People constantly write us that, since our new high fidelity transmitter went on the air in March, they have discovered new joy in listening to our programs ... That their ears like our music is music to our ears ... And, of course, more people are listening to us now that we are using 50,000 watts ... There are six and a half million radio homes in our new service area.
OUTSTANDING ARTISTS FOR OUTSTANDING PROGRAMS—HERE ARE SOME OF THEM.

Nathaniel Shilkret and Orchestra
Harry Reiser and his Orchestra
Ray Heatherton
Rosario Bourdon and Symphony Orchestra
Xavier Cugat and Orchestra
Westminster Choir
George Hall and Orchestra
Master Singers
Green Bros. Orchestra
Military Band under direction of Robert Hood Bowers.
The Honeymooners
Jack, June and Jimmy

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
JANSKY & BAILEY
Announce Completion of High Fidelity Engineering Studies at WTMJ The Milwaukee Journal

*To Guarantee High Fidelity—a station MUST have:
1. Proper Equipment.
2. A careful adjustment of the units making up the complete installation followed by accurate overall measurement by competent engineers with special measuring apparatus.
   * * *
   A mere assemblage of High Fidelity units is not a High Fidelity Station.

This station is the first to pass the rigid tests this organization applies before CERTIFYING that the exacting Standards for High Fidelity have been met.

   * * *
   For a complete list of Jansky & Bailey Services
   See page 3 in the BROADCASTING 1935 Year Book

This organization has no connection with any manufacturer of broadcast equipment or towers

JANSKY & BAILEY
NATIONAL PRESS BLDG. WASHINGTON, D. C.

AN ORGANIZATION OF QUALIFIED RADIO ENGINEERS DEDICATED TO THE SERVICE OF BROADCASTING
A TIME?

STEPS AT

OR THREE

LOWLY, HESITATINGLY...

When sales quotas seem desperately difficult to achieve, when competition threatens your best markets, and you scratch your head and wonder how to change red ink to black...remember the huge pulling power of radio advertising.

Manufacturers who never before could check results from advertising have traced substantial results from radio. Manufacturers who were getting good results from advertising have received extraordinary results from radio.

Glance down the list of CBS clients, and you’ll note sales increases that talk a treasurer’s language. A toothpaste that’s 80% ahead of last year. A cereal that practically doubled its sales of the year before. An automobile that’s selling nearly twice as many cars as in 1934. A cosmetic that within two years has leaped from 15th place to first. Case after case that refutes depression alibis.

Such results explain why a continually increasing number of advertisers spend continually increasing amounts for radio broadcasting...why U. S. advertisers invested 5 times as much in radio during the past twelve months as they did six years ago...why Columbia’s volume of advertising during the last quarter of 1934 was the largest ever carried by any network...and why even that record-breaking total was eclipsed by Columbia’s still greater volume during the first quarter of 1935.

THE COLUMBIA BROADCASTING SYSTEM

World’s Largest Radio Network, offering nearly 50% more stations than any other broadcasting chain

485 MADISON AVE., NEW YORK CITY • 902 FISHER BLDG., DETROIT • 410 NORTH MICHIGAN AVE., CHICAGO
Sales executives who use WLW often express amazement, not only at the coverage of this station (for they know it is the most powerful in the world), but also at the way the goodwill and following of WLW reflect themselves in sales.

Many items have been lifted from comparative obscurity to first preference over a large area by WLW. This in a relatively short time and at a surprisingly low cost.

Ask us to prove what WLW has done in your own field.
"TELE-MAIL" AUDIENCE SURVEYS
A New Method of Measuring, at Any Given Time,
The TOTAL Audience of a Radio Station

Combines the Best Points of
BOTH Telephone Surveys
and Mail Breakdowns...

Acclaimed By Leading Agencies
(Excerpts from Letters Signed by Agencies)

It looks very logical, sound, and to be the closest method yet conceived of solving the listening problem.

LORD & THOMAS
I have made a complete study of the Tele-Mail method of measuring audiences for radio broadcasts submitted by you and I think, without any question, that this is the smartest, most clear and concise method of measuring results of the listening audience that has come before me.

RUTHERFORD & RYAN, INC.
The report was very complete and is one of the finest of its type ever to come to our attention.

DAN B. MINER COMPANY
Your new "Tele-Mail" method is certainly the most fool-proof yet to come over my desk. For your information, we are adopting it here at Logan & Stebbins.

LOGAN & STEBBINS
Your "tele-mail" system of checking radio audiences will, I believe, very shortly be the A. B. C. valuation of radio expenditures.

As soon as your system is better known I believe it will become the standard practice by advertising agencies throughout the United States.

LOCKWOOD SHACKELFORD CO.
I have just finished reading the "Tele-Mail" survey conducted by the Los Angeles Radio Survey Co., and I would like to congratulate you on making available this forward step in audience analysis.

This particular audience survey, combining mail figures with telephone figures, I believe, has developed a very accurate measuring guide.

JEFFERSON K. WOOD

The "Tele-Mail" method of measuring the total Audience of a radio station is a very definite step forward in eradicating wild hypothesizing when attempting to estimate "How many listeners."

Although developed by KNX to assist its own sponsors in determining the value of this Station on a "cost-per-listener" basis, leading Pacific Coast agencies soon "took hold" and are now adopting this method in its entirety for their own space buying departments.

KNX presents the "Tele-Mail" method of audience measurement to the industry. The method is yours for the adopting... Only the name, "Tele-Mail," has been copyrighted by KNX.

For Sample Copies of Actual "TELE-MAIL" Surveys Together with Full Explanation... See Art Kemp... at NAB Convention, or Write KNX or Any of the Agencies Listed Above.
BELIEVE it or not—it's often easier (and usually more productive) to place time on a well-selected group of "spots" than on a network.

In fact, if you're feeling wore out, we'll arrange the whole works for you—select the stations, clear the time, engage the talent—even help prepare the programs. And do it in such a way that you'll be glad you called us in. Then your message will reach only the people you need to reach—no waste, no overlapping, no weak links . . . Write us, why don't you? Address:

FREE & SLEININGER, INC.
Radio Station Representatives

NEW YORK
116 East 42nd St.
Lexington 2-6660

CHICAGO
100 N. Michigan
Franklin 4773

DETROIT
General Motors Bldg.
Madison 1423

SAN FRANCISCO
Russ Building
Sutter 8415

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WHO [NBC] Des Moines
WCAO [CBS] Baltimore
WGR-WK3W [CBS] Buffalo

WIND-Gary—WJJJ-Chicago
WHK [CBS] Cleveland
KMBC [CBS] Kansas City

KFAB [CBS] Lincoln-Omaha
WAVE [NBC] Louisville
WTCN Minneapolis-St. Paul

KOIL [NBC] Omaha-Council Bluffs
KSD [NBC] St. Louis
KFWB Los Angeles

KOIN [CBS] Portland
KOL [CBS] Seattle
KVY [CBS] Tacoma

Population of primary daytime coverage area.
Roosevelt Message Launches NAB Meeting

By Sol Taishoff

President Expresses His Faith in American Broadcasting; Copyright Will Be Burning Issue; Prall Keynote Speaker

AN ATMOSPHERE of unprecedented turbulence, provoked mainly by the musical copyright situation, broadcasters of no nation probably in greater numbers than ever before will attend the 36th Annual Convention of the NAB at Colorado Springs, July 10.

Despite an emergency board meeting called in New York June 21 in an effort to mollify the industry on the copyright issue, it appeared that a battle royal will be staged during the convention, with independent stations vying or less pitted against the national networks. Serious danger of a split in the industry is still seen by many broadcasters who are going to the convention verbally armed with the expression of intention of settling the position of the independent stations. The expression of the President, which so pointedly and concisely answers all these anti-private-operation wails, obviates the need of any repetition of past expressions to prove the superiority of the American system. The President's message is, in effect, an affirmation of confidence from the government.

Further intensifying the convention atmosphere are the projects of newspaper-owned and independent local stations to form separate trade units. Without proper safeguards, it is felt, there is extreme danger of bringing about defections from the NAB by class interests.

NAB politics also is at high-pitch, with the presidency now regarded as a "horse-race." Several weeks it has been considered highly probable that Leo J. Fitzgerald, general manager of WJR, Detroit, and one of the country's most popular broadcasters, would run with an excellent chance for election. During the last few days, however, he has reported that he will not be a candidate.

J. Truman Ward, WLAC, Nashville, is not an active candidate at this time but some of his friends have urged him to run for a second term. Whether he will so depends largely upon sentiment at the convention. Among others whose names are mentioned are the incumbent vice presidents, Lambert Kay, WSB, Atlanta, and Charles W. Myers, KOIN, Portland, Ore.; Isaac D. Levy, WCAU, Philadelphia, NAB treasurer; H. K. Carpenter, WHK, Cleveland; Arthur B. Church, KMBC, Kansas City; John Shepard 3d, president, Yankee Network; John F. E. Burns, WCBM, Baltimore, and Lester Cox, KGBX, Springfield, Mo.

In addition to the presidency, there will be filled the offices of vice presidents and treasurer, and five posts on the board of directors. Board members whose terms expire are J. Thomas Lyons, WCAO, Baltimore; I. Z. Buckwalter, WGAL, Lancaster; Stanley Rubes, WESP, St. Paul; Harold Wheelahan, WSMB, New Orleans, and Powell Crosley Jr., WLW.

Since launching its project some two months ago, the committee dealing with newspaper stations is understood to have modified it greatly, so that now the effort is simply to set up a "department" within the NAB for the discussion of problems peculiar to stations operated by or in conjunction with newspapers. Should this method of procedure be agreed to, then it is felt the opposition of wholly independent stations will melt. In any event a meeting is scheduled by newspaper stations for July 7 at Colorado Springs.

This is not so, however, in the case of local broadcasters (named in previous issues) to meet July 6 to work out policies by-law and issue a call for a general meeting of...
“100-watters” at the convention.
Mr. Allen, in an interview with Broadcasting June 21, insisted that the primary motivation must be to organize local broadcasters so they can acquire their rightful place in the national radio advertising field. He again dismissed any intention of conflict with the NAB. But he said there are “left wingers” among the independent station owners who allege “network domination” of the NAB and who feel they do not have proper representation on the board. But there is only one local station representative on it.

“Local broadcasters Association” probably will be the name of the organization, which Mr. Allen said would be totally divorced from the NAB. The status of its membership, however, will be NAB members, he asserted. He admitted there was the distinct possibility that there would be a split away from NAB altogether “if we do not get proper representation on the board.”

Coverage Bureau

THE AGENDA itself will include the usual committee reports and discussions covering all aspects of broadcasting. These reports will be boiled down to a practical level and trade practice provisions to perpetuate the good that has come from the NRA code—which became ineffective with the demise of the original NRA on May 27.

In connection with the latter, the board at its special meeting in New York June 22 adopted a resolution that a committee be named to devise ways by which the advantages of the code may be retained.

Proposed by Alfred J. McCosker, WOR, Newark, the resolution also instructed the committee to report to the convention on its findings.

The committee, named by President Ward, consists of Mr. McCosker, chairman; Mr. Shepard, who had been chairman of the Long Association; Mr. Church, Mr. Hubard and Mr. Allen.

The policy of the convention will be the impending change in the managing directorship. Mr. McCosker, managing director for nearly five years, has announced his resignation, effective immediately following the convention, to return to private law practice.

Mr. G. L. Louches, managing director, has been besieged by broadcasters to consider remaining in his present post. Mr. G. L. Louches, assistant managing director, and former executive officer of the broadcasting industry Code Authority, is a candidate for the new post, and the board is expected to select Mr. Louches. In a convention fraught with so much turmoil, it is difficult to foresee what the outcome will be. The Louches has been besieged by broadcasters to consider remaining in his present post, but he has turned a deaf ear to their entreaties.

The special board meeting June 22 called by President Ward to consider the copyright emergency. The call came after they had met with letters from Mr. Levy, NAB treasurer and co-owner of WCAU, Philadelphia, and Joseph C. Hostetler, NAB copyright counsel, expressing diametrically opposite views on the acceptance by the networks and by WCUA of five-year contracts under the copyright legislation. The committee was expected to act.

GOLF TROPHY—To the winner of the NAB Golf Tournament at Colorado Springs July 6 will go the cup, awarded by Broadcasting Magazine. A cup is presented each year by this publication. Through the courtesy of GF Gloves, Inc., the trophy will be presented to the winner who wins the most games in the low-bracket division.

HOTELS PREPARING FOR NAB DELEGATES

Efforts to postpone the annual convention of the NAB because of the large-scale activity before the FCC in Washington in connection with hearing applications, and also because of the cancellation in connection with housing accommodations, have proved unsuccessful. The 13th annual convention will go forward as scheduled, with headquarters at the Broadmoor Hotel, Colorado Springs, Colo.

The Broadmoor is the only place a hotel cannot meet the entire demand for accommodations, arrangements have been made with Gene F. Watters, manager of KPEL, Denver, and local chairman of the convention committee, for additional quarters at a dollar a day per person, if necessary. Hotel managers have promised regular bus service between the two hotels.

According to word from Mr. O’Fallon on June 17, more than 300 room reservations already have been made at the Broadmoor. All the Antlers, the number of reservations was not shown, but more than 50 rooms for single or double occupancy already have been set aside for Broadmoor overflow.

Rates for the convention announced by Mr. O’Fallon are $4.50 per day per person for high occupancy and $5 double, exclusive of meals.

Mr. O’Fallon expressed the view that the two hotels would be able to handle the entire convention personnel.

Meanwhile, both Chesapeake & Ohio and Missouri Pacific, which are part of the NAB, have reserved space from the East and Midwest, reported brisk reservation business.

From the Mountain States, particularly, the Chesapeake & Ohio will run special NAB cars on its crack train, the George Washington, July 4. This train will have a special dining car, which will be a feature in the entire convention personnel.

Our Headquarters

SUITE 1900-02 in the Broadmoor Hotel’s North Moor Section will be the headquarters of the staff of Broadcasting Magazine during the Colorado Springs convention. Visitors are cordially invited.

Program of Colorado Springs Convention

Program of the Convention:

MONDAY, JULY 8 9:30 A.M.

Call to Order.
Address of Welcome: Address of President; J. T. Ward, WLAC, Nashville.
Television in America and Europe: Address by F. Cruse, General Elec
trical Division, Dept. of Commerce.
Report of President: Philip G. Louches, NAB.
Appointment of Committees. Announcements.
Adjourment.

DAY TWO, JULY 9 9:30 A.M.

Call to Order.
Discussion: Report of Legislative Committee: Philip G. Louches, Managing Di
tector. Adjournment.

TUESDAY, JULY 10 9:30 A.M.

Call to Order.
Report by NAB Copyright Committee: Alfred J. McCosker, WOR, Newark.

GOLF TROPHY—To the winner of the NAB Golf Tournament at Colorado Springs July 6 will go the cup, awarded by Broadcasting Magazine. A cup is presented each year by this publication.

No Afternoon Session Scheduled.
Time for golf, sightseeing, etc.
Special events for NAB members.

Wednesday, July 10 9:30 A.M.

Call to Order.
Report of Resolutions Committee.
Report of Nominating Committee, Election of Officers.
Installation of Officers.
Adjournment.

(Continued on page 100)

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(Continued on page 100)

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BROADCASTING • July 1, 1935
Change in Disc Announcement Is Considered at FCC Hearing

WBS Proposal to Clarify Rule for "Library Services" Meets With Both Approval and Opposition

THE FUTURE development of transcription program services, as distinguished from individually transcribed programs, was the issue of a FCC District Division at a hearing June 20 on the petition of the World Broadcasting System, origination of the "library service" seeking clarification of rules for announcement of transcriptions.

The proposal was drawn up more than a year ago by the FCC's Law Department, as the response for the hearing. It had held that WBS service necessitated announcements identifying it as a transcribed program after each musical number, or after two or three minutes, rather than at 15-minute intervals. This was declared by WBS to be a misapplication of the rules, which would seriously impede if not destroy the value of the service to listeners.

Opposition Expresed

The WBS content was supported by Broadcast Radio Adv. Co. Inc. Hollywood, which recently inaugurated a library service, and by numerous independent stations, who took the position any move that might mean elimination of the announce- ment altogether or be in the nature of not adequately differentiating between "live" and transcription renditions.

WBS maintained that the entire issue was that of clarification of the FCC rules, and that no effort was being made to eliminate the announcements altogether, but in support of several witnesses raised this question.

On behalf of local broadcasting stations, now seeking to organize for business purposes, the argument was advanced that if the rule is interpreted or revised to provide that transcription in a program is to be announced only at 15-minute intervals, then phonograph records should be accorded the same treatment.

Argument was opened before the Broadcast Division, sitting en banc, by Paul M. Segal, WBS counsel. The argument was a typical procedure, involving only the question whether under Paragraph 176 of the FCC regulations the daily program announcements be announced every two or three minutes or every 15 minutes. He emphasized that he was not in support of the original regulation adopted by the FCC governing transcriptions was to prevent any fraud on the public, and that the FCC might de- duce the public in believing they were listening to programs ren- dered within the station's own studios.

Mr. Segal questioned the FCC's right to consider anything having to do with the business aspects of programs aside from the issue of "prevention of fraud upon the public", but he added that there nevertheless was ample evidence that use of the daily program service is a stimulus to the employment of musicians and that it is appropriate to announce the records for stations in smaller cities where otherwise are not available.

A history of transcription de- velopment in WBS service was given by Mr. Segal. Among other things he pointed out that the daily program service was inaugurated a year-and-a-half ago after it had been definitely understood that the announcement would be required only at 15-minute intervals. He said that there are four types of programs: (1) Live talent, when a performer is within the studio itself; (2) transcriptions made exclusively for broadcasting; (3) network, which he described as mechanical since the pro- grams are transmitted by wire to affiliated stations, and (4) phonograph records, which he said any one "could buy in lie about", and which he said were of inferior tonal quality.

The WBS program service, re- corded as it is by the Western Electric wide radio vertical method, Mr. Segal argued, affords the public an opportunity to listen to a "cultural type of talent". He pointed out that some 108 stations are subscribers to it and that more.

(Continued on page 10)

Medical Citations Against 16 Stations Dropped by FCC; Five Others Pending

EASING somewhat the anxiety which had surrounded the broadcast- ing industry since the on- slaught against medical programs began, the Broadcast Division of the FCC announced its citations of 16 of the 21 stations which had been hailing for hearing next fall because of alleged cases of programs sponsored by Marmola, anti-fat remedy of the Kaladam Co., Detroit. Removal of all but five from the list was due to the hearing docket for the case scheduled for Oct. 3, the FCC an- nounced, was upon the finding that the complaints did not invalidate the program and that no other pending citations or investigations in- volved. There were citations from the hearing docket for WAGR, Cleve- land; WHEC, Rochester; WIOD, Miami; WPRT, Nashville; WKBW and WGR, Buffalo; WBAP, Fort Worth; WBAL, Baltimore; WHO, Des Moines; WIND, Ol; IN; WJAS, Pittsburgh; WJJD, Chicago; WJR, Detroit; WOWO, Indiana; WKM, Fort Wayne. and KXK, St. Louis. The stations have been issued the stations in lieu of temporary ones, and what- ever applications for improved faci- lities will be considered by the FCC under regular order, it was learned.

Other Citations

STATIONS LEFT on the hearing docket are WSBM, New Orleans; WTMJ, Milwaukee; KFRC, San Francisco; KCBS, Los Angeles, and KNX, Los Angeles. In connection the FCC announced that they not only carried "Mar- mola" but also paid for the bare- poruted violations of rules, while in two cases the stations had car- ried other medical propaganda de- mand by the Federal Trade Commission. Technical violations are understood to involve two others, WBAP was not issued a regular renewal, even though the Marmola citations were dropped, because of an application pending for its facili- ty. It is affected by the application of the more than five years ago in New York, for a shift in the assignments of nine stations on five channels so that it can pro- duce "over three hours per day."

"Upon further consideration and review of the technical and service records of these stations," said the FCC announcement, "the Commis- sion decided to remove them from the hearing docket and grant an withdrawal."

The petition was also submitted to the Commis- sion showing that these stations carried the program for a much longer period, discontinued it after receiving complaints or when informed the Commission had received complaints, and no other comparable programs were carried."

Several petitions had been filed with the FCC by stations cited asking that pending applications for increased facilities be granted conditionally, rather than held up, the petitioners cited the decision on it. The petitioners held that they would accord to what- ever finding the FCC might reach on the Marmola case without prejudice. These petitions prompted the FCC in its action releasing 10 of the 16 stations, it said, that undue hardship was being worked.

Thus, such applications as that of WJR for an Dooney station cited application for increased facilities for WJR, was 10,000 to 50,000 watts, and that of WJJD, for increased facili- ties, will be considered in regular proceedings. A hearing on Marmola is scheduled June 28 before the Fed- eral Trade Commission on a complaint charging unfair competition and false and misleading advertis- ing.

"Effect on Nation"

GENE HOWE, the noted edi- tor of the Amawillo (Tex.) Globe-News, and Provid- ence Broadcasting Co. recently consolidated two local stations as KGRC, planned by its chairman, C. S. paley, CBS president, and William S. Paley, CBS president, among the "50 persons who are having the most effect on the immediate future of the nation in a copyrighted art- istic direction," by the Associated Press June 14.

Thesaurus Service Will Bow July 15

Promotion Material Prepared For New NBC Disc Library

FEATURING name talent fa- miliar to its listeners, NBC on June 24 made public its first pro- motion material, announcing its new transcription program ser- vice, to be introduced officially July 15 as Thesaurus. The story of the transcription library, in booklet form, is being dispensed at the convention at the NAB convention in Colorado Springs, July 6-10, in conjunction with demonstrations of the new discs, which will be available for both local and national cable, and will be supplemented by cus- tomar-made transcriptions spotted by NBC.

Competitive with the service originated by World Broadcasting System, and with the library of Standard Radio Advertising Co., Inc., the NBC service is under the immediate direction of Bing de- gner, NBC transcription manager. Edgar Kobak, NBC sales vice president, is in charge of all sales activities but the sales department, divorced from the net- work unit, will be maintained.

Program Artists

SOME 400 units will be offered in the library at the outset with from 40 to 50 additional units each month. The artists included in the library are Nat Shil- kett and orchestra, Harry Rese- orchestra, Rosario Bourdon sym- phony, Robert White, George Cuga orchestra, Westminster Choir, George Hall orchestra, Mas- ter Singers, Rhythm Makers, Dixie- tenors, and a number of comedy teams and acts. "The Thesaurus," says the book- let, "is a treasure house of pro- grams designed for use by pro- gram builders just as a Thesaurus is of words in use by writers and editors. It gives the builder of sustaining or commer- cial programs a service easy to use with the express desires of many station operators whose program needs have been analyzed."

Units comprising the service are recordings, by the RCA-Victo process, of leading artists, a con- cert service designed to de- velop programs suitable for al- l occasions and types of products, and a complete file storage and catalog in the NBC library. It said it was designed to be made easily adaptable and convenient. The program builds on the desires of many station operators whose program needs have been analyzed.

The continuity service, says the promotion brochure, is bro- ken down into three parts: (1) an continuity for musical clocks or announcement periods recommend- ing sections to be played, with a number of segments except announcements or commercials; (2) a special continuity regularly pro- vided for programs with a variety of adaptations adaptable to differ- ent types of sponsors, and (3) continuities for special programs important holiday and occa- sional events.
More than ever before ADVERTISING DOLLARS must pay—WREN justifies "the cost" in really selling your goods.

As you enter the building—the large visitors' lounge adjoining the "studios".

The WREN Building, Lawrence, Kansas—housing the studios and main offices.

The transmitter—completely isolated—located 17 miles from Kansas City and housing the new RCA 5000 watt High Fidelity Transmitter.

WREN

A Basic Station of the NBC Blue Network

"A BIRD IN THE HAND"
A Fable of Three Stations and One City

By C. E. MIDGELEY Jr.
Radio Dept., Batten, Barton, Durstine & Osborn Inc.

But a Very Real Narrative of Factors That Influence The Ultimate Success or Failure of Broadcasters

EVER wonder what an agency executive thinks about radio? Here is the answer in a setting that fits the average American city and the author believes, the average station. The writer needs no introduction for he is one of the top-notch agency radio men. In this interesting and enlightening article he takes the agency angle. There may be disagreement with some of his views, but he certainly uncovers some of the points broadcasters perhaps have overlooked and may want to mull over.

MR. MIDGELEY

continued its livestock and grain market reports. The new Indian Hotel opened in Chickensburgh and exclusive broadcasting lines were installed to WITS.

Newspaper Buys

IN 1929, the Chickensburgh Daily News purchased WITS. The announcement of the purchase stated that the entire personnel of the station would be retained. The News, with years of experience in the publishing business, knew nothing of broadcasting but sincerely believed that the two media, working together, would do a complete advertising and selling job in the territory. This meant that the expert merchandising staff of the News was placed at the disposal of advertisers using WITS. Within three months the Daily News showed an increase of $6,800 in net paid circulation while its nearest competitor, the Gazette, showed almost an identical decrease. In the fall of this year the governor was not reelected. His opponent, using WITS for all his broadcasting, was swept into office by a landslide. Shortly thereafter, WITS installed a special studio for the governor of the State. WUDT went into receivership and was taken over by a local music conservatory.

In the following year, the network went on the air with 12 sustaining programs weekly. Before the end of the year three of the artists and one entire orchestra appeared on these programs were commercially sponsored on the network. The Daily News continued to list the names of program sponsors on the daily radio page when the other newspapers in town adopted the "music, talk, trials" format. WITS appointed a firm of exclusive representatives to secure national spot business in New York, Chicago and San Francisco. The station manager made a semi-annual trip to each of these cities.

Power Up, Boosts Rates

KOLD increased its power to 50,000 watts and immediately thereafter increased its rates. Notice of the rate increase was not given to advertising agencies until three weeks after it became effective. KOLD did not want the bother of rewriting existing contracts to protect current advertisers. One new advertiser had planned to use KOLD but switched to WITS and has since renewed the contract twice.

Another advertiser switched to WITS when KOLD arbitrarily changed the broadcast time without notifying either the advertiser, his agency or the local distributor. WUDT signed four new laxative accounts. The transcriptions for one of these sponsors were allowed to warp. When they were broadcast they sounded like Ford Ad- taire dancing on a xylophone and had to be stopped.

Early in 1934, WITS realized that something had to be done about spot announcements. Network and spot advertisers alike were raising objections to the placement of chain break and minute announcements. Accordingly early evening half-hour was set up to accommodate all announcements. A dance band was used and 50-word and one-minute announcements were sold on a participating basis. No announcements were broadcast between three minutes before the KOLD concert and four minutes after to take advantage of a loss revenue and continued to send in announcements whenever possible. The evening May 28, hearings were held by the Senate Commerce Committee to investigate the practices of the broadcasting companies. They set up a three-day program of hearings to determine the technical and economic feasibility of broadcasting, the costs involved, and the public service obligations of the companies. The hearings were to be held in Washington, DC.

Copeland Bill Doubtful

APPOINTMENT of a subcommittee of the House Interstate & Foreign Commerce Committee on the Copeland Bill (S. 5) to regulate the sale and advertising of food, drugs, devices and cosmetics expected shortly, with the appointment to be made by the Chairman of the committee. The measure, after a dozen drastic revisions, was passed by the Senate May 28. Hearings are likely in the Senate Commerce Committee but there is grave doubt about enactment the measure at this session.
ONLY by consistently appealing to the greatest possible number of listeners can a radio station continue to enjoy leadership. WKY for years has held strictly to this principle. It has built a personnel that is constantly sensing the entertainment pulse of the 177,700 radio families in its primary market. So WKY knows its audience and builds programs and dashes special events and features that click with Mr. and Mrs. John Public.

Furnished with a background of schooling that has made The Daily Oklahoman, the Oklahoma City Times and the Farmer-Stockman the Southwest's greatest publications, WKY is continuously striving for new and better programs and producing them. More and more advertisers are using WKY-produced programs. And the reason? SHOWMANSHIP!

WKY Can Help You Promote Sales in Oklahoma

WKY offers advertisers the services of its production and sales staffs, carefully drilled in Showmanship. After the sales staff is taught the story of your product, a meeting is held with the production staff. A program planning board then recommends the program best suited to attract the greatest number of listeners. These listeners, believing in commodities advertised over WKY, justify the advertiser's investment by buying.

In the Oklahoma City Market, WKY can help you promote sales. We'd like a challenge from YOU!

WKY
OKLAHOMA CITY

THE ONLY FULL TIME NBC OUTLET IN OKLAHOMA

July 1, 1935 • BROADCASTING
Trial of ASCAP Is Postponed
As Delays Mark Federal Trial
Court Recess Until Nov. 4 Due to Impossibility
Of Completing Arguments Within Desired Time

BECAUSE of the obvious impossibility of completing its case by July 31, the ASCAP trial was postponed until Nov. 4. The recess came by agreement among counsel with Federal Judge Henry W. Steiner, who had announced at the outset of the trial June 10 that he would have to move to the motions bench on July 1 and desist from arguments completed by that time.

A half-dozen witnesses had appeared for the government when the postponement came. At the time William J. Benning, program director of WTMJ, Milwaukee, was on the stand. He had been asked to testify on program records of WTMJ going back to 1922, and a delay of several days seemed inevitable because of the trial's completion.

Meanwhile, on July 17 Andrew W. Bennett, special assistant to the Attorney General in charge of the suit, made a flying trip to Washington to discuss the suit with his chiefs. It was then agreed that a postponement was desirable, particularly since it was obvious that the government could not complete its case by July 1, when Judge Goddard would leave the bench.

Many Witnesses

LITTLE of particular import was developed during the first two days of the actual trial. Great numbers of exhibits were crammed into the record by Nathan Burkan, chief counsel for ASCAP. Direct examination of witnesses called by Mr. Benning was comparatively brief, but the cross-examinations by Mr. Burkan and his assistants were lengthy. A dozen broadcasters subpoenaed by Mr. Bennett were to be called, but none was actually called but never took the stand.

While the trial is resumed in the fall nearly a score of witnesses are expected to testify for the government, including broadcasters, hotel men and motion picture exhibitors. It is expected that three or four more witnesses will be needed to complete the trial.

On several occasions during the trial Mr. Burkan referred to the five-year extension which the networks and WCAU, Philadelphia, had negotiated with ASCAP on the condition of its opening. He said there was no question of the impression or reasonableness of the charges for music involved in the ASCAP program. "Important units" of the industry had entered into the five-year extension on a figure even higher than what was asked for. He obviously had in mind the $25,000 increase in the sustaining fee for the key stations of the networks.

The government's first witness was Dr. C. B. Jolliffe, chief engineer of Radio Corporation of America, who was announced June 12, after two days of procedural wrangling with the court. He testified to the nume-rous aspects of broadcasting, and explained the operations of transmitters and receiving sets and the system used by the government in its allocation of station facilities. Under cross-examination, Mr. Burkan succeeded in getting into the record the action of the FCC, particularly with reference to the requirements that stations keep program logs. Called next by the government were Raymond V. Robinson, chief of the catalogue and index section of the Copyright Office, Congress, and William P. Siegfried, clerk in the same office. They recounted the procedure followed by ASCAP in compiling numbers in the public domain, and similar routine data on copyright registrations.

Music Libraries

With Thomas Belviso, NBC music librarian on the stand, there developed numerous colloquies between the parties. Mr. Bennett, who proposed to use the evidence of the admission of his testimony. He sought to show, under examination by Mr. Bennett, that stations and networks cannot function without the ASCAP catalogue. Mr. Burkan objected to the testimony and sought to bring out that broadcasters and other music users had available to them the catalogues of the SESAC, AMP and Ricordi, as well as the public domain selections.

Along the same general line was the testimony of Richard Bannier, CBS musical librarian. He explained that the ASCAP selections were cleared for network use, including restricted numbers, and testified also that it was impossible to buy program time without the use of ASCAP music.

Mr. Benning's testimony precipitated the situation responsible for the move for postponement. He had testified that WTMJ had endeavor to operate without ASCAP music and found it impossible to meet the public demand without it. WTMJ, he asserted, held numerous licenses from other copyright groups but found that some 90% of the music performed was from the ASCAP catalogue even after efforts had been made to eliminate ASCAP music.

