KNX MARCHES ON!

- May 3, 1934 ... KNX goes to 50,000 watts ... Service area materially extended.
- January 1, 1935 ... KNX installs new single mast vertical radiator antenna ... signal efficiency of already powerful transmitter increased by 50% ... Entire eleven Western States and Canada now report "good" reception of KNX signal.
- June 15, 1935 ... KNX appoints Leonard E. L. Cox (formerly Program Director of WABC, WJZ and WOR) as station Program Director ... Program standards hoisted to new peak.
- July 15, 1935 ... KNX dedicates new Hollywood Studios ... "Finest in the West" ... RCA high fidelity speech input equipment throughout.

WHAT A COMBINATION!

The Power to do the job ... an ANTENNA that gets FULL MEASURE "on the air" ... New STUDIOS that can "handle" ANY broadcast job ... and a PROGRAM DIRECTOR second to none in the nation to handle YOUR show.

KNX THE "VOICE OF HOLLYWOOD"
JOHN BLAIR & CO., National Representatives
Everybody watches the drummer. People can’t help it. He demands attention. He gets it.

Listener attention to your sales message is all that radio can give you. Are you getting enough of it? Are you paying too much for it?

The Mutual Broadcasting System commands attention for your product in America’s biggest markets. 71% of all U. S. radio families live in these markets. They want the best you have to offer. They have money to spend. They’ll buy—in fact, they have been doing most of the buying in this country for a long time.

But you’ve got to make them listen. On Mutual it will cost you very little to beat a lively tune upon the cash registers of these markets.

Why not play to a full house? Other advertisers are doing so at low cost on Mutual and with conspicuous success.

Now is the best time for you to make a date to meet this huge audience. Choice spots are available—you know how scarce good radio time is later on. Reservations can be made 60 days in advance. Call, write or wire any member station for complete information.

IMPORTANT—Prior to September 29, 1935, WXYZ will be affiliated with Mutual as a Detroit outlet. Thereafter, CKLW of Detroit and Windsor will be available. CKLW has 5,000 watts power and operates on a clear channel of 1,030 kilocycles.
THE YANKEE NETWORK CONTROLS THE PRIMARY AUDIENCE IN 12 NEW ENGLAND CENTERS OF POPULATION

The advertiser who buys The Yankee Network addresses the largest all-day audience in the New England market.

The obvious reason is that The Yankee Network is the largest chain in New England ... provides better than 100% more stations than any other broadcasting network ... covers the New England key cities and most densely populated areas ... operates continuously as a network day and night.

The interlocking coverage of The Yankee Network's 12 stations actually provides a primary audience stretching over the entire industrial and urban area of New England.

Advertisers who wish to cultivate New England should consider it as Yankee Network territory. No single station or smaller group of stations can serve this densely populated area.

Only through Yankee Network 12-station coverage is it possible to concentrate New England listeners into one great primary audience and sell New England as one market.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
NEW YORK—17 East 42nd St. .................................................. Murray Hill 2-3850
CHICAGO—Wrigley Bldg. ........................................................ Superior 7742
DETROIT—General Motors Bldg. ......................................... Madison 1035
SAN FRANCISCO—865 Mission St. ........................................ Sutter 6400

July 15, 1935 • BROADCASTING
"Suppose you plan a program, Mr. FJ & F"

If you are sort of going stale on your radio plans, may we in all modesty solicit your confidence?

We've got a whole file-full of smart ideas and proven programs—the sort that build returns, produce business, increase billings for our agency friends and their clients—for ourselves and our clients! And that's what makes the world go 'round!

We've got a lot more to offer than mere time on a list of swell stations. Almost any kind of job in the radio business is our business: We can furnish complete statistical data on any station or any community; help build your programs; select your talent; handle your auditions; clear your time, etc., etc., etc. Will you call—or shall we deliver?

FREE, JOHNS & FIELD, INC.
Associated with Free & Steininger, Inc.
Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8560

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
General Motors Bldg.
Madison 1423

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 4184

WCSC . . . . . . . Charleston
WIS . (NBC) . . . . . . Columbia
WAIU . . . . . . . . . Columbus
WOC . (CBS) . . . . Davenport
WDAY . (NBC) . . . Fargo
WDRC . (CBS) . . . Hartford
WKZO . (CBS) . . . Kalamazoo
WNOX . (CBS) . . . Knoxville
WMAZ . (NBC) . . . Macon
WMBD . (CBS) . . . Peoria
WPTF . (NBC) . . . Raleigh
KTUL . (CBS) . . . . . . Tulsa
KALE . . . . . . . . . . . . Portland
NAB Emerges Solid After Record Session

Copyright Issue Dominates Convention; Levy Upheld in Vote

By SOL TAISHOFF

Copyright from the most severe in-industry test it has faced in broadcasting came of age, 18th annual convention of the NAB at Colorado Springs opened July 10 after three days of intense activity with a solidity and spirit that banished the minds of the 461 broadcasters in attendance any idea of weak in industry ranks. But of a maze of conflicting spots, notably on the copyright issue, came frank admission which produced a clearer understanding among all. With that sore spot salved, official endorsement of the AAB and resolutions of the ASCAP copyright contracts accepted by two networks and by WCAU, Philadelphia, the convention moved toward its regular order of business, adopting various resolutions touching upon all phases of broadcasting activity.

President Fitzpatrick Elected to Head the NAB for Another Year Without Opposition

Standing, left to right: Alfred J. McCosker, WOR, Newark; Edward A. Allen, WLVA, Lynchburg, Va., vice president; Leo J. Fitzpatrick, WJR, Detroit, president; Charles W. Myers, KOIN, Portland, Ore., first vice president; James W. Baldwin, new managing director. Seated, left to right: Frank M. Russell, WRC-WMAL, Washington; John J. Gillin Jr., WOW, Omaha; Gordon Persons, WSFA, Montgomery, Ala.; William S. Hedges, WEAF, New York; H. K. Carpenter, WHK, Cleveland; I. R. Lounsberry, WGR-WKBW, Buffalo; Frank M. Russell, WRC-WMAL, Washington; Arthur H. Church, KMBC, Kansas City; James W. Baldwin, new managing director.

1935-36 Officers and Directors of NAB

President
Leo J. Fitzpatrick, WJR, Detroit
First Vice President
Charles W. Myers, KOIN, Portland
Second Vice President
Edward A. Allen, WLVA, Lynchburg, Va.
Managing Director
James W. Baldwin
Treasurer
Issac D. Levy, WCAU, Philadelphia
Directors Continued
Alfred J. McCosker, WOR, Newark
Harry C. Butcher, WJSV, Washington
John J. Gillin Jr., WOW, Omaha
Gordon Persons, WSFA, Montgomery

William S. Hedges, WEAF, New York
H. K. Carpenter, WHK, Cleveland
I. R. Lounsberry, WGR-WKBW, Buffalo
Frank M. Russell, WRC-WMAL, Washington
Arthur H. Church, KMBC, Kansas City

New Directors

Ed Craig, WSM, Nashville
Ralph Brunton, KJJS, San Francisco
Tom W. Symons Jr., KFPY, Spokane
W. Wright Gedge, WMBC, Detroit
Gardner Cowles Jr., KISO-KRNT, Des Moines, was named director until the next convention by the board of directors to fill the remaining vacancy.

Immediately following adjournment of the convention, the new board of directors met and appointed James W. Baldwin, of Washington, assistant managing director, to the managing directorship. He succeeds Philip G. Loucks, for four and one-half years the executive head of NAB, who several months ago announced he would not be a candidate to succeed himself. Mr. Loucks returns to his law practice.

Mr. Baldwin assumes the managing directorship after two years with the NAB. Formerly secretary of the old Federal Radio Commission, he joined the NAB in 1932 as assistant managing director. Later he became executive officer of the Code Authority for the radio broadcasting industry, serving more than a year. With the demise of NRA last May and all codes along with it he rejoined the NAB. He is also the principal owner of WGH, Newport News.

On the business side, the convention speedily adopted a series
of resolutions aimed at industrial stability and the furtherance of broadcasting as a major medium of advertising. The resolution was approved, and its first year of operation—about $16,000—will be subscribed to by stations of the two networks.

To supplant the trade practice provisions of the NAB code, the convention adopted a new code of ethics including all of the provi-
sable provisions of the government document which had resulted in eliminating business practices repugnant to good taste. Unlike previous conventions, there was no bickering about contingent or per capita business, payments of ex-
cessive commissions, and similar subjects on which there formerly was divided interest. Now, it is apparent, the convention plans to take them as undesirable.

Groups Formed

Despite the apprehension that was manifested of such a proposal, there appeared to be little concern over the creation, during the convention, of class action groups for newspapers and magazines and by the local independents, or those not affiliated with the major networks. In perfecting their organization, the units of the NAB, both groups sought to make clear beyond any doubt that such a plan would be utilized not simply as NAB sections or depart-
mental tasks to tackle problems peculiar to their own interests.

Hailed, as an endeavor which will give proper recognition to the esthetic side of radio was the action of the convention endorsing the creation of an "Allied Section" for conspicuous examples of public service by stations. To be ana-
logous to the Better Authors in the literary and newspaper fields, the project was fostered by Lambdin Kay, WSB, Atlanta. A committee was appointed by the convention to investigate the probability of such a plan and has offered a substantial sum as its contribu-
tion. The committee is planning not only to stations found out-
ous and outstanding services, but also to advertisers and advertising agencies, which may excel in their air performances.

