, and H. Campbell, Commercial manager of WXYZ.

WXYZ is the key station of the Michigan Network, and also the Detroit outlet of Mutual Broadcasting System. Whether it will sever either or both of these connections is uncertain, for it has maintained better hours and salaries than demanded by the code, and will keep them in force.

C. Elmer Shelton
C. ELMER SHELTON, 31, for the last two years NBC salesman in Philadelphia, May 17 was taken ill with a "seven days' illness from pneumonia. He had joined the staff of WRC and WMAL, Washington, in 1932, and was assistant in the advertising department of the Washington Post, coming to the Capital from High Point, N.C., where he was a salesman among a NBC managed and operated stations on several occasions. He was survived by his widow. Burial was in Greensboro, N.C.
THE National Broadcasting Company announces that Station WXYZ, Detroit, will join the NBC Blue WJZ network on September 29, 1935, when the NBC franchise for complete Blue network service will become effective.

WXYZ, operated by the Kunsky-Trendle Broadcasting Corporation, justifies its claim to the title of "Detroit's leading independent station" not only by reason of its fine local programming but also because of its leadership in establishing and maintaining high standards of advertising ethics and practices, with the inclusion in its program schedules of a representative list of popular NBC Programs. WXYZ, promises to rank even higher in the favor of Detroit listeners.

With its 1000-watt transmitter, centrally located in greater Detroit, WXYZ delivers a strong, clear signal throughout the nation's fourth largest market, providing the quality coverage rightly demanded by network advertisers.
Funds Are Voted by Parliament; Additional Stations Sought

By JAMES MONTAGNES

CANADA'S radio commissioners can breathe easily once more as a result of government legislation. On June 6 by Hon. Alfred Duranleau, Minister of Marine, that the government would bring in a bill in a few days to lay down the new broadcasting law. The Bill was put before the Commission from the end of June to the end of March, 1936, leaving it to another session to abolish or change the powers of the Commission.

At the same time Prime Minister Mackenzie King delivered to the House of Commons that there is an active movement engaged to destroy the public ownership of broadcasting. Rather than weaken the public ownership of broadcasting, he advised that it be strengthened and that the state of being in the next Parliament (an election takes place this autumn) he would not yield broadcasting to private interests. "The life or death of our adventure in the field of public ownership," Mr. Bennett stated last, "depends largely on our willingness to nurse this infant until it can become strong enough to fend for itself. In our country as poor as we are cannot be done once the money that is required to make this facility as perfect as it should be."

Parliament voted the Radio Commission $1,500,000 to last till March $1, 1936, which is approximately what has been collected for licenses sold to listeners.

The election came into the picture when Liberal and Labor leaders asked about Section 9 of the Commission regulations, which they claimed makes it difficult for any one to be licensed as a broadcasting station. They were assured by Minister Duranleau the regulation was not meant for elections. He would consult the Commission as to its possible withdrawal or an explanation.

The question of increased licenses was brought up by T. L. Church, member for Toronto, who thought it wise to increase the present $2 radio set tax, if it would eliminate objectionable advertising now flooding the air, stating that this was encouraging the Canadian ether. Tobacco and cocoa advertisements during church service were objected to, and he advised members on the government side that if the Conservative party was to continue it would be necessary to put the brakes on the radio commission.

THE RADIO COMMISSION has asked for $1,000,000 out of the public relief funds being distributed this summer, to build some of the powerful stations recommended by the Aird report which brought the nationalization of broadcasting into being in Canada. The Aird report recommended an expenditure of $5,000,000 for new stations but the radio commission will be satisfied if it is given

TOYS THAT RADIO INSPIRED

Merchandising Power of Broadcast Programs Shown

Graphically by Department Store Items

THE POWER of radio to sell merchandise is clearly evident by the preponderance of toys and games available to the general public, based on ideas gleaned solely from radio programs. Many of the names and items shown in the toy departments have never appeared in print but were only heard on the air.

A tour of the larger department stores in New York as well as the largest toy specialty shop disclosed these items for sale:

**Back Rogers Toys**

BUCK ROGERS' suits, helmets, rocket pistols, battle cruisers, pursuit ships, disintegrator pistols, rocket skates and list of other items too long to list individually. The disintegrator pistol is being shown exclusively in a New York department store (Macy's) and it is being promoted by window displays, newspaper ads, two special counters in the toy department.

$1,000,000, since none of the new stations recommended some years ago have as yet been built because of lack of funds.

**THE HEARINGS of the Canadian Performing Rights Society at Montreal disclosed that CKAC now pays the society $3,000 a year as against $5,000; CHLP rates were increased from $385 to $2,100 a year; while CCFP rates were boosted from $1,400 to $3,600. The society is asking 10 cents per set for a five-hour period per year from the Montreal stations, or 12 cents per set for unlimited time per year if all stations in the locality will take out one license.**

**NORTHERN ONTARIO will have a 1,000 watt station at Kirkland Lake, where CKL has been given permission to increase from 100 watts. In the opinion of the Canadian Radio Commission, this will give satisfactory service to the gold mining north country for the present, although something more extensive might be done in future.**

**POSTPONEMENT of the hearing on the renewal application of WMCA, Bayonne, from June 20 to Oct. 24, at the request of counsel for the station, was authorized June 4 by the FCC. The station was cited because of allegedly improper broadcasting in connection with a medical product.**

**CBS OWN BRAIN TRUST—An informal photograph of Columbia executives in President William S. Paley's office that accompanied an article in Fortune Magazine for June. Left to right: Lawrence W. Lowman, Paul W. Kesten, Frederic A. Willis, Edward Klauber, Hugh K. Boice and Mr. Paley. Photo Courtesy of Fortune**

CBS Development Told in "Fortune"

THE RISE of CBS from the "shoestring" United Independent Broadcasters Inc., founded in 1927 by Major J. Andrew White, George A. Coats, Arthur Judson and others, to its present status is depicted in a graphic account printed in the June issue of Fortune under the heading, "And All Because They're Smart."

Blending personalities—chiefly those of President William S. Paley and his corps of vice presidential assistants—with candid details of their efforts to forge to the front in the network field, the article presents an interesting insight into the whole network situation.

Explained in clear fashion are the intricate problems that were confronted, such as station relations, promotion, acquisition of clients, and audience capturing. Molded into the discussion are descriptions of how a network is operated and the accounting factors involved in presentation of a commercial broadcast.

**Fairy Soap Tests**

GOLD DUST CORP., New York (Fairy soap) on June 29 will inaugurate a new test series of five-minute programs over WOR, of interest to women only, Mondays to Fridays inclusive. These broadcasts will be mainly about clothing fashions, etc. The reports compiled by Transradio Press will be used. Also on June 17 Fairy Soap will be sponsored on the Uncle Don program over WOR, heard every day except Sunday.

**CRC Bans Spots**

SPOT announcements were definitely banned on Canadian Commission stations from June 1, in a sudden announcement from Hector Charlesworth, chairman of the broadcast committee of a commercial nature, without entertainment value, and programs less than 10 minutes in duration, musicals otherwise, will not be scheduled on 27 stations on the commission's basic network.
KNX

ANNOUNCES THE APPOINTMENT OF

LEONARD E. L. COX

AS

PROGRAM DIRECTOR

Mr. Cox needs no introduction to the East. His ability to build from scratch, programs of outstanding merit has won for him, as Program Director of WOR, WABC and Commercial Program Director of WJZ, the respect and esteem of the advertising profession.

"A Night in Tony Pastor's", "Fred Allen's Bath Club Revue", "Shades of Don Juan", and "Main Street Sketches" are but a few of Mr. Cox's productions.

As Program Director of KNX, Mr. Cox will have at his command the best of Hollywood talent to carry out his own original ideas. Your far western live talent programs may now be turned over to Mr. Cox with absolute assurance of originality in conception and professionalism in production.

ATTENTION - BUYERS OF RADIO TIME!

KNX is the only 50,000 watt independent station west of Chicago. Its signal blankets eleven Western States, Western Canada and Alaska (as mail breakdowns and surveys attest).

With the right program on KNX you can reach as many families with this station alone as can be reached on either Pacific Coast chain.

Get a KNX show like "Watanabe and Archie" or the "In Laws", or the KNX "Newspaper of the Air", or the Big League Baseball Broadcasts, and watch your inquiries for the far west increase.

Mr. Cox is here to give you just such a show at a cost commensurate with far western marketing possibilities.

KNX — "THE VOICE OF HOLLYWOOD" —

Speaking with 50,000 Watts on a National Cleared Channel

Represented by JOHN BLAIR & COMPANY

NEW YORK
341 Madison Avenue

 DETROIT
New Center Building

 CHICAGO
520 No. Michigan Blvd.

 SAN FRANCISCO
485 California St.

Write for "KNX SIGNAL COVERAGE OF THE ELEVEN WESTERN STATES" our new Brochure!
crossley program check is testing new methods more than $6,000 has been spent during the last six months by the cooperative analysis of broadcasting (crossley reports) in experimenting with new methods of checking program popularity, and it is expected that revisions in the method used will be decided upon in about a month’s time.

Meanwhile tests with variations of the coincidental method of audience comparison will continue. No drastic overhaling of the reports is to be expected, but some detailed changes are almost certain to be made, as foreshadowed in the speech by Dr. D. P. Smeller, chairman of the CAB governing committee, at the white Sulphur Springs Convention of the ANA (broadcasting, May 15).

A STRONG movement to induce the British Broadcasting Corp. to begin its broadcasting day with light music at breakfast time is reported from London. BBC programs do not start until 10:15 a.m. weekdays and 12:30 p.m. Sundays.

radio advertising standards

Behind the scenes activity of NBC in elevating its ethical policies cited by vice president

By Edgar Kobak

NBC vice president in charge of sales on March 26, 1939, the National Association of Broadcasters published a “Code of Ethics” which stated in a general and very brief way the principles which broadcasters intended to follow in raising and maintaining the standards of broadcast advertising.

The announcement of this Code of Ethics was followed by several lean years in advertising, and the radio stations and networks found themselves in a rather poor position to enforce stringent regulations for copy and acceptability of accounts.

Because of its strongly established position, NBC has neverless always exercised a restraining hand, and a few outstanding stations deserve much credit for the high standards they have consistently maintained. However, advertising announcements in bad taste crept into numerous commercial programs and more definite curbs were considered necessary by NBC. On Dec. 6, 1933, all NBC salesmen were notified that no more cathartic accounts would be accepted. This was followed by the publication in January, 1934, of a complete statement on NBC program policies which defined NBC’s position and gave due notice to the entire advertising world of the course which NBC proposed to follow.

Policy statements

No general publicity was given to these NBC program policies outside of the advertising business, since it was felt that quiet, behind-the-scenes activity was most desirable. The NBC program policies outlined a set of principles, and individual NBC policy statements based on these principles were also issued from time to time. These specific regulations, covering individual types of accounts and announcements, were addressed only to NBC sales representatives, in order that they might interpret them precisely to advertisers, prospective advertisers, and advertising agencies. For example, in August, 1934, an order was issued that deodorants or soaps advertised body deodorants were not acceptable. As stated, cathartics had been curbed as far back as December, 1933.

As a result of the NBC policy on laxatives and body deodorants alone, a very considerable amount of business was voluntarily sacrificed by NBC. However, it was felt that statements of policy and publication of standards were not sufficient to enforce strict adherence to the rules and NBC therefore formed in the fall of 1934 a “Department of Continuity Acceptance” which immediately set about quietly to enforce the rules and standards. For the past six months or more, this department of continuity acceptance has been a very potent factor in elevating radio advertising standards. Practically all of its work has been conducted in relative privacy, with no fanfare. We bear one thought in mind, constantly, that while protecting the consumer and listener we should endeavor to work conscientiously with the manufacturer who has been allowed to use our networks in the past.

NBC’s aim has been to eliminate all announcements and statements from the air which are in bad taste or unsuitable for radio broadcasting. It is not sought to outlaw individual products as such, provided they are reputable, although in a few cases it has been found that certain products cannot be advertised without touching on subjects which are thought unsuitable for radio broadcasting. In its regulations, however, NBC has sought to make clear that it is the advertising announcements rather than the type of product which determines NBC program policies.

Certainly, the radio broadcasting industry has long ago taken definite steps to lead the way to better taste and higher ethical standards in advertising. In this it may well take pride, but we must be careful that while we get our religion we do not become shriners. When a broadcasting organization has accepted certain types of business for years, it cannot suddenly turn on these manufacturers and throw them off, particularly when their continuities are relatively few.

As broadcasters, we have the right to censor all advertising broadcasting over our facilities, and we have found recently that manufacturers are doing everything they can to abide by our suggestions to clean up advertising copy.

WLW-WSM exchanges

weekly half-hour “house” programs are being exchanged during the summer by WLW, Cincinnati and WSM, Nashville, on a reciprocal basis. WSM already is re-broadcasting the Crosley Short-boat program of WLW and in a short time WLW will pick up Crosley’s program of the National Life & Accident Insurance Co., from WSM. Crosley operates WLW and the insurance company owns WSM.
INCREDIBLE... but true!

WHERE can you invest your radio dollars to better advantage than in the great New York-Philadelphia market which boasts more radio homes than 18 leading cities combined!

And where in this great market can you get greater dollar-for-dollar value than is offered by an Inter-City Presentation! Your program is broadcast simultaneously over WMCA and WIP—the leading independent stations in New York and Philadelphia—at local station rates—and without line charges!

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.

Represented in Chicago, Detroit, San Francisco by John Blair & Company
THE MARCH OF TIME
TIME Marches On!

—and these radio stations know the value of keeping pace with Time.

They have been at the head of the parade of progress since commercial radio began.

Expert showmanship, intelligent management and modern equipment keep them in step with today’s—and tomorrow’s—trend.

Your product, or your service, can march on with these stations to greater and greater sales.

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The Yankee Network
The Texas Quality Network
The Northwest Triangle

Represented throughout the United States

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK CHICAGO DETROIT SAN FRANCISCO

June 15, 1935 • Broadcasting
OMORROW

NEW POLICIES

THE COLUMBIA BROADCASTING SYSTEM
Ideas on Merchandising
Collaring Young Milk Drinkers—Contests and Contests—
Model Airplanes—Have a Horoscope!

SHEFFIELD FARMS CO., New York (dairy products), is broadcasting locally five nights a week over WEAF, introduced the program with spotlight advertisements in a number of newspapers, supplemented with a bottle collar on every bottle of milk delivered that morning. This collar was in two colors, red and black. The center shows a picture taken at a regular broadcast of Billy and Betty, the name of the program, and on either side of the picture the details about the program, the station, time, etc. (see illustration).

Now the sponsor is publishing a juvenile newspaper The Whattab. All children sending in a Sheffield bottle cap are eligible to serve as reporters and receive a reporter's card attesting to their eligibility. They are also asked to write ads about Sheffield milk, the winning writers to receive prizes. Other contests are planned.

The newspaper is distributed every other week, has a circulation of 600,000 and is delivered via the Sheffield milkman. Only one newspaper in New York has a greater circulation. Three copies have been issued. The first issue was written by N. W. Ayer & Son Inc., New York, to get the idea under way. Now they are written by the youngsters with all the mistakes, poor photography and wisecracks.

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WHAT is believed to be the shortest, in length of time before awards, contests ever run over a national network is the Fred Warings "Way Back Home" contest which opened May 8 and closed June 1. The only condition for entry was to visit a local Ford Dealer and ask for a blank. Prizes were awarded for the best choruses submitted for the song "Way Back Home".

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IN THE Sunday Atlanta Journal a complete list of all contests, broadcast over WSB, was published. Details of how to enter the contests were given.

Milk bottle collar used by Sheffield Farms Co.

ON THE May 29th broadcast the sponsors of the Fred Allen program, sponsored by Bristol-Myers Co., announced that all persons sending in the postcard with a few words written on the back of the card would receive a book of Fred Allen photographs. The words to be written on the postcard were: "Ipana is the toothpaste that keeps gums healthy and teeth sparkling bright." Up to June 12 this column had not received its copy. The postcard was mailed immediately after the announcement was made over the air. Obviously the sponsor was using this mail to get a coverage check on each station on the network.

***
COLGATE-PALMOLIVE-PEET Co. sends every listener who does not win a prize in the Mystery series now being broadcast over WOR a 20-cent can of Colgate Dental Powder. In this contest every person entering must spend at least 20 cents for a telegram as per the conditions of the contest. This little gift appeals to the listener and it also gets the radio audience to try the new Colgate Dental Powder which is plugged on this series. For the week ended June 8 there were 1,500 entries.

GENERAL FOODS CORP. has begun another series of posters and car cards in the elevated and subway stations and the trains. The new program featuring Tony and Gus has a series of cards showing the principals of the program, George F. Brown and Marie Chamelene along with the other essentials, time, station, etc., in the coffee or Post Bran Flakes. Pictures of Lanny Ross and Mary Lou are featured.

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TO ANNOUNCE the new series of programs which began last month over the NBC-WJZ network of 65 stations coast-to-coast, General Foods Corp., New York, used spot announcements in 112 newspapers. Spot ads were run four times over a period of two weeks. The broadcast features Post Toasties week and then Post Bran Flakes the next. When the Post Toasties are being advertised a gift offer of a Rogers spoon is made for five Post Toasties box tops and 10c; when Post Bran Flakes are featured the premium is a series of 16 pieces, each one requested requiring a postage stamp and a Post Bran box top. The trade is also being covered by merchandising of a 4-page tabloid newspaper, and a trade cash contest.

***
FOR the first three months of this year NBC reports there are 29 prize contests on its networks. This compares with a total of 41 for all of 1934. These figures do not include free offers.

43,719,600 EARS

In Chicago and the 250 mile area surrounding Chicago. And Now WCFL has Power enough to reach all of them.

That's a lot of ears; more than one-fifth of all the ears in the United States. Two-thirds of them belong to people who operate on incomes of less than $2,000 a year and buy two-thirds of all the goods sold here. They are the maximum market. Get your message before this two-thirds—win their favor and then watch your sales leap—skip to a new record peak. WCFL knows this two-thirds—they know WCFL. We've been loyal to their needs and problems and they are loyal to us with a warm reciprocal loyalty that includes the advertisers that use our facilities. WCFL can sell this great market and can sell them cheaply and economically. You can at low cost get your sales message into their homes and into their minds.