When Mr. Benning declared that a daily record of musical compositions performed on musical programs on WTMJ had been kept, Mr. Bennett sought to get into the record a table showing the proportion of the total number of ASCAP songs on WTMJ, as the theory of the party was that this was the best evidence of the use made of the music. Finally, the government attempted to show that the program logs of WTMJ on subpoena, and at the same time Mr. Burkan subpoenaed all of the program records of WTMJ from 1927 to date. It was then brought out that several days at least would be needed to gather this data and following Mr. Bennett's visit to Washington, the parties agreed in chambers with Judge Goddard for the postponement until Nov. 4.

FEMININE TOUCH AT CONTROLS

Little Miss Sprague, Operator and Announcer, Puts In A Busy Life at KGIR, Butte.

BESIDES being one of that rare species, a woman radio engineer, Barbara R. Sprague, of KGIR, Butte, Mont., announces all the station's women programs, does the programming of the daily program of the department store and contains a department store account, and operates the station at 8 every morning.

Miss Sprague, born Feb. 25, 1913 at Brookline, Mass., is one of twins, her sister and mother living on Cape Cod, where they run tea rooms.

She was graduated from Loomis School, challenging C., and received an operator's license in second class telegraph, Sept. 30, 1930. Her first job was the hardest to get, since no one wanted a girl operator. Finally Phil Louches, NAB managing director at the time, persuaded her to put an advertisement in Broadway, BG, and she was hired by WKBS, Galesburg, Ill. When WKBS went bankrupt, she had to make a living doing even part of the wages due her.

Miss Sprague's second job also was obtained from an advertisement in Broadway. It was at WPAD, Paducah, Ky. There she quit of her own accord, receiving a recommendation from E. Lackey, owner of the station.

Her third and present job still again was obtained through a Broadcasting advertisement, and

MISS SPRAGUE

she started work at KGIR, Oct. 28, 1935, and has been there ever since. Being a good cook, she often feeds advertisers and prospects for her housekeeper's program.

Because Miss Sprague sounds about 50 on the air, she is not allowed to make public appearances due to her youth. Her hobbies are radio (she is a licensed amateur and has a "ham" station), fishing, and hunting (got both an elk and deer last year).

Passage Foreseen
Of Bill to Amend Copyright Statuto

Measure Would Shear ASCA Of Much Arbitrary Power

CONFIDENCE that the Duff Copyright Bill (S. 5047), favorably reported by the Senate Patent Committee June 17, will be passed by Congress at the current session was expressed by Congressmen George W. Miller (D.) of New York introduced the identical measure in the House June 16.

The bill, amending the Copyright Act of 1909, would strip the American Society of Composers, Authors & Publishers of much of its arbitrary power. It would in effect liberalize ASCAP's procurement of royalties from users of copyrighted works. The bill's sponsors say that ASCAP is the provision for elimination of the statutory damage provision under which ASCAP is assessed $250 for each infringement, innocent or otherwise, of his license. The bill would wipe out the minimum of damages to the discretion of the courts.

The measure drafted by the Senate Department, is regarded a necessary in that it will revise the laws here to allow American entry into both international conventions of the Copyright Union and thereby permit automatic copyright of the works of American authors in foreign countries.

A call had already been made by the Senate Foreign Relations Committee, and a month ago inactivated by the Senate. It was restored to the calendar, however, with the understanding that it may not be ratified until the Duff bill passes both House and Senate. This is expected within a fortnight.

Need for Legislation

IN HIS REPORT accompanying the Duff Bill, made available June 17, Chairman McAdoo, D., chairman of the Senate Patent Committee, emphasized the necessity for the measure, the existin law has been obsolete for some 20 years, and its enactment such industries as the motion pictures and radio, dependent upon copyrighted works, have been retarded in their development.

Senator McAdoo explained that statute must be brought fully into conformity with the treaties; yet it must be enacted contemporaneously with the entry of this country into the treaty. Under the treat it will be impossible for the United States to derive the benefit of automatic copyright so that the simple fact of having created a literary or artistic work will be no protection in the nearly 50 countries which are already parties to the Group of four. But the same benefits here—something that will necessitate closer watching of copyright users, including broadcasters, could not be accorded automatic copyright.

As to the $250 statutory min- num, which is eliminated, Senor McAdoo said this provision

(Continued on page 96)
RADIO'S WINNERS IN 1935

Nationwide "Star of Stars" poll places programs and artists on NBC first in all classifications—1,250,000 votes cast

Jack Benny—Show Boat—One Man's Family—Wayne King—Amos 'n' Andy—James Wallington; these were returned the winners in Radio Guide's second annual "Star of Stars" Election poll. A total of 1,256,328 votes were cast by radio listeners, from coast to coast. Gold medals will be presented to the winners, symbolizing their pre-eminence as listener favorites in the Election's six divisions: Performer, Musical Program, Dramatic Program, Orchestra, Team and Announcer, respectively.

Every Winner an NBC Feature

Two impressive facts stand out in this year's voting: every winner of first place was a program feature heard on NBC, and every star and program indicated an evidence of listener preference for entertainment of a more solid and higher plane than ever before. An analysis of the winners and the runners-up, along with the leading contestants in each division, indicates clearly that broadcasting programs are becoming more adult, more selective, and more genuinely entertaining. The National Broadcasting Company extends hearty congratulations to the winners in this great nationwide election.


JAMES WALLINGTON—Announcers—First Place. NBC Blue and Red Networks.


AMOS 'n' ANDY—Teams—First Place. Sponsor: The Pep-sodent Company; Agency: Lord & Thomas. NBC Blue Network.


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

July 1, 1935 • BROADCASTING
Summer sales prove that . . . 34% of all passenger cars are bought during June, July and August . . . 28% of all cigarettes . . . 28.3% of all cigars . . . and in the department stores 22% of the year’s merchandise is turned over during the summer quarter.

Summer broadcasting is paying big dividends to the users of the old reliable—

WHAS

Renewals for the summer of 1935 prove the effectiveness of this popular Midwestern station, and there are still some choice spots available to those who realize the advantage of keeping their message before the millions of summer listeners who have desires to satisfy and needs to fill.

50,000 WATTS NATIONAL CLEARED CHANNEL
Owned and Operated By The Courier-Journal and The Louisville Times
REPRESENTED NATIONALLY BY EDWARD PETRY CO.
Gentlemen! WIBM is acknowledged to be one of the outstanding local stations in the industry.

Here's Why!

WIBM is located in its own "Radio Block", studios and control rooms in huge show window - the downtown showplace of the busy city of Jackson, Michigan. Programs from 3 networks-Mutual-Michigan-Canadian and NBC sustaining starting Sept. 29th. through the MRN. The New Standard Program Library too!

One of the 10 stations in the country to present Wayne King as a sustaining artist regularly is just an instance. From 7 A.M. to 1 A.M. - 18 hours of continuous network and local features. No roving Arabs with their guitars at any time. No records after 9 A.M.

Completely wide range equipped throughout - AC high fidelity remote rigs- Proctor crystal 78's and 33's for example.

Complete play-by play (Socony) Detroit Tigers ball games means saturation point afternoon audiences.

A mode of operation in the finest metropolitan manner - 7 staff announcers - 3 and 4 on shift at a time. A business volume up 18% in the last year.

Strategic location - no deluge of outside first class signals to upset the night time picture. A merchandising service for Jackson - or the whole of South Central Michigan, especially devised for survey and test campaign work.

WE'RE OUT FOR BUSINESS AND GEARED TO PRODUCE! IF OUR BROCHURE IS NOT IN YOUR FILES JUST DROP US A LINE.

WIBM INCORPORATED.

Radio Block
Jackson, Michigan

WIBM Is Under The Direction of Chas. A. Hill.

National Representative - Hibbard Ayer, 350 Madison Ave, N.Y.C.
Permits Granted
37 New Stations
By FCC in Year

Nearly 200 Applications Pended,
Including Many Newspapers

THIRTY-SEVEN new broadcasting stations, most of them in the 100- watt category, have been authorized by the FCC under the construction division as of June 20, according to return from the FCC License Division as of June 20, 1935. Thirteen of the stations are already on the air, the remainder being in various stages of construction. In addition, 197 applications for new stations of varying power ratings, including some by newspapers, are now being processed pending before the Broadcast Division. Most of them must go to hearing in the usual routine to determine whether they are needed in the communities and whether the applicants are financially and technically equipped to operate them.

Applications have been pouring into the FCC daily for new stations, particularly from newspapers, ever since the formation of the new FCC on July 11, 1934, under the newly enacted Communications Act which provides that new local stations could be licensed without regard to state quotas provided the would go on the air without undue interference. For several years prior to the enactment of this provision only a handful of new stations have been authorized by the old FCC.

Newspaper Applicants

Of the 37 new stations already authorized, two are newspaper-owned, and among the pending applications are 24 from newspapers. In a few additional cases it is believed that newspaper interests are "hidden" behind corporate names for names of individual applicants.

The granted and pending applications are the tip of the iceberg of the actual applications which have been filed since the FCC was formed last year. The records reveal that in the first six months of this year, new stations have been returned for want of sufficient data under the rules, indicating that applicants had failed to make a proper study of the requirements. Nineteen new station applications were denied.

In the adjoining column will be found a list of the new stations already authorized and their present status, together with the names of the known newspaper applicants for new stations whose cases are still pending.

Wont Seek Station

J. DAVID STERN, publisher of the New York Post and Philadelphia Inquirer, has dropped his FCC application for a station on the West Side of New York City for a time New York station on 810 kc. He had requested the facilities of WNYC, New York municipal station, but Mayor LaGuardia announced recently that he was considering filing an application for full time for WNYC with a view to converting the station into a commercial outlet.

New KUMA Owner

KUMA, Yuma, Arizona, has been taken over by E. B. Sturdivant, local theatre operator. He has held the station's lease in trust for W. E. Becton, the station's late owner, since February, taking over full control in June on the retirement of Don Hastings.

Philo and Television

PHILCO, sponsoring Booke Carter on CBS, has changed its announcement signatures to read "Philo Radio & Television Co.", indicating its purpose of gaining an identity in the television field.

BROADCASTING

July 1, 1935

WTMV, at East St. Louis, New 100-Watt, on Air

Employing a staff of 23 and full program of news, sports, and music, WTMV, located in the Illinois side of the river opposite St. Louis, is now on the air at 100 watts on 1500 kc. President of the Mississippi Valley Broadcasting Company, the managers of this new station, are H. E. Klose, formerly with the Standard Oil Company, and W. L. F. Webber, formerly with REA, the radio news service operated by Klose, formerly with REA, who has been chief of radio department.

J. T. Hetherington, formerly with the Chicago Tribune and the advertising department of the Chicago Daily News, has joined him. The station is equipped with a phonograph, Electric and RCA apparatus.

NBC-Jolson Face Suit

NBC and Al Jolson, master of ceremonies in the Shell Oil Co.'s "Golden America" series, have joint defendants in a damage suit filed in Pittsburgh district court on June 30 by the Summit Hotel Co., owners of the famous Edith Pargeter. Jolson, who was a guest of the hotel, is asking $100,000 for an alleged remark by Jolson during his June 15 broadcasts on the NBC-WEB network when he was interviewing Sam Parks Jr., the national open golf champion. When Parks said his first pro job was with the Summit Hotel, Jolson is alleged to have remarked: "That's a rotten hotel!" to the injury of the good name and reputation of the hos-

Locality. The hotel asserted it was also registering protests with its Southern California Congressmen and with the FCC.

Gov. Case to Camp

NORMAN S. CASE, vice chairman of the FCC Broadcast Division, will assume command of his 31st Army Air Corps. A 31st Army Air Corps, a war veteran of the air corps with a distinguished record, is a Colonel of the Reserve. He expects to return to his duties in 1936 after he completes his two weeks of training.

Ford Hour to Return

RETURN of the Sunday Evening Hour series over a national network will be assured in a statement by N. W. Ayer & Son Inc., Philadelphia. The series, heard 8 to 9 p.m. EST, will be dropped for summer on June 30 with Edsel Ford as guest speaker. Victor Kolar will again direct the orchestra, and the full concert talent available will appear. The 1935-36 series will run 39 weeks.
KWK
THE MOST PROGRESSIVE STATION IN ST. LOUIS
LEADS AGAIN
THE LEADING STATION IN ST. LOUIS OFFERING
UNITED PRESS NEWS
FOR SPONSORSHIP
Available July 13th, 1935
Telephone
Telegraph
Write
Representatives
JOHN BLAIR & COMPANY
New York, Chicago, Detroit, San Francisco
HOTEL CHASE
ST. LOUIS, MO.
The Retailer Turns to Radio Broadcasting

BY DR. HERMAN S. HETTINGER

Growing Interest Shown; Use of More Than One Station Is Urged; Advantages of Small Broadcasters Explained

SLOW to try new forms of advertising, retailers are adopting radio in large numbers and recently this trend has been particularly marked. Dr. Hettinger in this article analyzes the retail broadcasting situation and has some interesting suggestions for both retailers and broadcasters. He points out the advantages offered by small stations from a community standpoint and advises retailers to use more than one station in their radio campaigns.

Retail advertising probably will never become a factor of major importance with regard to clear cut, meaningful results in most cases. These stations have a greater potential value in the coverage of large numbers of national and regional advertisers.

The Small Station

PARTICULARLY interesting is the almost complete dependence of many local retail outlets upon the advertising volume of retailers. This type of station, performing unique and important functions, and not in existence of advertising of this type. Conversely, any progress which it may have must be predicated upon a further extension of its retail volume and of an improvement in its functioning as a retail advertising medium.

With regard to the future of retail radio advertising as a whole, its greatest potentialities lie in the hands of small and different classes of users rather than in the search for new type of users. It is interesting to note that radio advertising is lamentably low in volume, department store expenditures among larger stores amounting to approximately 2% of the entire promotional budget.*

There is no logical reason why department store advertising should not be doubled and perhaps even tripled, as far as radio is concerned, if the examples of intelligent users is any indication of the potentialities of the medium. Other similar opportunities undoubtedly exist.

In any case, the potentialities are to be realized, a number of important factors must be considered.

The full development of retail sales problems on the part of the broadcast advertising will require a greater appreciation of retail broadcasting by every retailer. Broadcast advertising is a complex affair in which the goods sold are but one of the factors which attract customers.

The full development of the particular price policies and type of goods featured, its credit policies and the percentage of its sales, the similar factors constitute the real saleable commodities of a retail institution. The retail establishment must sell itself as well as its goods.

Special Occasions

THE BROADCAST advertising possibilities of various retail occasions, and of different seasons and holidays, remain to be more fully investigated. Each week of the year has its own retail significance, and each of these has a potential value to radio. This year a number of retail sales problems on the part of the broadcast advertising will require a greater appreciation of retail broadcasting by every retailer. Broadcast advertising is a complex affair in which the goods sold are but one of the factors which attract customers. The full development of the particular price policies and type of goods featured, its credit policies and the percentage of its sales, the similar factors constitute the real saleable commodities of a retail institution. The retail establishment must sell itself as well as its goods.

* Department stores (consistent as well as department stores with annual sales of 5 to 10 million dollars in 1933. 3.1% of non-net-retail volume, and 16% of total volume in the 250,000 watt group. From 1934 to 1933.

(Continued on page 38)
MacGREGOR will be there {Hoot mon!}

SOLLIE won't {Someone has to work}

WHITAKER will do a bit of *delegating

They'll be "glad to meetcha" at Colorado Springs!

* DELEGATING: In this instance, lobbying for MacGregor and Sollie Program Service ... the only thing of its kind in the country.

Greetings, delegates to the NAB convention. Here's a "Welcome to the West" from MacGregor and Sollie. (Note: Colorado Springs is located in the West, not far from the Los Angeles city limits; we're from San Francisco.) What's more, this is our chance to meet you face to face, and with two of us to do it we stand a pretty good chance. "Mac" and "Cy" will do the honors for the firm ... a firm, by the way, that makes a business of commercially-tested electrical transcriptions. If you want to hear about these transcriptions, step up and ask us. If you don't, turn us off and we'll talk about the putt you missed on the seventeenth. So, then, here's looking at you and looking for you at Colorado Springs ... and may you have a brau, bright time of it. BOTTOMS UP!

MacGREGOR and SOLLIE, INC.

Electrical Transcriptions

Western Representatives of
EDWARD PETRY & COMPANY • INC.

July 1, 1935 • BROADCASTING
FOR some 15 years, the author has been in radio and newspaper work, with some overlapping for good measure, and he takes Underwood in hand to bring 100-watters out of any inferiority complex of some of them may have. He fears he is stepping on a few toes, and possibly some corns, but he has a message and it's full of meat as well as some iron and wine and other tonic ingredients that are effective stimulants.

A SPONSORED CIVIL SERVICE
WOC Refers All Requests for Free Announcements To Drug Chain for Its Programs

By MORGAN LIXTON
Program Director, WOC, Davenport

EVERY program director in radio is besieged with requests for every conceivable type of free announcement, many from deserving charities. The public relations man or the station manager, as the case may be, will sometimes ask for a free announcement to publicize some event or activity. The station manager, as the case may be, will sometimes ask for a free announcement to publicize some event or activity.

Advertising rates have always been seen, always will be a problem. It is ridiculous to ask for a free announcement in a public relations program. If you think adio rates are a jumble, study these of the media with which you compete, the good weekly, the mail daily. Their discrepancies are as great as the reasons probably any good.

Competing Media
CERTAINLY, the operator of a 100-watt station, competing with a newspaper offering a milline rate of 10 cents per line, has no reason to be upset with the same circulation in the area purchasing power area at a nil rate of 15 cents. I'll bet that three-quarters of the 100-watt stations cannot even figure a mil-rate, know less about their competitors' discounts. How many operators of 100-watt stations know the relative value of advertising dollars in their competitors' media and their own? Concretely, how much does the grocer on Main Street waste by not using your radio station to get the same results as he does from that $45 quarter-page? The recent research is that the theory is built about worrying in your own town, letting the fellow with a 500 or 2,500-watt station in the next town run his own business and being as friendly with him as possible, not worrying about the national business he's getting and you aren't.

How It Is Done
ASSUMING that the thought provoked by Mr. Allen will make the owners of 100-watt stations a bit introspective, their problem that becomes first one of equipment; second of programs, which is not difficult; and third, the problem of selling. Pay the salesman a salary, a good one, and he won't be worrying about the rent, the baby's shirt, a tax to balancing accounts and being for extended programs. Study your own field, the channels of distribution in your community which advertising must follow.

Example: cheese is using 800 stations in its present campaign. Certainly there are more 100-watt dealers than radio stations. Every Chevrolet dealer in the United States is paying for that campaign. There is a fee tacked to every car to pay for it. Fine, put the pressure on your Chevrolet dealer for his cooperation in the upcoming stages of the campaign (do you know about it?) and he'll bring the program to your station. If he's a wise man he'll make sure that good will to take that fee per car; will see that your station gets at least a few of the programs.

In few instances where time is selling in excess of $50 per hour can a complete list of the local dealers be reasonably listed. Your local station can list the dealer, his phone number, his address, and a message to HIS ME. His wife gets a big kick out of it. Go out and see her, find out what kind of a program she likes—the one everyone likes.

And, radio is just a kid—few 100-watters are more than 10 years old, many never will be successful, others are still using Washington hand presses. Everything is in favor of the small station owner and with the odds that he has, if he cannot succeed, then the freezecot of the old "rugged individualism" is sound.

And, since a solid thought will remedy a lot of things in small station ownership, it is Mr. Allen has made we small station operators think, our debt will be considerable. Station owners will be paying for seconds, the better trademen, will be seeking fewer Miracle Men.

Chrysler Tests on WOR
DECCA RECORDS Inc., New York, is producing a series of ten-minute programs for Chrysler Corp. and His Orchestra, to be tested on WOR, New York, starting July 1 with Chrysler Motor Car Corp., Detroit. These programs will feature prominent guest stars, among them Ethel Merman, Albert Spaulding, Ethel Shutta, Morton Downey, and Bess Myerson. Programs will be heard Mondays, Wednesdays and Fridays 7:15-7:30 p.m. (EDT). Ruthrauff & Ryan Inc., New York, is the agency.

KFBE to 5,000 Watts
KFBE, Sacramento, Calif., operated by the McClatchy newspaper service, will graduate from the 100-watt class to 5,000 watts in 1936, according to the FCC's Broadcast Division's decision of June 18 granting it the increase. The station now operates on 1,250 kilocycles and will move to 1,490 kc., the high-power regional channel now occupied exclusively by WCKY, Cincinnati. The station is one of the undertakings of the McClatchy newspaper service.

Newspaper Operates KGNC
MERGER of WDAG and KGRS, time-sharing stations on 1410 kc. at Amarillo, Tex., this week is another. The second station is now on the air with 1,000 watts night and 2,500, day, using the call letters of KGNC. The owner of the FCC. O. L. Taylor is general manager of KGNC, which is now owned and operated by the Amarillo Globe-News.

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BROADCASTING * July 1, 1935
"Ask the John Blair Man"

This phrase is being used more every day in advertising agencies throughout the country. Why?...Because the "John Blair Man" has received a well-rounded background of station, agency, and merchandising experience...and because he can not only give honest and intelligent information to buyers of "spot" radio time, but can also make constructive and helpful suggestions concerning the use of the following stations and the markets they serve.

* * *

STATIONS REPRESENTED

<table>
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<tr>
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<tbody>
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<td>KSO</td>
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<td>Omaha, Nebraska</td>
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<td>WHEC</td>
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<td>KW K</td>
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<tr>
<td>St. Paul-Mpls., Minn.</td>
<td>KST P**</td>
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<td>Salt Lake City, Utah</td>
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<td>San Diego, Calif.</td>
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<td>Waterloo-Cedar Rapids, Ia.</td>
<td>WMT</td>
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SOUTHWEST BROADCASTING SYSTEM

*SRepresented on the West Coast.

**Represented in territory outside New York.

JOHN BLAIR & COMPANY

NEW YORK
341 Madison Avenue
Murray Hill 2-6084

CHICAGO
520 North Michigan Avenue
Superior 8660

DETROIT
New Center Building
Madison 7889

SAN FRANCISCO
485 California Street
Douglas 3188
Three New Series Added by WBS to Program Service

Red Star Advertising Group Includes Nine Continuities

WORLD BROADCASTING SYSTM in June released Red Star Advertising Programs to all stations subscribing to its programs. The releases included three weekly programs—nine continuities in all—prepared for local sponsorship under the direction of Michael C. Tell, director of World productions.

The new series brings the number of programs under contract to WBS to 170 weekly. The new programs are elastic and are titled "Sponsorship, Your Home, and Fashion." Complete radio entertainment is furnished, WBS stated in announcing the new programs, including not only music but informative and interesting programs. All of the new groups use music as a background and the theme of the programs and suggested classifications of advertisers are supplied.

World Program Service now supplies, in addition to the 15- and 30-minute programs under 23 titles each week.


Special Programs

SPECIALLY BUILT WBS programs running thru July 31, are:


Chicago, Duluth & Georgian Bay Trading Company, thru various markets programs, thru Campbell-Ewald Co., Detroit.


General Baking Co., New York

AGENCY ON AIR

Henri, Hurst & McDonald Get Audience Reactions

A DEPARTURE in advertising technique was begun June 16 when Henri, Hurst & McDonald Inc., Chicago, set up an "audience laboratory" to measure the popularity of network radio programs. The agency is sponsoring this innovation to get an unbiased and firsthand insight into buying of the network audience and the time usually given to commercial announcements is being devoted to a "laboratory.

Joe DuMonD, radio director for Henri, Hurst & McDonald Inc., is at the microphone in the series. The series is called "Markets merchandise" and varies from rational electric refrigerators to meat.

The first program merely mentions some of the agency's clients and their products. But in the second week, it was stated that the agency will ask what influence a particular purchase would have on the housewife or why, and offer a can of Fur- nex, a new furniture polish, for each of the best 10 letters.

For the third program, the agency will ask what media influence certain specific purchases; whether the article was bought because of an advertisement, or was purchased by placing an order on a billboard, or whether: will ask what type of commercial announcement would create the largest question whose answers will be of value to the agency and its clients.

A RADIO version of John Drink- water's famous play Abraham Lin- cola was recently adapted and performed on the BBC's Birmingham station.

Political Parties Using Radio Extensively During Non-presidential Years

EVEN though a national campaign was not in progress last year, the political parties used the radio extensively to secure substantial sums for network radio time. The Demo- cratic National Committee spent $20,000 on radio during the latter half of 1933 for regional and gubernatorial candidates. The Re- publican National Committee similarly spent $6,263.

In New York the Republican State Committee purchased Advertising Programs, worth $6,263 worth of time, and the National Republican Builders, which is affiliated with the Republican Club of New York, spent $6,261 on radio time.

California hookups of the net- works were the next biggest source of political revenues for radio, the Constitutional Society of the United States spending $4,638 in 1933 in advertising a campaign, the Creel for Governor group spending $4,980, Quin for Governor $3,320 and Young for Governor $1,281. Republican National Committee is reported to have wiped out its remaining indebtedness to the ra- dio last year, and for the 1932 presidential campaign, the Democratic National Com- mittee still owes $152,000—$107,000 to NBC and $45,000 to CBS.

WNRI is the call assigned by the FCC for the new local station in Littleton, Colo., under construction by S. George Webb. The station will operate on 1200 kc. with 100 watts power and 250 watts day, unlimited time.

BROADCASTING July 1, 1937

Mutual to Create Its Own Sales Staff

Negotiates with CKLW for Its Outlet in Detroit Region

WITH plans to establish its own sales organization definitely under way, Mutual plans to use WXYZ as the Detroit outlet, Mu- tual Broadcasting System is taking steps to entrench itself more firmly in the Detroit advertising work field. Conversations still are being had, it was reported, in connection with possible extension of the network to include other cities, notably in New England and the Midwest.

A broadcast agreement was made June 18 by W. E. Macfarlane, business manager of the Chicago Tribune and MBS president, that negotia- tions were under way to establish a new outlet for the network in Detroit. WXYZ was bought Sept. 29. With its transmitter located in Windsor, Ont., across the river from Detroit, CKLW is a Canadian station. The establish- ment of the Canadian Radio Commis- sion first must be procured before the agreement can be completed. CKLW is now the CBS outlet in the Detroit area. It operates on 1030 kc. with 5,000 watts. Canvassing the market for CKLW, it was said, will not be affected and many of them will be marketed to MBS. George B. Storer is the principal owner of the station.

Sales Staff Planned

AT A MEETING held coincident with the annual convention of the Advertising Federation of America in Chicago last month, members of the organization established a national organization to handle the sale of network time exclusive. At present, all of the organization's affiliated stations also have served the network. Simultaneously, the stations adopted program policies and adopted "loyalty clauses" allowing them to accept programs advertising laxatives, depilatories, deodorants, or any product or programs which could in copy make any objectionable to the public. The ruling became effective immediately. Establishment was a surprise, since the organization was not. Sales staff was=-a surprise, since the organization was not previously planned.Complete arrangements for the department, it was said, would be announced soon as perfected. Attending the meeting were A. J. McCosker and Theo- don S. Stadium, representing Mutual; R. W. Monroe and E. R. Antrim, representing WGN; John L. Clark, WLB, H. Allen Campbell, WJO and Fred Weber, co-ordinator of MBS.

In the program line, MBS an- nounced that the Saturday night concert programs of the Philadelphia Orchestra at Lewisohn Stadium, New York City, will be presented through WJO with Mutual film schedules to the Yankee network. The broadcasts began June 29 from 8:30 to 10:30 (EDT) and will continue through Aug. 17 "at the same hour.

W. T. KNIGHT Jr., president and general manager of WJO, has invited executives of all Georgia stations to meet in Savan- nrah this summer.
THE AMPERITE CORPORATION ANNOUNCES

free trial offer
of 7-POINT Velocity MICROPHONES
a microphone for every purpose

PERFECT REPRODUCTION and GREAT VALUE
combined in these mikes

PROVE THIS FOR YOURSELF
AT NO COST OR OBLIGATION

We believe that we have the finest microphones available today, regardless of price! That's why we will send any one of our models to any responsible broadcaster for a TWO WEEKS' FREE TRIAL! No deposit, no obligation, no strings attached. You simply return the microphone if you don't agree that it's the greatest value available today. PERFECT DEFINITION achieved. Instead of just a general effect of music, each instrument is clearly defined. Also, the specially hand-hammered ribbon is unaffected by even a 40 mile gale. Learn what these top-notch microphones can do. Don't hesitate. There's no obligation. Write us on your business letterhead...NOW!

FOR ANNOUNCING
AND REMOTE

Model: RB-5. Especially designed for speech. New Super-Dux Nickel Aluminum magnets are used. Magnetic force is more powerful than ever. Internal Diameters are perfectly polished. It gives perfect tone reproduction (no mechanical movement). Excellent for remote work.

ENGINEERS SAY:

"Best we have tested irrespective of price."
"Replaces three of our old microphones in ensemble work."
"After plenty of punishment, still as good as new."


Can be placed up to 2000 feet from amplifier without any appreciable loss. Completely shielded. Elastic coupling absorbs shocks and vibrations.

NEW! Illustrated Bulletins 1-2-3. Write for them now.

AMPERITE Corporation
561 BROADWAY
NEW YORK

AMPERITE 7-POINT Velocity MICROPHONES
GUARANTEED TO BE THE GREATEST VALUE IN MICROPHONES AVAILABLE TODAY!

(Cable Address: Alken, New York)

July 1, 1935 • BROADCASTING
We're A Bunch of Liars!
— — Says ALLEN T. SIMMONS

There's not another group of men in the world that can tell more tall stories than we broadcasters. Our unofficial gatherings at these NAB conventions might be labelled a "national open for liars" except for one thing ... we never pick a champion. First one station owner or manager brags about his outfit—but he's soon snowed under by an even more vociferous manager waxing eloquent on his station's accomplishments.

Eventually we leave for home, wondering how much of what we heard was true and inwardly resolving to top the last story told, with some more boastful advertising of our own.

I was in show business 20 years before I entered radio ... and I honestly thought we showmen supreme. But now that I'm in radio I am a little ashamed of the modest methods we old showmen used.

The whole practice is a little foolish, I think. We all know radio can stand on its own feet . . . win its own battles . . . on merit. We shouldn't find it necessary to sell ourselves . . . and qualified advertisers know the true facts about any market.

For instance: . . . They know that Radio Station WADC is located in Akron, Ohio . . . a market of 400,000 persons . . . and that Canton . . . where WADC also maintains studios, has 275,000 persons more.

THEY KNOW . . . That WADC is a basic station of the CBS . . . That WADC is situated in the world's rubber center, and that rubber companies pay the HIGHEST average wage in America today.

THEY KNOW . . . That WADC has brand new high fidelity transmitting equipment . . . a new Tucson vertical radiator, and that WADC operates on 2500 watt daytime and 1000 watt night-time power.

I might tell you that WADC blankets Ohio, Pennsylvania and West Virginia. I might include California. But that's not necessary. nor entirely true. But when I tell you that you can reach listeners in both the Akron and Canton, Ohio markets, at a cost of only $46 for 15 minutes . . . you'll know that's a good buy . . . and when you investigate further, you'll find you can't get solid coverage in the northern Ohio market without WADC.

Your advertising message over WADC will pick up a lot of bonus listeners in two more of Ohio's better markets, too, for Cleveland is only 30 miles from the WADC transmitter, and Youngstown, only 42 miles away. These bonus listeners are yours when you use WADC . . . at that same $46 for each 15-minute period used.

I've made no outlandish statements here. Here at WADC we've found that the advertiser who 'gets the facts' about our market soon signs a contract. Those facts are yours for the asking. A wire or letter to WADC will bring them to you, pronto.

Yours, for bigger and better NAB Conventions.