Mr. Prall Reassures

Overshadowed only by the resolutions of interest to small stations was the keynote address of Art S. Prall, chairman of the FCC, deliv-
ered at the opening business ses-
tion. In covering the more difficult regulatory generalties, he went di-
rectly to the first question and license, among other topics. His closing words were: "no censorship, no 'hug-wig' pro-
gram crusade, and no upheavals with the ratings..."

Mr. Prall added a new spirit in many of those who were dubious about the FCC's objectives. [Mr. Prall's ad-
dress is published in full text in this issue.]

Only other guest speaker was Andrew W. Cruse, chief of the electrical division of the Depart-
mant of Commerce. He dealt broadly with television and found a con-
vention with its ear cocked to this imminent adjutant of aural radio. Back from a two-month inspection

Mr. Cruse predicted that in two years there will be an entirely new pic-
ture on television. He advised de-
velopment in this country along existing lines, but with an eye on the European operations, perhaps for the through designation of an industry observer abroad. And he also ad-
vocated an NAB television com-
mittee to keep its finger on all developments and have the industry primed to launch into visual radio once it breaks through its scientific and economic shell. [Mr. Cruse's address is published in full elsewhere in this issue.]

Biggest in History

When President J. Truman Ward, of WLA, Nashville, bended down and placed the bell in the pan of the new conventions audience on the morning of July 8, he called to order the biggest convention in NAB history, with approximately 1,700 dele-
tives, transcription producers, engi-
neers and a scattering of advertising agency and advertising exec-
utes jamming the place to ca-
pacity.

In his opening address, he raced through the multitude of conversa-
tion topics, relying upon sub-
sequent speakers to elaborate on them. He touched upon such events as the educational program conferences, in which broadcasting was on trial and won; state legis-
lation; the demise of the NAB and the NAB, which is the term of the present code; and the ASCAP and copyright, which was preordained to be the big event. He told how the industry had prospered during the last year with gross time sales during the first four months of the current year about 20% ahead of the same span last year. He re-
minded the convention that 1934 business reached $72,887,000 for a peak 12 months since the birth of the medium. He paid tribute to Phil Loucks, and drew deafening applause. Finally, he made a plea for the industry to continue in its march toward progress.

"A split in our ranks," he said, "would be a severe blow to the future of our industry. This as-
membred reminder is to every indi-

cer or group of men. We all have a common interest and the problem now facing us, nor none will continue which cannot be properly solved if we all stand together behind our association.

Mr. Loucks' Address

Mr. LOUCKS then stepped upon the rostrum to deliver his fifth and last annual report as NAB man-
aging director. Before him he saw an industry, no longer in a stunted flow- ing—an almost ludicrous con-
trast to the handful of men who handed him the managing direc-
tor's cap 5 years ago. Earlier, he had literally lifted the organization by its bootstrap and contented itself with the growth of 1930 to 885 as of July 1, 1935. With recent additions, it is more than 400.

In somewhat greater detail Mr. Loucks hit the high spots of the subjects touched upon by Presi-
dent Ward. On the business end, he said commercial copy had been im-
poved during the last year. Pos-
sible conflict between the FCC and the Federal Trade Commission on com-
mercial programs conducted as a bad taste or improper has been dis-
ussed, Mr. Loucks said. He de-
cleared there is no conflict; the Fed-
eral Trade Commission must consider the claims of the advertisers. Censorship, he empha-
ized.
A tangible evidence of the industry's appreciation of the services of Philip G. Loucks, who retired as NAB managing director with the conclusion of the Colorado Springs convention, was the Board of Directors, upon motion of John J. Gillin, Jr., WON, Omaha, adopted the following resolution:

"Resolved that the Board of Directors of the NAB, in recognition of the loyal and able services of Philip G. Loucks, extend to him their deep appreciation for his untiring efforts, and vote him a bonus of $2,500."

Loucks has departed for a vacation fishing trip in Canada, and on Aug. 1 will open his law offices in the National Press Bldg., Washington.

Tribute to Loucks

IN MEASURED terms, Alfred J. McCosker, president of WOR, twice NAB president and chairman of the copyright committee, opened the discussion. He called for calm. Step by step he recounted the copyright negotiations. He supported unqualifiedly the action of the networks and of Mr. Levy and he lashed out against those who had injected bitterness and personalities into the issue. Calling it a deal between buyer and seller, in which the broadcaster gets his music from ASCAP, he said it was a cold business proposition.

Expressing his own views on copyright, he said he could never understand why music prices should not be set by demand and supply (per piece) instead of arbitrarily, but he said such an ideal basis could not be set up by Dec. 31, when present contracts expire. Emphasizing that the time element was the important thing, he endorsed the five-year extension. He pointed out that Andrew W. Bennett, special assistant to the Attorney General handling the anti-trust litigation against ASCAP, said he had no objection to NBC, CBS and WCAU taking the contracts, provided the terms were not reduced. Mr. Bennett declared it would not prejudice the government's case, McCosker asserted.

The latest of the complicating factors in the copyright situation—announcement by Warner Bros., which controls four big publishing houses having some 40% of the demanded ASCAP catalog, that it would withdraw from ASCAP Dec. 31 and license music itself—then came under the McCosker purview. He urged stations not to deal with Warner Bros. at this time, implying that the publishing house might not withdraw after all. The reasons later were given by Mr. Levy. In his final plea, Mr. McCosker said he was proud of what Mr. Levy had done by giving of his time and effort so selflessly.

Mr. Levy's Address

FOR NEARLY two hours Mr. Levy told his story, beginning with the outset of the negotiations. Condensed to the very gist, he said that the five-year extension was the best deal that could be made; that without it stations faced a 25% royalty on their receipts; that he had a preferential contract (which he made part of the record), but he could not change it because the government attorney told him that terms were not to be changed. He said he was opposed to the "per piece" basis because he felt it would cost more money than the percentage basis and quoted figures which he contended substantiated his point. On the supply-and-demand basis, he declared music would never find its level, and that it would be "up" in cost rather than down.

Mr. Levy told of the difficulties encountered in procuring the five-year extension and said he felt it was a praiseworthy accomplishment. He pointed out that in every past negotiation broadcasters have
BY PLANE TO COLORADO—This party came by chartered United Air Lines plane from the East, picking up members en route. Left to right: D. B. Bingham, NBC; Reginald Brophy, NBC; Miss Pollock, stewardess; Jack Storey, WTAG, Worcester; Niles Trammell, NBC; Dr. Leon Levy, WCAU, Philadelphia; Ted Stredter, WOR, Newark; H. K. Carpenter, WHK, Cleveland.

The debate which followed was protracted and illuminating. First, Roger Jones, KVOS, Bellingham, Wash., who described himself as one of the "insurgent" group asked for adoption of three resolutions, the last of which warmly commended Mr. Hostetler, and recommended in effect that if the services of an attorney are needed in the future in copyright Mr. Hostetler be retained for it.

More than a score of members participated in the debate. Question was raised as to whether the network signing of contracts committed network-affiliated stations to sign, and Mr. Hostetler replied that he would advise chain stations to sign only when network contracts specified that only ASCAP licensed stations could be fed network programs. Every broadcaster, however, he declared, must decide for himself.

The upshot was that by accepting the copyright committee's point the convention voted the action taken by the board of directors at its special meeting in New York on June 22 in which resolution was adopted reit ing for the new plan, but finding that the new and WCAU, when they accepted the five-year extensions, did so because they felt it was needed for the industry to have available the ASCAP repertoire upon best terms. At the conclusion of this resolution again adopted by the convention.

The election of officers and new members provoked considerable floor discussion. The nominating committee of five, with aid of the consulting committee, six, brought in the following slate: Fitzpatrick, president; S. G. Cowles, Jr., Iowa Broadcasting (KSO, KRNT and WMT), first president; Mr. Allen, second president; John Shepherd, president of the Yankee Net treasurer. Ten names were for the six vacancies on the board of directors, one of which was for the two-year unexpired term of Mr. Fitzpatrick, unopposed the presidency. The ten were: tiring President Ward; reti re Vice President Myers; Strahan; Straub, WHH, Des Moines; Tom W. Symme KFPY, Spokane; Ed Craig, WNG, Nashville; Lester Cox, KGI, Los Angeles; Raines, Ray, WOR, New York; Alvin Brunton, KJBS, San Francisco; John Elmer, WCBM, Baltimore, and Ed Cargill, WMAM, Macomb. From the floor, however, (Continued on page 10)

Official Registration at NAB Convention . . .

FOLLOWING is the official registration of those attending the NAB convention at Colorado Springs:


William Alts, WJR, Detroit.

Mrs. E. A. Allen, Lynchburg, Va.

Mrs. Fred L. Allen, Denver.

A. Donald Anderson, WIL, St. Louis.

Leo S. Bookwalter, KALE-KORT, Portland, Ore.

Mrs. H. B. Brown, WHBL, Sheboygan, Wis.

Mrs. H. H. Brown, Sheboygan, Wis.

H. A. Bailey, WKBZ, Kansas City.

Mrs. J. R. B., WOR, New York.


Howard C. Barth, WSYR-WSYU, Syracuse.

Frank E. Bader, WWAQ, Omaha.

W. A. Bailey, WLFD, Kansas City.

J. H. Baker, Prints, Los Angeles.

I. R. Baker, RCA, Camden, N. J.

James W. Baldwin, WBBQ, Washington.

John B. Barclay, KIUP, Darlington, Colo.