The new WCFL 5000 watt transmitter utilizes every advanced principle in radio engineering. You are guaranteed greater power—greater area of non-fading reception—perfect modulation—highest fidelity. Our greater power and larger circulation demand an increase in rates effective July 1st. Save this increase... anticipate your Chicago market requirements now... reserve the choice spots for as long as one year. Write to us... let us tell you more about the Voice of Labor WCFL Chicago Illinois.

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BROADCASTING • June 15, 1935
THE CENSUS CALLS THEM "PENNSYLVANIANS"
BUT . . .

. . . they’re buying their Food in New England!

Unusual? Not at all. Over 3,000,000 people from Pennsylvania, New York, Ohio and other states do the same thing. Because they spend all or part of their summers in New England — increasing New England’s sales of foods, drug products, gasoline and other recreational needs by $500,000,000.

Naturally, most of these visitors have a radio in their car and at their summer home. Naturally, too, most of them listen to WTIC.

No other form of summer advertising offers such a tremendous bonus coverage, without extra cost, 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 hundreds of thousands 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.

over 1,000,000 visitors from outside of the state will attend the Connecticut Tercentenary Exercises this Summer

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. WEEDE, Manager
CHICAGO OFFICE, 203 N. WABASH AVENUE C. C. WEEDE, Manager
that Transradio was receptive towards compromise settlements with some of the defendants in the pending action of Transradio against the press associations and broadcast chain. Officials at A. P. headquarters in New York, when questioned regarding reports from Los Angeles that the West Coast Press Radio Bureau was offering an amplified service to its clients at $60 a month and permitting commercial announcements before, during and after the news, declared that they were assured that this was not being done. If such use were to be made of A. P. news, it was added, it obviously would be in violation of the by-laws of the association and steps would be taken to stop the practice. In all other respects A. P. expects to continue for the balance of the year its service to both of the Press-Radio bureaus as contemplated in the report of the Publishers National Radio Committee, adopted at the ANPA convention in April.

In the field of station news operations, WXYZ announced that effective on June 3, it began broadcasting five daily and one Sunday news reports supplied by U. P. for use locally and over the Michigan Network of seven stations, of which WXYZ is the key. H. Allan Campbell, WXYZ director of sales, completed the arrangements for the service and the Michigan Network is using one 15-minute broadcast which is sponsored by Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer); three ten-minute broadcasts and one five-minute bulletin service.

Copy for the broadcasts is prepared in the Detroit bureau of the U. P. and is dispatched to the station by special messenger. The bureau also supplies CKLW, Detroit-Windsor.

Transradio Sued

Another Transradio development was the filing of a suit by Wythe Williams, Paris correspondent, seeking $5,000 allegedly due him as compensation. Mr. Williams has been serving as chief European correspondent for Transradio, and his suit alleges that the amount is due him for services between December of last year and March of this year. Launching of a Washington radio news service by the National Service Syndicate, correspondents for which a national newspaper was announced June 8 by Don Tait, Washington newspaperman. He said the service offers Washington coverage of events of local interest, along with a tri-weekly radio column and query service. A minimum news service charge of $12.50 has been established.

West Coast Situation

Latest developments in the radio-news setup on the Pacific Coast still finds the situation unsettled. The Hollywood News Association, which will supply news of Hollywood radio station members throughout the country, is scheduled to begin June 15 with 24 stations said to be signed. Service is to be three weekly, and negotiations are under way with Press Wireless Inc., San Francisco, to permit shortwave distribution of material to member stations. "Ted" J. Bisons, New York advertising manager, heads the organization, with Henry Rogers as business manager. Charge to member stations is based on total operating costs apportioned among members, with the service costing considerably less when 50 or more stations are signed up. Press-Radio is also negotiating with Press Wireless in San Francisco for a three-week service Pacific Coast and interior distribution.

American Broadcasters' News Association, with headquarters in San Francisco and Oakland, and headed by Frank P. Wright, claims to have signed some 29 stations in the West. ABNA, a profitable organization, is scheduled to start functioning July 1.

Indicating the completely changed attitude of the press in some localities was the affiliation concluded by WPRO, Providence, with the Providence Journal and Bulletin. These newspapers have completely turned about, and are now offering full facilities for the broadcasting of news, enabling WPRO to put on four 15-minute news periods daily in addition to its nightly Five Star Final news dramatizations.

KSD Appoints, Expands

Announcing expansion of its local staff KSD, St. Louis, on June 4 also announced the appointment of L. E. Steininger Inc., as national station representatives. KSD was formerly represented by Edward Petry & Co., Ray C. Jenkins, manager of KSD, made the announcement. He public the following appointments: Gene Stafford, formerly with NBC and CBS and lately with the old ABC, as program director; Mario Silva, formerly with the NBC Art Service, as musical director and J. F. Keohan, formerly with the Daizell Sound Recording Studios, as production director.

"Princess" Sues KMTR

KMTR, Hollywood, was sued May 29 by "Princess Zoraaida," pathologist, palmist and spiritual advisor, through D. Brandon Bern-stein, attorney, for purported refusal to let her go on the air after she allegedly had paid for the time. She asks damages totaling $51.197.25.

Power Programs Publicity

Building New Radio Favorite in Ohio

A recent telephone survey by The Geyer Company showed 66% of the interviewed listeners tuned to WHIO—another tangible proof that there is a new radio favorite in Ohio.

Latest R.C.A. high fidelity equipment and 1000 watts power day and night, give WHIO a primary area that includes 13,600 square miles, with 604,695 families owning 474,250 radio sets.

As a member of the basic NBC red network, WHIO now carries 23 nationally famous programs. Extensive publicity in The Dayton Daily News, Springfield News and Sun, has quickly developed a listener loyalty that WHIO advertisers are converting into sales.

Renewals of the Rike-Kumler Company, Dayton's largest department store, and the Metropolitan Company, largest men's store, are evidence that retail sales show a profitable increase as a result of WHIO advertising.

Increase your sales in the WHIO territory. Write today for suggested program and merchandising ideas.

MIAMI VALLEY BROADCASTING CORP.
39 South Ludlow Street, Dayton, Ohio
A dramatic story of dimes that sell for $100—dollars worth $2500 and a program on WSM!

FULTON, Missouri: Farmer’s wife raises enough to meet payment on mortgage when she discovers she has received from a storekeeper three premium coins worth $140!

Touring with his family, Mr. B buys a blanket from a roadside Indian Chief, grumblingly accepts old fashioned half dollar in change. Daughter compares it with premium coin in catalog, finds it worth $400!

Reduced to panhandling after losing his job, man shamefacedly panhandles his first dime—discovers that it is worth from $100 to $300, enough to give him a new start!

Man in Burlington, N. J., sells single penny for $900...ticket seller in Waycross, Ga., receives in change coin worth $1200...man in Philadelphia buys a cigar, gets back coin worth $200!

Such, in brief, are the stories that form the history of the Numismatic Co. of Ft. Worth, Texas. The manager is B. Max Mehl. Known far and wide as “The Texas Money King,” Mr. Mehl thirty years ago established the organization which is now recognized as the largest rare coin firm in America. Half of all banks in this country have bought and used his “Rare Coin Encyclopedia,” and his total volume of business exceeds $200,000.00 a year.

Enter WSM
With a business dependent almost entirely upon his ability to arouse interest in old coins, Max Mehl bears down hard on media—bearing down, discovered WSM. On November 5, day after one of the first Max Mehl-WSM broadcasts, Mr. Mehl wired CONGRATULATE AND THANK YOU AND THE PRINCIPALS FOR SO EXCELLENTLY PUTTING ON MY PROGRAM and in January, 1935 followed a contract from Guenther-Bradford authorizing a series of thirteen 15-minute broadcasts to go on the air once a week.

Results
What percentage of Max Mehl’s shipments (70,000 a year) have their origin in WSM-produced inquiries we cannot say. The inquiries went direct to Mr. Mehl and, this being his busy season, tabulations are not available. Here, in part, is what Mr. Mehl says:

“It will undoubtedly interest you to know that inquiries from radio are a trifle better, or in other words obtained at a lesser cost per inquiry than from other sources. “WSM has proven very satisfactory. It ranks on my list among the very best stations and media I am using this season...The fact that I have been on your station constantly is about the strongest evidence of the quality and value of WSM.”

Professional approval, most times withheld, sometimes breaks through. Recently wrote an agency man: “Congratulations on your dramatization of the Max Mehl program and especially for the way commercials were handled. The program last night was swell!”

WSM 50,000 WATTS

COMPLETE PRODUCTION FACILITIES

Edward Petry & Co., Inc., National Representatives

Opened and Operated by the

NATIONAL LIFE & ACCIDENT INSURANCE CO., Inc., NASHVILLE, TENN

June 15, 1935 • BROADCASTING
The photographs on this page illustrate some of the equipment of a remarkable new service. The science has created nothing finer. But no less startling than the result is the EASE and ECONOMY which it offers to go on the air. It reduces production costs of the finest nominal figure. It gives the advertiser an almost material. It enables him to use this material in weaving into it whatever is desired to give individuality. And finally it offers hitherto undreamed of speed in getting into action in any market from coast to coast.

MEETS THE FLEXIBILITY

World Program Service meets the needs. Each program material is

ABOVE: This service overlooks nothing to make it complete. Every program is matched with a vivid continuity prepared by expert radio showmen. This can be adopted in whole or in part according to the needs of advertisers and station managers.

BROADCASTING | June 15, 1935
E TWO GREAT NEEDS: Quality and Economy

...and a vast variety of programs to suit the needs of the advertisers or, indeed, of the choice of the audience. What advertisers want is perfect broadcasting and the brilliance of the program... 

LEFT: Through an efficient catalogue reference system, each of the 125 stations associated in World Program Service is equipped to put its hand instantly on every type of musical program.

RIGHT: The cross-reference catalog makes it possible to put together any combination of numbers without delay. Never before has there been anything like this for facilitating program building while keeping it absolutely flexible.

LEFT: Special pick-up equipment for World Program Service is installed in each associated station, insuring absolute fidelity and uniformity in every corner of the U.S. (Photograph shows installation in Station WOR, New York).

ABOVE: The recording equipment is matched with the vertical pick-up equipment—these together with the processing of masters and the acetate pressings from the masters are all part of Wide Range Vertical Recording developed by Bell Laboratories. This is the equipment of World Program Service.

BROADCASTING SYSTEM INC.

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

June 15, 1935 • BROADCASTING
Danger Signals

IF ADVANCE signs mean anything, the NAB convention which will meet in Colorado Springs early next month will be fraught with internal strife. A repetition of the copyright events of three years ago, when ASCAP forced the percentage contracts down the throats of broadcasters, seems to be in the offing. Copyright is certain to start a battle with renewed "sold down the river" accusations from independents. There will be the charge that ASCAP has succeeded in splitting the industry on the copyright issue just as it did three years ago.

But copyright is not the only dollars-and-cents problem. There is much feeling about the FCC campaign to restrict advertising of numerous products and services. The complaint is not so much against the elimination of accounts as it is against the fact that no yardstick has been provided by which a broadcaster, or even an advertiser, can determine in advance whether a product falls within bounds. He has to take his own chances and risk a citation on renewal of his license.

The demise of NRA and along with it the scrapping of the broadcasting industry code presents another problem. This should not be hard to solve, however, for the industry has derived real benefits from the code trade practice provisions. They should be adhered to voluntarily. Otherwise there inevitably will reappear those chiseling, rate-cutting and other practices which discredited radio and lost money as well as self-respect for broadcasters.

Other disconcerting developments have been the projects of newspaper stations and of local independents to form their own organizations, ostensibly to be affiliated with the NAB. These movements do not have in mind, it is said, defections from the NAB. But that is always the danger, particularly at a convention already loaded with "dynamite".

It would be tragic if a split developed in the NAB. On big issues the broadcasters always have stuck together, and by presenting a united front, have won. If other trade associations are formed by groups within the industry which feel that their "peculiar problems" warrant it, the result probably will be disastrous. There is no single group in broadcasting that can be regarded as strong enough to withstand the political, reformer and other attacks that have besieged radio in the past and that are certain to come in the future. The NAB has proved itself a strong organization on these issues because it has been representative of the whole industry—locals, newspaper stations, clear channel outlets and networks alike. Destroy that united front and the industry will become so vulnerable that we shudder to think what might happen.

"League for Decency"

WHAT unmitigated gall is the latest propoganda of a new self-appointed Messiah for radio calling itself the "National League for Decency in Radio", with headquarters in New York! It is in no way connected with theorgans which are known by the same name in the periodical and newspaper campaign in recent months. Its letter-head says it is "in process of formation". Except for the signature of one Marguerite M. Martin, as "acting secretary", none of its sponsors is made known.

Yet this "organization", whose own literature reveals it announced the "purposes" on May 10 takes credit unto itself for the CBS announcement of program policies—an announcement which came on May 18 after months of consideration.

The usual line of attack on "power trust" domination of broadcasting is taken in the "League's" literature, which asks recipients to become "members" simply by signing a card. It looks to us as though someone is trying to build up another sucker list for any one of several anti-radio lobbies whose motives are well known to be self-aggrandizement.

Is There Censorship?

WE HAVE felt all the time, along with most operators of radio stations, that the oft-repeated charges of FCC program censorship were mere poppycock. But we must confess to some misgivings now, at least as to the intentions of some of the FCC personnel, since the disclosure of the memorandum to all FCC field inspectors ordering them to become virtual "program detectives".

If the subject were not such a touchy one in these days of fears of dictatorships, the situation would be comical. How any FCC official, high or low, could order a technician in the field, who is supposed to know only his watts and wave lengths, to judge libel and slander upon government officials, let alone the merits and demerits of various types of programs, is beyond our imagination.

The memorandum, published in full in this issue, shows the FCC in a particularly unfavorable light. It comes at a time when the atmosphere teems with suspicion and charges of censorship and the suppression of free speech over the air. In the past there has been no substantiation of these allegations. Our investigation of the present matter elicits the assertion that the FCC members themselves had no knowledge of the memorandum or its contents.

Nevertheless, the FCC is responsible when its personnel oversteps authority. The field force obeys the orders of its immediate superiors and presumably these orders still stand. The episode is altogether inexcusable. When a governmental agency makes legal investigators and program censors out of its engineers and subordinate officials, it seems to us a most regrettable and even a ridiculous situation, and it is time for a complete reorganization of the public relations branch, and a clean-up of the procedures of work. Even the FCC must remember that there is a law on the books which prohibits the censorship of radio programs.
We Pay Our Respects To —

REGINALD MCAREN BROPHY

THE OLD SAW about a chain being no stronger than its weakest link does not apply to the business of broadcasting. A radio chain is as strong as its combined links. For this reason the Station Manager and the General Manager of a network is of supreme importance. And the manager of that department, Brophy's exact qualifications, must have a thorough-going knowledge of radio.

These factors led the NBC to choose Reginald McLaren Brophy for the post of manager of station relations when Donald Withycombe resigned last fall to take over the management of the new WFLF, Philadelphia. Brophy has had 16 years of experience in radio, and has included every angle of the business from working in a radio factory to being an operator and a station manager.

Brophy was born in Montreal June 6, 1900, and educated in the local schools. When he was 19 he joined a radio manufacturer, but his first real job was at a work-bench in the Canadian Marconi plant. That was in 1919, at the very dawn of broadcasting history, and one of his first assignments was to work on the construction of CFCF, the pioneer Canadian Marconi Montreal station.

During the next five years, Brophy was transferred from one Canadian Marconi office to another, until he had worked in every branch of radio manufacturing. This prepared him for the next step upward, and in 1924 he was appointed supervisor of CFCF, which he helped to build, and assistant sales manager of the Canadian Marconi Co.

Next came the job of sales manager, which included direction of company's advertising, and then assistant Canadian Marconi. About this time, the NBC found itself in need of a man with radio experience. Brophy was brought to Radio City as assistant manager of station relations, and shortly afterward, he was promoted to manager of the department when his predecessor resigned.

With his background, Brophy is familiar with all sides of the industry—technical, business, manufacturing, sales, advertising, and both station and network operation. He understands the problems of the NBC affiliated stations, as well as those of the NBC, and it is his job to maintain in balance their mutual responsibilities.

The name of Brophy's appointment as manager, the station relations department has been considerably expanded. He has inaugurated a plan whereby Radio City and the network stations are kept in much closer touch, and there is a constant exchange of information passing between them.

Under a new system already being put into operation members of the department are now touring the entire country on regular schedule, calling on station managers to discuss mutual problems, and eventually the plan will be so set up that each of the stations will receive a personal call from an NBC representative at least once every two months.

Since all these representatives are occupied for long periods in radio, and most of them have been station managers themselves, Brophy feels that this frequent personal contact will serve to keep network and associates in closer understanding and cooperation. One of the latest deals, a collaboration with Vice President Frank Mason, was the conclusion this week of negotiations to link WXYZ to NBC to replace WJR which goes to CBS in September.

Brophy himself can be recognized as a man of action at a glance. He is wiry, quick in movement, and his mind works rapidly. He frequently is in his office at night, but this overtime effort doesn't both him. In fact, he finds that after regular hours, when his phones have stopped ringing, is the best time for planning ahead, for anticipating the problems of the future.

He is a Canadian, it is not unnatural that one of Brophy's hobbies is skiing. His other hobbies are reading—and radio. He resides in New York City with his wife, the former Margaret Poole, of Montreal, to whom he was married in 1928. His clubs are the Canadian Club, the Marbleborough Golf and Country Club and the Rideau Club, all of Montreal.

PERSONAL NOTES

WILLIAM McGAFFIN, formerly physics editor and an experienced radio editor of the Associated Press. Prior to joining the A. P., McGaffin was a reporter at the Chicago Tribune. He succeeds Charles E. Butterfield who has held the job for 7 1/2 years. Butterfield becomes head of picture editor. Between 200 and 250 newspapers print the A. P.'s daily column.

D. E. (Plugs) KINDRICK, general manager of WNBW in Indianapolis, has left the big city for a six-week vacation touring about the country. He has been ill recently and his physicians prescribed a long rest.

HAYDN R. EVANS, former Cincinnati advertising manager, has joined NBC Chicago sales department. After two years with the Ralph H. Jones Agency and another two with the Venable-Brown Agency, both of Cincinnati, Evans started his own agency in 1928, which he continued until joining NBC.

RICHARD C. PATTERSON, JR., executive vice president of NBC, was on a three-week vacation about June 15 after a two-week inspection trip to NBC stations in the Canadian Maritimes.