A. T. SIMMONS,
Owner and Manager, Radio Station WADC.

BASIC NETWORK
COLUMBIA
BROADCASTING
SYSTEM

WADC
STUDIOS AKRON
AND CANTON, OHIO

2500 WATTS
DAY
1000 WATTS
NIGHT
The First Radio Announcer Recollects
H. W. Arlin, Pioneer of Them All, Refreshes Memory
Of Curious Experiences in Early Days of KDKA

By HENDLEY N. BLACKMAN
THE NAMES of James Wallington, Ted Husing, Milton J. Cross, Graham McNamee and Aloys Harriella are familiar wherever radios are found, but who remembers, or can name, the "World's Pioneer Radio Announcer"?

Who can turn back the dial of memory and tune in one of the best known voices of his time? Who was it that man who was the forerunner of these famous exponents of diction, enunciation, personality and dignity to grace the announcers' Hall of Fame?

Since this is a story, and not a guessing contest, the world's pioneer radio announcer, and he's still a comparatively young man, is H. W. Arlin of Mansfield, O.

In the Beginning
YOU never heard of him! Well, thousands of listeners who donned headphones, offered up a prayer, and then proceeded to crouch with breathless expectancy and mingled hope and fear before a strange contrivance known as a radio receiving set won't have to comb the cowboys back there in the dim recesses of their memory to recognize the name of H. W. Arlin, "speaking from the Westinghouse Pioneer Radio Station KDKA in Pittsburgh."

Mr. and Mrs. Byron Arlin's first program went on the air at La Harpe, Ill., Dec. 6, 1899. This first program, as the proud father used to say, might not have had quality, but it had a certain irritating characteristic now commonly known as "static". Radios were then unknown, but the neighbors could hear the Arlin program on the air frequently when a pin dropped, or its silent voice gave a clue as to its whereabouts. Arlin, senior, faltered a moment in a seemingly unending journey back and forth across the nursery floor in the early hours of the morning.

After completing his studies at Carthage, Mo., to which city the Arlins moved when Harold was only a few years old, the world's pioneer announcer entered the University of Kansas in 1913. Applying himself diligently to his studies, he was graduated in 1917, receiving the degree of Bachelor of Science in electrical engineering. Four years later he was awarded the professional degree in electrical engineering.

Arlin entered the employ of the Westinghouse Electric & Mfg. Co. at East Pittsburgh in 1917. His debut "on the air" was largely a matter of chance. When the regular broadcasting programs were scheduled by Westinghouse, Arlin was working on a phase of the extra-incentive wage system, a far cry from radio announcing. An acquaintance who had been given the task of working out program details met him in the corridor one day and asked him if he would announce some of the numbers on the program. Arlin knew of no reason why he should comply with his friend's request but after a moment's reflection on the proposal he sounded intriguing so he gave his assent.

Thus H. W. Arlin became the world's pioneer broadcasting announcer. It was soon discovered that his voice had a particularly virile, yet resonant quality that carried exceptionally well to the listeners. In those days KDKA was the only station on the air and transmission was in its early state. The announcer's voice must, of necessity, be sharp enough to clear through the imperfect conditions hinging on the transmission and receiving sets and it was quickly ascertained that this young engineer's voice possessed that quality.

Mike Mutterings
ARLIN soon found he was a radio announcer without any precedent to guide his footsteps. Diction, enunciation, color—all of the attributes of the modern radio announcer, were, fortunately, a part of his early school training, so he was given high favor with his audiences. However, his natural ability to keep his head and retain a sphinx-like passiveness in the face of many, many embarrassing situations occurred more than was expected while he was on the air. With many make-work arrangements existing, where broadcasts emanated and with the majority of entertainers unfamiliar with the radio technique, etc., a presence of mind was often necessary to save the situation from complete destruction.

Embarassing Moments
WITH the modern announcer, fortified with scripts, stopwatches, assistants, engineers, embarrassing moments are rarely experienced, but when Arlin was announcing they were a common occurrence.

Here are some of his earlier experiences which he claims, put gray hairs on his brows.

The ability of the microphone to pick up sounds not intended for it still leads to many amusing incidents. One evening during the intermission of a program the engineering staff were puzzled over some strange grunting, grating and persisting voice irritating regularity. A hasty examination made the engineers believe that an annoyance was due to some foreign disturbance on the line between the microphone and the transmitter. Arlin was summoned and the situation ascertained. He warned the microphone first, intending to work toward the transmitter, until the trouble was located. Imagine his consternation when the conductor of the Little Symphony Orchestra calmly munching cookies in front of the mike! One of his most humorous experiences happened in the early days of radio when the KDKA transmitter was located on the roof of a nine-story building in the East Pittsburgh works. The microphone was placed under a bright light so that the singer could read his musical score. The studio, in effect, was a tent. As it was spring, the sides of the tent were rolled up so the broadcast actually was an open air affair.

It was a beautiful spring evening. Moths fluttered about, attracted by its brilliance. A lark was singing into the microphone with all the throbbing, pulsating rhythms he could command. His mouth was opened widely, better to enunciate the words. Thus standing, with his head thrown back, he completely bumped his head and almost burst his throat preparing for a high, beautiful note. To launch his voice for this particular high note, he hastily sucked a full breadth of air. So great was his power of suction that he drew in a large, white cloud of air. His young soprano increased Arlin's vocabulary materially, and the program was heard outside of the home for fear the radio audience would hear the irate, profane, and almost incoherent phrases coming from the artist's throat.

While the Dempsey-Firpo ring battle was being broadcast, Mr. Arlin tells of an amusing incident, the like of which has not occurred or less frequently in the pioneering days when stations were forced to rely on relays programs. During the "remote" programs a man was stationed at the studio microphone as an emer- gency. A nearby radio station on the air immediately should some unforeseen disturbance occur. The battle was on, and the announcer was tense, being on the air for an hour, or rather, the hundreds of thousands of listeners a word picture of the gripping spectacle. Just as Firpo knelt to pick up a dropped towel and Dempsey出了 of the ring", the line broke. Back at the studio the "dog watch" man saw the emergency light flash three times to the nearest piece of copy and began to read it into the microphone. The announcer, who was puzzled listeners heard was the regular announcer's voice saying: "Oh, boy! Firpo just landed a terrific blow to Dempsey's jaw. Dempsey's down, he's out of the ring —", and the voice droned on without a noticeable break: "With hops two and four, with a young veal coming in this morning."

The man at the studio microphone had picked up the market report and was giving it to his listeners.

Presented Celebrities
ARLIN introduced such famous personalities as Marshall Foch, David Lloyd George, Theodore Roosevelt Jr., Will Rogers, Lillian Gish, Fritz Kreisler, Babe Ruth, Rogers Ward Babson, Governor Pinchot, and hundreds of others. He probably leads all announcers, both men and women, in the number of nationally and internationally known celebrities introduced on the air.

It is interesting to note that he is also an incorporator and the first vice president of the Radio Announcers Association, of which he was the president. S. F. (Roxy) Rosen was the first president.

As proof of his early popularity and ability as a radio announcer, Arlin won the first "Roxy" Award in October, 1924, with such well known entertainers as the Duncan Sisters, Bill Hay, Harry Snodgrass, Mike OS, and Wendell Ball of WDAF, competing for honors. He also received Honorary Men-

(Continued on page 24)
Prall Praises NBC Program Cleanup

Calls Continuity Check a Step In the Right Direction

THE EFFORT of the NBC to clean up offensive radio advertising programs, particularly through the establishment of its Continuity Acceptance Department, has been welcomed enthusiastically by Janet MacRorie, has elicited a letter from Anning S. Prall, FCC chairman, expressing his belief that it is in the right direction. Chairman Prall is leading the current campaign to eliminate objectionable matter from radio programs.

"Radio broadcasting to me is an ultra-modern combination of journalism, the art of persuasion, and the schoolhouse," Commissioner Prall wrote June 12 to Edgar Kobak. NBC sales vice president, who has been commercial programs and children's programs which did not accord with good taste. In the former case there appeared to be commercial announcements, which were not only repugnant but absolutely false, objectionable and an affront.

Freedom of Action

"I HAVE been advised of and have noted with interest the policies you have effectuated in the handling of broadcast advertising by your company. This work is in the right direction and I hope you will continue to give the Continuity Acceptance Department the authority and responsibility to do its job and see that if it continues to operate in the interest of good advertising. You have both wished in your efforts and the results you are securing," Mr. Kobak's reply on June 17 stated.

"Your comments on our activities inspire us and you may be sure that as time goes on we will do better. We are not so anxious to brag about our activities as to work quietly and make better advertising. This is good so that the world at large will talk about it without being prompted."

Mr. Prall also has had the assurance of Frank M. Russell, NBC Washington vice president, that his radio cleanup efforts are being headed by his company. "You are doing a positive and helpful job in radio," Mr. Russell wrote him June 19, and his company will stand ready to make its contribution to your program."

Snyder Awarded $25,000

ARTHUR SYNDER, West Coast CBS manager, Los Angeles, on July 3, was awarded $25,000 by a superior court from the Tanner Motor Livery Ltd., which he had sued for $175,000 for injuries received in an automobile accident. He alleged the injuries prevented him from singing, laughing or whistling. The accident occurred March 22.

LARRY FISKE, Chicago CBS remote supervisor, has rolled up more miles on his Ford V-8 than he ever could with his speedometer during the past season in driving (Ford V-8) to Detroit and back each week for the Ford Sunday evening broadcasts.

Continuity Faces the Test

ECVATOR of Commercial Scripts Explains How Courage and Common Sense Are Applied

By JANET MACRORIE

Continuity Acceptance Department NBC, New York

IF YOU are going to do something about radio advertising—"And nearly everyone seems to be on the move in that direction these days—"the equipment that will help you most, perhaps, are those three weapons that have won more battles than did ever cannon or bayonet, namely: courage, common sense and a cool head. If you possess them you are lucky; if not, it would be well to cultivate them.

The first is a sort of backbone that you must not be without. You should not be so delicate that a little criticism will make you cave in. You should be willing to use your judgment and let other people know your mind. If you believe in what you are doing, you will have courage to stand out for it.

The second is an idea that keeps your feet on the ground. You should know what is going on without being misled by the talk of others. You should have the ability to think for yourself and not be afraid to stand up for what you believe is right.

The third is an understanding of the situation as a whole. You should be able to see the big picture and not be too quick to jump to conclusions. You should be able to weigh the evidence and make a decision that is in the best interest of the company.

The Housecleaning Campaign

IN DECEMBER, 1933, NBC launched a general housecleaning campaign. We started out with the club, which was a campaign of clean water and plenty of good strong soap. We left white - wash and paint out of it. The scouring job is still going on. We continue in its efforts to remove the stains of inaccuracy, the mud of poor taste and the grime of the unethical, as long as this company shall stand.

We found that a good time to begin this cleaning campaign was before contracts with the advertisers were entered upon. We set about investigating the worth of the product of those companies, their advertising, their credit, in terms suitable to the taste of the majority of our listeners. Whenever possible, and necessarily in the program, we submitted commercial announcements and the scripts are reviewed rather than one or two.

As accounting for broadcast over its facilities only such products as can be publicized adequately and properly is the word. When, because of the nature of a product, free description of its properties is not compatible with NBC's standards as established, consideration (which were designed to give the public the finest programs possible) would be the result.

In taking this stand, NBC believes that it is giving a square deal to its listening audience and to the country in which it is located. It does not offend any portion of the listening audience is poor broadcasting and particularly poor advertising from our point of view.

When advertising of whatever classification must be so limited in its expression to conform with the common standards of good taste that its effectiveness is impaired, it is felt that the advertiser will not receive full value from his advertising investment and that this might prevent him from using the use of NBC facilities.

"Verboten" signs and lists of "don'ts" have never been very inviting fare to freedom-loving American palates. NBC has, for the most part, avoided their use. Each script and commercial credit submitted for broadcast is judged on its individual merit.

The Continuity Acceptance Department of this company, whose function it is to check continuity from a policy standpoint, operates out of New York, Chicago and San Francisco, where an editorial staff is maintained for this work exclusively, and policies governing the acceptability of continuity at these points are followed by the managers of all NBC-owned and operated stations.

A test of something about radio and radio broadcasting, it is well to remember that what may pass with ease in one part of the country — New York or Chicago for instance — may fall short of the American standard of taste in some parts of the country — New York or Chicago for instance — may fall short of the American standard of taste in some parts of the country.

In judging matters that involve good taste, not even the acceptance by the majority is enough. Radio must strive ever toward broadcasting only such material as will give no offense to even a small minority.

Common Sense

SIMPLE tests are sometimes the most effective. For instance, the appropriateness of material designed for broadcast may be judged accurately by the simple expedient of asking yourself, "Would this be received by a group composed of an elderly lady, a young girl and her sweetheart, a clergyman and the girl's mother all shut up in a living room together?" If the material lacks a

Wired Radio Experiment

By North American Co. Suspended for Analysis

AFTER three months of testing, with 700 receivers set installed in Cleveland residences, the North American Co.'s experiments with "wireless" and "broad band" receivers and results of the tests are now being studied. Whether the service will be made available later has not been announced.

Wired Radio Inc., New York, subsidiary of the big public utility holding company, since March 15 has been using Cleveland's North American power subsidiary as the launching point for the service, which consists of "town and country" entertainment and educational programs along power lines into the homes.

The proposed service contemplates the rental to subscribers of receivers capable of picking up not only the "wireless" programs but also "space" radio programs. Rental charges for the receivers will be added to monthly power bills.

During the tests an effort was made to secure a representative cross-section of homes, including the receivers among new homes every three weeks. It was found that average use of the sets ran to about 20 minutes a day in the case of ordinary broadcasting, dance music, news commentators and commercial advertisers, and it was popular offerings, in the order named.

Wholesomeness that would make it possible to keep the sets in them, then it won't do for the radio audience.

"It is no common sense and good taste to some; the foreground, it is not necessary to sacrifice the modern trend of thought or the modern way of thinking. Entertainment, instruction and information, whether they are in commercial credit or in the program itself, can be assimilated and absorbed in the tempo of the 20th century and still be entirely wholesome and in the best interest of the public.

Frank discussion of all subjects has grown steadily throughout the world during the past decade.áo The newspaper, newspaper, subjects taboos as topics of conversation during the Victorian period can be suitably discussed in a fashion as to give offense to no one, even the most puritanical.

People of today more than those of yesterday believe in truth; want to get at the root of things. In any restriction of radio broadcasting there will be kept in mind. It is, the neuter and the unwholesome that must be weeded out.

Let's make broadcasting clean, honest and effective. In striving to make it so, let us believe old-fogy-ish and uninteresting makes the world beautiful.

Nestles Milk Products Inc., is using five-minute transmissions three weekly on 10 Pacific Coast stations to promote its Alpine milk, with Lord & Thomas, San Francisco placing the account.
Gateway Station of the Caribbean Empire

New MARKETS . . . new OUTLETS . . .
new IMPORTS . . . new TRADE CONTACTS
. . . new centers of POPULATION and
WEALTH . . . new VACATION LANDS . . .
SEVENTEEN COUNTRIES of the “Lind-
bergh Circle”, with eyes and EARS eager for
your message . . . such is the new EMPIRE
OF THE CARIBBEAN brought to your door-
step in comparatively recent months by two
efficient agencies of the AIR, the FLYING
CLIPPER SHIPS and

STATION WIOD
"Voice of the Tropics"
MIAMI, FLORIDA

In the new and modern facilities of National
Broadcasting Company’s southernmost outpost,
advertisers are finding an open gateway to
verdant trade pastures of the Caribbean coun-
tries. Station WIOD serves this increasingly
important MARKET seven days a week with
SPANISH, as well as English broadcasts, as-
suring a redoubled listener clientele outside
the United States, in addition to its coverage
of South Florida, richest winter resort market
of the world.

YOU’RE INVITED
to inspect WIOD’s
ew studios in the
News Tower, Mi-
ami, Fla., and see
for yourself why
they have been
called . . . "Radio
City of the South".

IN ADDITION to the standard
broadcast facilities of WIOD,
its short wave relay station
W4XB, transmitting day and
night on 6040 kc., has come to
be known as the “GOOD WILL
STATION OF THE AMERI-
CAS”.

ISLE OF DREAMS BROADCASTING CORP.
Operating Station WIOD and
Short Wave Relay Station W4XB

DAN J. MAHONEY, President.
JESSE H. JAY, Vice Pres. and Gen. Mgr.
WILBUR BABCOCK,
National Representative . . . WILBUR BABCOCK,
1526 New York Daily News Bldg., N. Y. C.

July 1, 1935 • BROADCASTING
Roy Frothingham Opens Agency in San Francisco

ROY FROTHINGHAM, for the last two years NBC western division sales promotion manager, resigned June 20, to go into business for himself and has opened offices in Mr. Frothingham the Claus Spreckels building, San Francisco, specializing in goad advertising and sales promotion. He will be retained by NBC to handle sales promotion and research, the Western states in cooperation with Don E. Gilman, vice president, and Harry Anderson, sales manager.

Frothingham was advertising representative for the Ladies Home Journal in New York state and handled special sales promotion for other Curtis publications in Philadelphia before coming to San Francisco 10 years ago. For seven years he directed the sales promotion for Everready and Prestolite divisions of Union Carbide and Carbon Corp. Continuing his graduation from Dartmouth in 1915, he has been active in sales and advertising. His work in behalf of the San Francisco Advertising Club was recognized by that organization when he served as president in 1928. He is president of the Dartmouth Alumni Association of Northern California.

LATEST KENTUCKY COLONEL—Here we have Col. R. E. (Bob) Howard, of the Radio Department of Campbell-Ewald Co., Detroit, the newest member of the ethereal brigade of Kentucky Colonels. Col. Howard received his commission June 18 from Gov. Roy LaFoon, who made the appointment upon recommendation of L. E. Wilson, of WCKY, who has acquired the unofficial title of "intercepterd of colonels" in radio.

And Some More KK's

In ADDITION to Col. Howard, others named aides de camp to Governor LaFoon at the same time were Philip G. Loucks, NAB managing director; Edward Petry, of Edward Petry & Co., station representatives, and Guy Lemmon, of Benton and Bowles.

Actors Form Sales Unit Promoting WBNX Series

A SALES unit to place programs with local merchants is being conducted by the Stage-Crafters, a group of 700 jobless actors who broadcast over WBNX, New York. The station is aiding the actors in finding new sources of income by donating six half-hour periods weekly.

To sound out the possibility of network engagements, the Stage-Crafters are planning a big variety show to follow the style of old-time vaudeville bills. This show will take the air via WBNX early in the autumn. Meanwhile the WBNX periods will be extended as the group's commercial possibilities increase, with the actors sharing the revenues.

Oil Firms Use Discs

DEEP ROCK OIL Co., Chicago, has tested the use of the Disc transcription series, produced in Hollywood by the National Radio Adv. Agency, to place under its sponsorship. KMIX, St. Louis, and WTMJ, Milwaukee, Republic Oil Co., Pittsburgh, has also taken the same series for use on WPG, Altoona; WJAC, Johnstown; WHJB, Greensburg; WBBE, Wilkes-Barre, all in Pennsylvania; WHBC, Canton, O., and stations to be selected in Virginia and West Virginia.

Bill in House Seeks Bar on Liquor Ads

Paraphrase of Lincoln Speech Protested by Rep. Culkin

PURSUING his attack on liquor advertising on the air and other media, Rep. Culkin (R.) of New York, an ardent dry, on June 18 introduced a bill to close the loophole that permits the advertising of liquor in interstate commerce and followed with a verbal onslaught. The bill has been introduced in the Senate a year ago by Sen. Capper (R.) of Kansas and received this second hearing.

On June 6 Rep. Culkin had protested in a letter to Chairman Prall of the FCC against a broadcast by Ben Berni in his Bost Program the preceding Tuesday, in which Berni had paraphrased Lincoln's Gettysburg address. He inserted in the record a reply from Mr. Prall in which he said that while the FCC may not take action directly, it is now considering new programs it has the power to "take into consideration the past activities of stations when acting upon their applications for renewal of license."

Before Law Department

"THE MATTER is being given appropriate attention by the Law Department of the Commission," Mr. Prall wrote. "In order to aid in this work, the Commission will appreciate your advice as to the state or stations which, to your knowledge, have carried the program in question."

Rep. Culkin described the broadcast as "a shameless desecration of the Gettysburg Address." He said there comes over the radio "nightly a glorification of booze. This goes into the homes of our people, where children and youths are inoculated with the fictitious merits of 'John barleycorn.' Commenting on the Prall reply, he said he was confident that under his administration "every effort will be made to make the radio a medium for establising a moral force, which will preserve and protect our best traditions. A continued failure of advertising will lead the nation into economic and moral confusion."

Favors Dallas Outlet

A NEW 100-watt station in Dallas, to operate on 1500 kc. during daylight hours and from 8 p.m. to midnight, was recommended to the FCC by Rep. Collin. Applicants are Eugene DeBorgogury and Mildred England, operators of the DeBorgogury Co. Examiner Walker also favored granting Mr. DeBorgogury a new 100-watt station on 1500 kc. in El Paso, which had been opposed against the application of the Central Broadcasting Co. for a new outlet in that city also. Sen. Culkin is in Dallas on the ground that its proposed full-time operation would cause interference and exceed quota.

FOURTEEN of the 17 participating states of the National Cannabis Pure Food Hour on WOR, Newark, will renew when the program comes back for a 40-week schedule Sept. 9 after a summer lapse.
...but a great big chunk between 5 and 7 P.M.

Says Ross Federal Research Corporation

From five o'clock until after dinner, seven out of ten listeners to Buffalo's four radio stations are tuned to WGR and WKBW. We beam with pride that there's only a slight difference between the listening audiences of both these pioneer stations. Need we draw diagrams to prove that this makes WGR and WKBW the outstanding buys in the Buffalo market between five and seven o'clock in the evening? (Or any old time for that matter.) Here's something else we want to underline. This survey was made at the time when all four Buffalo stations carry the same types of five, ten and fifteen minute programs. We didn't go out and ring in the Army and the Navy and the national debt to arrive at our averages! We also point with pride to the fact that the Ross Federal Research Corporation called nearly 2% of Buffalo's radio homes during the period under survey from June 10th to 14th inclusive. To be brutally frank, they made almost 50% more calls per fifteen minute period than any other research organization ever made for any other Buffalo station.

Without further preamble, we rest our case with these figures:

| TABLE |
|---|---|
| **ANALYSIS OF COMPLETED CALLS** | |
| Total number of completed calls | 2339 |
| Refused information | 79 |
| Do not own radio | 47 |
| Own radio | 2213 |
| Radio sets off | 1732 |
| Radio sets on | 481 |
| **STATION POPULARITY FIGURES** | |
| WKBW | 125 |
| WGR | 116 |
| Station C | 88 |
| Station D | 14 |
| All other stations | 25 |

There was method in our madness when we chose 5 to 7 P.M. That's the time when papa leaves the office, gets home, dinner is eaten and the dishes washed. That's the time that carries a full quota of children's programs, sports reviews and dinner music. Most of both hours on WGR-WKBW has been sold—but there are still a few choice spots available. A complete schedule of these available periods is yours for the asking.
Analysis of Quota Distribution

- Under FCC Quota Regulations as Revised Oct. 10, 1934
  (Corrected to June 4, 1935)

<table>
<thead>
<tr>
<th>State</th>
<th>Population</th>
<th>Units Due</th>
<th>Units Assigned</th>
<th>Units Over or Under</th>
<th>Per Cent Quota Over or Under</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Zone—Night</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connecticut</td>
<td>1,606,660</td>
<td>2.13</td>
<td>1.90</td>
<td>-0.23</td>
<td>-11</td>
</tr>
<tr>
<td>Delaware</td>
<td>238,400</td>
<td>0.32</td>
<td>0.50</td>
<td>-0.18</td>
<td>-38</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>486,950</td>
<td>0.60</td>
<td>0.60</td>
<td>0.00</td>
<td>0</td>
</tr>
<tr>
<td>Maine</td>
<td>797,423</td>
<td>1.06</td>
<td>0.99</td>
<td>0.07</td>
<td>-7</td>
</tr>
<tr>
<td>Maryland</td>
<td>1,621,526</td>
<td>2.16</td>
<td>1.95</td>
<td>-0.21</td>
<td>-10</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>4,249,614</td>
<td>5.63</td>
<td>5.16</td>
<td>-0.47</td>
<td>-8</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>465,250</td>
<td>0.62</td>
<td>0.43</td>
<td>-0.19</td>
<td>-31</td>
</tr>
<tr>
<td>New Jersey</td>
<td>4,041,234</td>
<td>5.36</td>
<td>4.15</td>
<td>-1.25</td>
<td>-23</td>
</tr>
<tr>
<td>New York</td>
<td>12,888,006</td>
<td>16.69</td>
<td>18.13</td>
<td>1.44</td>
<td>9</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>687,045</td>
<td>0.91</td>
<td>0.00</td>
<td>-0.91</td>
<td>-100</td>
</tr>
<tr>
<td>Vermont</td>
<td>359,611</td>
<td>0.48</td>
<td>0.06</td>
<td>-0.42</td>
<td>-83</td>
</tr>
<tr>
<td>Total</td>
<td>36.00</td>
<td>34.425</td>
<td>1.575</td>
<td>4</td>
<td>56.00</td>
</tr>
</tbody>
</table>

| First Zone—Day  |            |           |                |                     |                             |
| Kentucky        | 6,104,589  | 3.38      | 3.95           | +0.57               | +17                         |
| Michigan        | 8,424,325  | 6.25      | 5.05           | -1.20               | -19                         |
| Ohio            | 5,646,997  | 8.58      | 8.58           | -0.13               | -15                         |
| Pennsylvania    | 9,831,550  | 12.04     | 11.87          | -0.17               | -15                         |
| Virginia        | 2,421,651  | 3.13      | 2.47           | +1.62               | +52                         |
| West Virginia   | 1,729,205  | 2.23      | 2.09           | -0.14               | -6                          |
| Total           | 36.00      | 38.09     | 2.09           | 6                   | 56.00                       |

| Second Zone—Night |            |           |                |                     |                             |
| Alabama         | 2,646,248  | 3.32      | 2.73           | -0.58               | -18                         |
| Arkansas        | 1,854,482  | 2.52      | 2.67           | +0.15               | +15                         |
| Florida         | 1,468,211  | 1.84      | 3.65           | +1.81               | +98                         |
| Georgia         | 2,906,506  | 3.64      | 4.26           | +0.62               | +17                         |
| Louisiana       | 2,101,583  | 2.63      | 5.40           | +2.77               | +105                        |
| Mississippi     | 2,000,001  | 2.52      | 1.56           | -1.26               | -50                         |
| North Carolina  | 3,170,270  | 3.97      | 4.19           | +0.22               | +12                         |
| Oklahoma        | 2,396,040  | 3.00      | 3.36           | +0.36               | +12                         |
| South Carolina  | 1,726,678  | 2.13      | 1.30           | -0.50               | -40                         |
| Tennessee       | 2,613,556  | 3.28      | 6.05           | +2.77               | +18                         |
| Texas           | 5,824,713  | 7.30      | 11.24          | +3.94               | +54                         |
| Total           | 36.00      | 46.115    | +10.15         | 28                  | 65.00                       |

| Third Zone—Day  |            |           |                |                     |                             |
| Illinois        | 7,650,000  | 10.14     | 11.14          | +1.00               | +10                         |
| Indiana         | 3,255,000  | 4.08      | 3.64           | +0.64               | +15                         |
| Iowa            | 2,470,000  | 3.28      | 5.27           | +1.99               | +61                         |
| Kansas          | 1,880,999  | 2.50      | 2.49           | +0.01               | 0                           |
| Minnesota       | 2,563,953  | 3.41      | 4.18           | +0.77               | +23                         |
| Missouri        | 3,629,367  | 4.82      | 5.34           | +0.42               | +9                          |
| Nebraska        | 1,377,963  | 1.83      | 2.21           | +0.38               | +21                         |
| North Dakota    | 680,845    | 0.90      | 1.40           | +0.50               | +56                         |
| South Dakota    | 892,845    | 0.92      | 0.65           | -0.26               | -7                          |
| Wisconsin       | 2,329,066  | 3.50      | 3.00           | -0.50               | -21                         |
| Total           | 36.00      | 38.43     | +3.43          | +10                 | 56.00                       |

| Fourth Zone—Night |            |           |                |                     |                             |
| Arizona         | 435,573    | 1.32      | 1.37           | +0.05               | +4                          |
| California      | 5,677,251  | 17.18     | 18.82          | +1.64               | +10                         |
| Colorado        | 1,005,791  | 3.13      | 4.61           | +1.48               | +47                         |
| Idaho           | 448,322    | 1.55      | 1.50           | +0.05               | +10                         |
| Montana         | 537,606    | 1.63      | 2.15           | +0.52               | +32                         |
| Nevada          | 91,658     | 0.57      | 0.30           | -0.03               | -11                         |
| New Mexico      | 423,317    | 1.25      | 1.13           | +0.15               | +12                         |
| Oregon          | 953,780    | 2.89      | 4.14           | +1.25               | +43                         |
| Utah            | 507,847    | 1.54      | 3.30           | +1.76               | +114                        |
| Washington      | 1,563,396  | 4.73      | 7.33           | +2.60               | +59                         |
| Wyoming         | 255,565    | 1.36      | 1.84           | +0.48               | +32                         |
| Total           | 36.00      | 45.25     | +9.25          | +26                 | 56.00                       |

| Fifth Zone—Day  |            |           |                |                     |                             |
| Arizona         | 3.28       | 2.38      | 1.79           | -0.59               | -25                         |
| California      | 31.02      | 22.52     | 8.50           | -18                 | -27                         |
| Colorado        | 3.06       | 5.15      | 0.51           | -10                 | -9                          |
| Idaho           | 2.83       | 2.66      | 0.58           | -15                 | -19                         |
| Montana         | 2.94       | 2.95      | 0.01           | 0                   | 0                           |
| Nevada          | 3.49       | 0.30      | 0.19           | -11                 | -39                         |
| New Mexico      | 2.31       | 2.95      | 0.64           | +26                 | +28                         |
| Oregon          | 5.21       | 6.19      | 0.98           | +19                 | +29                         |
| Utah            | 2.78       | 3.30      | 0.52           | +19                 | +32                         |
| Washington      | 5.84       | 8.94      | 0.40           | +5                  | +7                          |
| Wyoming         | 7.05       | 9.98      | 1.07           | -15                 | -25                         |
| Total           | 56.54      | 55.12     | 0.12           | 0                   | 0                            |

* 1929 Official U. S. Census.
Because of . . .
- Station Popularity
- Largest Audiences
- Complete Coverage
- 8 Station Preference

Don Lee Broadcasting System is first choice among National Advertisers in covering this rich market area for both Spot Broadcasts and Chain Programs at lowest possible cost per 1000 Radio listeners.

You can only adequately cover this area thru the—

DON LEE BROADCASTING SYSTEM
Los Angeles Office, 7th & Bixel Streets
San Francisco Office, 1000 Van Ness Avenue
Affiliated with Columbia Broadcasting System
Representatives RADIO SALES, Inc., 485 Madison Ave., New York; Wrigley Bldg., Chicago; Fisher Bldg., Detroit

8 Major California Markets Comprising . . .
94% of the Population
91% of all Radio Homes
91% of all Retail Sales of the entire state.

8 Popular Don Lee Stations . . .
- One in each of the 8 Major California Markets.
- Each has a tremendous advantage in Audience Preference as a full-time Columbia Network Releasing Station.
Spooks That Sell Gasoline in California

By CLYDE SCOTT
Director of Radio, Dan B. Miner Co., Los Angeles

Wilshire Oil Co. Builds Up Both Dealer Organization and Customers Through Program and Sales Ties

WHEN we went on the air late last fall for our client, Wilshire Oil Co. Inc., of Los Angeles, we were faced with the problem that it might be necessary for KHJ to change their hour of broadcast because of the return of sunday chain programs for the winter, and the change in daylight savings time in the East.

After discussion with W. D. Smith, manager of operations for the client, we decided to develop a "readymade" audience—one that would follow the program no matter what changes in time might be made.

Instead of experimenting with a new program, we secured from the writer the broadcast rights to The Witch's Tales in Southern California. We knew that this program had a background of over three years of successful broadcast in the East, and a test program by the transcription route over a small Southern California station last year proved it would build up a following on the West Coast as well.