E. A. Blackwell, WKBZ, Kansas City.

Ernest P. Bader, WAAW, Omaha.

W. Bailey, WLBK, Kansas City.

M. A. Bailey, WRBM, New York.

J. H. B., WOR, New York.

Wm. B. Barnes, WHOW, Terre Haute, Ind.

E. T. Bell, WXY, Oklahoma City.


Eimer J. Bengston, KLZ, Denver.

Nona K. Bengston, KLZ, Denver.

Alfred E. Bennett, Sydney, Australia.

Myron J. Bennett, KLPM, Minot, N. D.

Sam H. Bennett, KTAT, Fort Worth.

B. H. Benson, WJB, Atlanta.

L. A. Benson, WIL, St. Louis.

Herbert H. Berry, WMAQ, Washington.

Eugene L. Berman, Shore Bros., Chicago.

S. R. Bernstein, Advertising Age, Chicago.

Irving C. Berman, Halsey-McCullers, Chicago.


Edgar L. Biliard, WMDD, Poo, Ill.

Mrs. L. H. Bill, Peerless, Ill.

Frank Bishop, KFEL-KVOD, Denver.

Frank M. Bishop, STW, San Francisco.

R. S. Bishop, KFIZ, Fort Worth.


Sidney H. Bliss, WCLD, Jansenville, Wis.

William L. Britton, WJW, Columbus, Ohio.


Louis C. Bookwalter, KALE-KORT, Portland, Ore.

Mrs. H. B. Brown, WHBL, Sheboygan, Wis.

Mrs. H. H. Brown, Sheboygan, Wis.

M. A. Bailey, WKBZ, Kansas City.

William M. Brandon, WHO, Davenport, Iowa.

Mrs. H. A. Boyd, WBB, Kansas City.

H. A. Boyd, WBB, Kansas City.

W. C. Bridges, WBC, Superior, Wis.

Fred C. Brokaw, Paul H. Raymond Co., New York.

Ralph W. Brown, KJBS, San Francisco.

Chas. R. Burke, WBBX, Kansas City.

John E. Burrell, KJBS-KW, San Francisco.

Harry C. Buthel, WJSW, Washington.

Martin B. Campbell, WFAA, Dallas.

J. C. Carpenter, WSB, Washington, D. C.

E. G. Carroll, WMAM, Mason, Ga.

H. K. Carpenter, WHK, Cleveland.

Ralph C. Carr, Press photographer, Wash-

Wn. H. Cartwright, WOR-WXY, Chi-

W. Palmer Casson, KFKE-KOCA, Los An-

Frank B. Cate, CFEU, Reading, Pa.

J. L. Chambers, Cincinnati.

Frank Chase, NBC, New York.

Frank E. Christin, NBC, New York.

Henry I. Christal, Edward Petty & Co., New

Mrs. Henry I. Christal, New York.

Arthur H. Church, KMBC, Kansas City.

Mrs. A. B. Church, Kansas City.

Allary Chamberl, WKNR, Memphis.

Bill, WBBQ, Atlanta.

John L. Clark, WLW, Cincinnati.

Martin Creech, Broadcasting Syndicate, Wash-

E. V. Cogley, Broadcasting Magazine, Wash-

Burt R. Cote, Graybar Elec. Co., San Fran-

Richard A. Connell, WJBK, Detroit.

W. K. W. Coons, St. Louis.

Mrs. R. T. Convey, St. Louis.

Mrs. John Conner, WJZ, New York.

Richard F. Connor, KMPG, Beverly R.


Clarence G. Conk, WKB, St. Louis.


Jim Connem, Federal Telephone Co., N. Y.

W. L. Coplin, WHAS, Louisville.

K. F. Corbin, WAKK, Hammond, I.

Gardner Cowsill, KSD, Des Moines.


Mr. Edwin W. Craig, WEM, Nashville.

C. G. Crain Jr., Advertising Age, Chicago.

Mrs. H. A. Boyd, WBB, Kansas City.

Art H. Croghan, WBDY, Minneapolis.

W. A. Davis, Bowery, Wash.

Andrew W. Crusoe, Bureau of Foreign Com-

K. W. Cunningham, Western Elec. Co., N. Y.


James F. Curtis, Longview, Tex.

Mrs. James F. Curtis, Longview, Tex.

W. T. Damm, WTMJ, Milwaukee.

Donald D. Davis, WBH, Kansas City.

James E. Derr, WBBQ, Washington,

Kerne.

C. G. Davis, KFQ, Watachita, Wash.

J. C. Denison, KNGO, Dodge City, Kan.


K. G. W. KQIK, Lincoln, Neb.

Edward P. Donnelly, Olympia, Wash.


Harry A. Earnshaw, Earnshaw-Youn.

Harry L. Earnshaw, Earnshaw-Youn.

Augustus E. Eaves, Graybar Elec. Co., Chi-

C. Lloyd Egner, WAEF, New York.

Raymond E. Elliott, Wehh, Des Moines.

Ralph Evans, WDP, Davenport.

W. A. E. Harmon, Sacramento.

Harold C. Fair, WDS, Des Moines.

Bill Fay, WHM, Rochester, N. Y.

Edgar A. Fellers, WROK, Chicago.

(Continued on page 60)

www.americanradiohistory.com
FOURSOME — Lloyd Kerne, NBC Transcriptions; W. W. Simonson, ERPI; M. E. Templeton, Associated Music Publishers; Percy L. Deutsch, WBS.


RIVALS—Two Kansas City managers, Arthur Church, KMBC (left) and Dean Fitzer, WDAF.

TENNIS Too — Howard Barth, WSYR, Syracuse, serves golf and finds the clay courts where he plays some matches. He is a former New York State amateur champ.

DENVER CUP — E. W. Meyer, KLZ, Denver (left) is handing the second place golf trophy to Art Kemp, KNX, (right), as Gene O'Fallon and Frank Bishop, KFEL-KVOD, look on.

GOOD PLAYERS — Harry Woodward, KDKA, (left) watches J. R. (Ike) Loansberry, WGR-WKBW.

GRIM EFFORT — Gardner (Mike) Cowles, Jr., KSG-KBTV-WMT, is very serious as he plays an approach.

ON THE LINKS — Paul H. Raymer, New York; Bob Convey, KWGE; John Gillin, WOW; John Blair, New York; Paul LaStayo, WSTA; Harold Higgins, Paul H. Raymer Co.

COLUMBIANS — Dou Thorneburgh, WBBM, Earl Gammon, WCCO; Jack Van Volkenburg, KMOX.


JULY 15, 1935 • BROADCASTING

McCosker nominated Mr. Levy for the treasurership. J. Thomas Lyons, WCAO, Baltimore, made a seconding address in which he warmly praised Mr. Levy.

There was also brought in the "independent ticket" for a complete slate as follows: Mr. Fitzpatrick, president; Mr. Myers, first vice president; Mr. Allen, second vice president; Mr. Shepard, treasurer. With the exception of the treasurership candidate, all were elected, Mr. Levy being reelected to that post over Mr. Shepard by a vote of 108 to 83. The vote was then made unanimous upon Mr. Shepard's motion.

Directors Elected

FOR DIRECTORS for the three-year term, the independent ticket nominated W. W. Gedge, WMBC, Detroit; Mr. Craig; Stanley Hubbard, KSTP, St. Paul; Mr. Symons, Mr. Brunton. For the two-year term, Donald Flamm, WMCA, New York, was nominated. He voluntarily withdrew, however, on the ground that two of his associates in the Intercity Group of stations were nominated. Mr. Myers likewise had asked to be eliminated from one or the other of the ballots, but was voted down as a tribute to him.

Actually elected for the directorships by majority vote on 158 ballots cast were: Craig, Brunton, Symons, Gedge and Maland. Since 78 votes were required to elect a director, and since no such majority was cast for any of the three finally placed in competition for the unexpired Fitzpatrick term of two years, the matter of naming a director for that post was left to the board of directors. At its meeting following adjournment of the convention, the board named Mr. Cowles to serve until the next convention, rather than for two years. This was done because Mr. Cowles in the vice presidential vote had polled 91 votes, against 97 for Mr. Myers.

At the opening of the final day's session, the convention considered and passed 25 resolutions, only two of which occasioned any protracted debate, under the chairmanship of the NAB's perennial resolutions committee head, H. K. Carpenter-WHK, Cleveland. (The salient resolutions are published elsewhere in this issue.)

Among those dealing with organization functions was one limiting active or voting membership in the NAB to only radio broadcasting stations, and placing in the associate category any person, firm or corporation associated with radio broadcasting, such as station representatives, transcription companies, engineering organizations, and the like. The motion carried after debate, and after Ed Crane, KGIR, Butte, Mont., had suggested a series of three amendments to the constitution.

Proposed Changes

Mr. Crane offered proposals the gist of which were (1) to provide future election of members of the board of directors by member stations in each of the five radio zones into which the country is divided, three from each zone; (2) to abolish the executive committee and give to the managing director broader powers in handling association business, and (3) to delete that portion of the bylaws which makes it mandatory for the managing director to bring to the board's attention matters of complaints or suggestions.

Winning spontaneous support the proposals, however, were held out of order under regular NAB procedure. By convention vote, however, the board was instructed to bring these proposals before the convention next year. There was strong evidence of support.