GEORGE M. BURBACH, director of KSD and advertising manager of the St. Louis Post-Dispatch, and Mrs. Burbach sailed July 5 for a cruise to Norway and Sweden.

L. A. BEXON, director of WJLD, Detroit, and his wife, the former Miss M. H. Temple, and Wylie P. Harris, manager of WJDX, Jackson, Miss., as past postman. This year's special is the national Shrine convocation in Washington the week of June 10.

PAUL WILSON has resigned from NBC Chicago sales force to become Chicago manager for Screen Broadcast Corp., a new concern dealing with motion picture advertising.

LINCOLN J. DELLAR, of the sales staff of KGB, San Diego, has taken a similar position with Radio Sales Inc. and the new outlet of CBS in the west. Dellar wasootly connected with KGB. Mr. Dellar was the advertising manager of WAXL, New Orleans, and afterwards served as a publishers' representative in San Francisco.

WALTER J. NEFF, sales manager of WOR, Newark, has been named executive vice president of the Advertising Club of New York.

JAMES L. PROFFITT, attorney of Christiansburg, Va., has joined the law offices of George O. Sutton, Washington radio attorney.

HAROLD B. YUDKIN has been promoted to sales director of WILM.

DEE MACK, formerly of KSL, Salt Lake City, and KXY, San Francisco, has joined the sales staff of KJL, Spokane, as an assistant dealer in the west, as an account executive.

LOYD VENARD, formerly of Stearn Adv Co., Cleveland, has been appointed to the newly created position of manager of WGAR, Cleveland.

SALVEMI ROSENBAUM, president of WFLF, Philadelphia, is the father of the late Howard Rosenbaum. Mr. Rosenbaum is the former Edna Phillips, first harpist of the Philadelphia Symphony Orchestra.

R. C. WIGGINS, commercial representative of WBRC, Birmingham, has resigned to accept a post with the Federal Emergency Relief Administration.


BEHIND THE MICROPHONE

PHIL LAMAR ANDERSON, veteran reporter, has joined the continuity staff of WLS, Chicago. Mr. Anderson has spent the last five years as an author of the "Sunfighter" (Minn.). "Post-Bulletin," is the author of Court House Square, a novel.

DON AUSTIN, formerly with KPCB and KLOX, has been named announcing staff of KOJO-KJTR, Seattle.

TED GHIZZARD, formerly of KAT, Fort Worth, has been named program director of WLP, Lexington, Ky., by Howard H. A. Paget, globe-trotter and newspaperman.

JACK ABBOTT, after two years absence, has returned to KOWA, Oakland, Cal., as announcer. Ronald Bennett, new to radio, has also been added to the announcing staff as new commentator. Gordon Willis, formerly with KROW, has joined the announcing staff of KGSC, San Francisco, succeeding Reed Pollock, who has gone to KJBS, in that city.

SILVESTRE (Pat) WEAVER, has resigned as production manager in charge of commercial programs at KPCB, San Francisco, and has left for New York where he sailed aboard the liner Pennsylvania for New York.

JAMES GORDON, announcer at WDSU, New Orleans, was awarded the announcer's loving cup donated by Bernard & Gunning, New Orleans jewelers, for polling the most votes in an announcer's popularity competition.

DICK WHITNEY, formerly with Kansas City and Minneapolis stations, and Edward Linn, formerly of WLW, Cincinnati, have joined WXYZ, Detroit.

ROSE HELEN BINK has returned to the studio staff of WABC, New York, after a five-year absence from radio of several years. Florence Martin, WTMJ singer, has joined NBC.

WENDELL PARKER, for 14 years with KMSB and DET, Times, has joined the publicity staff of WXYZ, Detroit, and the Michigan League.

JAC HUYLER, formerly announcer of WOR, Newark, as Jack Hoffman, on June 1 joined the staff of KMTR, Houston.

RAYMOND SCUDDER, of the NBC continuity staff in New York, is the author of the new American Advertiser historical series staged as a savior on the NBC-WJZ staff June 10, with Stanley High as commentator.

FELIX ADAMS Jr., formerly of WSPD, Toledo, has joined the announcing staff of WWVA, Wheeling, W. Va., affiliated by Howard Donohue, formerly WSPD program director. Walter Patterson has been named assistant announcer to program director of WWVA.

ARTHUR WHITESIDES, formerly of WIS, Columbus, Ohio, has joined the announcing staff of WOC, Des Moines, IA., replacing Robert Armstrong, who resigned. M. D. F. calls the shots at KRC, Greenville, S. C.,Solon Couch, Macon radio news reporter, also has joined the WMAZ staff.

T. E. ESKIN, announcer at WCAE, Pittsburgh, is to be married June 30 to Ethel R. Lieblich, Pittsburgh school teacher.

June 15, 1935 • Broadcasting
EDWARD KRUG, formerly announcer, production man and writer for WGR and WKBW, Buffalo, and ABS, as well as announcer for Paramount News and continuity writer for WNEW, Newark, has joined WJAS and KQV, Pittsburgh, as publicity director and announcer.

TONY WAKEMAN, former sports announcer for ABS, and sports narrator for Paramount News, has returned to Pittsburgh to take charge of sports and special events for KQV and WJAS.

CLIFFORD T. MARSHALL, composer and arranger, recently of WCAE, Pittsburgh, has returned to the musical staff of WINS, New York.

TOXI POWERS, Yankee Network announcer, is the father of a girl born June 3.

CHARLES BENSON, formerly of KMTR, Hollywood, has joined KFKE, Los Angeles, as relief announcer during the summer.

JACK VAN NOSTRAND, continuity chief of KJL, Los Angeles, was married May 20 to Julie Dillon, Los Angeles radio actress.

CHARLES BULLOTTI Jr., program manager of KGB, San Diego, was married late in May to Miss Betty Larkin in Los Angeles.

FLOYD MILLER, for two years with WKVW, Buffalo, has joined the announcing staff of WMCA, New York.

BRYSON RASH has joined the announcing staff of KMOX, St. Louis.

JERRY JOYCE, former music director at KFWD, Hollywood, has been named music head at KFAC, Los Angeles.

EDDIE DUNN, formerly of WPAJ, Dallas, has been named publicity manager for Burrus Mill & Elevator Co., Fort Worth, and is heard daily over Texas Quality Network with the sponsor's Lightroom Daughters.

MARTIN WELDON, formerly with other New York stations, has joined the announcing staff of WINS, New York.

EUROPE'S only woman broadcasting engineer is Miss Natalie Piskor, on the staff of Polski Radio's station in Warsaw.

FLY TO RACES—At the Indianapolis auto race Memorial Day, with Eddie Rickenbacker as pilot, was this group from WKW, St. Louis. Left to right are Danny Seyforth, production manager; Mrs. John Harrington; John Harrington, assistant manager; Mrs. Robert Convey; Robert T. Convey, president.

W. L. HOPPES, manager of the broadcasting department of Electrical Research Products Inc., will leave New York June 21 to visit radio stations in the West prior to the NAB convention.

DETROIT'S Outstanding Radio Medium - Pioneer of America

WWJ is Detroit's leading radio station because it has never permitted the question of revenue to interfere with the excellence of its programs.

National programs are never cancelled to make time available for local commercials.

Some of WWJ's own programs are as outstanding as the best "network" programs.

Besides, WWJ was the first radio station in America to broadcast regular daily programs—a fact which Detroit people have not forgotten.

National Representatives

JOHN BLAIR & COMPANY
New York, Chicago, San Francisco, Los Angeles

IN THE CONTROL ROOM

LYNNE C. SMEBY, formerly of KSF, St. Paul, and in radio 17 years, managed technical and supervisory work for WXYZ, Detroit, and WINSI, Grand Rapids. He had been with two City stations since 1921 and has designed and constructed a number of transmitting stations. Mr. Smeyl is a member of the engineering committee of the NAB.

LIEUT. WIGGINS of the Australian Air Force and R. M. Roddenbach, engineer in the Australian government radio division, were shown through NBC's Chicago studios by Howard Luttgens, central division engineer, during their recent Chicago visit. They are making a world tour to study broadcasting methods in other countries.

CLYDE WRIGHT, formerly of WKJY, Cleveland, has joined the engineering staff of WCKY, Covington, Ky.

RUSSELL D. LIGHTY, of Madison, Wis., formerly of WHEN, New York, and WTMJ, Milwaukee, has joined the control staff of WNAG-WWAAB, Boston.

DAVID KEMPKE, NBC Chicago studio engineer, is on a month's leave of absence recovering from a chipped knee bone, result of falling from his horse. Harlan Oehler is subbing for Kempke.

CARL ULRIC, chief engineer of WAAF, Chicago, is the father of a boy born this month.

GILBERT FAUST, formerly in charge of sound effects at the Jessie Bonstelle stock company, on June 3 joined the NBC Chicago sound effects department.

RAYMOND SOOY, RCA Victor Co. recording superintendent, was interviewed over the NBC-WZL network May 20 by Howard Clancy, NBC announcing director, discussing old and new methods of recording as he has watched them since he joined the old Victor company in 1906.

FRANK V. RECKER, formerly with NBC, New York, has been named head of the engineering department of WFIL, Philadelphia, bringing along L. C. Pampillon and A. Nyei.

BARNES LAVIN, formerly of WHAD, Milwaukee, has joined the control staff of WDAY, Fargo, N. D., replacing Millard Dunkirk who has been named to the commercial department to handle advertisers services.

H. W. HOLT, formerly with WMAS, Springfield, Mass., will be chief engineer of the new WMPE, New Britain, Conn., which has been completed and is now testing.

DIVISIONAL engineers of NBC met in New York June 10 for the first general conference since NBC was founded in 1926. Business sessions were scheduled for the whole week, with a dinner Wednesday night. The divisional engineers are: A. H. Saxton, San Francisco; R. H. Owen, Denver; H. C. Lattreens, Chicago; F. E. Leonard, Cleveland; W. J. Purcell, Seattle; A. C. Johnson, Washington; George O. Milne, New York.

CHARLES TOPMILLER, chief engineer of WCKY, Cincinnati, and Alma Aschenbrent, WCKY network traffic manager and former singer and actress, were married in Covington, Ky., June 8.

H. R. ROYCE, control engineer of WIRE, Indianapolis, is the father of an 8-pound son.

REPORTS are current in Europe that a powerful commercial station, like the longwave Radio Luxembourg, is going to be erected in Northern Africa to radiate advertising programs to Europe.
**The BILTMORE HOTEL**

Los Angeles

LARGEST, FINEST and most centrally located house in the city. All rooms with bath and circulating ice water. Between two beautiful city parks. The BILTMORE is in the center of the city's life.

**SENSIBLE ROOM RATES**—$3.50 Single; $5.00 Double

The BILTMORE BOWL is America's most colorful night spot. Two marvelous floor shows; dancing to the music of a nationally known orchestra; continuous entertainment from 7:30 to closing, and a wonderful dinner for $1.50.

The RENDEZVOUS is a night club in the afternoon. Also has two floor shows; dancing noon to six, luncheon for a dollar, and a tempting cocktail corner.

The LOUNGE, a charming spot where good fellows meet. The Biltmore operates six dining rooms, two of them featuring counter service.

**THE BILTMORE BOWL, PICTURED BELOW, IS AMERICA'S LARGEST NIGHT CLUB.**

DELEGATES TO THE N. A. B. CONVENTION

in Colorado Springs who extend their trip to Los Angeles will find a glad hand of welcome at the Biltmore Hotel. This house is convenient to Hollywood and all local points of interest. Los Angeles is directly on the way to the San Diego Exposition and Agua Caliente in Old Mexico.

Associated Hotels

U. S. GRANT in SAN DIEGO

AGUA CALIENTE in OLD MEXICO
Public Operation Not Suitable Here, Says Anzac Chief

Private Broadcasters Get Bulk Of Audience, Bennett States

GOVERNMENT operation of radio as practiced in Australia would not be acceptable in this country, A. E. Bennett, president of the Australian Federation of Broadcasting Stations and chief executive of 3GB, Sydney, declared June 3 shortly after arriving in New York to study American broadcasting and purchase transcriptions.

"Twelve government-owned stations in my country offer the type of radio fare the Postoffice Department officials think they should have," Mr. Bennett said. "Fifty-five privately-owned stations command 75% of the listening audience with the type of entertainment the owners think the dialers want to hear. The Government broadcasts have an educational duty to perform, but the listeners show little interest in being educated by radio. The programs are dignified—and dull."

Stiffens Critics

"ACTUALLY, the Government system is a boon to commercial operators. It keeps the wailing crusaders off our necks and leaves us free to produce programs without interference from outsiders. There are several elements in the system which keeps it from being acceptable in the United States. Head of the list is the fee which our government would have to charge to keep a chain in operation. The Anzacs pay the Postoffice Department the equivalent of $4 a year for the 'selective' radio fare, while Americans would balk at paying a nickel a year for radio entertainment always has been presented gratis."

"The alternative in America is to create an endowment fund so that the educational factions can own their own stations. They can blow off steam: operate at a loss, and withdraw from the radio field, much the wiser for their experience. Australian commercial stations operate along similar lines to American stations. Good taste in entertainment and commercial blurs pays dividends. Anzacs have come to accept the necessity for advertising to the extent that they offer no strenuous objections when operators give as high as 20% of the air time to commercial announcements."

"The Australian Postoffice Department does not exercise any censorship over the commercial stations nor does it revoke licenses with any more alacrity than does the FCC in the United States."

"The chief difference between the systems is that there are no networks 'down under'—a situation which is just beginning to change. Metropolitan stations are finding it necessary to link with country stations to give selective advertisers the coverage they demand and give listeners in all parts of the country a chance to hear the cream of the programs. Anzacs have that their stations stick closely to the schedules that have been prepared and announced in advance. The other advantage we have is that we don't allow the women to run the country, dominate the men, or get too much of a foothold in dramas. We have few women announcers and when they do appear on a program a man always is on hand to assume command."

"Affected speech is just as distasteful to Australians as it is to Americans. Australians abhor a 'rank' Australian accent. They prefer a cross between the accepted Australian and Oxford accents. Above all they wish to hear a real man who is natural and sounds like he is a 'good fellow'!"

Mr. Bennett, pointed out that the bulk of his people prefer American popular music to the classics and are showing a decided leaning toward radio drama. Much of Australia's radio fare is imported from Hollywood and Los Angeles and the other executive is now in Hollywood buying his yearly quota of electrical transcriptions, which numbers approximately 3,000.

MARKED improvement in programs for children is noted by the Radio Institute of the Audible Arts following a survey by a special radio committee of the Child Study Association of America, of which Sidonie Matzner Gruenberg is director.

A more constructive approach to child broadcasts is revealed in the report of the Institute, founded by Philco Radio & Television Corp. In a study Radio and Children prepared for the Institute by Mrs. Gruenberg, it is urged that parents study the problem from the standpoint of the particular child.

Mrs. Gruenberg suggests that parents make positive use of radio, instead of suppressing it, running away from it, or merely tolerating it. She points out that "radio is one of the instruments through which the growing individual can share the experience of others and so grow in stature and understanding. It is for parents to recognize that there are values here, notwithstanding frequent irritations or distractions."

The committee lists the following typical children's programs presented by the major networks, which seem to meet the suggested standards of emotional emphasis, good taste, truthfulness, attitudes and sentiment, language and quality, and advertising: Singing Lady, Nursery Rhymes, Terry and Ted, Roses and Daisies, Bobby Benson, Billy and Betty, Let's Pretend, Radio Theatre, Junior Radio Journal, The Puzzlers, and Chats About Dogs.

Leonard Cox at KNX

LEONARD E. L. COX, former program director of WOR and WABC and former commercial program director of WJZ, has been appointed program director of KNX, Hollywood, according to an announcement June 6 by Guy Earle, Jr., president. Among the productions credited to Mr. Cox are Fred Allen's Bath Club Revue, Main Street, Street Smarts and A Night in Tony Pastor's.

NBC will Exhibit and Demonstrate this New Service at the NAB Convention

Be Sure to See and Hear It

Here it is!

The New Name in Program Service

THESAURUS

A Treasure House of Recorded Programs

Broadcasting • June 15, 1935

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www.americanradiohistory.com
EVER since the watch was invented it has been the symbol of the ultimate in accuracy. Every part is constructed with the utmost care and precision. Only the best workmanship is used in building the timepieces of the world.

Accuracy is the creed of every watch manufacturer.

The same accuracy that is required in the making of a watch, is vital in the production of the news report of the UNITED PRESS. Just as the watch manufacturer employs only highly skilled artisans, so does the UNITED PRESS. Its writers stationed throughout the two hemispheres are highly trained and competent newspapermen of long experience.

Accuracy is their creed.

UNITED PRESS
New York
KVOS News Trial Set

TRIAL of the case of the Associated Press vs. KVOS, Bellingham, Wash., involving the right of radio stations to broadcast news published in newspapers once the papers are sold, has been set for Sept. 3 by the Circuit Court of Appeals at San Francisco. Final briefs are due Aug. 25. The appeal is from the decision of the Federal District Court in Seattle upholding the right of stations to broadcast such news as an ultra-modern means of dissemination. The Associated Press was joined by the United Press, and John W. Davis is expected to be their chief counsel. Former Senator C. C. Dill has been retained as chief counsel for KVOS, with any stations having contributed to the fund to defray the cost of the litigation. The trial may be held in Seattle rather than San Francisco.

EQUIPMENT

UNTIL a complete new setup is installed in new quarters in the autumn, WPTL, Philadelphia, is using a composite control room with the aid of new RCA and Western Electric equipment which has just been purchased to overcome technical handicaps arising from use of an OP-4 amplifier which had been hastily assembled. Engineer Frank Beck-er has designed a temporary layout with three working channels and one spare. Program quality has been improved and technical errors now are negligible. Relays are operated by set-up buttons, eliminating patching.

WPRO, Providence, reports the completion of its new studios and transmitting equipment. Studios in the Metropolitan Theater Bldg. are supplemented by the use of the 3,500-seat theater for big broadcasts. Control room is fully equipped with Western Electric speech input apparatus.

RCA MFG. Co. Inc. has moved its San Francisco office to 170 Ninth St.

NEW WMT RADIATOR—Just completed, this new International-Stacey self-supporting tower with high-capacity crown gives WMT a quarter-wave radiator. The high-fidelity RCA transmitter is housed in this new building located between Cedar Rapids and Waterloo, Iowa, to cover both cities.