"Teaser" Promotion

PRELIMINARY to launching The Witch's Tales we placed a series of two-column "teaser" advertisements in the daily press adjoining the various radio columns. Two weeks before the first broadcast, Los Angeles citizens awoke one morning to find the finger of a witch pointing at them from 24-sheet posters spotted throughout the city and issuing the challenge "Can You Take It?" Two thousand display cards in service stations all over Southern California carried the same message. Teaser announcements two weeks before the actual broadcast were carried on KHJ to focus attention on the opening of the series.

These supplementary aids, as well as the broadcasts, have not laid any particular stress on the sponsor's name. The brand name of Economy gasoline gets the breaks in all printed or spoken copy. Unlike most coast gasoline organizations, the Wilshire Oil Co. refines and distributes but one grade of gasoline instead of two or more. Since there was no need to expound the talking points or prices of three grades and lines, one sales message covered the field for Economy.

It might be of interest to know that in the first 30 days more money was spent from advance publicity for the broadcast than for the program itself.

A more or less spontaneous development of the program has been the formation of "Witch's Tales Clubs" by listeners. It was suggested on an early program that such clubs be formed by groups of listeners getting together on Monday nights at 9:30 o'clock (PST) to hear the program. The sponsors are producing bridge score pads with good luck charms and omens scattered throughout the book. These go to fans who write to the station for a supply.

Merchandising Tieup

OTHER live merchandising angles have included the mimeographing of a few pages of suggestions for a Halloween party and telling fans how to entertain. To make the plan particularly timely, advance notices of the free leaflet were given two weeks before Halloween.

Written by Alamo Deen Cole of New York, The Witch's Tales have had a successful record of more than three years over WOR, New York. They are brought to us from the author and are produced by Ken Niles, of the KHJ staff, for our client.

Since fans are not especially receptive to wordy commercials at the close of a spooky program, the principal Economy commercial is given at the opening. A brief closing commercial at the close of the half hour is finished with a three-minute "trailer" of the next week's program.

As the program develops it is probable that a good many merchants will find it a medium for logicdological developments such as a talisman, good luck charms and other items.

Dealer Organization

Radio has played an important part in the building up of a dealer organization for the sponsor. While the client is the largest independent refiner in California, in the past most of its distribution has been devoted to bulk sales. In 1930, when the first radio broadcast was sponsored by the company, only a fifth of the total gallonage was sold under the brand name.

At present, more than 800 independent gasoline dealers in Southern California sell Economy. Today there is no bulk gallonage. All gasoline sold by the Wilshire Oil Co. Inc. is sold under the brand name of Economy. More than 2,500 independent dealers in Southern California now carry the Economy pumps. As a matter of fact, more independent dealers sell Economy in this territory than any other single brand.

The original broadcasts for Wilshire were directed at dealers. The programs sold the public on the idea of buying from independents through the device which KHJ could render. At the outset two half-hour programs were put on the air. Each KHJ program was directed at dealer service and the other to the product itself.

More than a year ago an hour was allowed for the selling of the KJH series, which was sponsored by Economy. This was designed to bring customers into the independent dealers' stations by the airing of tickets to see the broadcast.

Demand for Tickets

A COUPON was given with each five gallons purchased, and four such coupons entitled the holder to one ticket of admission. Each single performance of the Leaf Clinic represented the actual sale of 14,000 gallons of gasoline, though of course it was small in comparison to the actual listening audience.

Requests for tickets piled up so rapidly that we finally made arrangements with a local theatre to book the Leaf Clinic on its stage for a week in exchange for enough tickets to take care of the waiting list.

The current broadcast, though a totally different type of program and campaign, has already given concrete evidence that it will fill out the consistent sales builders for its sponsors.

The gallonage of the sponsor has kept at a peak throughout radio broadcast. Lately there has been little increase because the distribution is necessarily limited by the number of dealers (2,500), more than any single Southern California company. The programs are designed to keep up the number of dealers and gallonage, rather than to add new stations. The program is fashioned to protect the gas through the consumer. The area for sales extends from Santa Barbara to San Diego and Long Beach to San Bernardino.

Besides acquainting the public with the product, the program also has aided the cause of the independent dealers. I think, in the long run, that the dealer reaction will be gratifying.

National Dairy Spots

NATIONAL DAIRY PRODUCTS Corp., New York, extending its Sealtest laboratory protection to its 45 milk companies, is using spot announcements in the Baltimore and Pittsburgh areas and plans to expand the campaign. A daily 15-second spot is being used. N. W. Ayer & Son Inc., New York, is the agency.

HEARING on the renewal application of WMCA, New York, has been set for Monday, 3rd Oct. 24. The station was cited by the FCC because of a commercial medical program, and the original license was nullified. It had been postponed at the request of the station. Moving up of the date also was at the applicant's request.
"...Radio stations will find it advantageous to avail themselves of this important development in the art of broadcasting..."

says WRVA

The "Proof of the Pudding is In The Tasting"—Larus Brothers, manufacturers of Edgeworth Tobacco, like the appearance and performance of their new WRVA tower... READ THE opinion expressed by Mr. C. T. Lucy, Radio Manager, in the letter reproduced at Right.

WRVA's new tower and scores of other spectacular structures in wood now in the process of construction have been made possible from a structural standpoint by important, almost revolutionary, improvements in timber engineering through use of the newly introduced TECO timber connectors... which increase the strength of timber framing over two hundred per cent.

TIMBER ENGINEERING CO. 1337 Connecticut Ave., Washington, D. C.
The Retailer Turns to Broadcasting

(Continued from page 22)

Decisions

The development of the broadcasting station as a community institution will increase materially its value to the retail advertiser.

The retailer is primarily interested in the immediate communica-
tion of goods and the furthering of his business interests. The more closely he can identify himself with these, the greater his success. The same is true of the community.

Community Tastes

In spite of the manifold community services which have been rendered by stations to their localities, this service has usually been given more in a sense of public responsibility than in an appreciation of its promotional possibilities.

Program Problems

In programming, especially with regard to advertising, the smaller advertisers, is another important consideration in the development of retail advertising by radio. In many instances the retail advertiser is frustrated by radio from the thought of being obliged to compete with the large advertisers. The pretentious network presentations — should greatly increase the value of the local station. The diversity of the network volume most requires development. With a growing appreciation of medium — the retailer and broadcaster, the volume of retail broadcast advertising should be increased materially during the course of the next several years.

Advisory Capacity

The sales position of the local station presents an especially important problem. When it succeeds, the smaller retailers, it is particularly necessary for the station to act not only as an advertising medium but as an advertising counselor. Retail establishments of this type do not possess the requisite knowledge of advertising to plan as constructively as they might for themselves, to say nothing of intelligently utilizing a new medium. If a station can preserve the sales force must stand ready to provide the necessary counsel and assistance. Few activities should be allowed to be handled either by station divestment with those who are experienced in the field.

The local 100-watt station faces another potentiality which is interesting, for it is a fact that people whom the listener knows broadcast over the station, that institutions with which the listener is affiliated, is heard regularly. The station becomes something personal to him.

In time the station tends to develop in turn toward the local personality. The audience may be restricted to certain segments of the community but it is unique to that station. If it satisfies, it has something unique to sell. If this audience is of interest to the retailer, he will broadcast effectively through the station in question. It may therefore be worth the retailer's while to utilize the station, or to construct some type of transmitter in the community, just as he advertises in more than one location.

These are merely some of the possible lines of development which might be taken in the cultivation of retail advertising. Certainly there is ample room for growth. Moreover, there is no type of advertising which can compete with the local station in the stability of broadcasting than can retail advertising. Its seasonal fluctuation is based upon the use of any other form of broadcast advertising, and it is in an especially favorable position to utilize those types of advertising which the volume most requires development.

With a growing appreciation of medium — the retailer and broadcaster, the volume of retail broadcast advertising should be increased materially during the course of the next several years.

TELE-MAIL METHOD

OF RADIO SURVEY

The "Tele-Mail" method of audience survey has been launched in Los Angeles, having been devised by a group of W. K. Rothensies & Stebbins, under the name of Los Angeles Radio Survey Co. Arthur Kemp, promotion manager of KNX, Los Angeles, is associated with the operation.

The telephone portion of the study is conducted within a 10-mile radius of the station and includes all communities and cities within this radius.

In addition to telephone calls, a considerable amount of mail will be used on programs which are being measured. The mail is tabulated according to marketing areas at the point of origin. When WOR, New York, and states he will be glad to explain to the system to advertisers at the NAB convention.

Ears How

EARS of all operators, production personnel, and di-
ectors of WOR, New York, as well as those of WOR, New York, as well as those of W. K. Rothensies & Stebbins, under the name of Los Angeles Radio Survey Co. Arthur Kemp, promotion manager of KNX, Los Angeles, is associated with the operation.

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With a growing appreciation of medium — the retailer and broadcaster, the volume of retail broadcast advertising should be increased materially during the course of the next several years.
As a logical result of research, and the commercial application of the resulting inventions, RCA operates principally in three fields—manufacturing, broadcasting and communications.

RCA carries on its operations through its wholly-owned companies, directing and coordinating their activities. This coordination extends not only to research, but also to operations, that the developments of each company may be made useful to the others.

No one company in the RCA group, therefore, could operate as economically or as efficiently if it did not have the facilities made available through the integration of this organization.

Thus, though RCA products and services may be utilized commercially by different RCA units operating in distinctly separate fields, they are closely related. All have a common origin in the RCA laboratories, which continue to improve and expand the radio art and industry and to create new services for the public.
1. RECORDINGS

World Broadcasting System are the pioneers in the field of program service. For six years our subsidiary, Sound Studios of New York, has worked in close cooperation with the Bell Laboratories to perfect the most vivid and realistic method of sound reproduction and recordings. The result is unqualified approval of the vertical method. All programs supplied by the World Program Service are of this type. This practically doubles the tonal range over the former method of lateral recording, with superb effect when put on the air.

2. WIDE RANGE REPRODUCING EQUIPMENT

The World Program Service is closely integrated all the way through from the original performance before the microphone to the ultimate broadcasting from a station. Special reproducing equipment for World Program Service is installed in each associated station, insuring absolute fidelity and uniformity in every corner of the United States. The recording equipment is matched with the reproducing pick-up—these together with the processing of masters and the acetate pressings from the masters are all part of the Wide Range Vertical Recording by Bell Laboratories. This is the equipment offered by World Program Service. A background of years of experience in this special field with the work of the world's leading sound experts is a guarantee that there is nothing better!
3. CONTINUITIES
A first rate continuity is the window dressing of a program as well as a vehicle for a sales message. The World Program Service includes vivid continuities prepared by experienced radio showmen. No minute is unprovided for. These continuities add the essential personal touch and they heighten the interest. They may be used in whole or in part according to the needs of advertiser and station manager.

4. FILING CABINETS
The creators of the World Program Service are thoroughly familiar with conditions in broadcasting stations. We know how important it is that all programs be kept in perfect condition and in readiness for instant use. This need is met by supplying as part of the service special filing cabinets. These are so arranged that you can put your hand instantly on every type of musical program.

5. CROSS REFERENCE
A rare feature of the World Program Service is the fact that the numbers are separated on the discs so that one can be taken off of one disc, another from another, without any interruption in the program. To make this building of combination programs easy, a cross reference catalogue is supplied. This unique feature facilitates the building up of every variety of program and makes the service absolutely flexible.

This system is now fully equipped with the complete service of the latest invention—CABINET SYSTEM INC.

430 Broadway, New York, N. Y.

3. Superb Program Quality
The new equipment that is installed in your station by CABINET SYSTEM INC. will give you all the advantages of the modern system of filing cabinets and a great improvement in the organization and management of your operation.

4. Filing Cabinets
The system is designed to help you keep everything in order, and make it easy for you to find what you want when you need it.

5. Cross Reference
A rare feature of the system is the fact that the numbers are separated on the discs so that one can be taken off of one disc, another from another, without any interruption in the program. To make this building of combination programs easy, a cross reference catalogue is supplied. This unique feature facilitates the building up of every variety of program and makes the service absolutely flexible.

July 1, 1935 - BROADCASTING
The President Speaks

There is more than mere wishful thinking in the message from President Roosevelt, which Broadcasting is privileged to convey to the broadcasting industry in this issue. In a few pointed paragraphs he reasserts the industry’s right to exist in a way that should be heartening to everyone identified with radio.

Again he states his faith in the American system of broadcasting, as he did last year, but he goes a step further by stating that recent events “have increased rather than diminished that faith.” Here should be answer enough to those self-seeking crusaders who have espoused government ownership or operation of broadcasting or who sneer at the industry’s sincere efforts to cleanse its own house.

As for censorship, the President declares simply that it cannot be— because “it is not the American way.” That should be pointed reply to those who have been harping so persistently about political domination of what goes out over the radio waves, and the allegations of restraints upon freedom of speech.

The President himself has taken notice of the self-instituted project to improve programs and he gives it his fullest commendation. It is apparent that he is satisfied that broadcasters can handle their own problem of improving their program output, without any assistance from reformers.

For his keen comprehension of broadcasting, its work and its objectives, and for his expressions of confidence, the broadcasting industry owes a real vote of thanks to President Roosevelt.

Why the Furore?

It is difficult to fathom the reason for any opposition to the petition of the World Broadcasting System to clarify the FCC regulations having to do with the announcement of transmissions insofar as its new and highly successful program service is concerned. It is simply a matter of interpretation of existing regulations— one that in the first instance did not warrant a public hearing.

There is one point that few within the industry, and none outside of it have gotten straight. The issue was not the elimination of the transcription announcement altogether. The only question involved in the WBS petition was with respect to an interpretation by the FCC Law Department which held that the announcement “This is an electrical transcription” had to be made after each library number was performed, or each two or three minutes, whereas the regulations allow a 15-minute lapse. This requirement would destroy the entertainment value of the service to listeners, who would be all but driven to distraction by the constant repetition of the announcement.

Transcriptions fill a real need in broadcasting. There is no question that you think of the WBS when you consider the need for a talent supply in the more remote communities. The success of the WBS service led others into the field, including NBC which is now invading it on a comprehensive scale. There was no real reason for the present squabble except some FCC subordinate’s construction of a discretionary regulation which the Commission itself should have ruled on in the first place. It was unfortunate to hinder the development of these worthwhile services because of nothing more than an arbitrary legalistic opinion.

Radio and Railroads

The rather dubious distinction of being among the least progressive of major industries in a promotional way probably goes to the railroads. They have lost passenger traffic to buses, airplanes and private automobiles simply because they have not kept abreast of the times. There has been a notable exception—the Chesapeake & Ohio—which has shown the way not only by inaugurating air-conditioned equipment and installing radios, but by advertising it over the radio. In its territory it has forged far ahead of the competitive services.

Several years ago the major Eastern lines entered into a compact not to use radio advertising and certain other types of media. C. & O., under the guidance of its aggressive vice president, L. C. Probert, did not go along. He started a new era in railroading. Competitive lines at first were inclined to scoff at the C. & O. mode of modernizing its service in the face of depressed times, and openly pooh-pooed his radio advertising. But when their traffic began to drop as C. & O.’s increased they stopped their scoffing. They even began to grumble.

Last January Joseph B. Eastman, railroad coordinator, issued a report based on a comprehensive investigation of the railroad passenger traffic situation. He concluded that the loss of passenger traffic “is due to failure to keep pace with modern methods of marketing, servicing, pricing and selling.” He backed this up with a recommendation that they advertise and promote their services and he included radio in this recommendation.

“The market which the passenger traffic force must sell consists of about 30 million families or 76 million adults,” said Coordinator Eastman. “Carriers must reach this market as do the purveyors of these other ‘enjoyables’ by advertising, institutional, promotional, specific, periodical, radio, outdoor and visual.”

One of the first reactions to this recommendation was the campaign of Western Lines to stimulate travel to the West. Spot announcements are being used on some 60 stations, along with display space in newspapers and magazines. But the Eastern railroads’ compact—to which the New York Central, the Pennsylvania and The Baltimore & Ohio still adhere—continues to debar radio from advertising campaigns.

Radio already has proved itself the most effective medium for many passenger carriers. It is time that the larger carriers, particularly those in the East who signed the anti-radio compact, forget their snobbery and follow the recommendation of Coordinator Eastman. He is simply trying to show them how they can help themselves.

NAB Must Survive

Broadcasters and associated interests are forgoing this month for their annual convention available at the March meeting since the NAB was formed. The convention comes at a time when the industry is honeycombed with factionalism, growing largely out of the copyright situation and the various splits among interests within the NAB. There is the scourge that has developed because of the decision of Phil Loucks to retire as managing director, and situations which have cropped up over programming and trade practices attributable to the anti-medical program crusade and the demise of the broadcasting industry code.

We have said before, and we repeat now, that it would be tragic if anything happens to undermine the NAB. The industry needs it. After all, the broadcasters have just learned to walk with their heads high, for in past years the business of operating a station has been anything but a bed of roses. The copyright problem is serious. So are the others. But none are so terrible they would justify any steps which would undermine the unity of the industry, and sacrifice the strength and position of the NAB. Broadcasters should go to the convention without relenting in their intentions to fight for their particular rights—but they should assure themselves beforehand that they will let nothing happen that will weaken their own trade association.
IF YOU are interested only in the more generally publicized aspects of the radio business and its promotion, you might call on CBS for week without coming in contact with Frederic Arthur Willis. But if you are a political poten-

tate, or an Ambassador, or promo-
tor of a cause; if you are an edu-
cator or religious leader, or head of a large group with a pur-
doe-ends in view; or a business man with a profit in mind, and may

even call him by his first name.

Millions have been invested in American radio broadcasting, on

the basis of a government fran-

chise to use an allotted wave length. The problem of the American

broadcaster is keeping every di-

verse faction in our democratic na-
tion so satisfied with radio's per-
formance that the vital franchise

will be regularly renewed, and this

problem presents itself fresh every
day. It is part of the Willis' work

to tackle this problem on the front

firing line.

His title is Assistant to the Presi-
dent of CBS, who is of course

William S. Paley. He prefers to do

his job quietly and live his life

in the same way. He also prefers

to work anonymously when pos-
sible—or at least through other

people. For years he has been re-
sponsible for keeping CBS' famous

American School of the Air func-
tioning to the satisfaction of edu-
cators, school children and CBS

officials. Yet he insists he is no

educator, and declares that the

real credit for these educational

broadcasts should go to Helen

Johnson, their director.

For years he has likewise kept the

CBS Church of the Air operat-
ing so smoothly that it has

drawn the dignified and complete

approval and cooperation of lead-
ers in all the major faiths and

denominations. Yet similarly

he insists that the credit for these re-
ligious broadcasts should go large-

ly to Theodore Gannon, directly in

charge of the broadcast itself in
details. He has personally a horror

of austerity, and has been known
effectively a trooper's color-

ful vocabulary that dates back to

his Squadron A patrol days on the

Mexican border in 1916, or to his

service overseas with the 105th

Field Artillery.

It comes of Social Register

stock, and has entered these circles

whose doings give society editors

jobs; but he is persona grata no

less to the politician, the radical

reformers, and the enthusiasts who

devote their lives to uplifting the

masses.

Thus he is a Janus of many

faces, like all who are born to the

diplomatic character, who can

himself in the service of a na-

tion with world-wide ramifications

rather than in that of a govern-

ment is perhaps a mere accident

of the times.

Fred Willis' personality and ca-

re are equally contradictory. He

was born at Arrochar, on Staten

Island, N. Y., Oct. 23, 1896. He

was educated at a military school

and at Pomfret School, Conn. But

he speaks English with the preci-
sion of an Oxford Don; and, be-
cause his grandfather was an

Anglo-Indian army officer, he can

refer familiarly enough to life in

India to lead chance acquaint-

ances into a deduction that he him-

self was born there. His Indian

background was expanded after he

left his first job as runner for a

firm in Wall Street, and joined the

private banking and importing

firm of William Schall & Co. in

1920, to direct all of its foreign

trade with British India and the

Far East.

In January, 1923, he was re-
tained by Perrin & Marshall, con-
sulting engineers, to build up an

American industrial consortium to

operate in British India and to

gain a foothold for American com-

panies in that great trade empire.

His financial background led in

1925 to his association with Tam-
blyn & Brown to direct financial

publicity. This was followed in 1927

by establishing his own advertising

agency. It was this varied experience

that prepared him for work in an industry which requires a publicist's mind-
sibility in its executive to a unique

degree.

Willis came to the staff of CBS

in 1930. The American School of

the Air and Church of the Air

were creating various problems in-

volving both diplomacy and publi-
cizing. It was a time when both

radio and the station was still gen-

erally regarded broadcasting

as nothing but a huge three-

ring vaudeville and circus. But

Willis, who is now on the

staff of the Richfield

in-terest in

12 were elected directors of the All Year Club, pub-

licity organization of mid-con-

tour trade to

Southern California.

MARTIN B. CAMPBELL, general

manager of WFAA, Dallas, was elec-
ted to the board of directors of the

Dallas Sales Managers Club at the

annual election in June. The club, with

177 members, is one of the largest of its kind

in the United States.

ADELE HOOVER, assistant in

NIGC' has been named manager of

the radio department, San Fran-

cisco, is vacationing on the Los

Angeles coast. She will return June 29

on the S. S. Larline for the Hawaiian

Islands.

EARLE A. RICHMOND, owner of

KFI-KKAL, Hollywood, was in

Honolulu during June but was ex-
pected back early in July.

FRANK PURKETT has been ap-

pointed manager of the

Harry Lang sound studios, Hollywood. He

will make a trip to Chicago and New York in July.

BEHIND THE MICROPHONE

ROY SHIELD, NBC Central Divi-
sion musical director, left Chicago in mid-June for Hollywood to spend sev-

eral weeks composing and recording music for Hal Roach pictures. Shield left movies for radio four years ago to

return to his former position as musical director of NBC's Pacific Coast division.

DAVIDSON TAYLOR, CBS staff

producer in New York, was mar-

ried to Miss Mary Elizabeth Plummer, an

Associated Press staff writer, in

New York last month.

SHIELD, production repre-

sentative of the NBC West Coast,

Los Angeles, has been given charge

of the television radio promotion

of networks' shows.

HUGH ERNST announced his en-

gagement in June to Lyda Roberti,

the stage and screen star. Ernst was

director of the Los Angeles Opera

Company and is now working in

(still) Los Angeles.

RALPH OWEN, announcer, has

been appointed "talent scout" for WNEW,

Newark, with headquarters in the

Recruitment Department. RCI, which

is a subsidiary of CBS, is trustee

for the League of Political Educa-

tion and Town Hall, New York, and

is a member of the End-of-the-

Earth Club, among other clubs.

THOMAS S. LEE, head of Don Lee

Broadcasting System, Los Angeles, and

Otto K. Olsen, Hollywood trans-

scription director, have been

elected directors of the All Year Club, pub-

licity organization of mid-conti-

tour trade to

Southern California.

We Pay Our Respects to —

FREDERICK ARTHUR WILLIS

July 1, 1935 • BROADCASTING

PERSONAL NOTES

THEODORE C. STREIBERT, assis-
tant to Alfred J. McCooker, president

of the Chicago Journal, was

elected to the board of directors of

the Radio Quality Group Inc., which

is engaged in advertising and publicizing

for WOR and other outlets. The board

also includes Mrs. McCooker, Jack L.

sad, manager of WOR, and other officials

of the Macy's and Bamberger stores.

GARDNER COWLES Jr., president of

the Iowa Broadcasting Co., rang

the opening bell of the Des

Moines Register & Tribune, is vice

president and evil of the editor of the

Minneapolis Star, which the Iowa

newspapers purchased last month.

HERMAN BESS, formerly with Boss &

Clyde, the Dallas station, has been ap-

pointed local sales director of WNEW,

Newark, which has segregated its na-

tional and local sales departments

with C. M. Stark concentrating on

national.

THAD HORTON, former program

director of WIS, Columbus, 0.,

has been promoted to sales manager.

But if he is the same man, he

could hardly ask for a better

base of operations.

HARRY ANDERSON, NBC west

coast sales manager, San Fran-

cisco, on June 19 left for New York

to attend a series of sales meetings

plans with the other NBC offices and

fall commercials. He will be gone a

month.

RALLOU, production repre-

sentative of Standard Radio Adver-

tising Co. Inc., Hollywood transcrip-

tion executive, is now an NBC sta-

person in the field. He has been

promoted to vice presi-

dent and director of the company.

SELF, formerly with KNX and

KMT.

SIDNEY DIXON, manager of

local sales, San Francisco, has been

promoted as assistant sales manager

in a similar capacity and is making

his headquarters in the Richfield

Field Artillery.

HENRY ROOT, former San

Francisco Call-Bulletin executive, has

joined the commercial department of

KKA in that city, as account execu-

tive.

W. E. WALKER, manager of WIBA

in Chicago, has been elected repre-

sentative of the Madison

Radio T
t, taking office July 1.

K. H. PEARSON has been trans-

ferred to WCAE, Pittsburgh, to WIBA,

Baltimore.

LLOYD E. YODER, NBC west

cost account executive, has been

made a vice president in the NBC

Air 

Reserves, attached to the

Twelfth Naval District.

the cooperation of leaders of na-

tional and world renown. The Wil-

lis talent for getting along amiably

with all sorts of people with strong

opinions, interests and purposes be-

came so marked at the very outset

that he has never had a free moment

since.

Unlike the professional diplomat,

he has a mind full of convictions of

his own. He poses as a realist, is

a confirmed idealist at heart. He

goes in for hunting, shooting, ten-

nis, art, music, writing and painting.

He was married recently to the

former Isabel Leighton, playwright and

author. He is a member of the pro-

gram of the League of Political Educa-

tion and Town Hall, New York, and

is a member of the Ends-of-the-

Earth Club, among other clubs.
ROY FREEMAN, known as Blue Grass Roy, who has appeared on various stations for Hammont Oil Co., Chicago, will return to WVVV, Wheeling, W. Va., early in September for another season.

WILTON E. COBB, secretary-treasurer of WMZ, Macon, Ga., has taken on the duties of news editor, and will handle news reports in collaboration with E. K. Cargill, manager. Robert Frugii, announcer and salesmen, has also been assigned exclusively to news reporting and newscasting.

JOSEPH B. BROW, for more than a decade with industrial and fraternal institutions as a producer, has joined the staff of Tom Thomas Lee Artists Bureau, Los Angeles.

MURRAY A. R. NOLD, production manager of WIP, Philadelphia, was married June 23 to Miss Thelma Hain.

EUGENE BOOKARD, of the maintenance staff of WIP, Philadelphia, is the father of a girl born in June.

MARGARET HANLEY has been named assistant in the press department of WIP, Philadelphia.

ROBERT TONGE, formerly of NC, has resigned as technician, artist, and program manager of WIP, St. Louis.

SALLY O'NEIL, film actress, has incorporated a radio, stage and screen talent agency under her name. Directors, besides Miss O'Neil, include Hannah Noonan, Gordon Chotiner and Seymour Chotiner.

MRS. TIDUS HOUSING, divorced wife of the CBS announcer, June 16, has been married to Lenoe Hayton, orchestra leader.

HUGH DISLEHURST resigned on June 15 from the announcing staff of WANN, Los Angeles, and will go to Washington to reside.

HOWARD PECK, continuity chief and member of the dramatic staff of WANN, has succeeded Charles Colbert, of the dramatic staff, were married in June.

TED SMILLIE, formerly in the production department of WNY, New York, has joined the production department of CBS in New York.

MEL ROACH, program manager of KQV, Long Beach, Calif., for six years, resigned in June and was succeeded by Ted Galler, announcer. Jerry Lytton, who had been with Lytton since his affiliation with WNY, has joined the program-transcription organization.

BLAINE SMITH, guitarist and vocalist, formerly with WWSW, WCNE and WBY, and a Victor recording artist, has joined WGN, Chicago.

FRED MOORE, formerly with WCAU, Philadelphia, has joined the production staff of CBS in Chicago. Moore has been in radio since 1917, as technician, announcer and producer.

DON HAMLIN resigned as production manager of KUSC, Long Beach, Calif., June 13, to join the production staff of KFRC, San Francisco. He succeeds Gene Goldfarb who resigned his KUSC post to become technical director of KFWB, Los Angeles. Walter White, new to radio, has joined the announcing staff of KFRC.

LEE (Mrs. Edwin) SEABER, well-known broadcasting and technical service writer, author and journalist, has been appointed director of women’s clubs, etc., of the Western Electric Co., New York.

GERALD MCELLAND, of NBC's Chicago press department, was married in June to Miss Alice Jackson of Chicago. He joined the company in 1937.

GEORGE STARTT has joined the announcing staff of KBB, Berkeley, Cal.
They Know WLS

E. A. FELLERS
Mantle Lamp Company of America
Chicago, Illinois

"Seven consecutive years on WLS has proved to us that the great WLS audience has unquestioned faith in any advertiser utilizing WLS facilities."

The friendship and trust that exist between WLS and its listeners is the result of eleven years of good-faith and straight-forward service. Faithful adherence to those items of program best suited to their needs have brought constant listeners. A strict policy of permitting nothing, either on WLS or in its name, which might be objectionable within the home circle, has established confidence and loyalty. Listeners look to WLS for honest advertising—WLS looks to listeners for advertising results. Neither fails the other.

Advertising Results Follow Listener Loyalty

WLS Advertising Is Guaranteed WLS Was First to Guarantee its Advertising
NOWHERE in America ... nowhere in the world for that matter ... can you find such concentration of buying power as in the group of major markets served by "INTER-CITY PRESENTATIONS".

Linked together by permanent A. T. & T. lines, the 8 stations in the INTER-CITY GROUP serve a total potential audience of 4¼ million radio homes ... a fifth of the nation's total!

Through their joint policy of catering to local requirements, all 8 stations carry strong sales influence in the respective areas which they serve.

Used individually or collectively, these 8 progressive stations offer to the advertiser the greatest dollar-for-dollar value obtainable anywhere in Radio!

WMCA - New York

KNOWN as "New York's Own Station, at the Top of the Dial", WMCA truly reflects the life and tempo of New York's great cosmopolitan audience.

WMCA builds its programs to please the palate of the typical New Yorker who is sports-loving and entertainment-minded.

WMCA continually brings to its listeners features of outstanding civic interest that keep New Yorkers in intimate touch with the goings on in the great metropolis.

This policy of catering everlastingly to the tastes and interests of New Yorkers has made WMCA a favorite among the more than 2½ million radio-equipped families in its service area ... which takes in every nook and corner of metropolitan New York.

WIP - Philadelphia

POPULARLY known as "Philadelphia's Pioneer Voice", WIP is something more than a broadcasting station.

To Philadelphians, WIP is an Institution — famed for its unstinted public service — its innumerable "firsts" — its aggressive local showmanship — and its outstanding program features and personalities that appeal strongly to the home-loving folk in America's greatest city of homes.

An extensive Field Survey just completed, (details on request), establishes the area served by WIP as embracing a territory of 21,400 square miles and containing a population in excess of 5 millions!

In the thickly populated metropolitan area, WIP lays down a signal with a wallop—10 millivolts, or better!
THE greatest single factor in obtaining and retaining listener loyalty is the serving of local interest.

WMEX has proved this is true, and rewards its listeners' loyalty by making available to them through its "Inter-City" hook-up radio's outstanding talent, as well as programs of vital national interest.

THE RESULT...enthusiastic acceptance and popularity!

WDEL, established 1922, furnishes intense coverage of a rich industrial and agricultural market that has never experienced adverse economic conditions.

The state's only full-time radio outlet, WDEL services not only most of Delaware, but large portions of New Jersey, Maryland and south-eastern Pennsylvania.

Get results in a market where people have money to spend—and spend it—use WDEL, "Delaware's Voice in the Air."

FIRST in Coverage! FIRST in Showmanship! FIRST in modern technical equipment! FIRST in studio facilities!

Rhode Island's percentage of radio homes is 90.1% and WPRO has 1,225,578 potential listeners who spend $284,082,000 yearly in retail outlets.

WPRO offers complete coverage of New England's second largest market. Write for new booklet.

WMEX - Boston

WDEL - Wilmington

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WPRO offers complete coverage of New England's second largest market. Write for new booklet.