It was pointed out that by naming three directors from each zone,

THE LADIES, TOO—To this year's convention came a record turnout of wives of delegates. Front row, left to right: Mrs. Frank Bishop, KFEL, Denver; Mrs. Arthur Church, KMBC, Kansas City; Mrs. Gene O'Fallon, KFEL; Mrs. Harry Orbach, KFEL; Mrs. B. F. Orr, KTRH, Houston; Mrs. William Hedges, XBC; Miss Birt Siebert, NAB. Rear row, left to right: Mrs. Edgar Bill, WMHD, Peoria, Ill.; Mrs. Charles Myers, KOIN-KALE, Portland, Ore.; Mrs. E. A. Allen, WRVA, Lynchburg, Va.; Mrs. Reed T. Kollo, Washington; Miss Gertrude Gleason, NAB; Mrs. J. F. Veatch, KFEL; Mrs. Sidney Noel, W9XBY, Kansas City.

President Ward read into the record a number of communications among them one from Frank A. Blair, president of the Proprietary Chain, in which the chairman of that organization's advisory committee on advertising was offered all broadcasters. The organization, as the trade association for the packaged medicine industry has reviewed advertising copy and continuity for companies placing approximately $4,000,000 annually in advertising, the communications said, and the facilities of the advisory committee are available to broadcasters.

Another communication read into the record was from the Women's National Radio Committee in which that organization expressed itself as decidedly opposed to government control of radio and disclaimed any "reform" activity. It advocated program improvement, however, with shorter, more efficient commercials, fewer women announcers on cosmetics programs, no testimonials, no appealing to children over the heads of parents, and the setting aside of definite schedules of "children's hours" staggered over stations in the same community.

At the board meeting following the adjournment President Fitzpatrick named a new committee of five to carry on the cooperative coverage bureau negotiations with ANA and AAAA. Named chairman was Arthur Church, KMBC, Kansas City, with Edgar Kobak, NBC sales vice president and Mr. Maland also named as members. Other members are H. K. Boice, CBS sales vice president, and Mr. McCosker. John V. L. Hogan, consulting radio engineer of New York, was appointed engineering advisory counsel, President Fitzpatrick and Managing Director Budei, ex-officio members, with Dr. Herman S. Hettinger, NAB research director, ex-officio secretary.

DENVER TRIO—Frank Quinn KLZ; Mrs. R. and Mr. E. L. Bengston owners of KLZ.

WBS-ERPI Group—Seated is P. L. Deutsch, president, WBS. Left to right, standing, are Pat Campbell, L. W. McBowll, KFOX, Long Beach, Cal.; Harry Earnshaw Jr., Earnshaw, Young Inc., Los Angeles; Richard Lewis, KTAR, Phoenix; Harry Earnshaw Sr.; Charles Burke, W9XBY, Kansas City.

FOUR FROM THE SOUTH—Left to right: Glenn Marshall, WMBR, Jacksonville; Gordon Wilcox, WBDO, Orlando; Steve Cisler, WJTL, Atlanta; K. G. Marshall, WBRC, Birmingham.
Resolutions Adopted by the NAB Convention...

STAND ON COPYRIGHT

RESOLVED, That the NAB hereby denounces the so-called 'per piece plan' in music royalties. ASCAP has been made to the Board by A. J. McCooker, chairman of the Copyright Committee, and the Board makes the following declaration of the principles and facts: (Continued)

SUPPORT ASCAP SUIT

RESOLVED, That the officers and directors of the NAB hereby instruct all officers and directors to support the suit of the United States Government against the American Society of Composers, Authors and Publishers, The Music Publishers Producers and Distributors of the United States, to the end that royalties for the public performance of music may be determined by free and open competition among copyright owners.

FAVOR COPYRIGHT BILL

RESOLVED, That the NAB hereby ordains the Congress of the United States speedily to enact Senate Bill No. 3047, generally known as the "Duffy Copyright Bill," which brings the Copyright Act of 1909 into conformity with the pending Treaty with Great Britain, and into the International Copyright Union, and which will afford relief to radio broadcasters, restaurants, public gatherings, valet shops, and so forth, by eliminating the minimum statutory rates fixed by the courts and permitting the court to determine the amount of damages.

OPPOSED TO CENSORSHIP

WHEREAS, it is declared the policy of the Congress of the United States that the Federal Communications Commission, under the Constitution and by laws, has power to issue and control licenses for radio broadcasting, then the radio law shall have no censorship powers over radio programs, and (2) the fact that the freedom of speech must be preserved to radio broadcasting, be it therefore resolved by the Board, that it directs its officers and directors to oppose any and all legislation and governmental regulations, the effect of which would result in the abridgment of freedom of speech.

COMMEND ASCAP SUIT

SINCE it is the consensus of opinion of the members of NAB that the Attorney General of the United States be commended for instituting anti-trust proceedings against American Society of Composers, Authors & Publishers, et al, and WHEREAS, the Attorney General of the United States, the Hon. Homer Cummings, and the assistant Attorney General, Andrew Bennett, have faithfully and diligently served the public interest in fighting with such suit against the members of said Society with dispatch and in the best interests of this country, it is hereby resolved by the Board, that the membership hereby commends the officers of the American Society of Composers, Authors & Publishers, et al, and WHEREAS, it appears that the public interest necessitates and requires that such proceedings be continued, be a final and speedy determination, it is RESOLVED, that this association hereby reaffirms its approval of the activities of the Attorney General and his staff in the Government's proceedings against the American Society of Composers, Authors & Publishers, et al, and that the President of the association is hereby directed to express our gratitude and appreciation to the Attorney General and his staff for such person or party of the public interest, and it is respectfully urged that the Attorney General and his staff continue to serve the public interest, and that the Board makes the following declaration and in that it enables such royalties to be paid by the individual owner of copyrights, competitively, and compels no one to pay or be made to pay for more than he actually uses.

COPYRIGHT COUNSEL COMMENDED

WHEREAS, Joseph Hostetler, the counsel for the copyright activities of NAB has made a complete and full study of the cases and since his efforts in this regard have been so excellent and has been so devoted to the work in which he so conscientiously desires to perform a distinct service to the broadcasting industry and NAB, that the Board is hereby resolved to commend him for his services as NAB copyright counsel with the board meeting at Colorado Springs, June 13th.

THREE-YEAR LICENSES RESOLVED

That the NAB go on record as recommending to the Federal Communications Commission to issue radio station licenses for a term of at least three years.

EDUCATION BY RADIO RESOLVED

That the NAB continue to cooperate with the Federal Communications Commission and educational groups in all practical efforts to study the application of education to radio.

RAISE PRALL SPEECH RESOLVED

That the NAB sincerely thank Hon. Annis S. Prall, chairman of the Federal Communications Commission, for the information, common sense and usefulness of his message delivered at the 13th annual convention and that the membership believes that his message is as important to the future of the American broadcasting stations as the licensees of American broadcasting stations to cooperate with the Federal Communications Commission.

LAUD DENVER COMMITTEE RESOLVED

That the NAB hereby commends the NAB convention and the officers of the Denver, Colorado, Local Committee, whose able and capable officers, led by Mr. O'Fallon, chairman, F. W. Myer, G. E. Nelson, W. D. Pyle, and the other members of the local committee, have performed the functions of the local committee in a manner which has been of the greatest assistance to the local committee, the officers and members of the Denver, Colorado, Local Committee, for their most efficient and outstanding success.

(Continued on page 57)
Revised Code of Ethics (Adopted by 1935 Convention of NAB)

1. RECOGNIZING that the radio audience includes persons of all ages and all types of political, social and religious belief, each member station will endeavor to prevent the broadcasting of any matter which would commonly be regarded as offensive.

2. When the facilities of a member station are used by others than the owner, the owner, the station or the financial responsibility and character of such client, that no dishonest, fraudulent or dangerous person, firm or corporation may gain access to the radio audience.

3. Matter which is barred from the mails as fraudulent, deceptive or obscene shall not be broadcast by a member station.

4. Each member station shall refuse any advertisement regarding products or services injurious to health.

5. Each member station shall maintain a public record of its current rates charged to advertisers for the use of broadcasting time together with all discounts, rebates, refunds and agency commissions which shall be allowed to the users of such time or to their recognized agents.

6. Each member station shall refuse to accept any business on a cost per inquiry, contingent, or percentage basis, or to accord free time for commercial use.

7. No member station shall permit the broadcasting of advertising statements or claims which he knows or believes to be false, deceptive or grossly exaggerated.

8. No member station shall defame or disparage a competitor, directly or indirectly, by words or acts which untruthfully call in question such competitor's business integrity, ability to perform contracts, credit standing or quality of service.

9. No member station shall claim for its service a character, scope or quality which cannot be maintained shall it claim as regular characteristics of its service features which it knows to be purely temporary or accidental.

10. Where charges of violation of any article of the code of ethics of the National Association of Broadcasters are filed in writing with the Managing Director of the Association, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.

Revisions of Ethical Standards Is Effected at NAB Convention

Improper Rate Practices, Free Time, Defamation Of Competitors, Excessive Claims Are Barred

Proposals for Extension Of Intercity Group Are Discussed by Mr. Flamm

Plans for expansion of the Intercity Group, now serving stations along the Eastern seaboard, keyed from WMCA, New York, were discussed by Donald Flamm, WMCA president, with many broadcasters attending the NAB convention.

While the discussions were merely preliminary, Mr. Flamm said a meeting of some 15 stations will be called in New York about the middle of August, upon his return from a trip to the Pacific Coast. He said he received highly favorable comments from station operators throughout the country. The Intercity Group is functioning as a mutual organization, with line costs and other overhead proportioned among affiliates.