AMPERITE Corp., New York, has introduced a new high-impedance velocity microphone which operates directly into the grid, eliminating the input transformer. Such features as natural reproduction without peaks and elimination of feedback are retained. Ordinary carbon volume controls can be used as mixers and special low capacity coupling is used for the microphone lead up to 30 feet. For longer lines compensation or lower impedance values are advised.

WCXW, Brooklyn, has completed new studios and an auditorium, with formal opening planned for the near future. Air conditioning and streamlining are built into the new studios. Announcing the completion, Arthur Frakes, owner-director, said he had applied to the City of New York for permission to install wires connecting with the municipal network. He foresees growing development of the community-station idea with a central radio board for local emergencies and important civic messages.

NEW monitoring and pre-amplifier equipment are being put into operation by WFAA, Dallas, in its installation of complete RCA 50 kw. high-fidelity equipment. One velocity and six induct microphones have been added, replacing the condenser type. High-fidelity plant and studio connecting lines have been in operation for some time. Installation will be completed in late July.

A PUBLIC ADDRESS system powerful enough to blanket an area 10 miles square is being operated by Associated Oil Co., San Francisco, at the San Diego exposition. Seven stations are connected with 156 loud speakers.

WMFR is the call assigned to the new station authorized to J. A. Hart and Wayne M. Nelson, at High Point, N. C., 1200 kc., 100 watts, daytime.

Here’s why we waited...

¶ For many years WEEI gave New England listeners the finest NEWS BROADCASTS in the United States. It was NEWS PAPER news broadcast direct from NEWSPAPER studios by NEWSPAPER men. Prepared especially for radio, it embraced important events and items of human interest that were local, national and international in character.

¶ When the papers and news gathering agencies decided to quit radio, WEEI bided its time, believing it wise to do nothing until it could provide a news service as complete as the one for which it was so favorably known.

¶ NOW—the NEWS is back! NEWS PAPER NEWS from NEWSPAPER studios, gathered, edited and broadcast by NEWSPAPER men.

¶ WEEI is broadcasting five daily and two Sunday periods of NEWS direct from the Boston Herald-Traveler studios. This was accomplished by purchase of the United Press franchise for Boston, and an arrangement for the exclusive use of the news gathering facilities of Boston’s leading morning and afternoon newspapers, The Herald and The Traveler.

¶ The entire service is under the personal direction of the man who popularized news broadcasting in New England. His cheerful voice, on the air with news at regular intervals for years, had been sorely missed by New England listeners. This newspaperman of long experience is now a member of WEEI’s staff.

¶ Yes, indeed! The NEWS is back on

Station WEEI Boston

There will be no advertising during news periods on WEEI. However, announcement “spots” are offered before and after the news broadcasts. Write, wire or phone for rates and availability.
The man who said "lend me your ears" knew what he was doing. He had an idea to sell. He knew he couldn't sell it unless he got attention and plenty of it.

There are something like 88,000,000 listeners in this country which you can reach directly by radio.

71% of these listeners—about 62,500,000—live in the territory served by the Mutual network.

They like Mutual features. They quickly respond by the millions to sound advertising appeal.

Advertisers who have arranged through the Mutual Broadcasting System to borrow upon this fund of listener attention find it a very economical transaction.

Economical because the rates of Mutual are exceptionally low. Economical because of the sales-making power of Mutual in America's biggest markets.

Now is the best time for you to plan your approach to this great audience. The choicest spots across the board are available. Reservations for time can be made 60 days ahead.

Call, write or wire any member station for specific details.
Copyright Turmoil Convention Issue
(Continued from page 6)

NAB convention headquarters, to
devour to work out plans for an
organization to be known as NAB,
which will deal with programs that
affect newspaper stations only.

Similarly, a group of stations led by
Edward Allen, WLVA, Lynchburg,
illegally have planned a session, for the announced pur-
poses, to determine by whom
and whereby they can get their share
of national spot business. Despite
the announcement issued by them,
known "left-wingers" among the
local independents who feel that
more could be accomplished in the
framework of a separate trade
association, looking out for what
they construe to be their own pecu-
liar interests.

The copyright explosion adds
fury to a convention sentiment
that already had been charged
with more controversial issues than
any in the 13 years since the NAB
came into being. If any reconcilia-
tion is reached, it will be at the
convention, for the two views now
are as divergent as the poles.

Most confusing was the fact that
these developments came just be-
fore the ASCAP trial was to get
under way in New York June 10.
So far as could be learned, the net-
work and Mr. Levy (who supervised
government counsel before enter-
taining the ASCAP 5-year exten-
sion offer, and got no objection.

The attitude was that the exten-
sion were accepted "under duress.
Thereafter, the arrangements were
made June 4 and 5 first by Mr.
Levy for WACA, and then by Ed-
ward Klauber, CBS executive vice
president, and by counsel, and by
A. L. Ashby, vice president and
general attorney of NBC.

ASCAP Negotiations
THE RIFT came after a meeting of
the copyright committee had
been called in New York on short
notice June 3. Present were Mr.
McCosker, F. M. Russell, NBC vice
president, and Mr. Levy, as mem-
bers of the copyright committee,
and Messrs. Loucks and Hostetler,
as executive members of ASCAP.
Attendance were Mr. Klauber,
Ralph Kolin and Sidney Kaye, the
latter two being attorneys for CBS;
Mr. Arnold, C. S. Sprague, at-
orney, for NBC. Unable to att-
tend were copyright committee
members J. Truman Ward, WLAC,
NAB president; Walter J. Damm,
and Mr. Hostetler letter was written in a personal vein
to Mr. Loucks.

The networks pay only for their key station receipts,
while the independents pay on net-
work revenues they get plus all
other expenses. The Hostetler letter

CKLW Plea to Transmit
To Windsor to Be Heard
A HEARING involving an appli-
cation of Essex Broadcasters Inc.,
American affiliate of CKLW, Wind-
oro, Canada, for authority to
transmit local programs across the
border, has been set by the FCC
for Oct. 24 before the Broadcast
Division.

The issue was set because of the
Proposal inserted in the Communi-
Cations Act upon its passage last
year, requiring specific authority
from the FCC for the transmis-
sion of programs by wire across
the borders for broadcasting pur-
poses.

CKLW already has authority, as
a CBS outlet, to broadcast network
programs transmitted across the
border. The question to arise at
the hearing relates to its applica-
tion to transmit local programs
from Detroit to the Windsor trans-
mitter. It maintains studios in the
United Guardian Bldg., Detroit,
just across the Detroit River. CKLW
relin-
quishes its CBS programs effective
Sept. 29, when WJR becomes the
outlet for that network. The same
possibility that it will become the
NBC Blue outlet.

New KLPM Personnel
MYRON J. BENNETT, who re-
cently took over the general man-
ger duties of KLPM, Minot, N. D.
announces that its new ultra-mod-
nest studios and offices are about
completed in the Lerdland-Parko
Hotel. Mr. Bennett also an-
nounced the following new per-
sonel: commercial manager, C. W.
Baker, former newspaperman and
news editor, Arthur Solga; chief
engineer, C. W. Baker, and an-
nouncers, Dick Schmidt and Lesta
Maupin.

WMCA Promotes Hall
ALFRED HALL, announce at
WMCA, New
York, and for-
merly with WOV,
New York, and
concert artist,
had been named
program director
of WMCA, suc-
ceding Lewis
Reid, resigned.

In announcing the change, Donald
Flamm, president of Knickerbocker
Broadcasting Co., paid tribute to
Mr. Reid's work and stated that
the "rich experience Mr. Hall
brings with him will be very help-
ful in continuing the ambitious
program schedule of WMCA."

CONFIDENCE
ADVERTISERS USE

WHY NOT YOU?
KFRO
"Voice of Longview"
Longview, Texas

"...if it was
GOOD ENOUGH FOR MY
FATHER—it's GOOD
ENOUGH FOR ME!"

CKLW DOES A
JOB because...

CKLW does not cater to stodgy minds—people with
opinions as set as the rock-bound coast of Maine. The
CKLW audience is composed, for the most part, of
Detroiters and residents of the Motor City area—aggressive, open-minded—ready to accept modern
ideas—to be able to. If you have a better method—a
better product—tell Detroit about it through the facilities
of CKLW—the station Detroiters listen to.

REPRESENTATIVE
J. H. McGUIVRA
483 Madison Ave.,
New York

JOHN KETTLEWELL
Palmolive Bldg.,
Chicago

MEMBER COLUMBIA BASIC NETWORK
5,000 WATS
Windsor Offices: Guaranty Trust Bldg.,
Detroit Offices: Union Guardian Bldg.

Mr. Don Stebler
Standard Brands, Inc.,
New York City.

Dear Mr. Stebler:

Some folks just want to listen to reason.

Some folks just want you to

STANDING BY:
WACO
Charlotte, N. C.
JULY 1
NAB CONVENTION ISSUE
DEADLINE, Advertising copy
JUNE 21
BROADCASTING
combined with
Broadcast Advertising
WASHINGTON, D.C.
Utility Finds Radio Best Medium
(Continued from page 9)

our show. We were influenced in this decision by the fact that while Little Jack Little is not one of the biggest names on the air, he does have proved entertainment value. Moreover, he has a definite feminine appeal, as proved by his fan mail and his theatrical pulling power. Furthermore, he has a good orchestra.

We started with the purpose of being entertaining without being sensational. We were not going to argue with our audience. We were not going to become technical. Rather we were going to repeat again and again our story that "electricity is so cheap that it serves greater use", in the most persuasive and non-argumentative way which we could find possible.

The formula for Little Jack Little is (1) good music by a superior orchestra, (2) conversation in a quiet yet buoyant manner from a personality who has great appeal to women, (3) a tie-in at the end of the program with a local commercial message, promoting the current activity of the local operating company.

What are the program's weaknesses and its strength? Its chief weakness is with our own organization. Our people do not hear the radio in the morning; therefore it is understandable that they underestimate our program's audience. Their friends are talking of radio, discussing evening programs. They hear a great deal about Eddie Can- tor, Rudy Vallee or the Ford program; they hear very little about their own program. To remind them of the difference in cost and to revitalize them with the primary purpose of the program is of little avail. They feel that if people were being reached effectively, comment and discussion about the program would be general.

Strange as it may seem, morning programs are criticized because there are no evidences, while the evening programs—which promote a flood of conversation—almost always create unce- rtainty and apprehension on the part of their sponsors.

Cost Per Program

WE summarized the situation as we had found it by pointing out that the actual transmittal of Niagara Hudson messages through tuned-in radios in homes of our customers is at least as effective as delivering literature onto their living rooms in tables or cards.

The broadcast cost per thousand sets listening to Niagara Hudson program is $3.46.

The direct mail cost per thousand homes is from $2.50 to $50, or from seven to fifteen times as much.

The biggest value in printed space may be said to be the Saturday Evening Post. At about $8,000 per page, the cost per thousand messages is $3.50. But, according to the analysis of Dr. Starch—the experienced advertising consultant—and only about one out of four readers see a given advertisement. Therefore, the cost per "seen" advertisement is $14 per thousand reached. Only about one out of 15 on the average read an advertisement. Therefore, the cost per thousand "read" advertisement is $4.

A broadcast that is heard and recalled as to subject matter is certainly as effective as a "read" advertisement. On that basis, Nor- agra Hudson broadcasting costs, per person listening, about one-tenth as much as publication advertising per person reading.

That, gentlemen, is the story of the cost of the Little Jack Little messages as nearly as we can de- termine it. How much are they worth? How much is a home service interview worth? How much is courtesy to truck drivers worth?

There is one great difficulty in this program of ours. The talent cost of Little Jack Little's orchestra is abnormally high when re- lated to the number of stations we can use.

This program cost bothers us more than any single item and I am frank to say that we have not yet reached a solution. One sugges- tion of considerable merit has been advanced. It is that this program could be syndicated to a number of companies with proper geographical spacing. It was suggested that a commercial message, such as this one from the center of San Francisco, could be applicable to scores of other utility companies besides ours in our system.

"How do you do, friends of the air—this is your truly on the transmitting end of the customary radio wave extending the best wishes of your electric company. You know what I mean when you one of the best modern servants this old world has to offer. You just push the button. Electricity does the rest. It doesn't talk back. Does it? Don't you have to feed it? No. And don't take care of it. And the cost—just pin money. Electricity costs the average home in this territory less than a dime a day. And believe me, that's a bargain. And now—wonder electricity—here's a little music.

Lowering the Cost

OF COURSE the ending commercial message could be varied so that it would readily apply to almost any electric utility or to any local condition. If records were designed for sale to several electric utilities, the total cost for each could be greatly less than the more utilities participating the lower the unit cost. As a result, it would be possible to have:

First, a program which has proved its ability to build an audience; second, a personality which has proved its appeal to women; third, an opportunity to tell, in a simple and colorful way, the most important story of all—the value of our service, its importance, and its convenient cost; fourth, a ready-made spot of the air—an established radio audi- ence—for hard-hitting commercial announcements, for special messages which might be particularly effective in certain contingencies.

Human Quality

The PRINCIPLE involved—that of syndicate use of worthwhile radio transcription programs—seems to be peculiarly adapted to the con- ditions of our industry; therefore I invite your consideration of it as a realizable and economical solution of building business and of promot- ing better understanding between your companies and the communi- ties they serve.

We, in Niagara Hudson are con- vinced that the radio, as made per- sonal by Little Jack Little, has helped to put into our companies something of the warmth and friendliness which a popular stage star, a great athlete, or a great author can do, which is so difficult in this day of machine building and large-scale commercial activity, and yet so necessary to an understanding with the people we serve. We have found that it is in this human quality that the spoken word is often un- der or to the printed word in build- ing good-will and the business that comes with it.

WFL ad

Only Philadelphia outlet for N. B. C. Basic

Blue Network

560 Kilocycles 1000 Watts
WASHINGTON STATE ALLOWS BEER, WINE

AS ONE of its first actions, the newly formed Washington State Broadcasters Association has secured a reversal of the State Liquor Board's ruling that beers and wines shall not be advertised by radio. At its recent meeting the association, which comprises all the stations in the state, also decided against accepting any hard liquor accounts.

The Washington group is the first regional branch organized to cooperate with the NAB which boasts its own paid managing director. He is Kenneth Davis, young Seattle attorney, who has opened headquarters for the association in the Northern Life Tower, Seattle. He is also of counsel in the A. P. vs. KVOS news case, now on appeal.

The association has gone on record with the FCC as favoring the renewal of the KVOS license as against the application of the Bellingham Herald for a new station, and also threw its support to KXX, Seattle, against the competitive application of Ward Walker. Officers of the association are: Louis Wasmier, KGA and KHQ, Spokane, president; E. W. M. B. Ammer, KVI, Tacoma, vice president; Robert Priebe, KRSC, Seattle, secretary-treasurer; Birt Fisher, KOMO and KJR, Seattle, director, and Carl Haymond, KMO, Tacoma, director.

WHY YOU SHOULD USE
WJDX
reason #2:
MORE MAIL

According to official tabulation WJDX pulled more mail on NBC programs during 1934 than any other station of like power in the South-Central group.

WJDX
The Lamar Life Station
JACKSON, MISSISSIPPI
A SOUTH CENTRAL NBC STATION

Three More Added
By Intercity Group

Seven Stations Now Are Linked;
Sales Program Takes Shape

STILL disclaiming any "third network" intentions, "Intercity Presentations" Inc, of which Donald Flamm, WMCA president, is head, has disclosed the addition of three stations to its permanently-linked hookup and at the same time divulged plans for sale of group time to national or regional advertisers. With a total of seven stations the group is being offered to advertisers at the sum of their national card rates.

Now aligned in the group are WMCA and NBC outlets, New York; WMEX, Boston; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WDEL, Wilmington, and WLNI, Laconia, N. H. The three latest additions were WMX, WPRO and WLNI.

The first commercial to begin over the eight-station hookup was Tastyeat Inc., which started a contract of six-three programs a week schedule on June 9. The schedule, to run until fall, is for five quarter-hours Monday through Friday at 8:15 p.m. and a Saturday evening half-hour beginning at 9 p.m. The program is WMCA's Five Star Final, a dramatized review of the news directed by Philip Barrison.

The account was placed through Clements Co., Inc., Philadelphia. Mr. Flamm indicated that other commercial prospects were being auditioned.

Also announced by Mr. Flamm is the addition of Ray Linton, formerly of Greig, Blair and Spight Inc., and prior to that on the CBS sales staff, as Chicago representative of WMCA, as well as for the Intercity group. Offices have been established at 350 North Michigan Ave. Mr. Linton returned to Chicago June 8 to assume his new post after a week in New York during which he conferred with Mr. Flamm and Bertram H. Lohar Jr., sales director of WMCA and for the group.

Cooperative Setup

THE INTERCITY group, Mr. Flamm explained, is purely a cooperative venture, with each station paying its portion of the T. & T. line charge. Lines are leased on a 24-hour basis. Programs keyed from WMCA are open for local sponsorship. In the sale of network time one-half of the rate reverts to WMCA as the key station, out of which is paid agency and sales commissions, plus general overhead and program costs. All open time is subject to sale, with certain provisos made for defraying the overhead of sustaining features keyed from WMCA or from other stations.

"With Boston and Providence added to our present group of Intercity stations that include Philadelphia, Baltimore, Washington and Wilmington," said Mr. Flamm, "WMCA is now able to offer coverage throughout the most populated section of the Atlantic seaboard. This is not the beginning of a 'third network', but rather a practical association of press sales independent broadcasters who look to New York, through WMCA, for their program material."

Tieing into the expansion of Inter- city was the announcement June 5 by Mr. Flamm of the establishment of the WMCA Artist Bureau and the appointment of Zac Friedman, theatre executive, as its director. Charles S. Wilson, formerly with Radio-Keith-Orpheum, was named assistant director. Mr. Friedman for the last four months has produced the Amateur Hour over WMCA from the Fox Brooklyn Theatre. The new department will function as a complete booking office, handling WMCA artists and orchestras and various theatre bookings.

One of the spot features broadcast over the enlarged Intercity group was the arrival of the French Liner Normandie from an airplane piloted by Clyde Pangborn, famous aviator, along with a description of the arrival given by James F. Clemenger, announcer, from a perch atop the WMCA building, where he had a clear view of the Hudson River.