WPRO - Providence

WCBM - Baltimore

IN metropolitan Baltimore,—with its close to a million population,—WCBM offers the ideal blend of mass and class audience.

Result: WCBM enjoys more local business and has more renewed uninterrupted advertising contracts than any other station in Maryland!

WCBM advertisers continue to advertise on WCBM because it produces sales results at lowest average cost.

WLNH - Laconia, N.H.

WLNH covers the entire State—a radio feat made possible because of geographical location, conditions of terrain, altitude and vast water areas.

Located in the heart of New Hampshire—extreme in altitude, surrounded by 12 lakes which attract some 100,000 summer residents. Thousands come to New Hampshire too, to enjoy the winter sports along the noted Winnipesaukee—a region known as "The Switzerland of America".

WLNH has steadily gained listener interest through programs that please both city and rural audiences in its vast service area.

WOL - Washington

WOL—"Washington's smallest station with the biggest voice"—offers best results per dollar in the rich Washington market where per capita retail sales are higher than in any other major market in America!

Present indications of 1935 threaten a total sell-out of "spot" advertising time. May 1935 sales were 144% over last year! June increase still greater!

Numerous long term advertisers attest the RESULTS that WOL obtains for its clients in this important market.
Five CBS Stations Take UP; Three More Acquired by INS

Transradio Says 51 New Clients Signed Since May 1; NBC Stations Still Negotiating for News Reports

SIGNING of five CBS owned and operated stations for the full news reports of the United Press and of three more stations with whom the International News Service was announced June 24 by the two networks.

After several weeks of negotiations UP made known that, beginning July 1, it will provide its news reports for free or at nominal rates to KMOX, St. Louis; WBT, Charlotte, WJSV, Washington; WKRC, Cincinnati; and WCCO, Minneapolis. Arrangements were completed through CBS but the network itself is not actually subscribing to the service, since it, like NBC, is adhering to the Press-Radio agreement and broadcasting only unsponsored news reports provided by the respective networks.

INS disclosed it had signed WJR, Detroit; WGAR, Cleveland, and WENR, Evanston, for its remaining five stations, in addition to the 51 new clients, including the 13 of the Yankee Network and the five Hearst-operated stations. INS is a Hearst-owned press association.

**Basis of Contracts**

WITH the addition of the CBS owned and operated stations, UP now has a total of 20 stations subscribing to its reports, aside from the 51 owned by CBS itself, bringing the total to 71. This is four above the number of INS clients in the same number of stations, 67, since UP’s reports are免费的, while INS charges a fee for its service.

Meanwhile conversations are still taking place with the remaining stations of the UP and INS with officials of NBC looking toward contractual arrangements covering these services for NBC’s 14 owned and operated stations. Like CBS, however, NBC in adhering to the Press-Radio agreement is not seeking the press association reports for network use but simply for local station sponsorship.

The colorful settlement between the CBS stations and UP were closed by Edward Klauber, CBS executive vice president, and Paul White, CBS vice president in charge of sales. Cleren J. Randup, general business manager, and Edwin Moss Williams, INS news services manager. Messrs. Klauber and White then closed the INS contract for WBBM.

For the negotiations for the NBC stations, Frank E. Mason, administrative vice president, and William G. Hedges, manager of operations, closed the contracts. As is known, the network plans to procure one or the other of the press association services for each of its managed stations.

In an announcement June 21 Transradio Press Service, headed by Herbert Moore, asserted that its private leased wire system would be extended through the South. The circuits are leased for 19 hours daily. Mr. Moore also stated that Transradio, in opposition against the competition of the older press associations, had gained 51 new clients. To 38, he said, one year ago, the total had grown; while the remaining 12 have accepted terms for service.

Transradio’s radio client is the Athens (Ga.) Daily Times, which “has discarded the older type of press association service to inaugurate the new.” Procurement of the service was announced by the newspaper during the week of June 1 with full-page display.

“With the extension of its private leased wire system through the South, Transradio consolidates its strongly dominant position in this section. Approximately nine-tenths of the newspapers in the South have shown their preference for the service of Transradio or its affiliate, the Radio News Association.”

**Richfield News Setup**

**REVISION of its setup for the nightly Richfield Reporter from Los Angeles to the NBC-KPO network was put into effect June 24 by NBC. Richard Ames, who has been regular correspondent for Richfield News for the Richfield Reporter, who is Sam Hayes, has been renewed for three years. H. C. Bernsten Adv. Agency, Los Angeles, handles the account.

Audible Journalism Shares ’34 Awards

NBC and CBS Are Included

**In Achievement Citations**

RECOGNIZING oral journalism as being on a par with printed and photographic journalism, the National Headliners Club at its second regular convention held June 21 included NBC and CBS in its 10 awards for journalistic achievement during 1934. Newspaper photographers and newsreel workers won the eight other awards, which were sterling plaques, desk radios and a week’s vacation. The convention elected the Headliners Club in Atlantic City.

NBC won its award for its coverage of the stratosphere flight last year, in which the occupants of the Army-Geophysical Geographic gondola described their sensations over the nation as the balloon actually collapsed and descended. O. B. Hanson was particularly commended for handling the technical details. William Burkle Miller, NBC director of special events, accepted the award.

**Coverage of Fire**

CBS was cited for its splendid coverage of the Chicago stockyard fire last January, in which the Chicago staff specially commended for furnishing the news and announcer staff. Paul White, news service directors manager, accepted the award.

**James Barrett**

James Barrett, director of the Press-Radio Bureau and chairman of the awards committee, made the presentations which were broadcast over the NBC-WJZ network. Other members of the committee were J. W. Connolly, president of INS; Frank Mason, vice president of NBC; Carl Ackerman, dean of the Chicago School of Journalism; and Ralph H. Jones, Cincinnati, planned and placed the program.

Getting News via Radio Fast Becoming a Habit, Declares Harold Hough

**BROADCASTING of news is here to stay and is reaching the “habit” stage with listeners, according to Harold Hough, pioneer radio executive, and circulation manager of Fort Worth Star-Telegram as well as manager of its station, WBAP. Hough foresees “the Hiend of WBAP.” His views were expressed at the 27th annual convention of circulation managers of Associated Newspapers, which met June 20 in Cincinnati.

The bars are down,” Mr. Hough told the association, “and the amount of news on the air today, while more than ever before, is but a small fraction of the air within a few weeks. It so happens that the newspaper for which I work is a pioneer in broadcasting, or shall I say, as I have written, the first to manage the radio for our newspapers. During the day my job is to try to sell the news, and during the night I do it. But I believe the future is the stuff I have been trying so hard all day to sell.

News broadcasting is not going to the place of newspapers, but it is going to help them, and it may be that the difference between a loss and a gain to many of us. His sales resistance is not going to be lowered whenever he feels he needs a little ‘news,’ as the newspapers, as the present issue, in a great many cases may have successfully radiated change to meet this era. It’s a problem for the editors.”

**RCA Pacific Shifts**

J. E. FRANCIS, formerly manager of the RCA Photophone division, has been placed in charge of all Photophone activities outside of NBC, RCA Mfg. Co., with headquarters in Hollywood. He arrived from New York last week. His new division includes sound equipment and transcription work. RCA Victor Co. also announces that it has acquired the full control and equipment departments in San Francisco from the Russ Bldg. to the RCA Mfg. Co. Bldg., 720 Ninth St., with W. H. Belts as division manager in charge of transmitter sales.

**New NBC Sales Office**

A NEW sales office in Los Angeles has been established by NBC under charge of Sydney Dixon in charge. It shares a suite with the NBC press division in the Richfield Bldg. Mr. Dixon will report to San Francisco, where he formerly was manager of sales West of Denver.

**Libel Suit Deferred**

SUITE brought by KNX, Hollywood, against the Los Angeles Times for a libel article, was postponed until Dec. 1 by mutual agreement. The case grew out of an article of a newspaper commenting on the KNX station on news programs.
SOME advertisers have come to depend on
WHB, as the "station that guarantees
time." Others, who put their inquiries to
stay on the air, have learned that WHB is
a champ mail puller. Still other advertisers
use WHB to make sales direct—from their
own branch stores or through dealers. And
if they make 'em! Retailers who live here
and really know Kansas City's listening habits
use WHB more than any other station.

One food advertiser found that his quarter-
hour on WHB pulled more times more Cook
Book requests than his chain programs on
another Kansas City station. Several other
national advertisers began to use WHB to
get the coverage in Kansas City that their
network programs failed to deliver. If you
have the "blues" about the effectiveness of
your chain coverage in Kansas City, WHB

can cure 'em—with daytime broadcast! We're
sorry we don't have night-time facilities, but
we just don't, mister! So we strive to build
night-time-sized audiences in daylight! It's a
case of "making hay while the sun shines"—and
WHB can do it for you!

Competitors' surveys of this area usually
rank themselves first—and WHB second.

Which is a pretty good, considering (or because)
we're a daytime, independent station. It's a
fact that when you ask enough listeners to get

a true cross-section, you find out that WHB is
indisputably first in daytime popularity. It's a
fact, also, that more WHB programs are ins-
itated by competitors than those of any other
one station in this part. Well, thank good-
ness we're able to have a few ideas now and
then—and thank goodness for Variety's test-
ing of WHB at first in showmanship! Yeah,
we said "present," but, anyhow, just try
WHB when you broadcast in Kansas City
—and you'll discover that here is one radio
station that believes in delivering more than
more kilocycles and watts! Shrewd broadcast-
buyers have found that we deliver results as
well—Play, Don!

WHB'S GENERAL MANAGER
JOHN T. SCHILLING

From 1914 to 1916 an enthusiastic "ham",
then successively and successfully a Na-
val radio instructor; "Sparky" at sea, and
an assistant to Dr. Lee DeForest, Fa-
ther of Radio". In 1922, co-founder of
WHB, a famous pioneer among Ameri-
can radio stations.

WHB "LISTENING" MAP

Coverage compiled not, by engineers—but by
correspondents of the U.S. Department of Ag-
thiculture. A map that shows not where they
MIGHT listen, but where they DO listen!

WHB "LITTLE THEATER OF THE AIR"

With the daily, "Frolic for Shun-Ins" on stage. Crowds like this
come every week-day—and just try to get in on Saturday!

WHB'S MARINE DECK

Sure it's different... just as WHB is different! It's no Radio City
Roof Garden such as they have in
New York, but from here Kansas
Citizens get a swell view of Amer-
ica's finest airports!

WHB'S FAMED TRAFFIC COURT

Now they have broadcasts like it in Chicago, Pittsburgh and
points east. In Kansas City, the dech rate from motor car acci-
cents is way down!

WHB FACT BOOK FREE!

48 pages of pictures, people, programs, popular poll.
If you're spending money for radio advertising, in the Kansas City area, you owe it to yourself to read a copy. SENTRY FREE ON REQUEST. Shows why WHB achieves the "most listener per dollar" of advertising expenditure.

1935 BROADCASTING
STANDARD PROGRAM LIBRARY

Prop. of STANDARD RADIO ADVERTISING CO, HOLLYWOOD

33 1/2 R.P.M.

Start inside

1. Stole my Wild Ride
2. Hey Hey, Hey
3. Swingin' in the Wind
4. Way Down Tender in New Orleans
5. Touch of Your Hand (Hymn)

START EACH SELECTION FROM INSIDE

STANDARD RADI0

6404 HOLLYWOOD BOULEVARD, HOLLYWOOD

Page 50

THIS LABEL Spells PROFITS For BROADCASTING STATIONS

1. LOWERS COST OF SUSTAINING FEATURES.
2. SOLVES PROGRAM PROBLEMS OF LOCAL AND SPOT ADVERTISERS.

To profit, a station demands two things of its programs — low production costs and listener-building quality.

At the right is a list of some of the more prominent stations now subscribing to the Standard Program Library. This library is a new aid to both station and advertiser, giving the advantages of a complete staff of singers, novelties and orchestras in a highly convenient form and at a lower cost than possible by other means.

The Standard Program Library is a complete service. From hundreds of selections programs can be chosen and built comparable to fine live talent. The Library is not a conglomerate assembly of music done by dozens of different groups but by a staff organization of talent which fits together smoothly in any combination.

Stations are supplied with usable continuity written by expert radio writers sufficient for one hour of programs daily. With the Library is supplied a complete four-way cross reference file and other aids for easy program building. Stations are also freed from the irritation and
advantage any trial on record ping operation RCA is Recordings a No flexible money can buy. RCA -Victor for easy Complete

HOTEL COLORADO FOR staff of Hundreds LIBRARY Victorlac, available today. This with the lowest signal

200 1, 1935 -0-10, Suite 701-3-5-7 HOTEL BROADMOOR

FOR AUDITIONS See us at the NAB CONVENTION • COLORADO SPRINGS July 6-10, Suite 701-3-5-7 HOTEL BROADMOOR

WHAT You Get In STANDARD PROGRAM LIBRARY . . .

Hundreds of selections made by a complete staff of singers, novelists and orchestras. Continuity for one hour of programs daily written by expert radio writers. Complete 4-way cross-reference file and aids for easy program building.

RCA-Victor high-fidelity recording—the finest money can buy. Pressings on Victorlac, non-breakable, semi-flexible material with lowest ratio of surface-to-signal of any available. Lowered production costs for both sustaining and sponsored programs. No commissions—Standard Radio is solely a program building organization.

WHAT USERS SAY ABOUT STANDARD PROGRAM LIBRARY!

"... is saving this station nearly $500 weekly on talent bills . . ." "... sold local department store 30 minutes daily on year's contract using Standard Library. Needless to say we think it's great . . ." "... express our appreciation for the fine service you are rendering." "... believe your service most flexible and useful in general of any available to stations." "... the last group of selections in particular are really marvelous." "... our audience likes your transcriptions and accepts them as equivalent to live talent." "... material is giving us excellent service. We have had many comments on the realistic reproduction of voice and music." "... those new pressings on RCA Victrolac are really the finest transcriptions we have ever had at this station."

WHERE THE LIBRARY RECORDS ARE MADE

• RCA-Victor plant, Hollywood, Calif. This is one of the most modern plants in the world and has every late technical advance in the art of recording. Here every process connected with the production of Standard Program Library Records is done under the one roof.

The originals of these letters are on file in our Hollywood office. Certified copies will be sent to any interested party.

MAKING THE LIBRARY RECORDINGS

• The Standard Program Library recordings are made at the Hollywood plant of RCA-Victor by the same experts who score and record music for RKO Pictures and other major Hollywood studios. The group shown here are making recordings for the Library.
Spearman Resigns
As FCC Counsel; Gary Is Mentioned

Frank Roberson, Now Assistant, Also Suggested for Place

PAUL D. P.
SPEARMAN, for the past year general counsel of the FCC, announced his resignation June 24, effective June 30, to return to the practice of law in his home state of Texas. There is strong possibility that former Commissioner Hampson Gary, of Texas, practicing attorney in Washington, will be named to succeed him.

Mr. Gary, formerly American Minister to Switzerland, served on the FCC staff for the past year July until Chairman Anne S. Prall took office in January. Also becoming eligible for the post is Assistant General Counsel Frank Roberson, Mr. Spearman’s chief aide. A former county judge at Pelham, N. Y., where he formerly practiced law, Mr. Roberson is a Democrat. Whether Mr. Gary or Mr. Roberson, candidates could not be ascertained.

Mr. Gary’s appointment is regarded as a distinct possibility because of his Texas origins and the fact that he is held by members of the FCC with whom he served and because he is closely allied with the administration. He served as a majority appointee on the FCC for six months because Mr. Prall, who has always represented the forer Radio Commission, could not serve on the agency until the new Congress convened in January as he was a member of the Congress that re-elected the FCC.

Organized Department

FR. SPEARMAN joined the FCC and organized its law department last year, leaving a practice as a trial lawyer in Washington. It is understood he will specialize in radio and communications law. Mr. Spearman had been an assistant general counsel for local radio Commission having served from January, 1929, to September, 1931.

In his letter of resignation to the FCC, Mr. Spearman mentioned he had been counsel for the National Broadcasting Company when he left private practice to join the FCC. He pointed to the access attained by the FCC since its creation and added: “If I may George Shackley

Selling Clothing
Miller Chain of Stores Finds Radio Booms Business

“The COST of radio advertising is less than half, by actual count, compared to other media,” according to O. J. Miller, president of the O. J. Miller Co. Inc., operating a chain of clothing stores in the Metropolitan area.

Turning to radio this spring in connection with advertising for the company, Mr. Miller adopted weekly miniatures of musical shows over KTUL, Tulsa. Interest in the amateur program is shown by the number of votes the amateurs receive from the listening audience.

Effectiveness of radio, says Mr. Miller, "is largely due to the fact that the old must give way to the new—the printed word at its best could never have the day. This is the day for animation—and I know of no better way to have animated advertising than by word of mouth over the radio.

Radio Prominent At Pacific Session

Advertising Clubs Consider Many Broadcast Problems

SPOKESMEN for radio and advertising from all parts of the West Coast were in attendance at the 32d annual convention of the Pacific Coast Advertising Clubs Association held in San Diego, Calif., June 23-27. The radio departmental session on June 26 was presided over by Wally Kelly, program director of KFSD, San Diego, with C. P. MacGregor, president of MacGregor & Solie Inc., as general production producers, as vice-chairman.

Paul Keaton, CBS vice president from New York City, and principals, had for his subject "New Developments in Chain Broadcasting." Don E. Gilman, Chicago station manager, "Radio and the Local Station". Mr. Gilman, with the KPRM, is a member of the Pacific Coast Advertising Clubs. President, San Francisco, spoke on "Radio Successes". Harold Deal, president of the San Francisco Advertiser, and Charles C. Clough, manager of Associated Oil Co. of California, discussed "Broadcasting of Sport Events".

Agencies and Spots

"RADIO'S part in the success of the former Producers and National Association of Chicago was stressed by V. M. Eckdahl, General Manager, Formay Refineries of Swift & Co., Los Angeles. Ray Morzun, head of the Ray Morgan Adv. Agency, Los Angeles, spoke on "The Agency Looks at Spot Broad- casting".

Through the efforts of Mr. Mac Gregor, the two principal speeches were broadcast from the radio departmental session. KFSD was broadcast on the Pacific Coast over the facilities of the Don Lee Broadcasting Co., 1030-11 a.m. Mr. Keaton was heard trans continentally over CBS from 11:30 to 12 noon.

KNOX Co., Kansas City (Sysex) has placed a 26-week schedule of weekly 15-minute programs on KDAY, with the radio Superman, at night, and it was found that it might operate to exclude engineers, accountants and others on the staff.

General Household Gets Results With Local Disc Ties

Dealers’ Spots Cost Little But Prove Fine Sales-getters

GENERAL HOUSEHOLD UNLTD. (Greater New York) has 1400 quarter-hour programs on 105 stations for $6,500 declares Duane Wamnamaker, advertising director of the company. The credit spot broadcasting with increasing sales and bringing dealers in a closer bond with the company.

Addressing the recent AFA-NAB departmental in Chicago, Mr. Wamnamaker exclaimed his company’s methods direct results. “These dealers want to tie up with our broadcasting. Many of them have time and space programs. Time programs are difficult to make up from local talent, they are only too glad to use our 15-minute trans continental programs. Each season we make up thirteen fifteen-minute programs to record and through the cooperation of the radio stations, instead of time or spots producers, we get these programs used on more than one hundred stations, twice a year.”

Dealer’s Message

“In OUr opinion, many people feel toward a station radio as they do towards their downtown newspaper. Further, in the daytime is difficult even with advertising time and distribution. Therefore, daytime spots on the smaller stations are doubly important.”

“In making up our programs we leave one minute at the end while the theme song is playing for the local disc. We will prove listeners’ own message such as, the terms on which he sells our product, his address, etc., and in this way we get direct results. We like our trans actions also because our message about our direct product can not be altered, but a newspaper mat, for instance, can be changed by the dealer.

“To make a brief comparison of costs, if the owner of our chain broad cast on 50 stations with talent charges costs us $8,100.00. This year by loaning our transcriptions to disc distributors who pay the charges for running them, we have a total of 1400 quarter hour programs on about 105 stations at a total cost of about $6,500.”
16,000 Listeners Tell Crossley—

IN BUFFALO

It's WBEN

**DAYTIME AUDIENCE**

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage of Sets in Use Tuned To</th>
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</thead>
<tbody>
<tr>
<td>WBEN</td>
<td>38.2%</td>
</tr>
<tr>
<td>2nd Station</td>
<td>24.5%</td>
</tr>
<tr>
<td>3rd Station</td>
<td>15.2%</td>
</tr>
</tbody>
</table>

**DAYTIME COST** (15 MINUTE PROGRAM COMPARATIVE COST)

<table>
<thead>
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<th>Station</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBEN</td>
<td>$33.50</td>
</tr>
<tr>
<td>2nd Station</td>
<td>$40.00</td>
</tr>
<tr>
<td>3rd Station</td>
<td>$40.00</td>
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</tbody>
</table>

WBEN has 56% larger average daytime audience than the second Buffalo station.

WBEN has 151% larger average daytime audience than the third Buffalo station.

CROSSLEY, INC., studied six consecutive days from 9:00 A.M. to 6 P.M. daily. A total of 54 daytime hours surveyed.

**EVENING AUDIENCE**

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage of Sets in Use Tuned To</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBEN</td>
<td>51.9%</td>
</tr>
<tr>
<td>2nd Station</td>
<td>24.6%</td>
</tr>
<tr>
<td>3rd Station</td>
<td>9.1%</td>
</tr>
</tbody>
</table>

**EVENING COST** (15 MINUTE PROGRAM COMPARATIVE COST)

<table>
<thead>
<tr>
<th>Station</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBEN</td>
<td>$97.50</td>
</tr>
<tr>
<td>2nd Station</td>
<td>$108.00</td>
</tr>
<tr>
<td>3rd Station</td>
<td>$108.00</td>
</tr>
</tbody>
</table>

WBEN has 111% larger average evening audience than the second Buffalo station.

WBEN has 470% larger average evening audience than the third Buffalo station.

CROSSLEY, INC., studied seven consecutive nights from 6:00 P.M. to 10:00 P.M. nightly. A total of 28 nighttime hours surveyed.

PAMPHLET ON REQUEST

REPRESENTATIVES
EDW. PETRY & CO., INC.

NBC—BASIC RED

WBEN—Radio Station of the
BUFFALO EVENING NEWS

HOTEL STATLER
BUFFALO, N. Y.

1000 WATTS 900 KCS.

July 1, 1935 • BROADCASTING
Artists Organized To Combat 'Piracy'

Seek to Stop Use of Records Without Their Permission

UNDER the leadership of Fred Waring, a group of the 100 radio artists who have formed an organization to combat alleged piracy of their recorded works by radio stations. The combine, which has been in formation for more than two months, will be known as the National Association of Performing Artists. It will attempt to stop this practice, alleged to be common among those stations.

The organization, which has 100 radio performers on its roll, was formed by a group of some of the top names in broadcasting from records without the permission of the recording artists.

President and chairman of the combine is Fred Waring. Mayer Davis is vice president; William Murray, business manager; Joseph Feketeck, secretary, and Don Voorhees, treasurer. The board of directors is made up of Guy Lombardo, William Lawrence Tblbet, George Gerber, Ed Reiner, Louis James, Ray Noble, Walter O'Keeffe and Frank Crumit. The studio of the organization is at 1567 Broadway, New York.

Recording Records

OFFICERS of the new association say that unauthorized broadcasting of records had been going on for the past year. Whether the practice has been common or flagrant, it is said, is being sold to small stations.

Several orchestras have topped making records altogether as a precautionary measure, but this is a dangerous practice. When records or regular broadcasts are sold to stations, neither one has concern over network programs recorded in advance for non-network stations. These records are supposed to be exclusive, but frequently their use is found in many stations.

The new organization hopes to take this practice by a change in the copyright laws, giving musicians and actors full control over their表演 rights. The group plans it to try a number of test cases in court.

COUNTLESS Olga Albiani's reason or her temporary absence from Sealsfield's Silken Strings program was disclosed last month when it was learned that she was married June 8 to H. Wallace Caldwell, member of the board of Cook County Hospital. She was recently divorced from Count Albiani.

HOW CBS COVERED THE FLOOD

Planes, Auto Batteries, "Ham" Sets Are Mustered

To Air Recent Catastrophe in Nebraska

By BRUCE ROBERTSON

The part that radio can and should play in the gathering and dissemination of news was dramatically illustrated June 2 when three members of the Chicago staff of the famous Columbia Broadcasting System flew over the flood-devastated region of Nebraska's Republican River Valley and in two thrilling broadcasts brought to the outside world the first authentic account of what actually occurred.

It was late Saturday afternoon, June 1, when the engineers of Denver reached Frank Falknor, chief engineer of the CBS Western division, telling him that Charles Warriner and Edward Meyer, two of his Chicago operators who were vacationing in their home town, McCook, Neb., would be unable to return to the studio because the Republican River had overflowed its banks, isolating McCook, a town of 3000 inhabitants, in complete isolation.

Later messages carried the details that the flood had broken Friday at midnight and by Saturday morning, all telephone lines were dead, with water, all telegraph and telephone lines were dead, two of the three main railroad tracks were under water, there was no electricity and no power to operate even an amateur radio station.

Borrow 'Ham' Set

TAKING command of the situation Warriner found the 'ham' set in town, tore it down and rebuilt it to operate on batteries, while Malcolm rounded up all the automobile batteries in McCook. At 1:20 on Saturday, Warriner got a call from the chief engineer of the Kansas City radio station and got out the first news of the disaster.

As soon as the first word reached Chicago, preparations were started to make a broadcast from the flood region, and among the passengers who had been stranded there were Frank Falknor, Bob Kaufman, head of public events and special features for Columbia, and Allan Hale, CBS announcer. At Omaha, KFAB had a car waiting to drive them to Lincoln, but here they were temporarily halted as the only means of transportation was by air.

Then they met Robert Bryan Owen, American consul in Denver, American minister to Denmark, and grandson of the famous statesman who had gone to Europe due to war, who volunteered to be chauffeur if they wanted to try to get out by car. With Owen as chauffeur they succeeded in reaching Oxford, Neb., end of telephone, telegraph and railroad.

"We reached Oxford early Sunday morning," Kaufman told the Thursday program, "just as the National Guard was taking control of the town. Reports were coming in from trees and roof tops where they had been marooned in some cases for more than 24 hours. By the end of the day we had secured one of the three telephone circuits, Oxford's sole remaining means of communication, and we set up our broadcasting equipment in the Chevrolet garage which had been turned into a relief station.

"At 12:30 p.m. we went on the air to tell the world the story of this great flood, and we broadcast the scene and then we brought to the microphone a number of people who had survived the ravages of the waters, and told of their homes and possessions. We did not attempt to interview them in any formal manner but allowed them to tell their own stories in their own words."

Intimate Accounts

"THIS is the most important duty of radio in news broadcasting—to bring to the public the first-hand accounts of eyewitnesses. It is certainly not the purpose of news broadcasts to include 'false accounts' of events, but to alarm friends of people who had been swept away, and bring home the story of their lives.

"At the end of the Oxford broadcast we learned that time had been cleared for a second broadcast at 10 o'clock that evening. Determined to reach McCook, if possible, the Chicago crew piled back into Owen's car and after a 250-mile drive over almost impassable roads reached North Platte, where they were able to charter a plane and clear the air. Under normal conditions McCook is an easy half-hour's drive from Oxford, about 200 miles."

When they landed in McCook, at 8:30 Sunday evening, Warriner and Malcolm met them at the airport with the welcome news that the broadcast was all set.

Two Red Cross doctors, two members of the rescue crew, a man who had spent 24 hours in a tree in a wireless broadcasting station, a man who had seen his entire family plucked away, the mayor, the fire chief, and the editor of a saloon who had assembled and read to ready to tell their stories over the air whenever Warriner gave the word.

For Charles Warriner, although only 20 years old, was at that time the most prominent of McCook's 6000 citizens. He had built the radio that had put them in touch with the rest of the country. He had persuaded someone in Denver to give him the signal, and McCook, which had been set up in front of the movie theater affording some entertainment for the people who had seen their homes blow away and arms down and up the street. In the morning the generator was turned on, and the newspaper line type, "Thanks to Warriner, our McCook broadcast went off without a hitch."

We were interested to notice that the Monday papers gave first place to the Warriner story, while the McCook tribune had had the air the day before.

I believe that to be radio's chief function in the news field—tell 'em 'bout 'em so it 'll be believable in type, and to bring to the public the stories and voices of those most intimately concerned in the event."

Winners Selected In Listeners' Vote

ALREADY winner two years successively of the radio editor's popularity poll, Jack Benny, comedian of the Jello program, was voted the most popular radio performer in a listener poll conducted by Radio Guide, program weekly. More than 1,000,000 votes were registered and tabulated, for selections in six divisions.

The magazine announced that a complete list, with results of the two previous contests disclosed "that the day of the so-called 'low' comedian is passing and that the subtle jest is more pleasing to the audience of doubtful character." A similar elevation in taste of dramatic and musical presentations was also revealed.

The winners in each group and those who were runners in the first round of the six divisions, were announced as follows:

PERFORMER—Jack Benny, Lanny Ross, Eddie Cantor, Bing Crosby, Rudy Vallee, Bob Hope, Will Rogers, Edgar Guest, Don Amerche.

SINGLE PROGRAM—One Man's Home; The Wax Theatre, March of Time, The Rose Bowl, Today's Children, Red Davis, Mary Pickford; Nick Stewart, Spain; Harry Von Zell; The Death Valley Days.

ENSEMBLE PROGRAM—'Andy', Burns and Allen, Jack Benny and Mary, Myrna Loy and Roscoe Arbuckle, Mary Lou and Lanny Ross, Block and Scott, Marion and Jim Jordan, Eddy Acey.


BROADCASTING • July 1, 1935

www.americanradiohistory.com
Announcing

COLUMBIA ENTERPRISES, Inc. is now ready to serve the industry.

Columbia Enterprises will release a number of the finest type of electrically-transcribed programs each month for National and Local advertising, and sustaining time.

Columbia's New Royal Blue Laminated Records and unexcelled facilities for Producing, Recording, and Processing are at the disposal of

Advertising Agencies
Advertisers
Broadcasting Stations

Recording Studios in New York—Chicago—Hollywood

Columbia Enterprises, Inc.
1776 Broadway
New York City
Canadians Seeking Greater Freedom In Radio Culture

Programs of Dominion Origin Sought in Greater Number

By JAMES MONTGAGES

Canada would like greater cultural freedom in the air, Graham Spry, president of the Canadian Radio League, told the June conference of American and Canadian scholars, economists, editors, held at St. Lawrence University, Can- non, N. Y. According to Mr. Spry, broadcasting should not be the only cultural channel through which Canadians and the United States be left with a neutral body of jurists and technicians.

Emphasizing that Canadian radio evenings start and end with entertainment furnished by United States stations, he offered the conference that Canadians like American programs but want some cultural development of their own on the air. To this end, Mr. Spry said, the Canadian Radio Commission was formed. But added, it had not yet been sufficiently successful, being given inadequate funds, and since it has formulated legislative policy as well as being its own administrator, he felt that it would be necessary to have at least one body that would be the performance of the North American is North American, but felt it less than culturally and economically healthy that it should be performed almost exclusively American.

Mr. Spry was largely responsible some years ago when the Canadian Radio Commission was first seated, in moulding public opinion to favor the establishment of the commission by the government.

The CRC came up for attention again in its work with the third reading and passage of the bill on June 20 to extend its life to March 1, 1936. Said Premier Bennett: "The specialty in the making of this legislation is that it has been almost a three-year battle. We have been fighting for maintenance of the station which is a publicly owned facility. There has been an invidious campaign to destroy public ownership of radio from the standpoint of public approval." Hon. W. R. Elder, a former Liberal cabinet minister, asked: "What has been done about removing the commission regulation banning freedom of speech?"

Canadian listeners are this year buying their annual radio licenses more rapidly than last year, according to a report of the Department of Trade and Commerce just issued. During the first two months of the current fiscal year, April and May, 417,588 radio licenses were purchased by listeners at $5 each.