Mr. Flamm discussed the project informally with various groups of independent station operators. More than likely, it was indicated, the next expansion will be in the Western, Middle and South-west, perhaps as far as Denver and Dallas.

VICK CHEMICAL Co., Greensboro, N. C. (proprietary) is using John B. Kennedy in a test program over WREX, Hartford. The product advertised is Vitranol and it is a 15-minute program three weeks per week for 13 weeks. Ceci, Warrick & Celc Inc, New York, is the agency.
Mr. Prall urges cooperation by advertisers

By ANNING S. PRALL*
Chairman, Federal Communications Commission

Navors Central Agency on Program Standards; Predicts Longer Station Licenses; Lauds Improved Ethics

Here at your gracious invitation, the honor of which I most appreciate. As the representative of the Federal Communications Commission, I assure you to appear as you gentlemen of the Fifth Avenue.

I am privileged to attend this convention where, for the first time, I was named a member of the Board of Directors of the American Broadcasting Company last January. In its personnel, I can meet face to face with all the representatives of the adcasting industry as a group.

I have been met, indeed, with others I have correspondence with, and some I have a telephone acquaintance, but I am speaking for my Commission—so to all you personally, to counsel with, and to discuss our Commission and that better radio service may be offered to the American people that the industry may reach its goal of complete family service.

If I am going to talk to a little shop of you, it might aptly be called the heart of the broadasters.

Higher Standards

You are probably aware, we have injected a bit of "New Deal" radio during the past few months, and from the experience I have had it is apparent to me that, you are interested in our desire, or, may I make it stronger, our determination to free the air of objectionable programs and to strengthen radio, and not merely in America, but in the Western world. While action may have appeared drastic, I believe all of you will agree, even at this early stage, that it has been accomplished. And, you will also agree, I am sure, that our action the American home is assured of a better standard of radio programs and that in the analysis the industry itself, has long been an important part of the public mind to have been accountable for the broadcasting industry all along.

I am gratified that this has been the result of the joint work of the Federal Communications Commission, and that all the news media will continue to lead the way in this self-regulation movement.

We have that the result can be accomplished by self-regulation. That is well! We are gratified.

The job has not yet been completed, and for our records show that there are still some 100 station criticisms of objectionable programs. These are not confined to medical conditions. They include, for example, astrology programs, and, concerning violations of broadcasting in the public interest.

But we do feel that a good start has been made with the broadcasting stations.

Having served the City of New York as President of the Board of Education, with an enrollment of more than 1,700,000 boys and girls in the public schools, I am naturally interested in what is going on over the air under our supervision. Caustic complaints have come to me to the effect that many children cannot eat or sleep from fear of some of the loud and thunder broadcasts. Good judgment could have prevented this, and can prevent it. We believe that our view has been that all broadcasting stations have been transgressors.

I felt that the entire roster of 600 or more stations was being penalized by the sins of a decided minority who failed to recognize their obligation to listeners. We have discovered that a large number of which have since taken steps to clean up; but we will not condone gross and willful infractions. Stations have been deleted in the past due to poor performance, and there is a practical way of being penalized. We will not condone the advertising of all medical products over the air. It does not have the power to do so, as you well know, because it can exercise no censorship. If, in fact, the first instance is legitimate, and there is no reason why the account cannot be accepted by the station. But the broadcaster must be the judge. If he is incapable of judging, that is the improper person to hold a broadcasting station license.

At this point I wish to mention another factor in radio advertising which has been somewhat overlooked; that is the advertiser himself, and, of course, his advertising agency. The advertiser has a very definite and primary responsibility. He is not subject to the terms of the Communications Act, as is the station, but he is subject to other orders of the law dealing with pure food and drugs and with interstate commerce. In the first, the second is an advertising medium from the printed page. He should not attempt to have his listeners advertising copy that cannot be placed in newspapers and magazines. He can, therefore, sell his goods over the air by going to high-powered extremes in his sales talks, he is at the time creating Advertisers and we are those who are informed. In the long run, who will lose and perhaps the station will be found in the ruins.

Coverage Data

It is the unscrupulous manufacturer in the food, drug, and cosmetics industries have gone to such extremes that the United States Senate recently passed the Cope- 

land bill designed to regulate the sale and advertising of these products. If this bill becomes a law, then these manufacturers will soon after they cannot continue these practices. Radio should be the modern Paul Revere and be used to warn the American people of the dangers of the broadcasting industry. Particularly gratifying to us has been the leadership of the nation-wide networks. Because of their greater stakes in the broadcasting industry, it was only logical to expect them to be the bellwethers. They have responded admirably, and we hope they will continue to lead the way in this self-regulation movement.

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Otherwise, there is strong possibility that Congress itself will step in and take a hand, and perhaps the bill becomes an act to the law program restrictions with which stations will be forced to comply. That would be unfortunate, particularly when the result can be accomplished without it.

On this, the bill has been passed to the broadcasting industry, and that is to the advantage of the listener as well as the station operators. There must be team-work between the two. During the past few months there has been a definite brain-wave along with this team-work will win.

Many of you, perhaps, are wondering what we are going to do about stations now operating with temporary licenses because of accidents and failure to talk frankly. We do not have in mind the deletion of stations which can show that the programs complained of did not constitute the major part of their schedules, or

(Continued on page 56)
Mr. Damm

**STREAKFEAST**—One of 30 auto-loads on route to mountain party: Walter Biddick, Los Angeles; Cy Taillon, KOHL; Cliff Steinelinger, Free & Steinelinger, WHR; Beryl Lottridge, KOHL; H. K. Carpenter, WHK; Harry Hoessly, WAIU.

Mr. Fitzer

**Candid Cameras Aid**

TO FOUR highly expert amateur photographers attending the NAB convention as delegates, *Broadcasting* Magazine is indebted for many of the pictures included in these pages. They leaped into the breach when a professional photographer engaged by us met bad luck with his equipment. Using small candid cameras, they snapped various shots for us which were enlarged for this edition. They were: Herbert Hollister, WLBF, Kansas City, Kan.; J. Beryl Lottridge, KOIL, Cecil Birt, Joseph A. Chambers, WLW, Cincinnati, and C. W. Horn, NBC, New York. To them Broadcasting extends its sincere thanks.

Mr. Kay

**Many NAB Exhibitors**

AMP Sounds Sentiment


The AMP, represented by M. C. Tompkins and Loren Watson, the latter of the staff of Wired Radio Inc., was sounding out sentiment among the broadcast industry for its proposed new transcription library service, 90 hours of which it is said to have already recorded. Unanimous interest was shown by ACCP. AMP is prepared to secure an ERPI license for vertical recording, but the company has not yet prepared to announce its plans.

In the meantime, AMP's parent company, Wired Radio Inc., had extended its tests of program services via power lines in Cleveland, and since it may resume them shortly. It is recorded really, it is understood, was originally intended for the wired radio experiments and contains copyrighted music of them by European composers, which AMP controls.

DAILY interpretative news periods furnished by mail by the Christian Science Monitor are now being carried over 100 stations, including one in Mexico and one in Hawaii.

CONVENTIONEERS—Left to right: Humboldt Grib, Southwes Broadcasting System; John H. Weiser, Los Angeles, vice president, Botsford, Constantine & Gardner; Sam H. Bennett, KAT, Fort Worth; Neal Barrett, KOMA, Oklahoma City; John Blair, John Blair & Company.
Railroads Unprepared

FAR from satisfaction was the train service from the East to remote Colorado Springs, with the special New York-Washington convention trains cancelled by the Missouri Pacific at the eleventh hour and with other roads caught unprepared to handle the big traffic. When air-conditioning equipment on one home-bound Rock Island train went bad, it was a radio engineer, Paul Godley, who stepped into the breach and corrected the electrical refrigerating equipment while two of the railroad's technicians could merely look on.

were said to be in progress with several publications.

UP Signs Stations

UNITED PRESS has brought the number of its radio station clients up to 80 within the last two weeks, the following being the customers signed most recently: KWK, St. Louis; KGMC, Amarillo; KTBS, Shreveport; KGDM, St. ockton; KFBK, Sacramento; KML, Fres; KSTP, St. Paul (one of the pioneers in the movement a year ago for stations to collect news cooperatively); KTUL, Tulsa, and KAT, Fort Worth.

The Charlotte (N. C.) Observer has protested the action of UP in signing a contract to deliver news to WBT, and at the present time there is no news on the air. KGDM, Stockton, Cal., on June 16 cancelled its Press Radio service in favor of UP, and KFRC, San Francisco, a Don Lee network station, is also interested in this service providing they get a sponsor.

From all indications the American Broadcasters' News Association, with San Francisco and Oakland offices, is making rapid progress. The service was scheduled to start functioning July 1 with full news coverage but Frank Wright, who heads the venture, announced that he was marking time before starting with spot news, and is non-committal on number of affiliated stations. He announced some weeks ago that 29 stations in the West had been signed by ABNA. Only broadcast to date are the International News Calender on KFRC, and the International Sports Calendar on KJBS, both San Francisco stations. Wright stated that the programs are being supplied by the feature

(Continued on page 58)

United Front on Legislation Is Advised

By Mr. Bellows to Preserve the Industry

IN HIS eighth and final report as chairman of the NAB legislative committee, a report delivered at the NAB convention at Colorado Springs July 3, Henry A. Bellows, former CBS vice president and until recently identified with the association's executive staff, predicted "destruction" of the industry unless the "essential unity" of stations is maintained. Mr. Bellows was unable to attend the convention, having entered the radio advertising business, and his report was read by James W. Baldwin, assistant managing director.