Grunow Expands Spots

GENERAL HOUSEHOLD UTILITIES Co., Chicago (Grunow refrigerators) has doubled the list of stations for its WBS quarter-hour transmission of "The Modern Day," the schedule now including 75 stations. The campaign, started in April, has brought an enormous response from dealers and distributors, according to Duane Wanamaker, Household advertising director. Hays, MacFarland & Co., Chicago, is the agency.

The Lure
of Playtime

Will soon decimate the "Big Name" Programs.

OUR SUMMER SCHEDULE

of cheerful, entertaining programs will mean dollars to our national advertisers.

THE NORTHERN CORPORATION
Owners and Operators of

WMEX
1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Box 157

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

June 15, 1935 * BROADCASTING
Broker's Successful Program Nearing Close of Third Year

How a Houston House Has Used Air Profitably

By KENNETH A. MILLLICAN
Radio Financial Commentator
Sterling & Baker, Houston, Texas.

ON SEPT. 5, 1932, Sterling & Baker, Houston stock brokerage and commission house with direct New York, Chicago and New Orleans wires, discussed with the management of KPRC, Houston, the feasibility of preceding the five-minute closing quotation figures from the New York exchanges every afternoon with a five-minute program dealing with finance, investments, the markets, the dangers of fraudulent stock-selling, and other items of general interest to the investing and prospectively investing public.

A week later the first program, consisting of approximately 1,000 words of original matter, was constructed and broadcast. It was expected that the series would be given every business day for three months, with the possibility of continuing another three months.

Holding Attention

ON APRIL 19, 1935, two years and seven months after the inauguration of the plan, program No. 800 of the Sterling & Baker Radio Financial Comments was given over this same station. It is estimated that 800,000 words, written and broadcast by the same author and broadcaster, have been thus presented to a constantly increasing audience. The subjects covered have never left the realm of finance. The histories of our leading stock exchanges and financiers have been given in highlighted talks, bringing out such dramatic features as could be depended upon to hold the attention of a mixed audience.

Especially has the listening public been appealed to in the matter of warnings against illegitimate and dangerous stock-peddling promotions and bucket shop operators. A mythical character—"Doc Zilch"—serving as a prototype for the dynamiter, the high-pressure salesman and the telephone boiler-room charlatan, has been created literally hundreds of the broadcasts having been devoted to exposing his pernicious practices, and putting unsuspecting victims on guard against his machinations.

Care is taken that the program shall be light, yet instructive. The ethics of the legitimate brokerage profession are jealously protected.

The names of the sponsors are generally used only at the beginning and end of each program, and following a musical break, which is required by studio rules, the five minutes of comment are followed by the reading of the closing quotations of 80 selected issues as well as giving the call money rate in New York, the ruling exchange figures on French franc and British pounds, and the closing quotations on grain and cotton.

Institutional Angle

THE SHOWS of the comments are well evidenced by the unusually heavy correspondence which come to the sponsors in a seemingly endless flow. The name of Sterling & Baker in the entire Southwestern Texas area has become synonymous with legitimate stock exchange operations and legitimate investment activities, and similarly, it has become known as the nemesis of the worthless stock promoter and fraudulent securities dealer.

The huge listening audience which is made up not only of people seriously interested in the markets, but of school students who are studying finance and economics, housewives who supplement the program for its clearly presented explanations of sound money-placement and other non-commercial cross-sections of an enormous metropolitan and suburban life, proves by its constant fan-mail that even the admittedly arid topic of stocks and bonds finance and market quotations, can be made acceptable when clothed in the language of ordinary everyday conversation.

It may be reasonably deduced therefore, that if this program were not profitable to its sponsors it would scarcely have been extended from an original 90-day contract to 800 days with no indications of its discontinuance. (Sample continuity on opposite page.)
HERE is a typical Sterling & Baker continuity for its series on KPFC, Houston.

The schedule of the Sterling & Baker Investment Forum this afternoon will engage in a little "looking forward" excursion to February 1934, when one of these Radio Financial Commentaries was a dangerous operation of a bucket shop being run in one of our city's tallest buildings — a type of enterprise where listed securities were ostensibly being sold on the installment plan, and hundreds of victims were being systematically wiped out through the famous "melted margin" technique.

True to type, the office was closed on Feb. 27, 1934, and the promoter promptly fled and the (in)famous prize assortment of federal prison terms, the head of the ring will have to answer to in which to think things over, while his chief lieutenant got five. Two high-pressure ladies were given three years each — all in Leavenworth. Five more were sentenced to two years apiece in the Federal Reformatory at El Reno and three, eighteen months each in the same place, and the remaining three male members got off with a year and a day each in the Federal Penitentiary at Chillicothe, Ohio. This accounts for fifteen, the sixteenth member of the unholy aggregation, who happens to be of the fair sex, also pleaded guilty. She will be added to the list of the government's restraining influence, for it is, of course, regrettable that she was allowed to escape to this non-consonant band of swindlers won't bring back any of the losses to their victims, and even though it paid the fancy price of what is estimated to be a sum in excess of four hundred thousand dollars for their experiences.

But MAY, perhaps, serve to put other innocent investors on their guard against the unscrupulous securities dealers who dynamite their wares and their methods by doorbell ringing, or who hypnotize their prey by local and long distance telephone selling — if selling it can be called, for actually it is no such thing.

The tactics of these predatory out- casters are so well known that there are unsuspecting people of average means, whose names are on such lists distributed with fraudulent ingenuity from the headquarters of the nation's dishonest stock operators — a type of enterprise which emanated from our national cities, which are being melted just as readily today as their fellow-travelers were a year ago.

To the oft-repeated cry "Why doesn't the Government do something about it?" the only answer is, that the Government DOES take action when it can prove violation of the postal laws. But cases like the above are learned just as quickly by the Doctor Zilch's as they are by their victims — even more quickly, in fact. And the mails are not being so freely used now to carry promotional literature into the homes of those prospects marked for slaughter. The latest wrinkle is the use of the Express Company, which keeps the operators out of the hands of the Postoffice Department. As a matter of fact, the swindlers of our people through these measures will not be anything but what they are now.

If a prospective security buyer will turn a deaf ear to the high-pressure dynamiter with his winning smile and his mouth full of lies, and thoroughly investigate before he selects a broker through whom he contemplates doing his buying and selling, he will save himself from becoming enmeshed in such pitiful rubbish to which the newspapers of yesterday bring us. The prescription for avoiding unnecessary losses in the stock market is as simple as the engaging in any legitimate form of trade and industry. First: Choose a responsible brokerage house closely affiliated with the standard exchanges of the country. Second: Check up thoroughly on the firm's reputation for stability and integrity. Third: Confining trading to listed issues, which display activity and which assure the investor of a liquid market. Fourth: Select only those issues which analyze healthily for which there is a demand, for the sales of a dependable, ethical investment counselor are essential. And Fifth: DON'T OVERTRADE.

Remember that kindly disposed philanthropy gentlemen aren't siphoning their time and money to travel through the country or pay in advance for costly long distance telephone calls to make total strangers wealthy. GOOD SECURITIES MAY BE WISELY PURCHASED ON THE STOCK EXCHANGES OF THE NATION AT OPENLY PUBLICIZED PRICES AND MAY BE SOLD WITH EQUAL FACILTY AND SATISFACTION. But to do so it is absolutely necessary for the safety of the speculator that the chosen agent shall be stable, dependable and in good standing. A superstitious bidder of unknown vintage, whose sole object in life is to take the trader's pocketbook away with him, and "bucket" the transaction.

The customary musical interlude interrupts, after which you shall hear the closing quotations from the exchanges coming to you from the direct private telegram lines of Sterling & Baker, brokers & investment counselors, Shell Building, Houston, Texas.

The sponsors of this program:

RECORD:

These closing quotations from the exchanges come to you from over the direct private telegraph lines of Sterling & Baker, brokers and investment counselors, Shell Building, Houston, Texas. The sponsors of this program: the sales on the New York Stock Exchange at one o'clock Houston time, were $250,000,000.

QUOTATIONS:

Lanny Ross for Certo

WITH the July 21 broadcast, General Foods Corp., New York, shift its promotion from Jello to Certo, a fruit pectin for jellies. Lanny Ross will be featured on the NBC-WJZ network program while Jack Benny is on vacation at Ashton & Bowles Inc., New York, is the agency.

Chicago Store Renews

THE BOSTON STORE, Chicago department store, had such good results from amateur broadcasts which it sponsored during May as a part of the store's anniversary sale, that it has extended the program for an additional 52 weeks over WMAQ, Chicago. Norman Ross, NBC announcer, will continue as master of ceremonies.

Dudie Epstein Advertising Agency, Chicago, has the account.

FATHER COUGHLIN on June 9 wound up his Sunday midnight series, and announced he will not return to the air until next October unless occasion demands a special appeal to his audience.

What's Your Hurry?

I'M OFF TO SEE THE NEW NBC RECORDED PROGRAM AT THE NAB CONVENTION

Lanny Ross for Certo

WITH the July 21 broadcast, General Foods Corp., New York, shift its promotion from Jello to Certo, a fruit pectin for jellies. Lanny Ross will be featured on the NBC-WJZ network program while Jack Benny is on vacation at Ashton & Bowles Inc., New York, is the agency.

"WASHINGTON STATE LED THE PACIFIC COAST—THE PACIFIC COAST LED THE NATION—in retail sales, April 1935, over April, 1934."


BESIDES—Seattle has the second highest percentage of radio set ownership in America.

For information consult Edward Petry & Co., Inc.

New York Chicago Detroit San Francisco

June 15, 1935 • BROADCASTING

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WLS, Chicago
Bonnet-Brown Corp., Chicago (Zonox
ointment), 30 sp, thru Schwwnimer
& Story, Chicago.
Reliance Mfg Co., Chicago (Big Tank
work shirts), 15 sp, thru Mitchell-
Acme Mfg Co., Forest Park, Ill.
(Acme pig feed), 3 weekly sa, thru
Jersey Creme Co., Chicago (Julep-
Ade), 60 sp, thru Wade Adv.
Agency, Chicago.
Little Crow Milling Co., Warsaw, Ind.
(Coco Wheates), 70 sp, thru Rogers
Commander-Larabee Corp., Minneapolis
(Airy-Fairy Cake Flour), 6 sp.
Acme Mfg Co., Minneapolis.
Irregular Seed Co., Chicago (seed
corn), 6 sp weekly, direct.

KGVO, Missoula, Mont.
General Mills Inc, Minneapolis (flour,
cereals), 12 weekly t, direct.
Calphalon Distributors, San Francisco
(mineral water), 6 weekly t, direct.
Associated Oil Co., San Francisco
(Alka-Seltzer), 2 weekly t, thru
Walter Biddick Co., San Francisco.
United Drug Co., Boston (Revall), 5
weekly t, thru Spot Broadcasting
Inc., N. Y.

WFAA-WBAP, Dallas-Fort Worth
Pen-Jel Corp, Kansas City (peetin),
3 weekly tu, thru R. J. Potts &
Co., Kansas City.
Smartfield Jewelry Co., Chicago, 2
weekly tu, thru Neisser-Myerhoff
Inc., Chicago.
James Hedlon's Sons, Chicago (fish-
ing tackle), weekly sa, thru Rogers
Ironsized Yeast Co., Atlanta, 2
weekly t, thru Ruthrauff & Ryan Inc.,
N. Y.

WCAE, Pittsburgh
National Sugar Refining Co., New
York (Jack Frost), 2 weekly sp,
thru Young & Rubicam Inc., N. Y.
C. H. McAllister Co., Detroit (auto
polish), 40 sp, thru Mason Inc.,
Detroit.
(Lifebuoy soap), 3 weekly t, thru
Ruthrauff & Ryan Inc., N. Y.
James Hedlon's Sons, Donaghe,
(Package tackle), 8 sa, thru
Ruthrauff & Ryan Inc., Chicago.

WMCA, New York
Tastelesque Inc., Trenton, N. J., 7
weekly sp, thru Cheesecake Co., Phila-
delphia.
Gold Dust Corp., New York, (Silver
Dust), 104 sa, thru Batten, Barton
Durstine & Osborn Inc., N. Y.
Lever Bros. Co., N. Y. (Lifebuoy soap),
12 weekly sp, thru Jack Frost Inc.,
N. Y.
C. H. McAllister Co., Detroit (Black
ett-Sample-Hummert Inc., Chicago.

KHJ, Los Angeles
Marion R. Gray Co., Los Angeles
(25 cents), 8 weekly sp, thru
Lockwood-Shackelford Co., Los Angeles.

— The Bedtime Story Teller Gets a Tryout Copyright 1932, the Bell Telephone.

WTMJ, Milwaukee
Bunte Bros., Chicago (candy), 5
weekly sa, thru Fred. A. Robinson
Inc., Chicago.
Moxie Distributors, Hilldale, Mich.
(products), weekly t, thru Potts
& Co., Kansas City.
General Electric Co., Cleveland
(refrigerators), 5 weekly sa, thru
Maxon Inc., Detroit.
Congress Cigar Co., Newark (La Pa-
nel) 160 sp, thru Gotham Adv.
Co., N. Y.

Procter & Gamble Co., Cincinnati
(I'Ony), 5 weekly t, thru Sample-
Sample-Hummert Inc., Chicago.
General Mills Inc, Minneapolis
(Biscuits), 5 weekly t, thru
Sample-Hummert Inc., Chicago.
Colgate-Palmolive-Per Co., Jersey
City, (Summer weight soap), weekly t,
through ad, thru Beaton & Bowles
Inc., N. Y.

Prime Mfg Co., Milwaukee (electric
fuzees), 5 weekly sa, thru Mitchell-
Faust Adv. Chicago.
(Lifebuoy soap), weekly t, thru
Ruthrauff & Ryan Inc., N. Y.
James Hedlon's Sons, Dowagiac
(Package tackle), 8 sa, thru
Ruthrauff & Ryan Inc., Chicago.

WBBM, Chicago
Builders Life Insurance Co., Chicago
15 sp, direct.
Sterling City Co., Chicago (insur-
ance), 312 sp, thru Neisser-Meyer
Inc., Chicago.
Skelly Oil Co., Kansas City (motor
oil), 6 weekly t, thru Russell C
Comer Advertising Co., Kansas
City.
Crowell Publishing Co., New York
(Woman's Home Companion), 5
weekly sp, thru Geyer-Cornell Co.
Inc., N. Y.

KOMO-KJR, Seattle
California Spray Chemical Corp,
Berkeley, Cal. (fertilizer), 4 daily
sp, thru Long Adv. Service, San
Jose.

Ch. Hansen Laboratory, Little Fall
N. Y. (desserts), 30 sp, thru
General Electric Co., Cleveland
(supplies), 25 sp, thru Maxon Inc.,
Detroit.

WENR, Chicago
Chicago & North Western Railway
Chicago (summer tours), 3 sp, thru
The Caples Co., Chicago.
Greyhound Bus Lines, Chicago (bus
transportation), 8 t, thru Regan
and Hohman Inc., Chicago.
Rice-Stix Dry Goods Co., St. Louis
("Dizzy Dean" sport shirts), 14 sp

WGN, Chicago
Dr. Mills Laboratories Inc, Elkhart
Ind., (Alka-Seltzer), 150 t, thru
Mihtt-Faust Adv., Chicago.
Hollywood Mask Inc., Chicago (beaut
preparation), 52 sp, thru Schwin
& Scott, Chicago.
Hamlin's Wizard Oil Co, Chicago
(Salt-T-Shaur), 3 weekly sp the
Beattie and Cohn Inc., Chicago.

WSPD, Toledo
(Liver Moxie), 5 weekly sa, thru
Ruthrauff & Ryan Inc., N. Y.

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BROADCASTING • June 15, 1935

www.americanradiohistory.com
THE OTHER FELLOW "BLOWS"

A pretty good idea in life and business is to occasionally let the other fellow tell how great you are because the world is apt to remember it longer and be more favorably impressed than if you continually do your own "blowing". And so we quote from an unsolicited and very much appreciated letter from a WWVA advertiser.

"This letter is to congratulate your station on a perfectly grand job of returns for the first week of our client's offer. Your station in Wheeling, (and here two other stations are mentioned) are leading the list and are greatly in advance of the other stations, even such a station as...

The call letters given for "Even such a station as..." are that of a $30,000-watt'er in one of the first three metropolitan markets in the United States.

Don't overlook this outstanding radio advertising service in the Eastern Ohio, Western Pennsylvania and West Virginia markets.

Columbia Station

5000 WATTS
1160 KILOCYCLES

West Virginia Broadcasting Corp.

Wheeling, W. Va.

Representatives

J. H. McGILYRA
485 Madison Ave., New York

JOHN KETTLEWELL
Palomar Bldg., Chicago

THE IOWA BROADCASTING SYSTEM

The Des Moines Register and Tribune

WMT

CBS Basic

Cedar Rapids-Waterloo

KRNT

CBS Basic

Des Moines

KSO

NBC Blue

Des Moines

Blanket both Columbia and NBC audiences in Iowa with a single broadcast. Hookup KRNT, Des Moines, with WMT, Cedar Rapids-Waterloo. Both KRNT and WMT are now broadcast from new vertical radiators with new RCA high-fidelity transmitters—insuring increased and intensified coverage. And you pay only for station time—there are no line charges!

F E A T U R E S

On Transcriptions
Available to Stations and Agencies

Samples on Request

STANDARD RADIO ADVERTISING CO.

Hollywood, Calif.

June 15, 1935

Confimation of Prall Delayed in the Senate UNABLE to get his Interstate Commerce Committee together because of the utilities holding company measure, and other legislation in which he has been interested. With the situation in Montana, planned a meeting at the earliest possible moment to consider confirmation of the nomination of Ann S. Prall for a seven-year term on the FCC from July 1. Mr. Prall was named a month ago by President Roosevelt to succeed him. A delegation of 15 members of the House has asked for a hearing before the committee because the FCC failed to take punitive action in connection with a complaint they had made about a Mexican broadcast over the NBC network in March which contained an allegedly lascivious poem rendered in Spanish. Confirmation of Mr. Prall is confidently expected, however.