Comment on this increase shows that money is somewhat freer. The largest increase was in Quebec province, where 36,318 licenses were sold or renewed in the first two months. Ontario leads with 75,784 licenses, but Montreal to 41,368 for the most licensed radio sets with 71,461.

Fans in Stitches

GEORGE FRAME BROWN, author and co-star in the "Tony & Gus" sketches sponsored on an NBC-12 program by General Foods Corp., New York, has been commuting from Lenox Hill hospital, New York, by bus to West City for the five-weekly series, following an operation. Bed, nurse and parental love were moved by ambulance and a goose-neck microphone was hung over his bed in the studio. While he was waiting for the West Coast repeat, he was wheeled into the NBC infirmary.

NBC Tests Talent By Super-Audition

FACILITIES for coaching promising talent have been set up in New York by NBC, with J. Ernest Cutting of the auditions department in charge. The new feature will have the assistance of an engineer expert in every mechanical phase of broadcasting. In special cases auditions will be recorded to demonstrate microphone requirements.

Once a month Mr. Cutting will present his best "finds" to a group of NBC executives as a sort of super-audition. Mr. Cutting's dates' possibilities will be weighed for radio, movie, stage and private entertainment.

If the supply of new talent justifies, super-auditions will be held more frequently. Emphasis is to be placed on quality rather than quantity and talent will be given cooperation in preparing to meet market standards.

Intercity Rates Published

BASE rates for the Intercity Group, keyed from WMCA, New York, and comprising eight stations along the Eastern seaboard, were announced June 19 by Donald Flammin, president of the station and prime mover in the cooperative project. Night rates for the eight stations are $700.00 per hour, $457.50 per quarter hour for a single broadcast. The 24-hour night rates are $1,103.00 per hour, $702.50 per half hour and $429.38 per quarter hour, and the 52-rate are $1,103, $650.50 and $397.13, respectively. Day rates for the hook-up are: One time $701, $413.50 and $252.50 respectively; 26 times $650.50, $397.13 and $236.89; 52 times $612.50, $360.72 and $219.70.

Dr. Irving Langmuir, associate director of the General Electric research laboratory and noted physicist, was awarded the 1934 Holley Medal for engineering achievement by the American Society of Mechanical Engineers.

WFL Has Tieup With Two Papers

FOLLOWING the signing by WFL, Philadelphia, of the International News Service contract, the station on June 17 contracted with two local newspapers affiliates for what is probably the initial newspaper broadcasting agreement since the Press Radio pact was dissolved some months ago. The dailies involved are the Philadelphia Record and the Philadelphia News.

The deal calls for a reciprocal advertising arrangement, with the studio receiving advertising space in the newspapers for spot announcements on the four regular news programs. Radio "plugs" for the newspapers are to be inserted, through the stations, between the station's news bureau and the papers' city desk. The commercial is a tag line attached to the end of the played story, such as: "For complete details of this story, read the Philadelphia Daily News." The price of the spot announcements is figured according to the WFL rate card. Consequently, if the rate for a one-inch announcement in the News per week is $500, the station receives that amount of advertising space in the dailies. Lineage may be set up and paid for to mount up over a weekly period. WFL ad copy can only be institutional in nature, with no direct mention of commercial accounts on the air.

An unusual angle is the fact that the two newspapers have been notoriously opposed to any radio affiliation, both from the standpoint of publicity and advertising. In fact, the editorial departments of both broadcast centers that does not feature broadcast columns, the News being the only paper to carry radio comment.

Only 2% For Radio

DEPARTMENT stores of the United States spent only two cents out of every dollar on radio advertising during 1934, according to the annual analysis of the radio publicity expenditure issued by the National Retail Dry Goods Association June 22. Newspapers took 66 cents, radio 2%, and magazines 4%.

KTAT-KGKO Swap Waves

A SWAP of facilities between two Texas stations went into effect June 24 when KTAT, Fort Worth, went to 750 kc. and KGKO, Wichita Falls, went to 520 kc, the two stations dissolving with a recent FCC grant. They also exchanged power ratings. KTAT, dissolved to 500 watts, and KGKO to 1,000. KTAT is key station of the SBS network, and expects to cover Dallas as well as Fort Worth by reason of the lower frequency.

Cable Placing Spots

GROVE LABORATORIES, St. Louis (Childs Tower), has advertised 13 one-minute WBS announcements. The sponsor will place the transcriptions directly, and is now selecting markets.
IN 5 GREAT MARKETS

* * * * *

PITTSBURGH  WCAE

Baltimore  WBAL

New York  WINS

MILWAUKEE  WISN

SAN FRANCISCO  KYA...

With several Hearst enterprises cooperating, General Mills, Inc. inaugurated sponsorship of International News Service through its “Women’s Newspaper of the Air” on these five Stations June 3, 1935
SHOW MUST GO ON
KDKA Engineers Work at Bottom

IT TOOK deep-sea diving to keep KDKA, Pittsburgh, on the air recently when trouble arose in the regular and emergency water system that protect a number of 100 kw. tubes.

George Saviers, pick-up operator, and S. M. Solie, transmitter manager, who once was a mine rescue worker. When the pumps went out of commission, they demonstrated his room in an attempt to save a surface in turns using light from a 200-watt bulb.

The idea of using mine rescue equipment for KDKA's, who once was a mine rescue worker. When the pumps went out of commission, he demonstrated his room in an attempt to save a surface in turns using light from a 200-watt bulb.

PATSY PERFORMS—Latest artist of the KAT, Fort Worth, is this they choose from a zoo, who did a few of her best grunts for the radio audience and a tap dance for the studio lookers. In the picture, left to right, are Earl Rodell, KAT announcer; Claire Atwell, amateur vocalist; Blanche H. Knox, KAT announcer; and Mike Gallagher, master of ceremonies on KAT's amateur show.

WWJ Begins Erection Of Its New Transmitter

WWJ, Detroit, has started installation of a new high-fidelity 1 kw. transmitter of Western Electric design at Eight Mile and Meyers Roads, near Detroit. A new operations building is being erected as well as a 414-foot vertical radiator.

Necessary studio changes will be made to attain complete high-fidelity.

Equipment is to be glass-enclosed so visitors may watch it in operation and be the 20-watt transmitter which the station started Aug. 20, 1920. A completely bonded room will be the structure.

Train its vertical radiator for airplane reception. Dinettes, showers and sleeping accommodations are provided. Construction is expected to require about six months.

AUSTIN CAMPBELL, senior partner of Campbell, Kellogg Co., Los Angeles radio director, ran a radio campaign for "Shut-in Day" in June, with florists and telegraph cooperation.

BROADCASTING • July 1, 1935

Radio Notables Honored

SEVEN awards of honorary degrees to radio notables were reported from various stations during the June commencement season.

David Sarnoff, RCA president and chairman of the NBC board, received two degrees—Doctor of Literature from Norwich University and Doctor of Science from Marietta College. Other awards included: Doctor of Laws to Edwin H. Flote, NAB comptroller, Doctor of Laws, Duquesne University; Lowell Thompson, President of the Columbia Broadcasting System, Doctor of Science, Albright College; Walter Damrosch, NBC musical counsel, Doctor of Music, New York University; Franklin D. Roosevelt, NBC educational director, Doctor of Music, New York College of Music; Frank Bliss, NBC general manager, Doctor of Letters, Columbia College; Henry L. Goldsmith, Chief Engineer of the Columbia Broadcasting System, Doctor of Science, Lawrence College.

KNX New Studios

"OPEN HOUSE!" for members and guests of the NAB who continue on the Pacific Coast following the NAB convention in Colorado Springs July 6-10, will be held by KNX, Hollywood, which hopes to have its new studios in readiness at that time. The station, which recently increased its power to 50,000 watts, has ordered "full speed ahead" on the studio construction.

Six new studios embodying latest developments in acoustics are being installed along with RCA high-fidelity speech input equipment. The studios, each two stories high, will cover some 60,000 square feet of space.

Discovering Hollywood

"HOLLYWOOD Varieties" was started in June from Hollywood NBC studios to KGO, San Francisco, and KECA, Los Angeles, the quarterly program being an authorized NBC program on an "as it happens in San Francisco an opportunity to keep in touch with new Hollywood talent uncovered by NBC program scouts. The purpose of the feature is not announced on the program.

Plans for Coverage Data Studied at Joint Session

A SPECIAL meeting of officials of the Association of National Advertisers, American Association of Advertising Agencies, and the TV News Advisory, was to be held in New York June 27 for discussion of the plan projected by the NAB to create an independent but adequately maintained, to authenticate station coverage and listener data. Called to the session were John G. Leigh, AAA president, Paul B. West, ANA managing director; Philip G. Loucks, NAB managing director, and Lewis B. Dinkins, NBC commercial committee chairman.

The three groups, it was indicated, are now in complete harmony and the months of delay, is expected to name an official committee under the chairmanship of Stuart H. Boyd, Borden Co., to work out the definite plan. Developments of the meeting will be related to the NAB convention in Colorado Springs. Both NAB and AAA have enabling resolutions authorizing formation of such a bureau, and the ANA is understood to have clothed a committee with similar authority.

Grayco Expands

MARION R. GRAY Co., Los Angeles manufacturers of gray flannel shirts, has enlarged its 30-station list for weekly 15-minute transmissions of Hollywood gossip. The chain, which places the cost of the program on the producer, with the local retailer footing the bill for radio program space, now includes KTFB, Twin Falls, Idaho; KZIB, Manila; KGTO, Missoula, Mont.; KOOS, Madison, Wis.; KMBM, Kansas City, Mo.; KBBM, KTLN, KGLL, Billings, Mont.; WSPA, Spartanburg, S. C.; WJBO, Baton Rouge, La.; WHTA, Fort Worth, Tex.; KXOD, Phoenix, Ariz.; WSB, WOR and others. The chain, handles the account and Recordings Inc., did technical work on transcriptions.

Radio for Toothpowder

STERLING PRODUCTS Co., New York, through its Chas. H. Phillips Chemical Co., will introduce in July Phillips Magnesia toothpowder, with advertising by Thompson-Koch Co., Cincinnati, handling the account. According to Walter H. Phillips, owner of the product, the sponsor has not decided whether to announce the product in the NBC Phillips toothpaste program by means of a new network series.

WNBC, New Britain, Conn., a station affiliated with NBC, concluded its schedule of tests June 17, with likelihood that it would begin regular operation within ten days. The station was situated in the back of a saloon, with William J. Sanders, and originally had the call WMFE. It is on 1380 kc., with 250 watts day.

H. V. KALtenborn, CBS commentator, who will conduct a tour to Europe this summer, will broadcast from England, Germany and Italy via CBS during the tour.
MICHIGAN'S GREATEST ADVERTISING MEDIUM

G. A. RICHARDS
President

LEO. J. FITZPATRICK
Vice Pres. & Gen. Mgr.
THE United Press reports are gathered by an army of trained writers located in every part of the world. Telegraph and telephone wires, radio, cables—every modern method of communication is used to speed their stories to its clients.

UNITED PRESS
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<th>Company</th>
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<td>P. P. Willis Corp., Chicago, Ill.</td>
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<td>(bird food)</td>
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<td>AMERICAN CHICHE Co., Long Island City</td>
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<td>AMERICAN CIGAR Co., New York</td>
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<td>AMERICAN PACKING Co.</td>
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<td>AMERICAN PROTESTANT DEFENCE LEAGUE</td>
<td>(defence)</td>
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<td>AMERICAN RESEARCH CHEMICAL Co.</td>
<td>(chemicals)</td>
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BROADCASTING • July 1, 1935

www.americanradiohistory.com
A Transradio Flash!
—For The NAB Convention

RADIO'S OWN PRESS ASSOCIATION ADDS 53 NEW CLIENTS IN EIGHT WEEKS

Rapidest expansion ever recorded for any news gathering organization in so short a time

NOTEWORTHY AMONG MOST RECENT ADDITIONS TO TRANSRADIO RANKS

WTIC ................. Hartford
WOAI .................. San Antonio
KROW .................. San Francisco
KDYL .................. Salt Lake City
WSYR .................. Syracuse
KMO ................... Tacoma
WTOC .................. Savannah
WPTF ................... Raleigh
WOL ................... Washington
WBIG .................. Greensboro
WSOC .................. Charlotte
WMAZ .................. Macon
WLVA .................. Lynchburg
WGBI .................. Scranton

TECHNIQUE which presents spot or "flash" news intelligibly to the radio audience, Transradio forges ahead.

Radio stations prefer the bright, compelling style of news treatment pioneered by Transradio. Its private leased wire system—using the finest news circuit facilities ever developed by the A. T. & T.—has just been extended through the south. All along the Atlantic Seaboard, from Florida to Maine and far westward; high-speed printers now carry a constant stream of crisp, dramatically-written news. For 19 hours a day they carry to Transradio clients all the color, action, drama and humor in that day's news of the world. It is world history up-to-the-minute.

~ TRANSRADIO MARCHES ON ~

EAST   •   WEST   •   NORTH   •   SOUTH

Wire or Write for Rates

Transradio Press Service
INCORPORATED

"Only What Is Authentic and Airworthy"

342 Madison Avenue   •   New York City
PAUL REVERE Rides Again!

News from Boston announces 20% Rate Reductions on WBZ and WBZA

Boston Agency Executives Acclaim WBZ and WBZA Now Greatest Radio Buy For New England

"WBZ and WBZA now become the leading radio buys in New England".
F. S. Weston, President, Frank S. Weston Advertising, Providence, R. I.

"I think the new rates are going to create a new era of business for WBZ and WBZA".
Karl M. Frost, President, Karl M. Frost Co., Inc.

"The rates just issued make these NBC stations the best buys for New England coverage".
David Malkiel, President, David Malkiel Advertising Agency.

"New rates make WBZ and WBZA infinitely more attractive to the New England advertiser".
Francis T. Baldwin, Account Executive, Barton, Barton, Durstine and Osborn.

"The adjusted rates permit unusually economical coverage of the New England market".
John W. Dowd, President, Dowd & Ostreicher, Inc.

"The new rates make WBZ and WBZA the most attractive radio buy in New England".
Harry F. Malloy, Account Executive, H. B. Humphrey Company.

THE NEW SCHEDULE COMPARED WITH THE OLD

Drastic revision in the basic rate structure of WBZ and WBZA shows a reduction ranging from 18 to 23 per cent in the principal classes of service.

Quarter Hour
Old rate of $196 off 18.3% to $160.

Half Hour
Old rate of $312 off 23% to $240.

Full Hour
Old rate of $500 off 20% to $400.

The average cost per time signal is lower. Independent announcements are shaded. The Hom Forum and Musical Clock are scaled down.

WBZ & WBZA

50,000 WATTS
BOSTON

1,000 WATTS
SPRINGFIELD

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

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

July 1, 1935 * BROADCASTING
The Most Powerful
Local Station in
Northern California*

KGO
7500 WATTS
SAN FRANCISCO

*The potential circulation of KGO is 482,100 radio families, as determined by the new NBC Method of Audience Measurement, by aireas.

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

NEW YORK * WASHINGTON * CHICAGO * SAN FRANCISCO
WEAF & WJZ WRC & WMAL WMAQ & WINR KGO & KPO

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

July 1, 1935 • BROADCASTING


CUBAN PRODUCTS Co., New York (Cuban rum). t

CUBBY CRACKER Co., Los Angeles. Agency: Royal Campbell Co., Chicago. t


CYCLE TRADES OF AMERICA, New York (Bicycles). t

D


DAYTONIA BEACH, Fla. t


DECKER, ALFRED & COHN, Chi- cago (society broad clothes). Agency: Henri, Hurst & McDonald Inc., Chicago. t


DEEP ROCK OIL Co., Chicago. t


DOMESTIC SEWING MACHINE CO., Chicago (Kaveh, etc.). Agency: J. Jerry Mathieson Inc., N. Y. n

DON PARMALADE, Des Moines (Duck induction). t

DOR PRODUCTS Co., Cleveland (egg shapping). Agency: Ralph W. Devere Inc., Chicago. t


DUBUQUE PRODUCTs, Chicago (Peruna). Agency: Benson & Dell Inc., Chicago. t


DUNCAN COFFEE Co., Houston (Philadelphia). Agency: Lunday, Temney, Houston. t

DURKEE ATWOOD Co., Minneapolis (Duran products). Agency: D. N. Ahern & Son, Chicago. t


EARLY & DANIEL, Cincinnati (Teledex feeds). Agency: Keeler & Stites Co., Cincinnati. t


EASTERN NU-ENAMEL Co., New York (paints). t

EFFORTS INC., Rochester (Kohkots). Agency: J. Walter Thompson Co., The United States (political). t


ELIAS C. MACARONI & CRACKER Co., Davenport, Ia. (food products).

New England is concentrated population. A few major cities — scores of lesser cities — and hundreds of towns, large and small. Three combinations of stations are available to "cover" New England. One can rightly claim some of the cities and a higher percentage of the towns. Another can rightly claim more of the cities and fewer towns. The entire "NEW ENGLAND NETWORK" with FIVE major stations strategically located in FIVE major buying centers covers it "all". Less than 2% of New England listeners live in the "scattered" coverage area.

POWER...

All five stations basic full time members of the N.B.C. Red Network. All five provide New England listeners with the finest national, regional and local programs during every hour of the broadcasting day.

POPULARITY...


PRESTIGE...

WEEI - Boston
WTIC - Hartford
WJAR - Providence
WTAG - Worcester
WCSH - Portland

For rates and availability...

NEW YORK — J. J. Weed, 220 East 42nd Street — Phone — Vanderbilt 3-3648
CHICAGO — C. C. Weed, 203 North Wabash Avenue — Phone — Randolph 7730
BOSTON — Edison Electric Ill. Co., 182 Tremont Street — Phone — Hubbard 2323
HARTFORD — Travelers Ins. Co., 700 Main Street — Phone — Hartford 2-3181


EDUCATOR BISCUIT Co., Chica- go.

EDUCATOR MFG Co., Oakland City, Ind. (educator fountain pens).


ELA SINGER ICE PACK Co., Chi- cago.


ELGIN AMERICAN Co., Elgin, Ill. (Elgin razors).


ELMO SALES, Chicago. Agency: Em- il Brischer & Co., N. Y.


EY TINE DISTRIBUTING Corp., New York (eyelash dye).

F


FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Louis E. Con- rad, N. Y.


FAVORITE STORE & RANGE Co., Plano, Okla.

Fautiful PUBICATIONS, Min- nesota (True Confession magazine, etc.). Agencies: Rithet & Ryan Agency Inc., Minneapolis; Chicago-Field Graves Co., Minneapolis.


FEINER BAKING Co., Houston, Tex. (cookies and cakes).


FENLEY'S MODEL DAIRY CO., Chicago.


F. & F. LABORATORIES, Omaha (F. & F. caught drops).


FISHER BODY Co., New York (suites and overcoats).


FLORUS ADVERTISERS, ASS'N, W. H. Winterhaven, Fla. (grapefruit).


FLORIDA FRUIT CANNERS Inc., San Francisco, Calif. (fruits).


FOLKNS FOOD PRODUCTS, San Francisco (macaroni and noodles).


POSTER-MILBURN Co., Buffalo, N. Y. (Dian's pills).


"BAD YEARS" HAVE BEEN GOOD YEARS FOR WGAR

1931  1932  1933  1934  1935

INDICATED BUSINESS FOR REMAINDER OF 1935

FIVE CONSECUTIVE YEARS OF GAINS!

With all due respect to watts, kilocycles, surveys and other means of gauging the value of advertising over certain radio stations, there's still no better measure than the amount of cash in the station till... the actual dollars and cents paid by advertisers for the privilege of broadcasting their sales messages over that particular station.

WGAR, Cleveland's Friendly Station, is proud of its record which shows five consecutive years of gains... pleased that advertisers are spending more of their advertising dollars with us than with any other Cleveland station.

FIRST... in number of retail accounts among Cleveland's network stations.
FIRST... in dollar volume of advertising among all Cleveland stations.
FIRST... in daytime audience in Cleveland's compact 35-mile retail area.
FIRST... in national "spot" accounts among all Cleveland stations.
FIRST... in "Local Showmanship" in Cleveland, according to Variety Magazine.

ANOTHER FORWARD STEP—WGAR has subscribed for complete national reports of the International News Service—a new and exclusive radio service to Northern Ohio. Open for sponsorship.

WGAR "CLEVELAND'S FRIENDLY STATION"

John F. Patt, Vice President and General Manager
Edward Petry & Co., Inc., National Representatives

NORTHERN OHIO'S NBC BLUE NETWORK STATION
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.
Radio Advertisers & Agencies (Cont'd)...


HEXIN Inc., Chicago (cold tablets). Agency: Sellers Service Inc., Chicago, co. 2a

HICKS RUBBER Co., Waco, Tex. 2


HINCKLEY & SCHMIDT, Chicago (Corinna water). sp


HOPPITE CO., St. Louis (marshmallows). Agency: Raphael A. P. & Moore Inc., St. Louis, 2o

HISTEEN Corp., Chicago (Histsen fog remedy). Agency: Routh & Ryan Inc. Chicago, 2a


HOLLAND RUTTER Co., Boston (butter & eggs). 2n


HOLLYWOOD MARK Inc., Chicago (merchandise). Agency: Schwimmer & Scott, Chicago. 2p

HOME MAKERS COUNCIL OF RADIO ADVERTISING (foods). Agency: Radio Broadcasting Co., Boston, 2n


HORLICK'S MALTED MILK Corp., Racine, Wis. (malted milk). Agency: Lord & Thomas, Chicago, 2n

GEO. A. HORMEL & Co., Austin, Minn. (Hormel foods). Agency: Batten, Barton, Durstine & Osborne Inc., Minneapolis, 2a


HORSE'S UNCLE ASSOCIATION OF AMERICA. Agency: Carpenter-Rogers Co., Dallas, 2a


HOTEL GOV. CLINTON, New York Agency: Rose-Martín Inc., N. Y. 2o


HOUSe OF SEAGER Inc., Los Angeles (cosmetics). 2a


HUBINGER Co., Kookuk, Iowa (Elastic starch). Agency: Ralph M. Hoag Co., St. Louis. 2o


HUL DER TURES INC., Chicago, 2o

HUDSON MOTOR CAR Co., Detroit (motor cars). Agencies: Brooks, Reich & Co., Inc., Detroit; The Blackman Co., N. Y. 2a

E. G. HITTENSOHN, Boston, N. Y. 2a


THOMAS A. HUTCHINSON Co., New York (Du-Pak nail polish). 2p


THE LITTLEST LINE IN THE NATION

ST. LOUIS, MO

Page 74

BROADCASTING • July 1, 1935
WITH Western Electric, you get much more than just high-fidelity apparatus. You also get the full benefit of Bell Telephone Laboratories' experience and facilities in engineering station equipment to meet your exact needs.

WOR is an outstanding example. Engineering this installation from the ground up, the Bell Telephone Laboratories developed, among other features, WOR's directional antenna system—first of its kind—which focuses strongest signals where population is densest!

Talk over your special problems with Western Electric at the N.A.B. CONVENTION—Broadmoor Hotel, Colorado Springs—July 7th to 11th.
Radio Advertisers & Agencies (Cont'd) . . .

I

IDEAL Co., Waco, Tex. (built-in furniture), sp


INGERSOLL - WATERBURY CO., Waterbury, Conn. (watches, clocks). sp

INLAND CONSOLIDATED COAL Corp., Chicago (Avon Eagle coal). n

INSTITUTE OF AMERICAN MEAT PACKERS, Chicago (meat talks). Agency: McCann-Erickson Inc. n

INTERNATIONAL BEDDING Co., Baltimore (White Cloud mattresses). t


INTERSTATE DEPARTMENT STORES, New York (chain stores). sp

INTERSTATE LIFE ASSOCIATION, Hollywood (insurance). t


IODEENT CHEMICAL Co., Detroit (tooth pastes). Agency: Mason Inc., Detroit, sp


IOWA PEARL BUTTON Co., Muscatine, la. (Blue Bird pearl buttons). R. C. Morgan & Co., Chicago, sp


IROQUOIS SEED Co., Chicago (seed corn). n


J


JEAN Inc, Newark (Gingerbread Mix, etc.). Agency: W. I. Tracy Inc., N. Y.


J. F. G. COFFEE Co., Knoxville, Tenn. sp

JOHN IRVING SHOE Co., Boston, sp


* INSTANTANEOUS * ECONOMICAL * EFFICIENT

Built by skilled craftsmen of the finest materials, the Presto Recorder is constructed with watch-spring precision.

The Presto Instant Recorder fulfills the insistent demands of Broadcasting stations and Electrical Transcription studios for high quality recording apparatus.

NOTE these salient features of the Presto Instant Recorder

1. Completely portable.
2. Easy to operate (Only two controls for operation.)
3. Flat within 1.5 db from 20-12,000 cycles.
4. Two speeds. 78 R.P.M. or 33 1/3 R.P.M.
5. Three stage resistance and transformer coupled amplifier.
7. Prices within your reach.

EVERYTHING FOR RECORDING . . . FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.

Write for latest descriptive bulletin of our equipment and coated discs.
K


KARNS & COBB AMBROSIA Co., Detroit, P. (Laketoria), 70.00 sp.


KATYERMAN & MITCHELL SALES CORP., New York (Gloria Gay Silk). 7 sp.

KAY JEWELRY Co., Boston (jewelry stores). 7 sp.


KENDALL MFG. Co., Providence, R. I. (Soprine). 7 sp.


KING MIDAS MILL Co., Minneapolis (flour). 7 sp.


KING MIDAS MILL Co., Minneapolis (flour). 7 sp.


KITCHEN ART FOODS Inc., Chicago (Two Minute dessert). Agency: Vandcn Co., Chicago, 7 sp

KW

KELLOGG Co., Battle Creek, Mich. (corn flakes, Pep, etc.). Agency: N. W. Ayer & Son Inc., N. Y., 7 sp, 7.00 14 sp.


KENDALL MFG. Co., Providence, R. I. (Soprine). 7 sp.


KING MIDAS MILL Co., Minneapolis (flour). 7 sp.


KING MIDAS MILL Co., Minneapolis (flour). 7 sp.


KITCHEN ART FOODS Inc., Chicago (Two Minute dessert). Agency: Vandcn Co., Chicago, 7 sp

KFEL - KVOD
DENVER
Los Angeles Coverage?
Hell, NO!

WIND presents the most comprehensive news service available. Nine established, regularly scheduled, periods are presented daily—from 7 A.M. to 12 Midnight. These periods are augmented with spot flashes—presented as received over our 17-hour direct New York to Washington to Chicago trunk line.

COVERAGE — our primary service area includes 7,463,661 in Illinois, Indiana, Michigan and Wisconsin.

RATES — daily news schedules, six days, are available for as little as $80.00 weekly. Exclusive sponsorship can be arranged. For full information, including available periods, address

W-I-N-D
National Advertising Office
201 N. WELLS ST. CHICAGO

JOIN...AND CLICK!

WCAE
PITTSBURGH, PA.
BASIC RED NETWORK—NBC
Nationally Represented by PAUL H. RAYMER CO.
New York . Chicago . San Francisco

Silver is up
Business is good
Butte, Montana

KGIR

July 1, 1935 • BROADCASTING
FOOD and DRUGS?

AGENCIES - ADVERTISERS - MEDIA

Does your advertising conform to the rules and regulations of the various government agencies?

THE Comar Company offers a reliable and economical service which is the answer to this problem. It provides a monthly bulletin service as well as separate reports on an "individual inquiry basis". Individual inquiries will be answered immediately.

FOR YOUR PROTECTION

Write or wire today for complete details

COMAR COMPANY
FOOD and DRUG REPORTS

Shoreham Building • Washington, D. C.
Radio Advertisers & Agencies (Cont'd)...


ZONI PRODUCTS Inc., Syracuse, N. Y.


IBERTY MAGAZINE, New York. Agency: Lord & Thomas, N. Y. sp


ITE SOAP Co., Aurora, Ill. Agency: Schwilander & Scott, Chicago, N. Y.


FRANK LOPEZ, Brooklyn, N. Y. (confection).


ucky TIGER REMEDY Co., Kansas City (hair tonic). Agency: Loewy-Clapham-Whalen Co., Kansas City. sp


CHURBER'S ASSN. OF OKLAHOMA, Inc.


XURX Ltd., Chicago (cosmetics). Agency: Lord & Thomas, Chicago, N. Y.


H. M. MCDONALD & COMPANY, New York (department store).


KFEW-KVOD
DENVER
News Service?
YES! 4 TIMES A DAY

THE BIGGEST LITTLE STATION IN THE NATION
ST. LOUIS, MO.

Salt Lake as
Metal Prices SOAR

EACH increase in metal prices puts more mines and mills in operation—more dollars in circulation in the Salt Lake market, the center of America's mining activities.

Gold and silver prices are now at the highest levels in many years. Prices of other metals, too, are increasing.

It takes just one station to cover this rich, Salt Lake market. That's KDFL.

‘The Popular Station’

Representatives

JOHN BLAIR & COMPANY

New York Chicago San Francisco Los Angeles Detroit
Many types of businesses employ Bell System Teletypewriter Service for speedy and accurate transmission of typewritten information between distant units. Few use it more than the broadcasting business. Most networks and more than 200 stations are regular subscribers.

Teletypewriter Service—typing by wire—is fast, flexible, accurate. Pressing a key on one teletypewriter instantly, simultaneously, prints the same character on every connected machine. Questions can be asked and answered on the same connection. Identical, typewritten records of every word exchanged—with a number of carbon copies at each end—are always available.

By saving time and reducing errors, Teletypewriter Service helps maintain efficient control of operation. Your local Bell Company will be glad to discuss details with you.

Radio Advertisers & Agencies (Cont'd).