Frank and forthright in his discussion of the legislative pitfalls which beset broadcasting, Mr. Bellows was caustic in his criticism of individual broadcasters for their apparent failure to become aware of these threats. His plea was that the new administration of the NAB and its legislative chairman be given the support of the industry, fully awake to its problems and dangers, and ready to forget its minor differences in order to stand solidly in unaltering support of these officers.

(Continued on page 62)

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(Continued on page 58)
Tests to Determine Television Future
Says Mr. Sarnoff
Haste Might Prove Dangerous To Development, He Asserts

"ALL THAT can be done with television, short of actual and standard broadcasts, when the laboratory, or the field, has been done," according to David Sarnoff, president, Radio Corporation of America, in a July 7 interview with This Week.

"There is no longer any question about the clarity and sharpness of television images, but there is a need for many experiments in the equipment and the transmission. It is likely that RCA is spending a million dollars for a television station, observation receivers and program service."

Danger of Haste

"NOBODY can check progress when it is ready to move," Mr. Sarnoff wrote in This Week. "But nobody can retard progress by either. Things brought out before their time have a habit of rolling back, as was the case in the 40,000 meters years delayed development. We are at a spot in television right now when ill-considered haste might mean the very opposite of aped.

"Television bears no relation to the present system of sound broadcasting. Television promises to supplement the present broadcasting service by adding sight to sound. Thus the supplant not diminish the importance of broadcasting by sound."

"Our research and technical progress may be judged by the fact that upon a laboratory basis we have produced a 343-line picture, as against the crude 30-line picture of several years ago. The picture frequency of the earlier system was about 12 per second; of the present system the equivalent of 60 per second is the satisfactory but not necessary limit. This compares with a standard projection rate of 24 per second for motion pictures."

"Thus the first major obstacle and, we hope, the biggest on the road to public use of television has been cleared."

"However, the mere fact that clarity and fidelity are possible does not mean that they can be transmitted between two groups of engineers working under the most careful scientific control is far from guaranteeing that a continuous stream of pictures may be broadcast over 3,000,000 square miles of territory to 150,000,000 people. Without additional engineering we should not be ready in 1931, 1932 or 1933."

"The transmission of TV by radio waves so far have been done, which of course are not."

Field tests carried by the engineers may not be applicable at all to popular television, much as we hope they are. It is conceivable that a far longer time than we have expected difficulties may be encountered that will require further research in the laboratory. This is not pessimism, but realism."

"A second fact that can't be ignored is that television in its present state has some very definite limitations. The service range of the best transmitter is rarely more than twenty-five miles, and it frequently is only fifteen miles. Once field work is under way engineers believe they can materially increase this range; but this, too, is a hope to be realized. Transmitted pictures are still relatively small. From the practical standpoint they might be compared to what one sees of a parade from the window of an office building or of a world war game on a small screen by roof, or of a championship fight from the outermost seats of a road. This fast-moving age filled with competitive amusements will people be content with television's dramas in miniature, even when captured too far away? Frankly, nobody knows."

"Means Change in Habits"

"But suppose that people are satisfied with the size of the pictures— just how long and how frequently will they tune in a television receiver and rivet attention on the visual action? With sound broadcasting full attention is not necessary. One may read, move about the house at work, play bridge, talk to a circle of friends in a radio car, or drive in the car just as he wishes. Television will mean a change in the habits of the home if it is to be worth its cost. What kind of programs will the public want? Again, we don't know as yet."

"Popular sound broadcasting is almost wholly long waves, as measured by the latest standards of the radio art. Television uses ultra short waves, and the back scatter peculiarities of these waves in everyday use is by passing automobile going to ruin the television fan's evening because of impulses, sent out by its ignition, that 'splash' the picture? Airplanes passing over our laboratory high in the Empire State Building cast shadows on television images."

Practical Tests

"ANSWERS to all of these questions and to many others we hope to find in our field tests, at least in part. In Germany, England and Canada they are seeking the same answers. And above all others is the question of how to protect the interests of the television art will stabilize to an extent to warrant popular introduction of this marvel. This is the most serious question we face today."

"Radio receivers bought ten years ago still usable, however crude they may be compared to up-to-date equipment. Broadcasting transmitters have been radically changed, but thousands of interlocking parts, each of which must not function correctly within its own system. They must synchronize with every other part of the system. This means, in the broadcasting of sight, that transmitter and receiver must be packed as key, that every major improve in the first necessitates a corresponding improvement in the second."

"Just suppose, for example, that television has been popularly introduced in this country and was conducted in such a manner that many thousands of receivers had been made and sold. At that time we were using a 240-line television picture with a frequency of 24 per second. Every receiver bought for such picture would be hopelessly inadequate to-day with the 343-line, 60-cycle pictures. Either that or there would have to keep operating transmitters that were each prior to what we could build."

"Great improvements unambiguously are ahead in this new field of aeronautics. The rapidity of recent progress at warning that we are far from a reasonably stabilized industry, and the economic is to set up a nation-wide system of tremendous cost, only to find hopelessly inadequate in a year."

"Clearly, the next stage of television is proper development at which the basis may be for technical standards. A few years from now the story may— we hope it will be—different."

"TELEVISION is still four years away because the American public is too sophisticated and exact to help pioneer the new industry in the United States. George Brown, national merchandise manager of the Philco Radio and Television Center, Philadelphia, is pressing the public to join him in San Francisco to discuss the future of the industry with dealers. Philco already perfected a television set that cost $275 that could be placed on market in 30 days, but no broadcasting station is able to furnish programs for these sets, he points out."

"The wave of a television broadcasting would only cover ten miles and it would take several hundred thousand dollars each to furnish national merchandise."

"Our big question is how to make these stations pay for themselves. The public won't pioneer; it wants to be interested, while it look at. If our company puts television on the market now, the world will have to wait another within a year, because the prototype of program has not been developed. Television will co with the standards of radio and be brave enough and begins to inv money in the necessary studios equipment."

FCC Engineers Inspect Progress of Television
HEADED by Dr. C. B. Jolliff, chief engineer, a party FCC engineers visited the television laboratories of RCA MG, Philco Radio & Television Co., Farnsworth Television Ltd., and others. They will return to New York to discuss their observations, all of the experimenters are keeping their work confidential."

"The party included Lieut. E. and Andrew D. Ring, assistants chief engineer; Gerald C. Gro FC short wave expert, and J. Buechel, Mr. Ring's assistant in television allocations. Dem strations of both radio and will be performed by the party, it was learned, each of three companies showing different systems, though all employ code racy principles.
A Government Expert Looks At Television and Its Future

Andrew Cruse Urges Broadcasters to Follow Progress Of Visual Art and Be Ready for Its Arrival

BROADCASTING—Mr. Cruse should watch closely the advance of television, with much work in the laboratory remaining to be done, but in the meantime should develop studio technique if they hope to be prepared for the extension of broadcast engineering when, as Mr. Cruse expects, high-definition television will be on the air.

Referring to the report on television by the National Broadcasting Committee made July 8 by Mr. Andrew W. Cruse, chief of the Commerce Department's electrical equipment division, who gave the NAB convention at Colorado Springs July 8 his observations on television based on a recent inspection trip in Europe, Mr. Cruse suggested that the NAB name a committee to keep broadcasters advised on television progress and to advise them of any observer in Europe to assist such a committee.

American interests in Europe are in the very forefront of the foreign television picture, he said, referring to Electrical & Musical Industries in Great Britain, Lorenz in Germany, and Standard Telephones and Cables in France, but reminded that broadcasters must keep abreast of foreign progress in the actual presentation of programs.

As to the Future

WHILE governments are directly or indirectly supporting and operating broadcasting and television in Europe, he said it was his view that the interests of both can best be served in this country without government assistance. "With recovery and during a time the time is ripe," he concluded, "you will undoubtedly be able to add television to your present service and present revenue system in the same thorough fashion in which you are now presenting your broadcasts in every city. In the meantime let us be patient observers!"

Recent interest in television increased tremendously, Mr. Cruse pointed out, when the British House of Commons during May, 1934, named a committee "to consider the development of television and to advise the Postmaster General on the relative merits of the several systems and on the conditions under which any public service of television should be provided."

This culminated when the committee made its repor's this year, and the ensuing curiosity in this country led to the inspection trip from which Mr. Cruse returned June 2.

Here are resumes of what Mr. Cruse found in each country:

Progress in England

ENGLAND: The British Broadcasting Corporation is offering "the first television Corporation to transmit from one-half to three-quarters of an hour, twice weekly, transmitted on 25 frames per second, over the system perfected by the famous German inventor, Von Ardenne, for the Lorenz Co., German affiliate of the American L. T. & T. The size of the screen is 8.8 x 7.2 inches. The image was picked up after being transmitted 10 kilometres. The scanning is direct on cathode ray tubes. Photo brought back from Berlin by Mr. Cruse.

"WMAZ Peach Coupe"

IT WAS "WMAZ Georgia Peach Coupe" on the menu of the NAB convention banquet July 8 at the Beverly-Moor Hotel, Colorado Springs, and it developed that the dessert was planned by E. K. Cargill, manager of the Macon, Ga. station. Mr. Cargill presented a bounteous supply of famous Georgia peaches, boxes of which are perennial gifts received from him by many of his friends in the broadcasting field.