Amos 'n Andy to Red

A SHIFTING of Amos 'n Andy to the NBC network, beginning July 15, was announced June 12 by NBC and the Producers Co. The famous pair will thereafter be heard over the Red Network in the East at 7 p.m. (EDST), and over Red stations in supplementary groups at 11 p.m. (EDST) nightly except Saturday and Sunday. It is their first shift since their network debut six years ago after their first phenomenal success as Sam 'n Henry over WGN and Amos 'n Andy over WMAQ.
Enactment of Libel Law Is Favored in California

CALIFORNIA radio interests are bringing every possible pressure to bear to have the Legislature at Sacramento pass the tabled Senate Bill 1117, which pertains to liability for statements broadcast. Introduced by Culbert L. Olson of Los Angeles, Southern California "Epic" leader, the measure has won approval of the Northern California Broadcasters' Association and the Los Angeles Broadcasters' Association which are working for its passage before Legislature adjourns this month.

The bill reads: "No person, firm or corporation owning or controlling a broadcasting station shall be liable for statements made by any speaker discussing political matters except when the person, firm or corporation owning or controlling the broadcasting station affirmatively declares that such statements are made for and in behalf of such person, firm or corporation."

SCOTT HOWE BOWEN, operator of WBX, Utica, N. Y., has applied to the FCC for a new 100-watt station on 1200 kc, in New Haven, Conn., but his application has been returned for further information.

MID-SOUTH COVERAGE

Memphis, "The Bright Spot on the Recovery Map." Share this increased spending—see WNBK, "The Mid-South's Own." Localized features, effective at low rates.

Memphis on The Mississippi WNBK

AGENCIES AND REPRESENTATIVES

FREE, JOHNS & FIELD Inc., has been named national sales representative of WB, Columbia, S. C., WSGC, Charleston, S. C., and WNOX, Knoxville, Tenn., effective July 1, according to G. Richard Shafto, vice-president of the company owning each station.

JOHN BLAIR & COMPANY, station representatives, announces the removal of its New York offices to 341 Madison Ave., where it has been taken increased space "necessary for the material increase in the volume of spot business and also the favorable outlook for continued improvement in this field."

WINTHROP MARTIN, formerly associated with Bowman-Deute, Cummings Inc., San Francisco, has joined M. E. Harlan Adv. Agency in that city as account executive, and will handle radio with other accounts.

MERTENS & PRICE Inc., successors to Funeral Foundations Inc., Los Angeles advertising agency and transcription producers, has been incorporated with Fred Mertens, George Price and Mary Sner as directors.

EDWARD C. STOEBEL and Stuart W. Robles have formed a partnership Los Angeles for a radio advertising agency. Robles was formerly with the Scholits Adv. Service, Los Angeles, while Stoebel has written continuities several years for KFI, KFWB and other stations.


NORMANDIE CREWS—Reception was far from satisfactory from the giant French liner during its maiden voyage, due to the ship's vibration, but the American radio crews aboard reported "a grand time" on the crossing from Havre. Left group is the NBC crew, left to right: Alfred L. Merton, NBC program manager; George Hicks, announcer, and Alfred E. Jackson, engineer. Right group comprises Paul White, CBS special events director; Lester Bowman, WJSV chief engineer, and Davidson Taylor, announcer.

FOREST JOHNSTON, who formerly headed his own advertising agency in Los Angeles, has been named radio director of the Sidney Garfinkel Adv. Agency, San Francisco.

JOHN DRISCOLL, Los Angeles broker, has opened an office at 541 South Spring St., Los Angeles, under the name John Driscoll Adv. Agency, specializing in radio.

JEANNE BATTEN, formerly preparing programs in the food and household line, has organized Jeanne Batten Co., radio promotion service, at 480 Fifth Ave., New York.

BLACKMAN Co., New York, has been incorporated under the name Blackman Advertising Inc., with Richard Compton, president, Marion Harper, vice-president; L. T. Bush, secretary-treasurer.

V. G. FREITAG ADV. AGENCY, Los Angeles, on June 1 moved to larger quarters in the Spring Arcade Bldg. The firm handles a general radio business and all time on KRDK, Los Angeles.

CONQUEST ALLIANCE Co. Inc., New York, has been named American representative of Petro Argu, Brazil; CEMI, CEBI, Valparaiso, Chile; HPSB, Panama City, Panama.

H. C. BERNSTEIN ADV. AGENCY, Los Angeles, on June 15 will move from the Edison Co. to the Richfield Building, 555 South Flower St.

KASPER-GORDON STUDIOS Inc., Boston, reports that a man calling himself Jonas Van Damme is purporting to represent Kasper-Gordon has been making contacts in the radio field. The company, says its announcement, does not know Mr. Nordhein and "will not be liable for any statements, contracts or other public dealings" consummated by him.

G. F. CROWLEY, formerly director of programs and publicity for WIP, Philadelphia, and prior to that with Paramount motion pictures in advertising capacity, and Thomas J. LaBrum, public relations counsellor, have organized Crowley-LaBrum Inc., specializing in advertising and publicity, with offices in the Real Estate Trust Bldg., Philadelphia.

McCORD Co. Inc., Minneapolis agency, has moved to 1225 First National-Soo Line Bldg., Minneapolis.

Kaufman Agency Offers CapitalAnnouncing Prize

TO ENCOURAGE perfection in the local announcing of commercial copy, Henry J. Kaufman Advertising, Washington, D. C. agency, is going to award a handsome cup to the announcer of the four local stations deemed to be best from the point of view of diction, sincerity and effectiveness. The contest is for staff announcers whose participation in the program is confined to the handling of commercial announcements.

Judges will be Washington radio editors and several non-partisan persons outside the advertising profession. Mr. Kaufman, whose agency handles a large share of the local radio accounts in the capital city, states: "It is our opinion that if greater importance is placed on the handling of commercials and if staff announcers are given full credit for the very responsible job with which they are intrusted, they will be inspired to execute that function with the interest and enthusiasm necessary to good results."

"Summer Time is Broadcasting Time in Syracuse"

May we repeat? WSYR leads in the East in advertising gains.
Don't Listen

"DON'T LISTEN," Leon B. Allen, Kalispell, Mont., Texaco and General Tire dealer urges in return of 50 broadcasts of local ball games, over KGEZ. Instead, go to the game, listeners are urged to turn on the Game. Results: Allen's sales of tires for five months exceeded those of 1933 and 1934; Texas gasoline sales are running 28% over last year; attendance at the games is up 75%.

NEW YORK Bureau of State Pub- lic Affairs, Allegheny has released its account with Batten, Barton, Durstine & Osborn Inc., N. Y.

GARRY & Co., Inc., New York (Styl- ets) is advertising through Grady & Wagner, New York.

BATTLE CREEK DRUGS Inc., Battle Creek, Mich. (Bonsores, etc.) is advertising through Martin Inc., Detroit.

DWINNEL-WRIGHT Co., Boston (White Horse of the east) is advertising through Badger & Browning Inc., Boston.

MANDEVILLE & KING Co., Roch-ester, N. Y. (nursery) has transferred its account as previously re- ported but is advertising through the track, paid $121.90, a record for the season. Be- sides Phelan's bets on his own horse, Gerald Harrison, of the public relations divi- sion, put down $200 and got back about $27.

Is Television Near?

(Continued from page 18)

pictures through a whole evening to see and hear full-length shows and variety performances? No, I would not. I might watch a tele- vision show for an hour or two, as I would a theater or motion picture show. But concentrate my atten- tion on a small screen for any longer time, night after night, I could not and would not—no more than I would like to spend an en- tire evening or week of evenings in a movie house.

But I would like to have the tele- visor at hand when President Roosevelt is being broadcast visual- ly, when Rudy Vallee is directing his show or when Henry Ford is announc- ing and demonstrating via television his newest models.

Even then, I still would like to go to the theater and the movies more or less regularly, as I do now, and I would still like to listen to good music on the air without being required to focus my eyes upon one spot in the room.

Yankee Bettors

YANKEE NETWORK cleaned up when "Palatine," race horse owned by Charles W. Phelan, Yankee sales manager, won at Rocking- ham track, paying $132.50, a record for the season. Be- sides Phelan's bets on his own horse, Gerald Harrison, of the public relations divi- sion, put down $200 and got back about $27.

Yankee Network Granted
Order Restraining Union

YANKEE NETWORK was awarded a favorable court decision in an appeal against the action of the Boston Musicians' Protective As- sociation, Local No. 9 for interference in a contract signed April 1 by the network for a staff orches- tra. The decision was handed down May 9 by Superior Court in Equity of Massachusetts.

The union, according to the court's ruling, had and Director Kendis $500 for allegedly signing the contract while a transfer mem- ber before submitting it to the union for approval. The union had threatened fines, expulsion and suspension to the ten members of the orchestra. It was the decision of the local, and they had ceased playing. The union's conduct was illegal and Kendis had not violated the rules, the court held in issu- ing a restraining order.

Tostadas Campaign

A NATIONAL drive, including ra- dio, is planned by Tostadas Co., Dallas, for its Tostadas Mexican corn chip. The campaign is to start in New York in June, Chicago in July, broadening until it is na- tional in scope. Seggerman Nixon Corp. is exclusive New York dis- tributor. W. I. Tracy Inc., New York, is the agency.

FRANK BLACK, general music direc- tor of NBC, on May 27 was awarded the honorary degree of Doctor of Music by Missouri Val- ley College in recognition of his accom- plishments as a musician.

What's Your Hurry?

I'M OFF TO SEE THE NEW
NBC RECORDED PROGRAM

THESAURUS
AT THE NAB CONVENTION

“G'wan pop
.... there ain't no
Santa Claus!”

Perhaps there isn't any Santa Claus ... but here's one radio station that believes its job is not fin- ished until your products or services have been sold. We believe that if we GIVE a little more ... you're going to GET a little more, and in the end, we profit too. Results prove it. Many of our best clients have been with us for years, and they know what KFDM three-point selling means. Briefly, it's simply a sales strategy that covers dealer distribution ... dealer display, PLUS effec- tive broadcasts to a receptive market. Try it yourself ... we have many letters of voluntary com- mendation to prove that you wouldn't be 'gam-bling'. Rates and details sent on request.

"Voice of the Sabine District"

F D M

Southeast Texas and Southwest Louisiana

SABINE BROADCASTING CO., Inc.
P. O. Box 2950 - Beaumont, Texas
TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the list carried in previous issues of Broadcasting:
- A C Spati plug Co., Detroit
- General Household Utilities Co., Chi-
cago (Grinnin refrigerators)
- Robt. A. Johnaston, Milwaukee (candy)
- Kissproof, Inc., Chicago (instant)
- Wonder Co., Chicago (Ovaline)
- Wilson & Co., Chicago (dog food)
- ASSOCIATED OIL Co. of California, San Francisco, has bought the rights to 20 episodes of The Shadows, transcription mystery serial, with music, cut by Harry Gregor & Solie Inc., San Francisco, now being released over four Montana stations: KBPR, KGVO, KGKL, and KGEZ. Lord & Thomas, San Francisco, is the agency.
- C. E. Clark has named head of recording and film operations for the Hollywood branch of RCA-Vic-
   tor Co., succeeding H. E. Williams, who will be transferred July 15 to the Camden plant.
- Capt. C. C. Whitlock, program manager of Radio Relief Ltd., Hollywood transcription produc-
tion, resigned June 5 to establish Radiod Service, Hollywood. Betty Woods, executive secretary of Radio Relief, will fill his position. Radiod Service will act as a program agency for radio with complete script ser-
vices and production facilities. It will not engage in a general agency business.
- MAHON MERRICK, former program director of KIU, Los Angeles, early in June started to produce a series of 15 15-minute music-dialogue transcriptions at Radio Recorders Inc., Los Angeles.
- Source of Slogans

TO GEORG-
IA'S "Little
Colonel" and-
din Kay, di-
rector of
WSB, At-
lan-
ta, may be
attribut-
ed the be-
gin-
ing of
some
radio stations which run "The Voice of Something-
or-Other." When WSB first
went on the air some 13 1/2
years ago, as the first radio station in the South, he
adopted the slogan "Voice of the South". Slogans of this
character have been popular with radio stations ever since.

FREEMAN LANG, president of Radio Transcription Co. of America, Hollywood, has sold his interest to
G. Y. Clement of Philadelphia, re-
signing as president. Mr. Lang will continue as head of his own sound
studios. It is understood that C. C. Pyle will be named president and the
firm moved to new quarters.

THE Comedy Stars of Hollywood transcriptions produced by Walter Biddick in the Freeman Lang studios in
Hollywood, have gone into their 250th presentation. The sponsors are Dr.
Allen Laboratories Inc., Elkhart, Ind.; R. U. McIntosh & Associates, Los
Angeles, has named George Swire, San Francisco, sales representative for the Northwest; W. N. Masters, Jr., Dallas, Southwest; Raymond Bartlett, University City, Md.; West
most except Minnesota, Wisconsin
and Iowa which will be supervised by
Walter Ehret, Chicago.

OLSEN SOUND STUDIOS, Holly-
wood, in June started to record
Congo Bartlett, a series of 39 15-
minute dines. The series includes a sales record in the form of a tele-
phone conversation between a New York agency and the producer.

TRANSCRIPTION SERVICE BU-
REAU has been started in Holly-
wood by C. C. McIntosh with tech-
nical work to be done at Recordings Inc. and pressing at Columbia. A
series of 30 quarters in which the
series presents Colburn contract bridge lessons, along with printed lessons
for local broadcasting. The Bureau has taken over sales
rights of 150 five-minute hillibilly
dires recorded from KXMB, Holly-
wood.

New Operators of WMMN

Making Plant Change

REORGANIZATION and re-
building of WMMN, Fairmont, W. Va., recently acquired by George I.
Storer, on Detroit and John / Ryan, of Toledo, was announced June 7 by A. M. Ramsey, man-
aging director of the station. Contracts have been awarded for con-
struction of new studios and offices to occupy about 6,000 feet of floor-
space on Main Street. Upon com-
pletion of the remodeling, new
speech input equipment and a new
1 kw. transmitter will be put in
place to replace the present 80
watt station along with new trau-
scription turntables.

Additions to the WMMN sta-
nel include Oliver C. Morse, as
engineer formerly with XER, and
former manager of WIND, Gary
Frank Knutti, formerly with
KDRA, WLW, and WHAM, also
has joined the staff.

Brooklyn Case June 24

ORAL arguments on Examine
Hill's report, recommending grant-
ing of the facilities of the four
Brooklyn stations sharing time to
1460 kw., or the Brooklyn Daily
Eagle, have been heard be-
fore the FCC Broadcast Divi-
sion in Washington June 24. The four
stations will oppose the examiner's
report, and Arde Bulova and No-
man K. Winston, who were joint
recommended as secondary solu-
tions after the newspaper, will pre-
sent their case. Other stations
involved in the frequency battle at
WFRB and WBBR, and they are
invited to appear. The fourth
station which would be deleted if
called is WBBW, WATL, and WBBF.

Returns to Hawaii

FRED J. HART, managing direc-
tor of KGMB, Honolulu, will
make his headquarters in Sa
Francisco May 28 on the
Mariposa for Hawaii to super-
vising installation of complete new
radio equipment in the station.
Hart also plans to establish a 10
watt station on the Island of Hi-
for which application was fil-
with the FCC in April. Staff
with him were Tom Barry, for-
er KBS producer-an-
ducer; Oscar Sanchez, and his wife, Chal
Barry, radio actress. Barry is
signed from KBS to fill the spot
vacated by Bob Cutter, former
KFBK announcer—

WJAY

an Independent Station

Cleveland

An Independent Station

Cleveland

610 Kilocycles

BIG Coverage

in Ohio

610 KCS

Basic Blue Network

WBAL

Baltimore

10,000 Watts

N.B.C.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

540 Chamber of Commerce Bldg., Los Angeles, 1250 Ross Bldg., San Francisco, California 4540 State Bldg., Seattle, Washington 619 Charles Bldg., Beaver

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www.americanradiohistory.com
KSO, Des Moines, justly proud of its claim to being the first American broadcasting station to set aside a definite weekly period for regular broadcasting of poets native to a particular state, has published a 96-page cloth-bound volume of the poems read during the last year on its Iowa Poet's Corner program. The program is carried with the cooperation of the Iowa Arts Department of the Iowa Federation of Women's Clubs and has been immensely popular.

WOL, Washington, keyed something like 110 U. S. stations, in addition to short wave relay stations to foreign lands, during Judge Rutherford's "John- ah's Witnesses" convention in Washing- ton June 2. A. A. Howlett, former director of WVR, Cleveland, now directing WBBR, Brooklyn station of the Watch Tower Society, handled the arrangements.

WXN, Yankton, S. D., has published a new rate card, effective June 1.

Royal Leaves for Europe

JOHN F. ROYAL, NBC vice president in charge of programs, sails June 15, on the Rex for a seven-weeks tour of European broadcasting centers. After his first stop in Italy, he will confer with government and radio officials in France, Germany, Russia, England, Swed- en, Denmark, Switzerland, Spain, Italy and Poland. Educational programs will be his principal interest in this unusual survey. M. J. Conn- don, NBC director for Continental Europe, will accompany Royal through Central Europe and Russia and in France and England he will be accompanied by Fred Bate, NBC London and Paris representa- tive.

FELS & Co., Philadelphia (Fels- napha soap) has expanded its spot campaign, including CFRB, Toronto, with local talent being used on the 15-minute twice-weekly programs. The drive now takes in 26 stations. Young & Rubicam Inc., New York, is the agency.

WE'RE DOING SOME HEAVY FIGURING...

Right at this moment we're knee-deep in facts, figures, surveys and sales records.

While they are still incomplete, they prove conclusively that Buffalo Broadcasting Stations WGR-WKBW are exactly what we've always claimed they were — the logical, profitable media to put your message across to Buffalo's largest buying public.

These facts and figures will be set down in cold type for you in the July First issue of this magazine. You won't want to miss them.

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A NEW radio technique from England called "the personal talk with music" was introduced June 3 over an NBC-VIZ network with John Watt, writer and director of BBC, as star in a production titled "It Seems Only Yesterday." His idea came from American motion pictures, Watt declared. The plot is unfolded by dramatization as well as Watt's narration.

UNCLE EZRA (Pat Barrett) and the Houser Hot Shots of WLS, Chicago, performed at the Shrine convention at Washington June 11-13, also singing a Kerckom EZRA broadcast from the capital.

AN AMATEUR hour "for hillbillies only" has been started by KFAC, Los Angeles.

WBNX MARKS THE SPOT BROADCASTING CENTER WBNX does not have to send a signal from a distant point to reach New York, but originates its signal directly within the metropolitan area just one and three-quarter miles from the heart of Manhattan. The result is "Concentrated Coverage" at a cost designed to yield you a profit.