MAGNOLIA SEED CO., Dallas. (Chicag. chaser). sp.
MAIL POUCH TOBACCO CO., Wheeling, W. Va. (Mail Pouch to-
bacco).
MAILORY, HAT CO., Danbury, Conn. (men's hats). Agency: Trades
Adv. Agency, N. Y.
C. Croft Co. Inc., N. Y. n
MAILTINE Co., New York (cod liver oil). N. W. Ayer & Son
Inc., Philadelphia.
MAIL-T-O-MEAL Co., Fort Worth, Tex. (wheat). sp.
MALVA MEDICINE Co., Cincinnati-
ti (remedy). Agency: Chester C.
Morland & Cincinnati.
MANDEVILLE & KING Co., Roches-
ter, N. Y. (nursery). Agency: Stew-
art, Hartford & Frohman Inc., Roches-
ter.
MANGELS, HEROLD Co., Balti-
more (King's Syrup). Agency: Emery
Adv. Co. Inc., Baltimore. sp t
MANHATTAN SOAP Co., Inc., New
York (Nicky Mouse soup). Agency:
Peck & Co., N. Y.
MANITOU WATER CO., Denver (general.
agency: Shaw-
Betts Inc., Denver. b
MANKIND DOG & CAT FOOD Co.,
Philadelphia. a
MANTLE LAMP CO. OF AMER-
ica, Chicago (Aladdin lamps). Ag-
cy: Philip O. Palmer & Co. Inc., Chi-
icago. sp t
CHARLES MARCHAND Co., New
York (golden hair wash). t
MAIL-TOO FOODSTuffs Co., Los
Angeles (dog food). sp
MARCUS-LE SOINE Inc., San
Francisco (petroleum). Agency:
Small, Kleppner & Seltzer Inc., N. Y.
MARINE LABORATORIES,
South San Francisco, Calif. (Marine
Magnesium toothpaste). Agency:
Long Adv. Service, San Jose, Calif. a
MARION PRODUCTS Co., Marion,
Ohio (beverages). sp
MARLENE Co., Washington, D. C.
(cosmetics). Agency: Henry J. Kauf-
man, Washington.
MARLIN MINERAL WATER Co.,
Marlin, Tex. (Marlin crystals). Ag-
cy: Rogers-Gano Adv. Agency, Hous-
ton, Tex. sp a
MARLY DISTRIBUTORS Inc., New
York (Marly beauty preparations).
Agency: John Thomas Miller Ag-
ceny, N. Y.
J. W. MARROW Co., Los Angeles
& Chicago (Mar-O-Shampoo) agen-
cies: Heath-Seehoff Inc., Chi-
icago; Horace Milton, Los Angeles. a
J. W.
MARSHALL CANNING Co., Mar-
shalltown, Ia. (Brown beauty brand).
Agency: Erwin, Wasey & Co. Inc.,
Chicago. a
MARTIN-SENOUR Co., Chicago
JOSPEH H. MARTINSON Inc., New
York (Jomar coffee & chocolate malt-
ed). Agency: Albert Frank-Guenter
Law Inc., N. Y. a
MARX BREWING Co., Wyan
donito, Mich. Agency: Martin Inc., Det-
roit.
MAYLAND PHARMACEUTICAL
Co., Baltimore (Rem). Agency: Jos-
eph Katz Co., Baltimore. sp a

COMMONWEALTH OF MASSA
CHUSETTS, Boston. Agency: P. F
MASTER BUILDERS Co., Cleveland
(flooring). Agency: United State
MASTER DRUGS Inc., Omaha
(proprietary). Agency: Buchan-
MAU MEE COLLIERS, Terr.
Hauta, Ind. (coal) sp.
MAURY-COLE Co., Memphis (Can-
ada coffee). Agency: Gottschaldt
Humphrey Inc., Atlanta.
MAXINE PRODUCTS Co., Detroit
(perfume). Agency, Lee Anderson
Adv. Co., Detroit. a
MAYBELLINE Co., Chicago (eye
lash dye). Agency: Cramer-Krassell
Co., Milwaukee. a
OSCAR MAYER & Co., Chicago
(Old Style farm sausage). sp
DR. W. B. MAYO LABORATOR-
IES, Los Angeles (medical products)
Agency: Tom Wallace Agency, Los
Angeles. a
EARL E. MAY SEED Co., Shenan-
Ramsey Co., Dayton, Ohio.
MAYTAG Co., Newton, Ia. (wash-
ing machines). Agency: Cramer-
Kra-
sell Co., Milwaukee.
MAIZER CRESSMAN CIGAR Co.,
Detroit (Manly cigars). Agency:
Harold Aarons Inc., Detroit. a
C. H. MEALER Co., Detroit (auto
polish). Agency: Marxon Inc., De-
troit. a
ALFRED W. MCCANN LABOR-
ATORIES Inc., New York (special
foods). a
McCLEARY SANITARIUM, Exce-
llor Springs, Mo. Agency: R. J.
Potts Co., Kansas City. a
MCCLOSKY VARNISH Co., Los
Angeles & Philadelphia (Kwik-on
hair paint). Agency: Bert Butterworth
Agency, Los Angeles. a
MCCONNELL & Co., Vinona, Minn.
Minneapolis. a
MCCORMICK & Co., Baltimore (Be-
brand spices & Banquet tea). Agen-
cy: Van Sant, Dundage & Co., Balti-
more. a
MCCOY'S LABORATORIES Inc.,
New York (cod liver oil tablets).
Agency Inc., N. Y. a
THOMAS McELROY Co., Chicago
(furs). Agency: Schimmer & Scott
Inc., Chicago. a
McFADDEN PUBLICATIONS Inc.,
New York. Agency: Lord & Thomas
Co., N. Y. a
MCKENZIE MILLING Co., Quinney,
Mich. (panace flour). Agency: Rog-
er & Smith Adv. Agency, Chicago. sp
McKESON WESTERN WHOLE-
SALE DRUG Co., Los Angeles (Car-
rier's tablets). Agency: Hixon-O'Don-
nell Co., Los Angeles. a
McKESSON & ROBBINS Inc., Bri
teport, Conn. (Albolene, Analax,
Agency: N. W. Ayer & Son
Inc. N. Y. a
W. F. McLAUGHLIN & Co., Chi-
a. (Manly coffee). Agency: Cramer-
Kraessell Co., Milwaukee.
MCLAUGHLIN & GORMLEY KING
Co., Minneapolis (insecticides). A-
cency: Campbell-Mithum Inc., Minneapo-
lis. a
J. T. Mc MILLAN Co., St. Paul (pork
packers). Agency: Harmon-McGlin-
nis Inc, St. Paul.
Radio Advertisers & Agencies (Cont'd) ...
IS NOW BROADCASTING ON 570 KILOCYCLES

which gives KTAT the same type of coverage in the Fort Worth-Dallas area that made leaders in their respective territories of such outstanding regional "wave length" stations as:

WCAO — Baltimore
WSYR — Syracuse
KSD — St. Louis
WTMJ — Milwaukee
KLZ — Denver
KHQ — Spokane
WFIL — Philadelphia
WOW — Omaha
WEBE — Boston
KTSA — San Antonio

S. B. S. is the only regional network carrying sustaining programs in the entire southwest.

SOUTHWEST BROADCASTING SYSTEM

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

Radio Advertisers & Agencies (Cont'd).

MORRIS PRODUCTS, Los Angeles (Arrows Agency). Agency: Mayers Co., Los Angeles. sp

NATIONAL ASSOCIATION OF MFGS., New York (Industrial). t
NATIONAL DISTILLING Co., Milwaukee, sp
NATIONAL LIFE & ACCIDENT INSURANCE Co., Nashville, sp
NATIONAL LIFE INSURANCE Co., Montpelier, Vt. (Richardson, Alexander & Richards, N. Y.)
NATIONAL LIVE STOCK & MEAT BOARD, Chicago (Iamb). Agency: Carroll Dean Murphy Inc., Chicago.
NATIONAL MORTAL BENEFIT Co., Madison, Wis. (insurance). sp
NATIONAL REPUBLICAN BUILDERS ASS'N, New York.

KFEL - KVOO
DENVER
World Wide News?
YES! TRANSCOID
TERIBLE TESTIMONIALS...No. 2

"Where was I — Oh, yes — If it's ever so high, there's no place like home — and what would home be without K F W B — you never can tell."

Hugh Herbert

Maybe Hugh Herbert is right! Anyway, with such stars as Warner Bros. are able to put on the air it is certainly not difficult to understand why KFWB has the largest audience of any independent station in Southern California.
Always!

SAY... or DIAL... or CALL...

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

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

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy...with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.
Radio Advertisers & Agencies (Cont'd).

PHILLIPS MILLING CO. San Francisco (floor). Agency: Emil Bri nacher & Staff, San Francisco. sp
PHYSICAL CULTURE HOTEL, Dainesville, N. Y. (resort). sp
PICKEL PRODUCTS Ind., New York (flavor extract). Agency: Grant & Wadsworth & Camir Inc., N. Y. sp
PIONEER MAPLE PRODUCTS Co., Minneapolis (Bucket syrup). Agency: Mc Cord Co. Minneapolis. sp t
PLAZA HOTELS, San Antonio, N. Y. sp
PLYMOUTH MOTOR CORP., Detroit (motor cars). Agency: J. Sterling Gerbell Inc. n & t

Several parts of Kentucky rightfully belong to stations other than WAVE. Hence we don't claim to "cover" Kentucky. But listen. Jefferson County (Louisville) alone accounts for 27.6% of all the retail trade in the state. Using WAVE, you won't get the boys and girls up at Fishpond, in Letcher County. But you'll get most of the 420,000 people who live virtually within sight of our tower, plus your fair share of the million in our primary area—the best million in these here parts.... NBC, of course.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE INCORPORATED
LOUISVILLE, KY.
1000 WATTS ... 940 K.C.

July 1, 1935 • BROADCASTING

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www.americanradiohistory.com
DIRECTORY OF RADIO ADVERTISERS & AGENCIES (Cont’d)


PORT OF NEW YORK AUTHORITY, New York, N. Y.


PORTER DRUG Co., Concord, N. C. (Dixie rub liniment). 


POWER SEAL Co., Los Angeles (cylinder remedy). 

PRATERIAN LIFE INSURANCE Co., Detroit, Mich. 


THE SOBY YARDSTICK OF AUDIENCE VALUE

Imperial and comparable data about the size and location of the audience of radio programs and stations. 

WANTED: Information and prices. 

BENJAMIN SOBY AND ASSOCIATES

1623 Wallace Ave Wilkes-Barre, Pa.

PREMIER VACUUM CLEANER Co., Cleveland. Agent: Lord & Thomas, N. Y. sp


PRINCE MACARONI Co., Boston. Agent: Badger & Browning Inc., Boston, sp


PROTECTIVE DIET LEAGUE OF CALIF., Los Angeles (Kefloid, Kelzax). sp


PTM FORMULA Co., Seattle (deutal preparation). sp


PURULATOR Co., Newark, N. J. (oil purifiers for autos). sp

PUTITIZE LABORATORIES, San Francisco (eye drops). sp


Q

THE QUAKER OATS Co., Chicago (Quaker Oats, Puffed Rice). Agencies: Erwin, Wasey & Co. Inc., Chicago, Full O'Pep Poultry Feed; Fletcher & Ellis Inc., N. Y., Puffed Rice and Puffed Wheat; Lord & Thomas, Chicago, Quaker Oats, Quaker Cracker, Aunt Jemima Pancake Flour. n sp t


R


RADIO COOKING CLUB OF AMERICA, Baltimore (cooking school). sp

RADIO LEAGUE OF THE LITTLE FLOWER, Detroit (Father Coughlin). n

KEFL-KVOD DENVER

High Power?

NO! 500 Watts

KSD IN ST. LOUIS

Station KSD—The St. Louis Post-Dispatch

POST DISPATCH BUILDING, ST. LOUIS, MO.

Free & Sherman, Inc., National Advertising Representatives

New York Chicago Detroit San Francisco

BROADCASTING • July 1, 1935

93 CONTRACTS for Advertising on KSD were signed during the first five months of 1935—an increase of 90% over 1934.
Directory of National and Regional Radio Advertisers (Cont'd)...


RAIDOTRON Co., Inc., Harriet J. (radio tubes). Agent: t & Thomas, N. Y. sa
VICTOR Co., Cambro, N. Y. (radios, etc.). Agent: Lord & Thomas, N. Y. sa
D & WHITE Corp., Chicago (hair gins). sa


SLAB PACKING Co., Chicago (Danish meat products). sa


MOTOR CAR Co., Lansing (motor cars). Agency: Mason (Detroit, sa) sa

PUBLIC COAL Co., Minneapolis. sa

PUBLIC NATIONAL COMMISSION, Washington (politicul). sa

PUBLIC SAFETY COMMITTEE, New York (political). sa

KFEL-KVOD DENVER

High Fidelity?

YES!
Directory of National and Regional Radio Advertisers (Cont’d).

SANQUOIT PAPER Co., New Hartford, N.Y. (toilet tissue). S
SAUNDERS CHEMICAL Co., St. Louis (Flight). sv to.
SAYERTTE Inc., Chicago (cigarette holders). sv

SCHUETZ BREWING Co., Milwaukee (Schlitz beer). Agency: Batten, Barton, Durstone & Osborn Inc., Chicago. sv
SCHLUBERGER - KURDLE Co., Baltimore (Eiday meat products). sp to.
SCHOLL MFG. Co., Chicago (Dr. Scholl's foot pads, etc.). Agency: Dowling & Co Inc., Chicago.
W. F. SCHRAFFT & SONS Corp., Boston (candies). rv
BERNARD SCHWARTZ CIGAR CORP., Detroit. Agency: C. F. McIntyre & Associates, Detroit. sp

SHUTTER-JOHNSON CANDY Co., Chicago.
SCIENTIFIC LABORATORIES OF AMERICA, Los Angeles, Cal. (Reducoids). sp to.
SCOTT FURRIBERS, Boston (fut stores). Agency: Aaron Bloom, Boston. rv
SEA-BREEZE LABORATORIES Inc., Pittsburgh (antifouling). sp
SEABOARD AIR LINE RAILWAY, Norfolk, Va. sv
SEMI Co., Dyersville, Ia. (hog remedy). sp
SENICA COAL & COKE Co., Kansas City. sp
SHIBATA CHEMICAL INDUSTRIES, Ltd., Tokyo (clothing). Agency: Batten, Barton, Durstone & Osborn Inc., N.Y. sv

SHEFFIELD CHEESE Co. Inc. (cheese). sv
SHELL OIL Co., San Francisco (Shell gasoline). Agency: McCann-Erickson Inc., San Francisco. sv
SKELLY OIL Co., Kansas City (gasoline, etc.). Agency: Hurlburt & Co., Kansas City. sv

Greetings to all members of the National Convention of Broadcasters. I hope that you all enjoy every minute of your stay in Colorado Springs and derive much benefit from this Convention.

Presbyterian
PRESIDENT NAB

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BROADCASTING • July 1, 1935
UNITED BAKERIES Inc., San Francisco, Calif.
UNITED FRUIT Co., New York (bananas).
UNITED REMEDIES Inc., Chicago (Germania tea, Acide, Kolor-Bak, etc.). Agency: Benson & Dull, Chicago.
UNITED STATES BAKING CO., Chicago (French bread), n.
UNITED STATES SCHOOL OF MUSIC, New York (music school), Agency: Rugman & Ryan Inc., N. Y. n.
UNIVERSAL BATTERY Co., Chicago.
UNIVERSAL MANUFACTURERS DISTRIBUTORS Inc., Chicago (bundage).

VACATION LABORATORIES, St. Louis.
VELVETONE Co., St. Louis (cosmetics).
VENIDA Co., New York (Venida hair nets).
VESTAL CHEMICAL LABORA-

VICK CHEMICAL Co., Greensboro, N. C. (Vick's Vuloalone, Vaporub, Vatralon). Agencies: Morse International Inc., N. Y.; Young & Rubi-

cian Inc., N. Y.; Cecile, Warwick & Cecile Inc., N. Y.
VIMAY Inc., Los Angeles (Ampho-

NEL VINICK, New York (Dres-

VITA OON Co., Boston (Vita Con-

tables). 

VITROLITE Co., Chicago (marble- substitute).


...some folks just won't listen to reason...

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—able to buy. If you have a better method—a better product—tell Detroit about it through the facilities of CKLW—the station Detroiters listen to.

Representatives

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

John Keitlewell
Palmolive Bldg.,
Chicago

MEMBER COLUMBIA BASIC NETWORK
5,000 WATTS

WINDSOR OFFICES: Guaranty Trust Bldg.
DETROIT OFFICES: Union Guardian Bldg.

CKLW
Radio Advertisers & Agencies (Cont'd)...

Y


YEAST-CAPS Inc., Chicago. sp


YOUNG PEOPLES CHURCH OF THE AIR, Philadelphia. 

Z


NORTHWEST UTILITY
BIG USER OF RADIO

PUGET SOUND POWER AND LIGHT Co. utilizes radio for publicity and educational broadcasts over KOMO, Seattle, each Monday and Wednesday at 12:30 noon. The programs are arranged and presented by the company's agricultural engineering department with frequent cooperation from faculty members of Washington State University's College and Western Washington Experimental Station, Puyallup, as well as county agricultural agents, officers of the state agricultural departments, and many successful growers and agricultural leaders, practical farmers and horticulturists.

Among the subjects discussed by agricultural experts on these programs are: "Dairy Pasteure Im- provement and the Cost of Producing Butter Fat", "Latest Methods of Scientific and Practical Land Clearings as Applied to Western Washington", "The Holly Industry", "Production Vitamin D Milk", "Rubarb Growing and Marketing", and "Raising Wild Birds in the Farm". "Causes of Fatalities Among Chickens", "Problems of the Business End of the Poultry Industry" and many others.

The programs have been broadcast for three years and have proved of interest throughout the farming districts, as evidenced by the many inquiries and suggestions received by the company's agricultural department. In addition the company gives the produce market quotations every weekday morning at 7:30 o'clock from KJR.

Cover Michigan with the Michigan Radio Network

Do your plans call for a concentrated attack on the Michigan Market? Then remember—Michigan is not Detroit alone. There are 7 more principal cities. Cover all eight, and you cover Michigan. The Michigan Radio Network has no loopholes. Eight stations to get listeners—a splendid MERCHANDISING SERVICE at no extra cost to get distributors. Write or wire for details.

KUNSKY - TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)

WXYZ
KEY STATION DETROIT
BWC
BAY CITY
WFDF
FLINT
WJIM
LANING
WIBM
JACKSON
WELL
BATTLE CREEK
WKZO
KALAMAZOO
WOOD & WASH
GRAND RAPIDS

Does the Radio Audience Want News Broadcasts?

We'll Say It Does!

—that's why—

WSPD
NOW BROADCASTS THE FULL NEWS SERVICE—of the
UNITED PRESS

Since June 3rd, WSPD has handled seven 5-minute news broadcasts across the boards daily, between 8:00 A. M. and 10:30 P. M. Three of these spots have been sold commercially, and four are still open for sponsorship.

Represented By:
John K. Kettlewell
919 N. Michigan Ave.
Chicago, Illinois
Joseph H. McGilvra
485 Madison Avenue
New York, N. Y.

WSPD
On the Basic Columbia Network

Address—
Commodore Perry Hotel
TOLEDO, OHIO

July 1, 1935 • BROADCASTING
The Business of Broadcasting

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

STATION ACCOUNTS

**WBAL, Baltimore**

- Emerson Drug
- Dr. Miles
- General Mills
- E. J. H. Co. (Mollie, Miss.
- General Mills Corp.
- General Mills Inc.
- General Mills Mfg.
- General Motors Corp.
- General Foods Corp.
- General Foods Inc.
- General Foods Mfg. Corp.
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WPG Remains With CBS
But as Affiliate Station
ATLANTIC CITY’S municipally-owned station, WPG, will be operated by the city government when its lease with CBS expires July 1 but will continue as an affiliated station of the network. CBS will furnish a number of sustaining programs daily and will receive in exchange a stipulated number of free hours each week for commercial programs. This is a standard CBS-station arrangement.

So far as known the WPG staff will remain unchanged. The decision to remain a CBS affiliate was reached after a conference June 24 between city officials and local business men. An offer by a group of New York business men to buy the station outright was rejected along with several proposals for lease and operation. One project was for possible removal of the station to the metropolitan New Jersey area where it could serve New York listeners also. The station had been leased by CBS for the last five years.

Explorer Lost
GEORGE HICKS, NBC announcer, recently conducted an expedition headed by Sir Francis Younghusband, noted English explorer. After an NBC broadcast, Sir Francis, who has explored such out-of-the-way places as Tibet, the Himalayas, Gobi Desert and India, became lost in the Radio City studios and had to ask George to guide him to the street.

Chicago Time Fight
PETITIONS of WGN, WQPL, WMAQ and WENR, Chicago, to intervene at the hearing on the application of WDJ full time as opposed to its limited time operation on the 1120 kc. clear channel on which KSL is the dominant station, were granted June 25 by the FCC. The stations raised the quota and economic issues in Chicago.

Preston to Iowa Post
WALTER J. PRESTON, commercial manager since last September of WINS, New York, on July 22 will become general manager of the Iowa Broadcasting Co., operating KSO and KRNT, Des Moines, and WMT, Waterloo. He will take the place of Gardner Cowles Jr., who has been supervising the three stations and the Iowa Network into which they are linked but who will devote much of his time to the Minneapolis Star, purchased last month by the Des Moines Register & Tribune, owned by the Cowles family, which also controls the radio stations. Mr. Preston was formerly director of the old WIBO, Chicago, and later was director of WBBM, Chicago, and Western program director of CBS.

Butte, Montana
Where Silver is mined

KGIR NBC outlet

KFEL - KVOD
DENVER
Coast-to-Coast Chain?
NO!
AGENCIES AND REPRESENTATIVES

EDWARD PETTY & Co., Inc., station representatives, announce that effective July 15 it will no longer act as national sales representative for WDAE, Tampa; KTHS, Hot Springs; KTBS, Shreveport, and WBRF, Biloxi.

J. ROSS HARDY, copy writer and active in radio accounts, for the J. Walter Thompson Co., has transferred from the Chicago to the San Francisco offices of the agency.

WALTER BIDICK, in charge of West Coast activities of Free & Shulinger Inc. and president of the Walter Biddick Co., Los Angeles, left late in June for his annual tour of microwave radio stations.

LEON LIVINGSTON AGENCY, Los Angeles and San Francisco, closed its Los Angeles office June 25. Eugene Carman, radio executive in that office, is free-lancing.

HOWARD E. WILLIAMS, formerly account executive for the M. E. Harlan Adv. Agency, San Francisco, has opened his own agency at 455 California St. in that city and will handle radio along with other accounts. Winthrop Martin succeeded Williams at the Harlan Agency.

G. VICTOR LOWRIE, director of media in the Chicago office of McCann-Erickson Inc., has been named chairman of the media committee of the Western Council of the AAAA.

FERGUSON & ASTON Inc., station representatives, has been formed with headquarters at 100 No. LaSalle St., Chicago, E. F. Ferguson, formerly with John Blair & Company, and J. M. Aston, formerly with KYW, Philadelphia, are partners in the enterprise.

MAURICE F. HANSON, account representative for General Merchandise, has joined Edgar W. Watte as publicity director of Bowles Inc., New York. Watte will become director of publicity on the Gold Dust Corp. account.

R. V. DUNN, formerly an account executive, has assumed management of the San Francisco office of Campbell-Ewald Co. He succeeds Carl V. Weiler, who has joined Bowman-Duerrmullers Inc., San Francisco.

ARTHUR COOK, formerly with WAPI, Cleveland, WXYZ, Detroit, and WUSP, Toledo, and at one time radio editor of the Cleveland Press, has been appointed radio director of Richardov-Osgood Inc., Guarantee Title Bldg., Cleveland. The agency formerly was Richardson-Plant Inc.

PAUL HAMILTON BAKER, formerly head of the Paul Hamilton Baker Associates, Minneapolis, and advertising counsellors and program builders, has joined John Reeves Adv. Inc., Minneapolis. In charge of radio, is OSBORNE B. BOND, formerly with Calkins & Holden and later with Eddy & Petry Co. New York, is now the producer and space buyer for the Joseph Katz Co., Baltimore, having succeeded Jules D. Whittaker, who is now sales manager of WBLR, Baltimore.

DARWIN TEILHET, radio account executive, of N. W. Ayer & Son Inc., San Francisco, has written a new book 'Bright Destination,' a romantic adventure story. Just off the press, Teilhiet is also author of The Talking Sparrow, and Death Flies High, two popular sellers.

W. VINCENT LEAHY, Advertising, San Francisco, has moved to the Cline Sorensen Bldg., 703 Market St., San Francisco.

BOB COLLIER, who resigned in May from the New York office of Lord & Thomas, is free-lancing in Los Angeles.

NORMAN R. PROUTY, formerly with Benton & Bowles Inc., has joined the New York office of Joseph Harsen McElvina, station representative.

S. E. ARENDALE, president of Ambassador Radio Service, Panama City, has transferred from Tampa to Los Angeles, where he now in New York making contacts in the interest of export trade. His headquarters are at Conquest Alliance Co., 515 Madison Ave.

KASPER-GORDON STUDIOS Inc., Boston, has appointed Frank Webster & Associates, San Francisco, as upper California representatives for Minuteman and other programs.

NEISSER-MYEROFF Inc., has moved its Los Angeles office to 610 S. Main St., with Frank Cheeseman as general manager.

Consider Our Fair Invitation

- KMBC offers to pay for your listener study if KMBC does not have the largest audience in this market on periodics recommended by it on a program proposal.

WJR Gets 50 KW.

AN INCREASE in power from 10,000 to 50,000 watts for WJR, Detroit, was authorized by the FCC Broadcast Division. On the 750 kc. clear channel, the station shifts from NBC to CBS in September. The application had been held in abeyance pending a complaint for a full month due to a program complaint, which since has been rescinded.

FERNANDO & RICHARDSON, INC., NATIONAL REPRESENTATIVES

BROADCASTING • July 1, 1935

LET'S SETTLE THE DUST!

Consider Our Fair Invitation

- KMBC offers to pay for your listener study if KMBC does not have the largest audience in this market on periodics recommended by it on a program proposal.

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“WJBO—a radio station that is really going places.”

Mark Helling—N. Y. Mirror

Buy

WJBO

NEW YORK

The Most Talked About Station in New York

Ask Us About These “Pre-Tested” Programs!

Donald Novis and Orchestra. WJBO presents radio broadcasts together with an orchestra accompaniment, at a time that interests every advertiser looking for a real buy. Donald Novis can help you get maximum results in New York. We advise that you take quick advantage of this offer.

Monday, 7:00-8:00 p.m.

Professor Herman and Switfe. Presenting Herman, the internationally renowned vaudeville comic, in a side-splitting comedy series in which the master of ceremonies is the master magician. The program is a hit! Thursday, 7:30-8:00 p.m.

Professor Schwartz and his Cigarette Programme. Presented by the master of ceremonies, the program features a live vaudeville segment and a variety of entertainment. Wednesday, 7:30-8:00 p.m.

South African Visitor

Harry L. Adler, general manager of the South African Broadcasting Co., Johannesburg, is now on a tour of the principal broadcasting centers of the United States to study American radio methods. During the latter part of June he visited the Chicago studio of WJR and the 500,000-watt transmitter of WJL, Cincinnati.

THE True Story program sponsored over the last eight years by MacFadden Publications Inc., New York, will remain on CBS during the summer. According to E. Lewis, special representative for MacFadden Publications, the program is open for outside sponsorship in the same manner that March of Time was sponsored by Remington Rand.

Unprecedented in the New York's own moving news broadcast by Bryce Oliver, feature writer and guide news man, par excellence. Everybody likes it!

15 minutes nightly, except Sunday.

WWNC ~ ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts 570 Kilocycles

Sole Radio Coverage of Southeast's Quality Market!

WWNC is the only station in Western North Carolina—"The State Within A State"—the rich resort-industrial area of which Asheville is the center and trade capital.

In Asheville 91% of the homes have radio reception . . .

In WWNC, the power of radio equipped farm homes is the highest in the Southeast. A quality market of proved results! Investigate!

FURGASON & ASTON, 100 LaSalle St., Chicago, Representatives
PHILCO RADIO & TELEVISION Co., Pacific Coast Division, San Francisco, is sponsoring a different type of program on KGOL, San Francisco, which deals with short wave DX tips and information. The program, broadcast Saturday nights with John Clark as commentator, in addition to giving a complete list of stations to be received locally over the weekend and high spots of the rest of the week, also features a re-broadcast of different foreign stations by means of recordings that have been made by KGOL during the preceding week.

NETWORK programs that are not heard in the country of origin are going on the air shortly from Washington and London. CBS has arranged with the BBC to relay to the United States a series of Transatlantic Bulletins similar to those broadcast last spring, while on successive Wednesdays, starting July 3, Raymond Swing, of The Nation, will speak to the British audience from Washington.

WILLIS COOPER, NBC central division continuity editor, has written a new radio serial titled Flying Time, which was inaugurated June 24 on an NBC-WEAF network and is being broadcast Mondays through Thursdays. In preparing the quarter-hour scripts, Cooper had the technical assistance of Jules Hervey, member of the NBC Chicago production staff and an expert aviator.

KSFO, San Francisco, has introduced a new idea in amateur programs. Instead of the customary amateur talent, KSFO on Thursday evenings, from 7:35 to 7:45, introduces amateur song writers and composers who present their efforts to the air audience.

The mailman paints a picture — proving that KRNT, Des Moines, is really going places with its new optimum height antenna. Delivers above job in just six weeks! KRNT is the only Iowa outlet of the Columbia basic network.

★ P.S.—Here's an idea! Capture both CBS and NBC listeners with a single broadcast. Link KRNT with WMT, Cedar Rapids-Waterloo. There's no charge for wire between studios.

Representatives: John Blair & Co., New York, Detroit, Chicago, San Francisco
Copyright Bill

(Continued from page 18)

the existing law has a significance much larger than the mere matter of dollars. He said the copyright owners make use of it as bargaining points in original contracts of purchase of sale.

"It is believed that such use goes far beyond what should be expected from the normal reliance of property owners upon the law to fend them against unauthorized uses of their property," the Committee report states. "Indeed, it is believed that both producers and consumers find their chief use for these provisions of law as aids to the ultimate purpose of endeavoring to enforce fairer terms of bargain in their dealings with one another. It is believed, further, that this constitutes the true reason why the producing and consuming interests exhibit such profound concern regarding them."

Proof of Damage

"The Committee is firmly of the opinion that to eliminate the statutory minimum sum of $250 for infringement without proof of damage is to eliminate the chief factor in the present law for bargaining. Sometimes for coercive purposes, between producers and consumers of copyrighted works. Moreover, when the present law was enacted, the methods of using copyrighted works have developed with amazing rapidity. The range of the use of such works has correspondingly increased. A piece of copyrighted music may thus be publicly performed on a phonograph in a back yard, or on a broadcasting network over a broadcasting network covering the continent. For the law to attempt to fix a specified sum of minimum damages, in view of the breadth of this usage, would seem wholly unreasonable."

Accordingly, entirely apart from the ulterior use of the minimum statutory damages under the present law, it is deemed necessary to make the change which the bill contains. This change does not lessen the value of the section so far as its purpose is concerned. That purpose is to accord a remedy for infringement, not a weapon under which the owners of copyright may stimulate the sale of their works.

"In place of the stated minimum, the bill provides that the courts shall award sufficient statutory damages to prevent infringements and such as may be just, proper and adequate in view of the circumstances of the particular case. The maximum is fixed at $20,000, four times the amount specified in the present law. This seems appropriate in view of the vast increases in recent years in the value of copyrightable works."

"Producers of copyrighted works have been persistent in their assertion that this takes from them an essential remedy. The Committee on Patents believes that the reverse is true. So many palpable injustices have arisen from the present law that courts have acquired a dislike for handling such cases and have come to feel that the law is wrong. It is believed that, with the enactment of this provision of the bill, the courts will realize that the statute lays a foundation under which they can do justice and that they may be relied upon to utilize their full powers and abilities to such end."

Senator McAdoo said that the other remedial provision about which there has been controversy is that of injunctive relief. "Producers of copyrighted works claim that unless full rights of injunction are accorded them, users will pay no attention to their rights and will simply remunerate them in damages after having callously used their works in whatever manner was desired," the report said. "Users of copyright works, on the other hand, claim that unless given a large exemption from the full implications of the law of injunction, they may be put to vast and unwarranted losses in cases that would be of small use to copyright owners and might, indeed, enable copyright owners to conduct practices differing little from blackmail."

Because of this, he pointed out, the bill reduces the injunctive remedy but quadruples the maximum of statutory damages and continues the present unlimited amount of damages recoverable when actually proved.

In conclusion, Senator McAdoo said: "In reporting favorably the present bill to amend the copyright law, the Committee on Patents is confident that it has framed a measure which will be of vastly greater equity among the various interests concerned."
Roosevelt Letter Launches Convention

(Continued from page 10)

United States has been continued until early in November, 1935, and therefore in all probability cannot be determined prior to the date of the extension of the present license already granted which is due in June 1, 1936. Accordingly, the board attached hereto the letter dated June 17, which was sent to the chairman of our copyright committee, and which was presented to the board on June 22.

Mills' Letter to McCosker

THE LETTER from E. C. Mills, ASCAP general manager, to Chairman McCosker reads as follows:

This confirms my previous telephone conversation with you as chairman of the Copyright Committee of the NAB to the following effect:

ASCAP offers all broadcasting stations an opportunity, regardless of membership in your association, to extend the terms of their present license agreements, as now in effect, for a period of five additional years, as from Jan. 1, 1936. As you have been previously advised, pursuant to understanding reached with your committee, ASCAP agreed that all present license agreements with broadcasters would be extended to Dec. 31, 1935. The purpose now is to offer all broadcasters without exception an opportunity to extend their existing agreements for the additional five years from Jan. 1, 1936.

All license are renewals under the present licenses previously granted to Stations WAP, WOR, and WABC, the sustaining fees of each of which has been by agreement increased $25,000 per annum, effective January 1, 1936.

We shall be glad to receive the written request of any station for an extension of the present agreement as above provided for. All of such requests will be promptly covered by a blank rider to be attached to the present agreement, providing for the extension.

The offer to extend licenses to all stations was made verbally by Mr. Mills June 3 but he delayed two weeks in sending his letter to Mr. McCosker. Moreover, instead of sending the letter to all stations, it simply went to Mr. McCosker. It is believed that Mr. Mills' strategy in asking that stations "request" extensions of their licenses instead of informing us of an intention to show, when the government trial is resumed next November, that there has been no "duress" and that broadcasters voluntarily requested extensions of their contracts.