No Receivers Available

BOTH the Baird Co. and Electrical & Musical Industries are transmitting experimental high-definition television but no receivers can be purchased and the transmissions, he explains, can in no way be considered a public service.

On June 7 the British Postmaster General announced he had received word from the advisory committee regarding the choice of a site for the projected London television station and other matters relative to the proposed experimental television service. It was added that Alexandra Palace had been picked as the site and that both Baird and EMI had been called to submit bids for the transmitters.

Late this winter or early next spring, Mr. Cruse expects, high-definition television service will be started by BBC using alternately the EMI 403-line 50-frame interlaced and the Baird 240-line 25-frame sequential transmitters. Present plans are to operate one hour each morning and two each evening on 6.6 meters for vision, 7.2 meters for associated sound.

About the time bids are accepted, he believes, receivers will be on the market. While some estimated receivers can be bought for $100, Mr. Cruse suspects the cost will be more than twice that figure, which may diminish public enthusiasm.

Plans of Set Makers

BRITISH radio manufacturers ignore television, he explains, on the ground that the publicity has cut the sales of receivers, but he adds that 1935 sales may equal those of last year despite television publicity, and television receivers may be admitted to the August Radio Show.

A television patent pool is necessary, British postal officials believe, and preliminary negotiations are under way.

Alexander Korda, director of many famous motion pictures, told Mr. Cruse that a new development, likely will permit showing of images on a large screen in the home but he feels that the desire to enjoy entertainment in groups in the atmosphere of the theater will prevent television from becoming a serious competitor of the motion picture theater for a long time.

Mr. Korda suggests the motion picture may be called to aid in developing studio technique because of its knowledge of lighting, staging and production (Continued on page 59).

Mr. Chambers and the public, were contained in the annual report of the NAB Engineering Committee submitted by its chairman, Mr. Joseph Chamber, chief engineer of WLW, Cincinnati, to the Colorado Springs convention. Mr. Chambers' committee recommended continued cooperation with the FCC, IRE and RMA. With respect to high-frequency local broadcasting, television on the proposed broadcasting system, the committee simply reported:

"To date it is information to indicate concern to sound broadcasting, although certain development is progressing rapidly.

Technical Proposals

THE COMMITTEE recommended the following comments on the most recent technical proposals of engineers of the FCC:

AUDIO DISTORTION: The Commission recognizes that the total audio frequency distortion from microphone terminals (including microphones and amplifier to antenna output) shall not exceed 5% harmonic content when modulating a frequency 85% of the frequency of modulating, 10% when modulating 95%. The distortion is to be measured with modulating frequencies of 50, 100, 1000, 5000 and 7500 cycles. Your committee feels that with the existing tolerances to be liberal, the harmonics of the frequencies above 5000 cycles are not of objection. However, the total distortion of harmonics of frequencies below 100 cycles may be quite expendable.

FREQUENCY RANGE: The Commission proposes that the audio frequency transmitting characteristics of the equipment from microphone terminals to the audio component of the rectified antenna current shall not deviate more than 2 decibels from that at 1000 cycles between 50 and 7500 cycles. The transmitter shall be capable of transmitting without distortion a signal of 100 milliwatts near thereto as practicable with two band-pass filters, one to cut out 50 cycles and the other at 5000 cycles to 40 decibels below normal level.

These filters may be as follows: The 5000 cycle cut-off filter at all times, and the 5500 cycle cut-off filter when the program transmission is such that no desired signal above 5000 cycles reaches the transmitter. The frequency tolerance of characteristics should be measured with the filters in place. Your Committee believes the frequency range above proposed. Provided it is allowable to include compensation for microphone characteristics, the 10 decibels at 500 cycles is allowable. After testing, it is found that the fact that more expensive telephone lines may be required between the studio or outside picking points and the transmitters. Your Committee believes the filters (Continued on page 60).

Engineering Group Adopts Proposals To Improve Radio Quality Standards for Discs Urged in Report to NAB

RECOMMENDATIONS for the technical improvement of broadcasting, including one for the fixing of quality standards for transcriptions for the protection of stations, were contained in the annual report of the NAB Engineering Committee submitted by its chairman, Mr. Joseph Chamber, chief engineer of WLW, Cincinnati, to the Colorado Springs convention. Mr. Chambers' committee recommended continued cooperation with the FCC, IRE and RMA. With respect to high-frequency local broadcasting, television on the proposed broadcasting system, the committee simply reported: "To date it is information to indicate concern to sound broadcasting, although certain development is progressing rapidly.

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CASTING aside all matters of policy until it resumes normal operation in the fall, the FCC is not expected to defer its decision on the transcription announcement appeal of World Broadcasting System until September, it was stated following the July 3 meeting of the full board. That meeting adjourned at the call of the chairman, and the FCC will not act on the matter. It is uncertain how much of the FCC's agenda will carry on routine operations, the technical departments have been instructed to hold in abeyance all matters involving policy until the FCC convenes in regular session.

As a consequence it was stated at the law department that the transcription issue will not be brought before the Broadcast Division probably until after the July and August recesses. Among other things, the FCC is now devising changes in its rules and procedure and it may be that any interpretation on the transcription announcement will come as part of the revised rules.

Library Services

WITH the future development of transcription library services said to be at stake in the court issue before the FCC is whether the announcement "is an electrical transcription" or some other expression. It was announced in May and June that after each musical number on a single disc, or each two or three musical numbers on a two or three cylinder record, a signal would be transmitted at intervals, as the present regulation prescribes. An interpretation of the rule made more than a year ago by the Law Department held that the announcement should be made with the rendition of each number. This was challenged by WBS, and a hearing of this case may be held June 20 before the full Broadcast Division.

More than a dozen organizations were represented at the hearing, with opposition coming only from the American Federation of Musicians and two before the FCC. Support for the WBS plea were Standard Radio Advertising Co., Inc., of Hollywood, which recently inaugurated a transcription library service, competitive with WBS, and numerous independent stations. NBC, which now has a transcription program service and was opposed to any move that would eliminate the transcription announcement altogether, and asked only that the announcement be made in a different way. The question of eliminating the announcement entirely, which has been espoused in resolutions adopted at the last two NAB conventions, was not involved in the WBS petition.

GUY CHAFFEE EARL, 74, attorney, father of Guy Earl Jr., president of KNX, Hollywood, died June 18 at his home. He had been a resident of the University of California for 32 years and prior to that a state senator.

Twelve Years of Radio - The Story of A&P

By JOHN BLACK

Good for Thought and Its Long and Successful Broadcast Experience

E YOU one of those people who think of radio broadcasting as "fine for prestige but not so good for sales," if you are and you want to stay that way - don't read this article. For a tale is guaranteed to give - that thought a rude jolt. Here it is.

It all centers about the adcasting career of the Great Pacific Tea Co. & P gypsums and speaks for itself in the current anniversary of these famous enterprises.

The Gypsums have just entered their twelfth consecutive year on air, which of course stamps them as one of the first families of broadcasting. It was back in the dim days of 1924, when all of us were young and skeptical about Joe's future, that A & P first entered using this medium for advertising. Today A & P is riding its own wave of confidence. Its continued adcasting through the years can only be accounted for on the bases of both prestige and actual sales.

Voice From the Past.

Today, the A & P Gypsums are among the most widely known radio programs of all. Edgar Goodspeed has been a familiar name on this program for twelve years. When A & P first started using this medium, the only two commercial programs on radio were WJZ and WEAF. Today A & P competes, and does it proudly.

In the words of its own executives, A & P was "playing a real sales card. To the merchants it means a modern approach to handling business." It has been a winner from the start. The A & P Gypsums were primitive, impromptu productions.

In 1927 the broadcasting movement was in its infancy. It was a time when the notion of immuring Edgar Goodspeed and his vast clientele through a medium of music on the air was a matter of imagination and faith.

To put the new plan for direct-selling into practice was not easy. Like all pioneer moves, it met with obstacles, but Goodspeed persisted. He had a feeling that the only real use of broadcasting was as a medium for prestige. It was something more than a year before the move uptown, when the Gypsums广播ed their fame from coast-to-coast. The company determined to give the public a new idea to test. The first concrete action came in 1930. A series of programs was started, supplementing the Monday evening program of the Gypsums. The morning programs were out-of-town selling programs, something new in the history of radio. The Salesmen offered food ideas, suggesting menus and in other ways linking up with the merchandising carried on in A & P stores.

A Scientific Test

The innovation proved a success from the start. Women listeners liked it, and the fan mail soon reflected an enthusiastic approval. Sales in the stores were the result of the listeners' interest in the Gypsums.

The development was astounding. Sales increased to an extent that could not be accounted for by mere curiosity or interest in A & P wanted proof. They wanted final evidence that the air could sell both the price and the product. So they decided to submit the whole issue to a scientific test. Two weeks before the test they reduced their radio advertising and began to use the money the radio department had been spending.
Broadcast Income Rises 6.4% Above Volume Last Year

Usual Seasonal Dip Revealed; Retail Yield Still Climbing

BROADCAST advertising in May showed the usual seasonal trends. The April-May drop in the medium amounted to $7,546,285 and were 6.4% below the April level. Broadcast advertising volume still registered ahead of that of the corresponding period of 1934, revenues during the month being 9% greater than in May of the preceding year.

National network advertising was 9.4% greater than during the May network volume 2%, and local broadcast advertising 6.5%. Regional network volume showed the greatest gains, realizing a figure practically double that of the corresponding month of 1934.