WBNX • New York Western Sales Representatives Northwest Advertising Co., Inc., Seattle, Wash.

RAIN! ...MUD! ...Moisture-Soaked Soil! ...Brightest Crop Prospects in Years! in NEBRASKA

No drought . . . no dust in Nebraska! Instead—many inches of good old soaking rain that has started the finest looking crop of wheat and corn that Nebraska has seen in years!

Nebraska folks are jubilant! Spending power has "loosened". One land dealer sold 200 Nebraska farms in a single month! Tractor sales are 100% ahead of a year ago!

SPOT RADIO ADVERTISING is one of the best means of reaching this market. Have us send you examples of outstanding results from the stations shown below. Write the association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN. Omaha, Nebraska


KFOR Lincoln, Neb.

KMMJ Clay Center, Neb.

KOIL Omaha, Neb. and Co. Bluffs, Ia.

WJAD Omaha, Neb. and Lincoln, Neb.

KFGF Kearney, Neb.

KFBF North Platte, Neb.

BROADCASTING • June 15, 1935
Full FCC to Hear Plea To Install Coaxial Cable

BECAUSE of its potentials in the visual broadcasting field, the full FCC will sit June 17 at the hearing on the application of the American Telephone & Telegraph Co., and the New York Telephone Co., for authority to install a new "coaxial cable" between New York and Philadelphia. The cable, revolutionary development, has one channel designed to transmit television images for possible ultimate use in linking television stations for network visual transmission.

Ordinarily the application for the cable would come before the FCC Telephone Division but due to its television possibilities, together with its use for telegraph message traffic, all three divisions are interested and the full FCC will sit. Western Union and Postal are formally protested against its cable application, particularly its use for teletypewriter communication. The telegraph carriers claim that this service is destructive of their public message business.

WLWL Hearing June 27

HEARING on the petition of WLWL, New York, operated by the Paulist Fathers, under which the station seeks full time on the 810 kcs channel, with simultaneous operation, and proposes shifting of the station on five channels, is scheduled to begin June 27 before the Broadcast Division, sitting in New York. The station's appearance was filed June 13 by George O. Washington, attorney, and about a dozen stations are expected to participate. Opposition to the petition and to the holding of the hearing has been expressed by WLWL, New Orleans, and by other stations, on the ground that it conflicts with FCC regulations governing clear channels, two of which would be broken down if the petition is granted.

OHN H. WOODBURY Co., Cincinnati (cosmetics) is continuing during the summer with its Dangerous Paradise program, thrice-weekly, on 19 NBC-WJZ stations, having renewed for 26 weeks the series started in 1933.

From Bed to Worse

ARCH McDONALD, sports announcer of WJSV, Washington, wanted to introduce Art Godfrey, the same station's variety announcer, to Buck Newsom, something of a radio talker himself but better known as the Washington Senators' best pitcher. Unfortunately, Godfrey was tossed from a balky horse, breaking a collarbone and several ribs, and Newsom stopped a hard hit ball with his knee cap, putting him to bed. Arch didn't let all that bother him however, and the picture gives some idea of what happened when lines were put to the two sick rooms. It's Godfrey on the left, McDonald in the middle and in the studio, and Newsom reclining on the right. A composite picture, of course, by Tom McAvoy, the candid camera artist of Time and Fortune fame.

MBS and Canadian Body Interchanging Programs

PROGRAMS are being exchanged by Mutual Broadcasting System and the Canadian Radio Commission, the first of the series, a musical revue titled Fiesta, coming from Vancouver June 1. Programs come to MBS through WXYZ, Detroit, and the Canadian chain is taking Mutual programs. A second Canadian feature on MBS is the Mount Royal Hotel Orchestra, Montreal. Originating points will reach from coast-to-coast in the Dominion. In the Fiesta program from Vancouver, orchestral selections and solo numbers were presented under the direction of McKenzie Mawer, well-known West Coast Canadian conductor.

DEY BROTHERS, department store, Syracuse, publicized its 58th anniversary sale with 78 announcements in nine days over WFBL.

Bromo-Seltzer Girls

EMERSON DRUG Co., Baltimore, manufacturers (Bromo-Seltzer) inaugurates on July 8 a new series on an NBC-WJZ network, for 13 weeks. Nils T. Granlund, of the Paradise Restaurant (New York) will be in charge of the program and he will also have his group of chorus girls with him. Each week Mr. Granlund will feature, as guest artists, girls from night clubs who would not ordinarily be given an opportunity on the air. With the exception of Mr. Granlund the program is to be an all-girl show. The series of spot broadcasts now being sponsored by this company will be discontinued. J. Walter Thompson Co., N. Y., is the agency.

Cantor's Radio Book

EDDIE CANTOR, head man of "Eddie Cantor Inc., radio consultant," is to become the author of a text book on radio advertising. It is designed for use at "a number of eastern colleges where radio courses are part of the curriculum, at advertising agencies and broadcasting companies." The Cantor opus probably will be offered to the public at the same time as a new film on which he is working, now going into production.

KGIR

Butte, Montana
Joe McGillvra, 483 Madison Ave., New York City, Eastern Representative

SBS DOVE-TAILS
With Southwestern Sales STRATEGY!

12 MAJOR STATIONS FOR 12 MAJOR MARKETS!

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

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

In looking over the above SBS map, remember that it covers an area, 1,040 miles east to west by 928 miles north to south. Then, you'll see why the SBS Network of 12 important stations serving 12 major markets is necessary to give you effective radio coverage of the responsive Southwest market!

Let us give you all of the facts!

SOUTHWEST BROADCASTING SYSTEM

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

June 15, 1935 • Broadcasting

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www.americanradiohistory.com
Mr. Hostetler’s Letter On Copyright
(Continued from page 6)

You will recall that when we were discussing this matter, Ike announced that if he entered into a contract with Mills he would send a letter to every broadcaster in the Association telling them of his acceptance of an extension and of the advantages which he had in his contract. You will recall that he has many times stated in general language that he had the most advantageous contract of any broadcasting station.

This is good as far as it goes, but as I pointed out to him Monday, I think he owes it to the members and to the Board of the National Association, upon the Committee of which he has been serving, to explain not only that he has an advantageous contract, but the degree to which it is advantageous and the methods by which the advantages are given. I think that Ike will do just what he said because, while I cannot see eye to eye with him as to what he did yesterday, I do believe he is a man of honor and I do not think he would want any member of the Association to be ignorant of the advantages which he has enjoyed and will continue to enjoy if he extends the present contracts as they are. I think he will tell the full story, but if he does not, then I think you will have to.

I have not the Levy contract before me, but it is my understanding that it enjoys a very low sustaining fee, that he pays 5 cents only on programs using music, and that he has an advantage over the newspaper owned stations in that he has no guaranty. *** In addition, I think he has other advantages, and if so every one of them ought to be set out. ***

I think that you, more than anyone else in the world, have to save the Government suit as an effective weapon. No matter what Mr. Bennett thought yesterday in the excitement of getting the news, today, tomorrow, and the next day the tendency for him will be to lose heart.

He is bound to feel that he has been deserted on his exposure of battle by those upon whom he relied most strongly. He must be made to understand that there are hundreds of small users of music who are presumably performing a service in the public interest and who are wholly lost sight of in the inequalities of this new contract. You must see people that he owes a duty to rid this industry of the insufferable exceptions of the Society monopoly.

***

I meant what I said to Klauber when I told him that I sympathized with him and Ashby because of the tremendous importance of the decision which faced them as the representatives of the chains. I am, however, deeply disappointed with the concession to which he and Ashby have come.

In his letter Mr. Bennett’s “spunk” and I hope that it holds up, because if it does my belief is that his case is strong enough to win out even with this additional handicap.

***

I am very sorry now that we did not forward to all broadcasters Mills’ proposal to permit, without providing for the payment of no sustaining fee and no fee on commercial programs, renewing of chain contracts, and letting each station collect from the advertiser, as agents of ASCAP, 7 per cent of the price of each program using ASCAP music. I realized when this proposition was made, that it was made for no other reason than to divide the broadcasting industry, with the chains on one side and the outlet and independent stations on the other.

I agreed to the submission to Mills of the alternative of seven per cent figured in the case of chain broadcasts upon the amount paid by the chain to the outlet station, only because I thought it would save the industry the immediate and unjust financial burden. Mills has succeeded in producing the division of interest, as I see it, and therefore our withholding that offer has done us no good and has merely given them something more to talk about. Of course (I pointed out to him) if he will let the offer stand if it was to be submitted. At any rate, that is passed and we cannot retrace our steps.

Rules for Antennas Specified by FCC

PROPOSED antenna systems in applications for construction permits from the FCC hereafter must meet minimum requirements as to radiating efficiency and the engineering department has adopted a policy to disapprove applications which do not conform. No action is planned at present regarding existing antenna systems.

Tentative minimum heights for new construction have been set for conventional systems but in the case of unconventional types or unusual circumstances, specified efficiencies may be utilized instead with burden of proof on the applicant. The figures, as shown in the accompanying chart, are tentative subject to final adoption. They follow:

Curve A: Local channel stations or minimum field of 100 kw/m. for 1 kw.
Curve B: Regional channel station (200, 500 and 1,000 kw), or minimum field of 150 kw/m. for 1 kw.
Curve C: Regional, limited time, high power, or regional stations over 10 kw., or minimum field of 175 kw/m. for 1 kw.
Curve D: All dominant clear channel stations and limited time or high power regional stations over 10 kw., or minimum field of 200 kw/m. for 1 kw.

ERPI Head to Films

JOHN E. OTTERTON, president of Electrical Research Product Inc., on June 5 was elected president of the newly reorganized Paramount Pictures Inc. He resigns his ERPI connection immediately. A graduate of Amnonis and Mas sachusetts Institute of Technology, Mr. Otterton in 1954 joined the International Western Electric Co. and has been identified with electric radio and radio development ever since.

THE SOBY YARDSTICK OF AUDIENCE VALUE

Platational and comparable data about the size and location of the audience of individual stations and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1623 Wallace Ave. Wilkinsburg, Pa.
Mr. Levy's Letters On Copyright
(Continued from page 6)

at the present extension for a period of five years. There is no collusion on your part to do so. In my judgment it would be good business.

Mr. Levy's letter of June 11 follows:

Since all the members of NAB will very likely not attend the Convention in Colorado Springs, I feel constrained to reply to the statements contained in Mr. Hostetler's letter, a copy of which you recently received.

I hope you are not under the impression that these views are other than your own.

Numerous meetings of our Copyright Committee were held, but I was especially concerned with the desired protection for the broadcasters under all circumstances. Our committee has been reliably informed that the minutes of ASCAP showed that they intended to increase our payments up to 25% of our gross receipts. Mr. Hostetler was opposed to the execution of any contracts with ASCAP pending the Government suit.

It was most urgent that something be done in the interim. It being obvious that the Committee would not come to a conclusion, I proposed, about three weeks ago, that we meet with ASCAP for the purpose of agreeing upon terms. My proposal contemplated an agreement whereby the broadcasters would pay much less than their present charges, which terms would be more satisfactory than those of the present WCAU contract.

Mr. Hostetler continually objected to the entering into of any arrangement with ASCAP — his feeling being that the Government's case would thereby be prejudiced.

On this point the Committee received full and competent advice. It learned that the element of prejudice would be injected only if there were any change in the present contracts.

At a subsequent meeting with ASCAP they suggested an extension of our present contracts for a term of five years. This proposal was taken up by the Committee, which rejected it and offered a counter-proposition. The latter was to the effect that an extension of the contracts to the termination of the Government suit would be accepted. Mr. Hostetler was present at this meeting and voiced no objection to such an extension. This latter suggestion was proposed to ASCAP by the Committee. ASCAP promptly rejected it with the comment that no extension could have reference to the suit, and at the same time we were informed that the five year extension proposal was likewise withdrawn. Mr. Mills, however, intimated that it might be revived.

On Monday, June 3, 1935, our Copyright Committee again convened at the St. Regis Hotel in New York. At this meeting, we received a telephone communication from Mr. Mills, containing in writing by messenger, proposing a contract for a five year period subsequent to the present termination, but only with added oppressive conditions. It was then that I called Mr. Mills back and asked him whether ASCAP would agree to an unqualified five year extension of our present contracts. To this he assented. The Committee was fully apprized of all the facts. A discussion brought no action or decision. It was then I informed the Committee that I would meet with ASCAP the following morning and arrange for the five year extension if ASCAP would still be of that mind.

Obviously then, we had forced upon us the situation that gave us the alternative of accepting the five year extension under the present terms or doing nothing whatever.

The next morning we executed an extension of the WCAU contract for five years, but only the understanding that exactly the same privilege be accorded all other independents and the chains for a similar extension of their contracts. In addition the chains were compelled to substantially increase their sustaining fees.

There is a veiled insinuation in Mr. Hostetler's letter to the effect that the chains, Mr. McCooker and I dealt for our own selfish interests and benefits. This insinuation is entirely unwarranted. It is apparent from the terms of the WCAU contract, which terms have long been public property. Would it avail any of the independents anything for me to have agreed to pay a higher price than our present contract called for?

My recent letter to you explains my exact position, and what I think should be yours. I have brought the facts to your attention. That is all I can do, you must make your own decision. I do not intend to risk any more oppressive terms than the Government suit, by chance, be lost.

You may be interested to know that a caurvass was made of the thirty-six newspapers holding contracts with ASCAP, as to their attitude toward accepting a five year extension. Thirty-five replies in the affirmative were received. The only newspaper failing to respond was the one represented by Mr. Hostetler.

Mr. Hostetler knows full well that reference to the chain contracts are without justification. He is fully acquainted with the situation and knows that ASCAP always intended to exact the highest possible tribute from all independents, irrespective of charges against the chains.

Mr. Hostetler is either confounding the issues or is entirely lacking in knowledge of the practical business factors involved. The Government's case cannot be prejudiced by accepting an extension of our present contracts. The principle involved can in no wise be injured by us taking a present course to protect our interests.

Mr. Hostetler knows full well that there is no reason whatever for any qualms with respect to Mr. Bennett's 'spunk' or reactions. Let me define the measure you that I have done nothing in the entire situation which met with Mr. Bennett's disapproval as a prosecuting attorney in this case. This morning the suit against ABOCAP went on trial and Mr. Bennett will vigorously present the Government's case.

It is unfortunate that Mr. Hostetler's letter was transmitted to you upon NAB stationery by the Secretary. It was not done with the sanction of our Committee and does not represent any official action of your Association. It is also unfortunate that Mr. Loucks sent to the NAB members the bulletin concerning WOR. It may lead you to believe that station WOR does not intend to sign the extension of the contract which was delivered to them at their request. If this is a fact Mr. Loucks should have stated it in his bulletin.

I am in receipt of the following telegram from your President:

"Phil's letter did not have my approval, neither was I consulted, do not approve insinuations against networks, you and McCooker who I am sure acted in good faith have willed this call board meeting, J. T. Ward."

---

All Aboard!
FOR THE
N.A.B. CONVENTION
COLORADO SPRINGS
JULY 6-10

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

THE GEORGE WASHINGTON
The Sportsman • The F. F. V.
The ticket agent of any railroad can route you Chesapeake and Ohio. Insist upon it!

George Washington Railroad Lines by George Washington in 1835

1785-ONE HUNDRED AND FIFTIETH ANNIVERSARY-1935
NAB Group Adopts Agency Plan

(Continued from page 7)

stores which were almost entirely merchandising, but sales secretaries dramatized as to be insensitive to a feminine audience. All of them produced direct sales in large quantities.

For many retailers the other extreme is better, said Mr. Oreck. Good entertainment with a minimum of sales talk is just what is needed to make people aware of a store's existence. This view was also expressed by Mr. Bijur, who set 50% as the absolute maximum of time to be given to selling and said that for particularly good results on any item sales talk should be cut to 20% of the program time. Never mention more than a few separate items on any one broadcast, he advised.

Shopping Periods

ASKED the most effective way to conduct a shopping period, Mr. Henry said that people interested in shopping now want information and advice about the use of 85% advertising information to 15% entertainment. Mr. Epstein cited a program of this type sponsored by a number of State Street stores in Chicago that was broadcast nightly for nearly two years with considerable success. Mr. Carpenter said that many stations use these cooperative programs as a proving ground for new and experimental promotions without selling radio without spending much money.

What proportion of the store budget should be spent for radio? Perhaps it was the start, increasing it as it pays out, was prescribed by Mr. Shepard. Mr. Oreck said that once he has tried out a new promotion he can advantageously spend from 25 to 30% of his advertising appropriation for radio.

The experience of Macy's, which had never tried radio even for special sales up to the time it did Collins wean and WOR, because Kenneth Collins was not interested in radio, was cited by Mr. McCooker. "Not until I point out how hard he was making it for WOR salesmen to sell time when the company owning the station didn't think enough of its value to use it, did Collins weaken and put Macy's on with a 15-minute program," he said. But at the end of the tenth week such a favorable result had been created that in Collins's own words "you couldn't get him off the air with a crowbar." So strongly was Collins sold on radio that when he went to Gimble Brothers he made them repurchase WIP for his use. The Tuesday morning session was called by E. J. Adams, chairman of the Federal Trade Commission (his address is abstracted elsewhere in this issue).

H. O'Neill, Drug Trade Products Co., said he had forced the FTC to interfere in a business without cause but had found it extremely helpful and largely responsible for a 200% increase in the profits of his business.

Mr. Carpenter again served as chairman for a panel discussion of the mutual problems of the buyer and seller of radio advertising. H. K. Boice, CBS vice president in charge of sales, opened a discussion of standards of advertising copy by referring to the recently inaugurated CBS policies banning improper stimulation of adventures, objectionable discussions of internal bodily functions and overlengthy commercials.

Standards Needed for All ADVERTISING agencies and audiences have all praised these standards, Mr. Boice said, and any objections have been with the application, not the standards. But CBS cannot do the job alone, he stated. All networks and individual stations must cooperate in keeping beyond the limits of good taste. The time has come, he warned, that unless this is done the radio audience will decrease instead of grow.

Calling radio "the most intimate appeal that advertising can make to the consumer," John Bennet, president, AAAA, said that the agencies approved highly of radio's attempt to cooperate from the agency point of view these restrictions are good if they are broadly interpreted. But it is just as important for radio to ensure the advertising acceptable in quality as in quantity, he said, and pledged agency cooperation in producing advertising as enjoyable as entertainment.