Reports reaching NAB headquarters have been that stations, on the whole, are not negotiating for extensions but are awaiting the decision before deciding upon their course. The view is that there is no need for haste, now that the trial has been deferred until fall again and if the current 5% contracts have been extended until Dec. 31, ASCAP stands to realize some $5,000,000 in radio royalties, an amount against less than $1,000,000 it got in 1932 when it based royalties on a flat fee rather than a percentage base.

Mr. Levy's Viewpoint

PRIOR to the board's action in adopting the copyright resolutions, it heard detailed reports from the leaders in the copyright controversy. Mr. Levy declared that Andrew W. Bennett, special assistant to the Attorney General in charge of the government's case against ASCAP, had stated the extensions would not prejudice the government's suit, but emphasized that the extensions should be granted present terms. He added that he had told Mr. Mills that he would not sign the extension unless the same extensions were accorded the networks and all other stations.

Contesting the merits of the "per piece" plan, Mr. Levy told the board it was his view that even if the government won the ASCAP suit that stations would pay as much as at present by invoking the "per piece" method. He declared he regarded the five-year extension of the current policy as a "debt of gratitude" for doing what he said without the sanction of the copyright committee.

Next to appear was Mr. Klauber, CBS executive vice president, who signed the extension for the company's license and for its owned and operated stations. He corroborated Mr. Levy's statement and added that he was occupying this position, feeling that he was hostile to the networks. The "per piece" plan at this time was thought to have the endorsement of his company. He added that he felt those who want it ought to be provided with that method, the percentage basis to be retained for others.

Regarding the trial, Mr. Klauber said he did not want to see it begin because he felt the government was not prepared and because he felt the additional time available might have made possible the working out of a consent decree. Government counsel, he concluded, seemed pleased that ASCAP was willing to grant five-year extensions.

Mr. Ashby's Review

FOR NBC, Mr. Ashby, vice president and general attorney, read a statement reviewing the ASCAP negotiations, which the board authorized for distribution to NA members. Mr. Ashby said that he believed, the reasons for the signing of the five-year extensions by WCAU, CBS and NBC were as follows:

1. No written extension had been previously sent to any of the stations from Sept. 1 to Dec. 31, 1935.

2. The government's suit was, in the opinion of these broadcasters present, inadequately prepared and stood a good chance of being lost.

3. The government's suit could not be finally determined by the higher appellate courts for probably two years.

4. The broadcasting stations had contracts with advertisers extending far beyond the current term, and ASCAP must be made available to these advertisers.

5. Broadcasting stations cannot satisfactorily operate under present conditions without the music contracts being extended.

6. The courts have no power, if they chose to rule, to order the extension of the ASCAP contracts or of the present terms or any other term without the consent of ASCAP.

7. In the event of a government victory, finally upheld in the highest court, the five-year contract would operate during the transition period which would be necessary to work on the details of the new methods of pooling the performance of music and applying new methods into actual operation.

8. Should the government, he said, succeed in suit, this five-year contract would insure us against further increases being demanded of the stations for five years.

9. The government counsel definitely advised us that this extension would not prejudice the government's suit since it was the only extension that had ever been proposed.

10. In the event of an ASCAP victory, ASCAP and its members would be so embittered that it would be so much to advantage that tremendous increases would be demanded with little hope of obtaining a favorable contract.

11. Should the government's case appeal to the Supreme Court, it would be practically impossible to secure an extension of the present terms prior to a decision of the trial court.

Viewed as Prejudicial

FINALLY Mr. Hostetler appeared and read a statement on the contentions of the ASCAP proponents of the five-year extension. He said his letter to Mr. Loucks did not imply that anybody was a "traitor to the government," as had been insinuated, but reasserted his belief that entry into the copyright business was practically prejudicial to the government suit. Declaring that he had been retained by the NAB, which had committed itself to a "per piece" plan, he said...
Copyright Situation Is Upset As Warner Abandons ASCAP

EXCITEMENT over the copyright quandary, occasioned by the post-ASCAP war in the music industry, and the almost coincident signing of five-year extensions of the Warner and WCAU, reached a new climax during the June 24 week when five subsidiary publishing houses of the Warner Bros. film picture firm, announced their withdrawal from ASCAP effective Dec. 31, 1935. It is on that date that the contracts of broadcasting stations with ASCAP expire.

Here is the typical letter from Warner subsidiaries publishing houses received by a number of stations as Broadcasting went to press June 30. Presumably similar letters will go to all stations:

"This is to inform you that on Dec. 31, 1935 our agreement with ASCAP terminates, and after that date all rights to be public performance of our copyrighted musical compositions by means of radio broadcasting must be obtained from us. Please be advised that unlicensed broadcasting of any of our copyrighted works will be followed by injunctive and damages under the copyright law."

Feist May Join

THE FIVE Warner Bros. houses are said to produce between 38 and 40 per cent of all ASCAP music performed over the air. The houses include Harms, Witmark, Remick, Chappell-Harms and New World Music Corp. For several months there has been division within ASCAP ranks and the threat of a Warner organization to withdraw. Moreover, it is reported that Leo Feist Inc., another important publishing house, may join them in the defection from ASCAP.

There was no indication given as to when the Warner houses would license their catalogues—whether on a per-catalogue basis, as does ASCAP, or on a "per piece" plan, whereby they would fix a price on the radio performance of each work. In any event, it was evident that a new situation, befuddling the copyright issue more than ever, has been precipitated with no indication at this time as to the effect it will have upon the government suit, now pending in New York, and upon the five-year extensions signed by the networks and WCAU with ASCAP.

The situation is complicated by the fact that several other organizations in ASCAP may decide to withdraw, aside from the disbanding ASCAP. With the developments in ASCAP, it is felt they will resume their operations with increased vigour. Austrian and German societies also have hinted they will withdraw from ASCAP Dec. 31, 1935.

Consternation was expressed by those close to the copyright issue as to what effect the Warner Bros. withdrawal may have upon the ASCAP. With the Warner houses leaving the fold, ASCAP's alleged monopoly will be diminished materially, it is pointed out. Government counsel, while declining to be quoted, were investigating the situation, in the light of the new developments.

Presumably, under the standard form of ASCAP contract, the networks and WCAU may have the chance of voiding their new five-year extensions from next January 1 by reason of the Warner defection from ASCAP. The standard contract, Paragraph 7, reads: "That The Society agrees during the term hereof to maintain, for the service of licensees substantially its present extant broadcasting arrangements and positions heretofore or hereafter, during the term hereof, copyrighted compositions by members of the Society. Society reserves the right to withdraw, however, at any time and from time to time, to withdraw from its repertoire and from operation of the within licenses, any musical composition or compositions and upon such withdrawal, licensees may immediately cancel the within agreement by giving written notice to Society of its election to do so."
Flood News Aired

KFEL and KVOD, Denver, dropped scheduled programs to carry the program to flood news during the recent inundation of Colorado Springs and the Cherry Creek area. Gene O'Fallon and W. D. Pilke, operators, and Henry Orbach, provided coverage until 3 a.m., including a two-way shortwave broadcast.

Brief but inclusive "case histories" of accounts being carried over KKNX in Hollywood, telling specifically how they have paid for sponsors, are being published by that station in a sales promotion campaign. KKNX has issued several new reports, one giving a detailed breakdown of the 1920 Western states last March, another detailing KKNX signal coverage of those states and the third setting forth KKNX's time audience buying power as determined by a recent survey.

Wوار, Cleveland, is canceling accounts which do not meet its standards of quality, according to John F. Pratt, manager. It is dropping doubtful accounts to the Federal Trade Commission, Food & Drug Administration and Better Business Bureau.

WBRAL, Baltimore, has completed a "Colonial Room" for auditions and special broadcasts, with a loudspeaker hidden by tapestry and operated from a table control box.

A REMOTE control studio at the University of Washington is the center of a "name" hour feature University on Review Sunday nights on KJR, Seattle. The equipment is used by the university for broadcasting in speech, drama, music and languages.

KPHC, Houston, Tex., celebrated its tenth anniversary in May with a special program announced by Kenneth A. Milliken. Local talent participated in an elaborate series of broadcasts.

LOCATED across the street from WAZM, Mazon, Ga., the Mazon auditorium with a seating capacity of 2,000 has been engaged as a studio for Negro bands, spelling bees and other largeange entertainments.

KPUH are the call letters of the new station at Del Monte, Cal., and KIUQ have been assigned as the call of the new station at Alma, Mo.

FCC BRAWL GAME

Commission Staff Perpetuates a Galaxy of Errors

IN a game called in the fit in the current case of darkening a rain, though the sun still shone and the rain had ended the day before, FCC "irregulars" on July 25, 1947, got the go-ahead from the government department to go to work.

The irregulars comprised department heads and others qualified by reason of the fact that they could not qualify for the Commission's regular staff which now boasts of last place in the inter-department series.

Paul D. P. Spearmen, FCC general counsel, pitching three innings, held the opposition to no hitters while on defense George Port, assistant counsel, who played first base and James A. Kennedy, the Legal Department, shortstop, were the stars. "Errors" we said to account for most of the regulars' runs, though several home runs were scored off John Barlow, engineer, and James Ballard, license section, who thrilled Spearmen in the box.

Major A. V. Dalrymple, Commission lawyer, umpired, calling the game in the fifth after the regulars failed on additional scoring chances given them when extra strikes and plenty of walks were allowed. The lineup also included Dr. G. C. Joffle, chief engineer; Herbert Petey, secretary, and L. W. (Clyde) Enloe, assistant secretary, 3b; Col. D. G. Arnold, chief examiner; 1f; Andrew D. Riordan, chief broadcaster, 1b; James Cunningham, lawyer, c; Melvin Dalberg, principal examiner, substitute 1f, and L. E. K. Jeffre, chief telegraph engineer, 3b.

Farnsworth Television

Expands Foreign Tieup

FOLLOWING disclosure of a fact in the June 15 issue of Broadcasting, Farnsworth Television Inc., with laboratories in Philadelphia and San Francisco officially confirmed its patent-licensing agreements with Baird Television Ltd., of London. It was also disclosed that Farnsworth Television has entered into a similar agreement with Ferns & H. G. (A. G.), a German television organization which also has an agreement with Baird.

Farnsworth recently announced it, like the RCA Mfg. Co., was going to erect an initial television plant for public reception and around Philadelphia. Philo Farnsworth, young vice president of the corporation and its technical guide, formerly was connected with Philco in television research and President of Farnsworth Television Inc., B. McCargar, of San Francisco. George Everson, San Francisco, was secretary, and A. Brolly is chief engineer.
Program Policies of NBC Praised

Sales Conference Heats Views on Advertising Continuity Check

PROGRAM policies were the keynote of the first session of the Conference of the NBC, attended by more than 70 sales executives June 24-25 at Westchester Country Club, Rye, N. Y. The session, originated by the NBC, is sponsored by leading advertisers of America and other organizations commending the BC project for elimination of objectionable advertising being read on radio. Edgar Kobak, NBC vice president in charge of sales, who presided most of the time.

Richard C. Patterson, Jr., executive vice president of NBC, presided at the session devoted to discussion of the NBC Continuity Achievement Department, established in 1934. A letter from Chairman J. Frank Shoemaker to the effect that the new program is being put in full elsewhere in this issue.

John Benson, president of AAA, said, "You have done pioneer work in this regard for which you can be justly proud." And he added: "It is a splendid thing to be able to hear advertising that is not objectionable. Undoubtedly, there have been a number of objections on the part of broadcasting companies which wish to do more limited work but as far as is possible for the medium the work you do, and your activities are to be commended for a position in this regard.

Proprietary Accounts

THOMAS PARKER, chairman of the board of ANA and director of advertising of Borden Company, told Mr. Kobak: "Personally, I think that recent activities have turned this matter up beyond its importance. As opposed to a method of adopting and publishing the so-called code of ethics, I prefer the question of how we can work with our advertisers. As you know, we have never been on an NBC network because we have had a much more difficult time to get the network and its clients.

"There have been discussions in our company but we have always been able to get together, and I don't believe anything went out on the air under our auspices which would in any way offend the majority of listeners. We have held reasonable and constructive conferences, and the result of this policy has been a conscious effort on our part to keep our program well within bounds.

"Writing on behalf of the advisory committee on advertising of the Proprietary Association, Ed. H. Gardner, executive secretary of the committee, stated: "Proprietary remedies fill a genuine social need and the public will welcome them by some means. It is better to have their rightful place defined and their rightful claims acknowledged, than the absence of outlawing them. Has been your policy to work

FEZ AND ALL—Wiley P. Harris, director of WJDX, Jackson, Miss., as he appeared at the June conference. He is past potentate of the Temple, Jackson, and has been one of its Imperial Council representatives for the last 12 years and a prominent member of the Imperial Council committees.

Carefully with manufacturers and their agents in bringing their continuity in conformity with the best standards of good taste and therapeutic truthfulness. This requires patience and time, and in the long run it is the most effective method.

In discussing the NBC policies, Mr. Kobak said: "NBC took the lead more than a year and a half ago in insistence upon good taste standards and has refused a number of accounts which we considered not suitable for the air. This work is going along quietly and efficiently with one thought in mind, to protect the consumer and the listener and in the same time to give the conscientious manufacturer a fair opportunity to sell his products. As broadcasters, we have the right to censor all advertising, but I have found recently that manufacturers are doing everything they can to abide by our suggestions to clean up advertising copy and thus make censorship unnecessary.

Atwater Kent Returning

RETURN of the Atwater Kent program, again presenting Joseph Pasternak's orchestra with artists of the opera and concert stages, was anticipated by Batten, Barton, Durstine & Osborn Inc., the agents, in a statement June 23. Thirty-six concerts will be presented, beginning next September. Neither network nor time has been decided upon, the agency, but the radio manufacturer hopes to obtain a Sunday night period.

MALAGA MATED WIRELESS Ltd., with headquarters in Sydney, Australia, has been designated as Australasian representatives for NBC transcriptions. V. M. Brooker is manager of the Broadcasting Department.

CBS NAMES ADVISOR ON CHILD PROGRAMS

TO HELP fix higher standards for children's programs, in line with recent policy announcement of President Poley, CBS on June 7 announced Dr. Arthur T. Jersild, associate professor of education at Teachers' College, Columbia University, as consulting psychologist to the network and its clients. Dr. Jersild, who is also research associate at the Child Development Institute and author of "Child Psychology," among other books, has been influential in developing constructive policies rather than the mere censoring of what is bad. The broadcaster must appeal to the child's interest, he must also consider the child's welfare and needs. The usual child likes adventures and thrills and within reasonable bounds he has an inborn right to them as does the adult. But it is indefensible to exploit the emotions of the normal child, for his hearth all his life in a false sense of reality, or to wrench his hokus-pokus and sleight-of-hand solutions of human problems.

"In taking the initiative in the recognition of its editorial responsibility toward this question, CBS naturally has the approval of educators, and I am happy to be a part of this forward-looking activity.

STARS FALL ON MINNESOTA

Night after night the brightest stars of the radio world fall on Minnesota from the transmitter of KSTP. And they are on an alert audience . . . a responsive audience . . . and the largest audience, naturally! How come? Because KSTP offers the star programs of the Red and Blue Networks of NBC exclusively in the 9th U.S. Retail Market. Consequently, in this Minneapolis-St. Paul Metropolitan Trading Area (where 74.5¢ out of every retail dollar in Minnesota are spent) KSTP dominates with 50.1% of the total Twin Cities' radio audience.

Our Weekly Program Schedule and a Certified Copy of the Ernst & Ernst Survey will be sent you promptly on request. Just write to

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

NATIONAL REPRESENTATIVES

* in New York: Paul H. Raymer Co.; . . in Chicago, Detroit, San Francisco: John Blair Co.
an idea was born
HORSE RACES — HMM — ARE PEOPLE INTERESTED?
AN IDEA WAS TRIED
AND HOW! ESTIMATES SHOW A MILLION FANS
IT WORKED!
2 TO 3 HOURS OF HORSE RACE BROADCASTING PER DAY
CONSTANTLY SPONSORED FOR OVER ONE FULL YEAR

THRILL
FOLLOW
BUELL PATTERSON (AMERICA'S ACE)
AS HE DESCRIBES RACE BY RACE AS THEY ARE RUN AT ALL OF THE MAJOR TRACKS IN THE U. S. A.

There are a few 15 minute strips available during this, the greatest sports broadcast on the air. Advertisers and their agencies are invited to inquire for details as to participation. Write or 'phone WJJD, Chicago, or our representatives in New York and Detroit, Free & Steininger, Inc.

WJJD - CHICAGO
20,000 WATTS — 1130 Kc.
Security that has resulted has facilitated the hiring of staff orchestras.

Mr. Segal said that if the WBS service is crippled, stations will be forced back to phonograph records. He described them as the "most anti-employment" device in radio so far as musicians are concerned.

Mr. Segal recited statistics to show the extent to which musicians are employed in transcription production. Each man, he said, gets $50 for a six-hour day, which is the highest scale, as against $50 for a six-hour day for phonograph records. In the case of the transcription, that revenue comes from the stations who pay for the transcription as well as royalties for performances, whereas from records the musician gets nothing. In the last 15 months, he said, WBS had spent some $200,000 for its program service recordings.

Comparing with the networks, Mr. Segal declared that there are some 200 stations on the three networks whose evening time is given over to network programs. Thus, he declared, three network orchestras supply 200 hours of station time at $12 per man. "Gen. Ansel," he said, "picked the wrong man to jump on employment." Moreover, he said, there are only about 250 business organizations in America which can afford to use the networks as an advertising medium, whereas there are some 8,500 regional advertisers who turn to transcriptions or spot as well as an uncounted number of local advertisers.

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

**THE WILSON**

**THE BIGGEST LITTLE STATION IN THE NATION**

**ST. LOUIS, MO.**

**July 1, 1935 • BROADCASTING**

**PORCELAIN WATER COILS**

Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, secure, non-sluudging, they eliminate one of the most troublesome and expensive pieces of equipment in the modern transmitter.

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

Lapp Insulator Co., Inc.

Le Roy, New York, U. S. A.
RCA TELEVISION COMMITTEE—Left to right: C. W. Horn, NBC research director; J. C. Parmer, executive engineer in charge of RCA television development; Dr. C. H. Taylor, chief engineer, RCA Communications Inc.; R. B. Beal, RCA research director; O. H. Hanson, NBC chief engineer; Dr. W. R. Baker, chairman of committee; H. K. Norton, assistant to David Sarnoff.

THAT RCA is going more seriously than ever into the possibilities of bringing out its still-guarded laboratory—production experiments for public gaze was reaffirmed June 25 when David Sarnoff, president, announced an intercompany committee to lay plans for RCA's field test of high definition television, promised for next year. Mr. Sarnoff last May announced to stockholders that RCA within 12 or 15 months will construct a transmitter between New York and Philadelphia and put out experimental receiving sets to test television under actual operating conditions.

The intercompany committee is made up of RCA executives from all divisions, and is headed by Dr. W. R. Baker, vice president and general manager of the RCA-Vector division. Mr. Baker said, when the committee was announced: “No one knows how long it will take to iron out some of the deep wrinkles in television as we know it today. We have made a great deal of progress in our research laboratories during the past three years, and we hope that the experience gained in the field test will enable us to determine more definitely the possibilities of television service with standards that will be acceptable to the American public.

With all its faults there are innumerable problems both technical and non-technical that can only be solved through the operation of a television system under actual operating conditions. We must study transmission and reception factors, we must design and redesign and rebuild apparatus, and we must evolve an entirely new broadcasting technique. While the difficulties are many, we are confident of the ultimate results.”
House Speakers

LOUD speakers in the House of Representatives at Washington were installed experimentally June 24 by RCA Manufacturing Co. under a very special National Reconnaissance by U.S. Sen. Karl Steffan (R), of Norfolk, Va., the former radio announcer of WJAG who was elected to Congress last year. The installations of members ranged variously from enthusiasm to the annoyance of Speaker Byrns over the magnification of his gavel raps as they were picked up by the microphones. The installation includes five microphones and an amplifier.

KJFM, Grand Forks, N.D.—CP change equip., freq. from 1720 to 1750 kw, power from 100 w to 1 kw D, amended to 1410 kw.

KQ, St. Louis—Modif. CP as modif. to extend completion.

WBBM, Chicago—License for CP increase power, new equip., change hours, extension spec. to meet KFAB LS to midnight.

WCFL, Chicago—License for CP as modif., increase power, license use present transmitter as auxiliary transmitter.

NEW, New York State Broadcasting Corp., Salt Lake City—License use CP 100 kw D, amended.

NEW, R. J. Nasser, Sacramento—CP 850 kw 250 D.

KPCB, Seattle—CP move transmitter to 217 Pine St., studio to 4th & University Bl., licenses to move.

KDYL, Salt Lake City—CP increase from 1 kw to 10 kw D, equipment re-transmitter.

JUNE

WGR, Newport News, Va.—License for CP new equip., increase from 100 to 250 kw.

WSVA, Harrisonburg, Va.—License for CP modif. for new station 550 kw 500 w.

NEW, Albert L. Davis, Brownwood, Tex.—CP 1200 kw by 10 kw D, power from 100 w to 1 kw.

WJAX, Jacksonville, Fla.—Modif. CP transmitter site, amended with site at Municipal Golf Course, extend completion.

WOWO, Fort Wayne, Ind.—CP new equip., increase from 10 to 25 kw 10 kw D.

WCFL, Chicago—Extension exp. auth. until Dec. 21.

KQVR, Colorado Springs, Colo.—CP move transmitter locally, change equip., equipment re-application.

KGA, Spokane, Wash.—Exp. auth. 950 kw D.

APPLICATIONS RETURNED—NEW, Phillips J. Wiseman, Lewiston, Me., CP 1210 kw 100 w D; WDAE, Tampa, Fla.—CP new equip., increase from 1 kw 5 kw D to 1 kw D; KFPM, Grand Forks, N.D., Lic. for CP new equip., increase from 100 to 250 kw.

JUNE 17

NEW, Best Brdestg. Co., Frankfort, Ky.—CP 1210 kw 100 w D; WDAE, Tampa, Fla.—CP new equip., increase from 1 kw 5 kw D to 1 kw D; KFPM, Grand Forks, N.D., Lic. for CP new equip., increase from 100 to 250 kw.

WGR, Newport News, Va.—License for CP new equip., increase from 100 to 250 kw.

WSVA, Harrisonburg, Va.—License for CP modif. for new station 550 kw 500 w.

NEW, Albert L. Davis, Brownwood, Tex.—CP 1200 kw by 10 kw D, power from 100 w to 1 kw.

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JUNE 18

NEW, St. Albans, Va.—CP move transmitter site.

NEW, Brown Radio Service & Lab., Rochester, N.Y.—CP 1210 kw 100 w D, amended to request facilities of WOOG.


KBOG, Sioux City, la.—Modif. license from Signal D WTAP, St., to unid.

KRN, Lowell, Ariz.—Modif. license from D to unid.

NEW, Julius Brunton & Sons Co., Fren- no, Cal.—CP 500 kw 250 w.


WBZ, Detroit—CP change equip.

WIMP, Lapeer, Mich.—License for CP change equip., increase from 100 w to 1 kw D.

KGB, Pittsburgh—Modif. license from 1330 to 1350 kw, unitd., amended.

WROL, Knoxville—CP change equip., new trans. site.

WMO, Hammond—Modif. CP as modif. transmitter site.

KGBX, Springfield, Mo.—Modif. spec. audio change equip.

KREL, Chico, Cal.—Vol. assignment li- sense to Golden Empire Brdestg. Co.

FCC Considering 1510 kc. Channel

Identical Antennas Proposed

To Reduce Interference

POSSIBLE opening of an additional channel (1510 kc) for local broadcasting stations, is being con- sidered by the Engineering Department of the FCC in connection with its so-called clear-channel study which began last Spring.

Thought is being given to this in the accumulation of data on radiation characteristics of antennas which would be identical and used by all stations in the 100- watt category on adjacent frequen- cies. The top regular broadcast band frequency is 1500 kc. on which some 30 local stations now are assigned. Identical antennas, it is felt, would be a prerequisite since there necessarily would be a sharp reduction in mileage separ- ations now specified to avoid inter- ference.

Should this channel be opened, then there would be room for assign- ment of possible 30 to 40 ad- ditional local stations on it, pro- vided, of course, the engineering deductions prove correct. There are some 500 applications pending for new local stations, prompted largely by the provision in the Communications Act allowing them, without regard to quota, provided no interference would be caused.

REMOTE AMPLIFIER B94-S

You can pipe your remote programs in for less money when using GATES Remote program amplifiers and yet have the finest of equipment manufactured by the industries largest remote equipment manufacturer.

Amplifier B94-S is for three dynamic or inductor type micro- phones having wiping contact controls, 80 Db. gain, indicator and unusual compactness.

Write for Bulletin 9 or better yet the entire GATES catalog.

GATES RADIO & SUPPLY COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILL., U.S.A.
The Other Fellow's Viewpoint...

Don't Blame Sponsors

To the Editor of Broadcasting:
In your June 1 issues of Broadcasting, I saw an article entitled "Wanted: Radio Critics," and reading further I found that the radio critics were blamed for poor radio. They in turn blamed the sponsors—who, if he had his say, would probably blame the advertising agency. And so it goes, this game of "Passing the Buck".
Why blame anybody? Radio in the "adolescent" stage and like a youngster in its teens is guilty of a few "excesses". Nevertheless, it is slowly but surely growing its way to maturity. I've been in radio about seven years—psychically since it was a baby and like a fond relative who watches a child grow, I feel that I know something about it. To have success a sponsor can't spend some money on radio; he has to acquire a business sense; he must have necessity been thrown in close contact with a dozen sponsors.
The sponsor really isn't a bad fellow, providing he is met half way. The sponsor can't win, either, for he knows his own product and its potential market. He has learned over a period of years where marketing difficulties lie. So instead of saying the sponsor is all wrong and knows nothing about radio, why not use their knowledge he has acquired, combine it with showmanship and make "selling" radio entertainment.
The advertising agencies cannot always fill this need. They have built their reputation on sales campaigns, not dance numbers. So in my humble opinion there should be a sort of "middleman" with a flair for entertainment and enough business sense to build a radio program with one hand, keep the other on the radio public's pulse and listen with both ears to the sponsor and the advertising agency. Where will we find this "middleman," you ask? "In radio," is my answer. And if you have any trouble finding him, drop me a line. I'll be glad to help.
ANN BREA,
Program Builder
RKO Bldg., New York

Sight and Sound

To the Editor of Broadcasting:
I noticed an article in a recent issue of Broadcasting, stating that KFWD, Hollywood, is broadcasting sound on film on the air.

Some time ago I wrote you relative to our having the basic patents on such a machine. You will notice in the bottom portion of the machine an open door inside of which is the sound head which takes the sound from the film and broadcasts it over WDGY. This we have been doing from time to time for about a year. At the same time we are taking the sound from film, we are also scanning the film. The scanning apparatus is in the large disc from which the lens projects, and the photo electric cell is in the square box high up on the right of the machine. As we scan the picture, we transmit it on WXAT. We are broadcasting taking pictures now very successfully. Owing to our extensive experiments in the laboratory, we have not devoted no time to public work.

We are broadcasting pictures on 40,000 kc. or approximately 7 meters. We have made an unlimited number of experiments and I feel we are further advanced in television than any other television laboratory in the country. However, we are not interested so much in the publicity end of it, owing to the fact that there is no way to realize any returns, but we have a very complete television station on the air.

We also have studio facilities, built especially for television broadcasting, as well as all sorts of scanning equipment, and complete practical operating equipment, broadcasting both sight and sound from our upper stage as well as talking pictures from film. This a reality—we have been a do it.

Television is now to the point where the public is willing to pay to see the picture. We have sold commercial stations for television, and we are going to be glad to find someone who will invite us for them. Imagine the Pure Si Hosiery Company advertising the motion picture over WXAT, and the same time they are playing their hosiery, the vocalist will be singing over WDGY.

DR. GEORGE W. YOUNG
WDGY, Minneapolis.

CLASSIFIED ADVERTISEMENTS

CLASSIFIED ADVERTISEMENTS
Classified advertisements in Broadcasting cost 2c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issue.

Help Wanted

Local station desires experienced network announcer. Give full details of experience, references, age, etc. KFBO, Los Angeles.

Man to sell radio advertising. Progress full time local station. Must be high experienced, References required. Sales and commission. WTAX, Springfield, Illinois.

Sales manager to take charge of sales and advertising. Complete new station newspaper own basic network, full time operation. Excellent opportunity for experienced man. Bo 331, Broadcasting.

Situations Wanted

Experienced newspaperman desires station position in any large market. Must be able to do his own writing, have good public relations ability. Excellent job opportunity. Reply Box 355, Broadcasting.

Wanted

Station manager, now employed, desires change. Wants connection with large local station, or will purchase part interest. Several shows of experience, and a good record as a producer. Opportunity more important than immediate salary. Will work at Colorado Springs. Box 359, Broadcasting.

Available.
Experience and sales and program executive. Desires work—but would accept it as inevitable. Married and must feed family, Young—distinguished health. Through working knowledge of sales, pro plans, a long broadcasting record, and con operates board operation. Now employed at one of nation's oldest and largest network stations—but because of excellence of still must have better opportunity. Manage smaller station? Yes. Box 355, Broadcasting.

Wanted to Buy

Wanted: One-half or one kilowatt transmitter. Must conform to all requirements of Federal Communications Commission. Give full details. Box 188, Broadcasting.


Music Service

Program Managers, Artists, send for list of new records—available for broadcasts—without payment of copyright. All rights reserved. Indiana Song Bureau, Salem, Indiana.
Would you give ONE RED PENNY to reach every 25 FAMILIES in the rich Northern Ohio Market?

When you figure that WTAM's potential audience totals 1,017,600 radio families,* you get a clear picture of the wide market dominated by this great, NBC Red Network station.

And when you become mathematical and stack up the cost of WTAM's time against the number of families in its area, the answer is: with every penny you spend you can influence the buying power of twenty-five radio-minded, WTAM-conscious, Northern Ohio families.

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

WTAM
50,000 WATTS
CLEVELAND

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A RADIO CORPORATION OF AMERICA SUBSIDIARY

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Economical Equipment for High Fidelity

The new RCA Victor Type 70-A Transcription Equipment offers true high fidelity performance on all records, at a reasonable price. It will play lateral-cut records with a full usable range of 30 to 7,000 cycles, and vertical-cut records with a range of 30 to 10,000 cycles. Record speeds of 78 and 33½ r.p.m. are available at will, and standard and long-playing records may be used interchangeably. Thus this unit serves all record-playing needs. Only two units are needed to make it possible to switch instantaneously from one record to another, regardless of type, without loss of time on the air, in accordance with the best control-room technique. Write for complete technical bulletin.

SEE THESE ALL-INCLUSIVE FEATURES
High Fidelity Reproduction — 30 to 7,000 cycles from lateral-cut records, 30 to 10,000 cycles from vertical-cut records. Constant-speed motor and felt filter eliminate "wows" even on long sustained notes.
Two Speeds. 78 or 33½ r.p.m. Speeds are shifted easily and quickly.
Compact Design. Cabinet 31" high, 21½" wide, 19½" deep.
Easily Installed. No special foundation or base required. Plug in and operate.
Quiet Operation. Microphone may be used nearby. To prevent transfer of motor vibrations to pick-up, motor is sound insulated from both cabinet and turntable, and pick-up arm is insulated from cabinet.
Matched Frequency Response. Frequency characteristics of both pick-ups have been designed to match recording characteristics, resulting in substantially flat over-all characteristics.
High Output Level. Output circuits of the pick-ups match a 200- to 250-ohm line. At 1,000 cycles either reproducer delivers approximately 0.01 volts r.m.s. to such a line which is about -48 db compared with a zero level of 12.5 milliwatts.
Priced Right. The low price for this complete equipment, plus the fact no additional equipment is necessary for the second speed, reduces the expense to the station. The units are sold outright and can be carried on your books as assets.