The only thing that will hurt radio is mismanagement, said Mr. Maland in urging local stations to follow the example of the networks now as they did in 1951 in accepting a 40% cut. He quoted creative and the advice of WHO's attorneys to imagine a broadcast coming into your own home: If you like it, you turn it up OK.

The NBC agrees with CBS in eliminating objectionable copy, said E. P. H. James, NBC sales and promotion manager, but he declared it difficult to know what is good taste. Length is not always good taste, he said, for in some cases word commercial can be just as objectionable as a 5-minute one.

Last fall NBC created a continuity account to which everybody is expected to contribute. It is to work with advertisers whose product is good and maintain good taste in their commercials.

What Buyer Should Know

DISCUSSING the information the buyer of time desires regarding broadcasting, Z. L. Potter, head of the Chicago office of Erwin Wasey & Co., cited five points. The potential audience, that is, the number of radio sets in the broadcasting range; the audience of the various stations in a given area; the listeners at various hours of the day; the "frequency of exposure" by different types of programs and the size of the audience his own program commands. On the second of these, Crossley ratings and Clark-Cooper studies give some information, but there is a continuous record accurately reflecting audience reaction to program changes, he stated.

Mr. Benson said it is more important to know how to appeal to an audience successfully than to know how many sets or listeners there are. He admitted the need for a standard yard-stick with which to measure radio values. This need was emphasized by H. P. Roberts, advertising manager of the PepsiCo. Co. Until radio has a standard as definite as the ABC he said, it will be as seriously handicapped. It is not enough to get definite information regarding station coverage, he added, and there is usually a wide discrepancy between the figures given on the coverage map and the chain's map for that station.

The advertiser wants to fit stations to his needs, Mr. Roberts declared, and it is disconcerting to spend 20% of his appropriation in a territory that prides itself on 100% sales because of lack of authentic information.

Discussing the study of radio proposed by the ANA to find the methods of rating program popularity and measuring potential station coverage and determine the feasibility of obtaining current information on the geographic distribution of radio sets, Mr. Boice quoted from a letter he had written to Mr. Bristol, his opinion that the broadcasts themselves cannot properly participate in the public measurement of program popularity. He requested that the proposed operation be broadened to include...
station of the AAAA and the B, in which case he promised full aid of CBS.

Mr. Boice added that in his opinion the question of umbrella stations is adequately covered by the CBS listening map.

Fact-Finding Bureau

Mr. Boice, a CHURCH that said the present convention had directed him to form a committee to work with advertisers and agencies in establishing a mutually beneficial fact-finding bureau. He reported the AAA and the NAB in complete accord and said he hoped shortly to have their plan accepted by the B.

Discussing services rendered by advertising agencies and special representatives in the development of broadcast advertising as a whole, Lloyd C. Thomas, WORK, New York, Ill., said that of the country's 600 radio stations, 200 were chain affiliations. With some notable exceptions, he said, advertising agencies are sadly lacking knowledge of the preparation of programs for spot broadcasting in information about regional local stations and their audience areas. The stations are quite admitted that the "time brokers" of yesterday are the present representatives on the scene who are doing a good advertising job and who are using their people to make the medium a success.

Mr. Benson then turned to the subject of the "tie-in" program, which is the practice of having a station announcement cut into his program. He said Mr. Benson is vice president of CBS in charge of the Western Division.

"Tie-in" announcements are so dear to the hearts of the advertisers that they will pay a premium price for them. Mr. Benson said that the agency recognition is very important as it not only determines which agencies shall be allowed to practice but protects advertisers against inefficient agency work, advertising media against poorly prepared campaigns and able advertising agencies against cutthroat competition. He suggested that the broadcasters follow the provisions set up by the AAAA—that for recognition the agency must be independent and not controlled by any advertiser or advertising medium, that it must keep all commissions, that its personnel must be adequate, and that it must be financially responsible.

Insulators for every Broadcasting Requirement
LAPP INSULATOR CO., INC.
BRAN, N. Y.

Greatly improved clarity of signal within the area served characterizes the broadcasts coming from stations using BLAV-KNOX VERTICAL RADIATORS. It will pay you as it has paid others to take advantage of Blav-Knox experience in planning your radio station or changes in existing antennae.

BLAV-KNOX COMPANY
Decisions . . .

MAy 28

(Continued from June 1 issue)

ACTION ON EXAMINERS' REPORTS—Special Appeals for
granted CP 1200 1st 100 w 250 w LS un-
Maid, Ga.; New York, N. Y.; New
Richard Field, Lewis, Del Monte, Cal.,
N. I., Grant Hearing; NEW, Greikie
Walter Mugham, Am., Grant Hearing; NEW, New
WTVL, Brooklyn, denied request to re-

MISCELLANEOUS—KEM, Eureka, Cal., applied for,

APPLICATIONS DISMISSED—New, Grant Hearing for

APPLICATIONS DISMISSED—New, Grant Hearing for

APPLICATIONS DISMISSED—New, Grant Hearing for

WEBG, Newton, Mass.—Licensed mod.

WEKJ, Portland, Ore., Granted mod. temp.

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WEBG, Newton, Mass.—Licensed mod.
WRVA's NEW WOOD ANTENNA

Using Single-wire Radiator, Greater Efficiency in Transmission Said to Be Achieved

Mr. Godfrey

BELIEVED to be the highest efficiency single-wire radiator which has been operated in the United States, a 250-foot all-wood antenna has recently been completed for WRVA, Richmond, Va., by Timber Engineering Co., of Washington, with a special type of radiator developed by Paul F. Godfrey, consulting radio engineer, of Upper Montclair, N. J.

By building the supporting structure for a wire antenna of insulating material such as wood, according to Mr. Godfrey, it becomes possible to realize a practical form of the ideal antenna—the single wire in free space. This was physically unattainable heretofore, he asserts, and as a result a radiator considerably less than one-half wavelength in height can be made to become an electrical half-wave radiator. New problems in fabrication were encountered in building the wood tower and the construction methods worked out to form ready submissions for patenting.

Control of Radiation

WITH a wire antenna, according to Mr. Godfrey, loading coils and condensers may be placed at any point in the system where they will be most effective in the control of current distribution and therefore the radiation pattern of the antenna. He adds that it has recently been found that for a given mechanical height of an antenna, a considerable range of radiation control is possible by using the new low voltage antenna, which has been developed.

In this system, he points out, a wire is treated throughout its length and in such a manner as greatly to reduce the velocity of propagation of currents in the wire, with the result that a high degree of control over the current distribution is readily achieved. Raising the center of radiation changes the distribution of radiated energy in space by decreasing the amount which is radiated at high angles and increases the proportion radiated along the ground. If this angle is the one most desired, Mr. Godfrey explains, this change is said to reduce fading at all distances and definite elimination fading in certain zones where it would otherwise exist.

In this system, it says, the open wire antenna on a standpoint of economy can readily be modified for proper operation on a different frequency. Still another advantage claimed is that the vertical elimination of a limiting height.

High-angle radiation can be reduced so effectively, he continues, and greater ground wave intensities obtained for a given power than with other types of antenna. Thus, he states, it becomes feasible for stations on higher frequencies where ground wave attenuation and fading are particularly unfavorable to make large scale improvements by way of their radiating system, at costs which are justifiable under ordinary business conditions, and for stations of moderate power.

The tower was designed by Frank P. Cartwright and checked by Peter Landem, engineers of the National Lumber Manufacturers Association, Washington. Fabrication and erection were done by the Wise Granite and Construction Co., of Richmond, Va., under the supervision of its president, Lee Faschall. Connectors were made by Timber Engineering Co.

December 1935 • Broadcasting

Type 730-A Transmission Monitor—Price $462.00

with the General Radio transmission monitoring assembly
Continuous high-speed program modulation monitor—automatic and positive indication of carrier noise and hum-level measurements—amplifier, wire and associated equipment level measurements—these are some of the features of this equipment.

Make a complete run of the station and all its equipment for modulation, noise and hum levels in less than 10 minutes time.

If you are interested in a 'high fidelity' station you are certainly interested in the General Radio transmission monitor.

Write for complete details—ask for Bulletin B-355-A.
NAB Group Adopts Agency Plan

(Continued from page 59)

an advertiser as a publication statement of policy, but the advertiser today is often uninclined to accept a station’s figures. Edward M. Power, of the Pitts-
burgh Post, stated that advertisers claimed no any stability for the ra-
don audience. Even the same per-
sation, advertisers have said that a symphony one evening will eagerly
lend a jazz band or a variety
program the following night. A program success depends largely,
he said, on its ability to ap-
to the temperament of the large
en Advertisers.
Mr. James defended the poten-
t as a sales argument although ad-
mitting the difficulty of ever-
t between day-night sales in claim-
ing to show the popularity of any
station at any time are “the bunk”,
declared, as a single program change will ruin the curve on your
chart. The audience depends on the
Program as well as your own,
said.

Telephone Surveys

JOHN HENRY defended the use
of telephone surveys, saying that
KOIL made them every May and
October to catch the time
changes of the network programs to
and from daylight saving. As
these programs have approxi-
mately the same appeal after
week after week, the telephone surveys are valuable in measuring the
opportunity a local program will have to meet at any time. Many local
advertisers use telephone surveys to measure the popularity of their own programs on the
station, he said. Mr. James retorted that this is giving a service to ad-
vertisers already on the air and
not presenting a sales argument to
prospective advertisers. J. Leslie Fox, WLS, Chicago, said that the advertiser who puts
on a better show and merchan-
dises this show better can go on for
any station and get most of the
area’s potential audience. James proved his point with the example of Major Bowes who out-
pulled WOR and the key station of the Networks with a program, Chicago.

R. W. Tole, WTMJ, Milwaukee,
asked how, if all the stations in a
given area are selling the same potential, the more expensive
stations can justify their higher rates, he said, that the opinion
that the history of a station, its background of public service, and
other similar factors will carry a justifiable weight with the pro-
spective advertiser. If Major
Bowes had started on WOR he
would have had a bigger audience
in less time, Tole declared, saying
that an audience has listening habits which it takes time to over-
come.

Coverage of 192%

MISS EDYTHE MELROSE, WJAY
Cleveland, told of an agency man
who asked her what percentage of the Cleveland audience was
claimed. Three other stations had
given 72%, 64% and 56% as their
figures, she had presented a
figure of a total of 192%. Her answer was
not an audience figure but a sales
figure. The manufacturer of a new product had introduced it with an
announcement broadcast once
daily over WJAY for a period of
months. The manufacturer had
covered two and 76% inde-
pendent stores had stocked
his product and his mail orders had
brought in more than his ad-
vertising expenditure. Miss Mel-
rose made a map showing his re-
turn by counties and found it
clearly defined the station’s radio
primary and secondary areas, not in
field strength but in sales strength.
WJAY is now using this map in all
of their sales presentations.

Fred Palmer closed the session with a plea for stabilization of sta-
tion presentation. He said that
who had listened in to the variety
of opinions expressed this after-
noon would be more confused than
sold. Palmer pressed the opinion that the com-
mercial section of the NAB could
not help all of us as much in any
other way as by setting up a uni-
form station presentation, he added.

In addition to the radio de-
partmental, broadcasting played an
important part in the 1935 AFA
Convention. In the National Ad-
vertisers Convention at the
R. B. Ricketts, manager of the market
surveys department of Edwin G.
Booz and Fry Surveys, gave a talk
An Art of Radio ‘Broad-
casting’, illustrated with tables
and graphs and Duane Wan-
amaker, advertising director Gen-
el Material Household Utilities Co., spoke
on “Effective Dealer Tie-up
Through Spot Radio Programs”.

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great
Akin for routine use of transmitter performance
and for accurately calibrating their own moni-
tors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET
NEW YORK, N. Y.

Following is the list of those
who registered for the AFA-NAB
Broadcasting Convention, June
10 and 11:

Mort Watters, WHEC, Rochester, N.
Y.; A. H. Mead, WSPA, Scranton; N. C.
F. A. Arnold, New York; Edward
Voysey, WABC, New York; Clark S.
Luther, WOC, Davenport, Ia.; M. M.
Shlock (Standard Radio Ad Co., Chicago;
R. F. Crane and Lewis Allen, WJKR,
Detroit; J. L. Reinach, WHZ, Dayton;
and John Fitzgerald; A. C. Morel; Fred
A. Palmer, WBNR, Dallas;

R. W. Tole, WTMJ, Milwaukee; Chas.
G. Burke, WXYZ, Kansas City; Clifford
McClatchy and W. A. Eddison, Boston;
Past; C. L. Sleinster, Free & Sie-
ne, Chicago; Roy C. Jenkins, KSD,
St. Louis; W. B. Rieck, Edwin G. Booz
& Fry Surveys Co.; Edgar Korb, Wil-
liam M. Deitrich, Chicago; Elmer
Barlow, WJSJ, Scranton, Pa.; R. E.
Some, Chas. F. Phillips and E. M.
Blair, WJZ, New York; Holter Hollister,
WLBK, Kansas City; Claude Henry,
KOIL-KFAB, Omaha; J. Leslie Fox,
WLS, Chicago; Martin R. Buttram
and Irwin Gross, WFAA, Dallas; Norman
Bouroughs, WCAP, Indianapolis; T.
C. Streble, WOR, Newark; Homer
Hoens, WREX, Grand Rapids, Mich.;
Schilling, Harold A. Boyle and Don
Davis, WCCO, Minneapolis; Clarence
Janeville, Wis.; J. Kelly Smith, WBBM,
Chicago; F. Erickson, CHICAGO.

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchroization Equipment Design. Field Strength and Station Layout. Surveying Antennas. Design. Wire
Networks. Antenna Design. Wire
National Press Bldg., Wash., D. C.
N. Y. O. F. Englewood, N. J.

PAUL GODLEY
and Associates
Radio Engineers
Montclair, N. J.
Phone Montclair 2-7859

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage
Presentations for Sales Pur-
poses, Allocation and Loca-
tion Investigations

PROFESSIONAL DIRECTORY

CLASSIFIED ADVERTISEMENTS

Classified advertisements in
Broadcasting Department
are inserted in each
issue. Cash must accompany
order.

Provision will be made for
classified ads at the close 25th and 10th
month preceding issue.

Help Wanted

Hundred watt station in large city
seeking experienced hundred watt
salesman. Must be a man with a pro-
ven record. Such a man we offer splendid oppor-
tunities. Give full particulars. Confidential
Box 103, Broadcasting.

Man to sell radio advertising program
full time local station. Must be ex-
perienced. Apply to Manager, Waukesha
commission. Box 332, Broadcasting.

Situations Wanted

Experienced newspaperman now
wishing to change from work of
radio publicity and new-
spaper to general advertising
department.
Available for immediate employment.
Writing your letters of application, please.

Transradio Press operator, Solid C.
First Class Second Telegraph tele-
es. Competent transmitter man. (work-
knowledge and radio操作.) Excellent refer-
ences. New employed. Box 328, Broadcast-
ing.

Live wire who understands prom-
otional construction and thorough
management of radio station. Just completed a
month in the Middle West. Box
232, Broadcasting.

Station manager now associated with
successful station will take
charge of station in same city, possi-
ble any location. Good opportu-
nities. Travel anywhere. Box 329, Broadcast-
ing.

For Sale

Sale full watt station. Free.
clear, including property. Progressive
radio man. Expect no million dollars.
Real opportunity. Box 330, Broadcast-
ing.

Wanted to Buy

Wanted—Broadcast transmitter, new
or used. Wire for purchase, cost
kilowatts, with studio equipment if a
able. Box 327, Broadcasting.

Petry & Co., Chicago; E. C. Opié, Reit-
M. L. O’Connor, Chicago; Lord
D. M. Power, Chicago; Pittsburgh; H. O.
J. J. Schnell, Chicago; Geo. Issac, Long
Island; Edward M.

H. H. Quilliam, KOMO-KJ, Seat-
Nashville, National Dairy Coun-
K. E. Smothers, Seattle & Sons; Bo.
J. R. Smith, KFRA, Kansas City;

WANTED

Registration at AFA-NAB Sessions

BROADCASTING • June 15, 1936

Page 62
The Power to Reach and the Prestige to Sell
768,800 GREAT NORTHEASTERN FAMILIES*

* WGY's potential circulation... in the wealthy markets of Eastern and Central New York and Western New England... as determined by the New NBC Method of Audience Measurement by areas.

NGY
50,000 WATTS SCHENECTADY

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

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO
SALES REPRESENTATIVES AT: BOSTON—WBZ ★ SPRINGFIELD, MASS.—WBZA ★ SCHENECTADY—WGY ★ PITTSBURGH—KDKA ★ CLEVELAND—WTAM DENVER—KOA ★ PHILADELPHIA ★ DETROIT
THE HIGH FIDELITY 1 kw. TRANSMITTER

RCA built—of course

This modern transmitter has been designed by the experienced engineers at "Radio Headquarters" so that the modest 1 kw. station may keep pace with the trend of the times—HIGH FIDELITY.

The new era of extended audio frequency range of microphones, remote pickup lines, and receiving sets, must necessarily include the transmitter itself. Every link in this chain must be a HIGH FIDELITY link—in order that there may be High Fidelity reception as the desired ultimate result.

NOTE THESE OUTSTANDING FEATURES:

FIDELITY . . . Meets all High Fidelity standards.
ECONOMY . . . Low installation costs, unusually low tube and power cost.
SIMPLICITY . . . AC operated, self-contained, easy to install.
COMPLETELY EQUIPPED . . . Cathode ray modulation indicator, dummy antenna and High Fidelity monitor all built in. Needs no extras.
CONVENIENCE . . . Centralized controls, unitary line voltage compensation.
RELIABILITY . . . Automatic devices prevent time off air.
EFFICIENCY . . . Uses Class B high level modulation.
FLEXIBILITY . . . Readily adaptable for power changes.
MODERN APPEARANCE . . . Fulfilling concepts of dynamic symmetry, finished in white metal and tones of gray and black.
COMPLETELY GUARANTEED . . . Protected by patents.

The De luxe Transmitter at low first cost, with economical operation

TRANSMITTER SECTION

RCA MANUFACTURING COMPANY, INC. CAMDEN, NEW JERSEY
A SUBSIDIARY OF RADIO CORPORATION OF AMERICA
NEW YORK: 1270 Sixth Ave.
CHICAGO: 111 North Canal St.
ATLANTA: 144 Walton St., N. W.
DALLAS: Santa Fe Bldg.
SAN FRANCISCO: 1270 Ninth St.