The volume of broadcast advertising during the months compared with April as well as May 1934 was

<table>
<thead>
<tr>
<th>April</th>
<th>May</th>
<th>Cumulative Jan-May</th>
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<tbody>
<tr>
<td>Local</td>
<td>$3,836,927</td>
<td>$3,479,394</td>
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<tr>
<td>National networks</td>
<td>$8,064,921</td>
<td>$7,546,285</td>
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<tr>
<td>National networks</td>
<td>$14,463,934</td>
<td>$11,625,371</td>
</tr>
</tbody>
</table>

Broadcasting continued to show the most encouraging gains of any advertising medium as compared to the preceding year. National network volume was 9.4% higher than during the May of last year, national farm paper volume 1.4% and newspaper advertising 5.3%. Department store newspaper advertising registered a gain of 2.6%.

Retail Volume Climbs

RETAIL broadcast advertising continued its recent increases. Total volume was 42.6% greater than during the May of last year. Departed from the previous habit, it reached a peak of last May, national farm paper volume 1.4% and newspaper advertising 5.3%. Department store newspaper advertising rose 2.6%.

In the rendition the field the principal development was the decline of national non-network live talent business which for the first time in 11 months sank to a level below that of the previous May. Volume of this was 7.9% lower than the corresponding May. It is probable that the trend in this field has reached its peak, at least temporarily.

A number of important gains were recorded in the field of sponsorship. Local automotive advertising continued its increase. Local clothing advertising increased eightfold, while local clothing advertising rose 40%. National network drug advertising was 27% greater than during the preceding May, though declining materially from the peak registered in March.

National and regional network food advertising rose materially. Total volume of this increased in household equipment, furniture, and hardware dealers.

Elevation of Radio Ethics Will Redound Favorably to Industry, Says Paul Kesten

RAISING of ethical standards and curtailment of advertising continuity will be considerably more favorably to the broadcasting industry, according to Mr. Kesten, vice president.

Despite elimination of some accounts CBS is beginning the largest summer schedule in history and actual commitment exceeds the previous year's demand, he told the Pacific Coast Advertising Clubs Association, which met June 23-27 at San Diego.

Taking a glance into the future, Mr. Kesten discussed the effect the three new CBS policies will have on broadcasting as an advertising medium. "As to the first two—the improvement and development of the 15-minute network spot—there is a higher plane and the elimination of all offensive discussions of bodily functions and symptoms—there can be no question," he said.

"These two policies, from a practical standpoint can be defined in two words—enlightenment and audience builders. Removing doubt and discretion on the part of parents concerning some programs only may make the future more listener, collectively, to all programs. And a knowledge that no Columbia network program will ever embarrass one's guests at the dinner table or a mixed group in the living room by discussions in bad taste is a very comforting factor for tuning one's radio to CBS and leaving it there. Any true service to the public has a way of coming back and rewarding the enterprise.

"As for the third of these policies—the 10% limit for commercial announcements—what effect will this have on broadcasting as a medium? Will it, to some extent, limit its effectiveness? It may surprise you when I say that there is abundant evidence, I might say, scientific evidence, to the contrary. Let me give you a few facts.

"Audience Response

"COLUMBIA is fortunate enough to number among its clients' successful all-time best sales for the record for all broadcasting to date, for audience response to a single network broadcast. In March, for instance, with the Gracie Allen program, Miss Allen offered a 'high,' and we had an immediate response of orders. Mr. Spearman, who has been the firm's top-selling salesmen, will be the one to sell the 'high' to me.

Over three hundred thousand separate requests were written in by the radio audience—a total that has been approached but not equalled for eighteen stations in that network. And here is the point of that story—the commercial audience to this program, including the offer, stayed within our newly set limits of 15% of the program time. Let me give you another example. Columbia client gave the acid test of asking radio listeners to call at his dealers (not Cotton Club or post card or a letter) for a souvenir which cost the advertiser about three-quarters of a cent apiece. The client was satisfied with the results of the oil industry and his dealers were the filling stations which carried his product.

"At the end of ten weeks of constant checking, he enthusiastically reported these results: His Columbia radio program had brought (Continued on page 48)

Pacific Ad Clubs Select Seattle for Convention

SEATTLE will be the meeting place for the 1936 convention of the Pacific Advertising Clubs Association, it was decided at the recent session held at San Diego (see BROADCASTING July 1). Officers elected at San Diego were: President, Rev. E. J. Murphy, Los Angeles; vice president, Robert M. Corp; vice president at large, Margaret Lewis, Los Angeles; senior vice president, Paul Wissinger, Portland; secretary-treasurer, Chester Womer, Seattle; vice president district 2, C. K. Graham, Spokane; district 4, Charles Pritchard, San Francisco. Exhibits at San Diego included CBS cutouts showing its growth and an NBC display of Radio City, literature and artist pictures, KNK, Hollywood, used several display boards of its full-page advertisements in Broadcasting and its promotion literature.

DOYLE-TEXACO Co., Rochester, has signed a two-year contract for sponsorship of U. P. News flash five times daily in a period of $1,450.

Mr. Kesten contract is renewed by WOR

BAMBERGER Broadcasting Service, Inc., owner and operating WOR, has given a three-year contract to Mr. McCosker, president of the company. In 1936, the board of directors announced July 9. In addition, Mr. McCosker, the only board of MBS and vice president of Radio Quality Group Service Inc.

Mr. McCosker has been with WOR 12 years, has been president since October, 1933. Before that he was director and general manager of the station for seven years. He has served two terms as NAB president and was a member of the NAB executive committee. On joining WOR, Mr. McCosker had been a newspaper and magazine editor. He was the first to start spot broadcasts and install remote control lines.

New Kansas Hookup

A SPECIAL hookup of two Kansas stations has been completed in a commercial and sustaining basis July 21 when WIBB, Topeka, and WLBF, Kansas City, were connected.

The hookup will sell at combined card rates, the stations absorbing the station costs in connection with the Topeka Capital, and WLBF is under option for sale to the Kansas City Post. Both stations are owned by Senator Capper.
Choice Weekly Strips Open, Effective October 1, from $190 to $425 per week

On June 3, 1935, complete day and night news service from the United Press went into operation on Station WHO.

A valuable broadcasting feature in any locality, news service is doubly valuable in WHO territory, where such a large proportion of consumers live in smaller towns and on farms, to whom WHO often brings the news hours before it could reach them in printed form.

The addition of United Press dispatches to the effective state and local news service conducted for years by Station WHO, has meant further increases in the number of families who keep tuned to WHO.

To the advertiser desiring a highly effective means of covering the extensive mid-western market reached by WHO, sponsorship of news broadcasts is available in weekly strips, ranging in price from $190 to $425 per week. Sponsorship of all news broadcasts is sold up to October 1, 1935. After October 1, three choice strips are open at the time this advertisement is written. Write, wire or phone for periods and availability.

CENTRAL BROADCASTING COMPANY

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

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Denver, Los Angeles, San Francisco, Seattle
In any ball game the fans are with the home team—yelling for it, cheering for it, pulling for it to win.

Local and sectional pride is as great today as it ever was.

The Spot Broadcaster is "on the home grounds" in every market on his schedule. His program originates in the studios of the "home town" station—no matter what the national affiliation of that station might be. And like the baseball fan, the radio fan is pulling for the home team—the hometown station.

Smart advertisers are knocking the cover off of sales quotas by capitalizing this local partisanism. Their products are cheered—and bought—by millions of local fans because they are sponsoring Spot Broadcasting schedules on the home grounds of these winning stations.
AMONG THE TWELVE - Bertha Brainard, manager of commercial programs for NBC, was among the "12 most successful young business women" selected to be guests of the Sales Executive Club June 29 at the first session of the organization presided over by women.

CBS Names Group On Child Programs
Committee of Five to Advise Dr. Arthur Jersild

CBS on July 10 announced the formation of a committee of five members, with Gilson Gray, CBS commercial editor, as one of the five, and it will advise with Dr. Arthur T. Jersild, CBS consulting psychologist, recently appointed.

The four other members are: Mrs. Henry Breckenridge, chairman of the Municipal Arts Committee, formerly assistant director of the White House Conference on Child Health and Protection, and director of publicity for the American Child Health Association; Mrs. Harold V. Milligan, for many years a member of the executive housekeeping committee at the YMCA of the United Women, and present chairman of the Women's National Radio Committee; Mrs. William Barclay Parsons, Jr., president of the Parents League; and Newel W. Edson, national chairman of the Social Hygiene Committee of the National Congress of Parents and Teachers.

Enforcing New Policies

"FORMATION of the committee," says CBS, "is one of the final steps in creating the administrative machinery to carry out the three new policies CBS introduced into broadcasting with its recent announcement limiting continuous eliminations, eliminating offensive advertising, and raising the level of child programs."

The advisory committee begins its work immediately. "It is work which will create a precedent," said William S. Paley, CBS president. "The vivid reality of radio presentations affords an opportunity both to entertain and to help the child of which we hope to take the fullest advantage."

WASHINGTON STATE
WASHINGTON STATE RESTRAINS ASCAL

Collections Prohibited Pending Hearing of Monopoly Suit

ANOTHER court attack upon the American Society of Composers, Authors and Publishers, alleging it to be a monopoly in violation of the constitution of the State of Washington, now is pending in that state. The restraining order already in effect preventing ASCAP from collecting or contracting to collect royalties for the use of its music on broadcasting stations in that state, the suit and petition for a temporary restraining order were filed by the State of Washington through Attorney General W. H. Hamilton in the Superior Court at Thurston County, and the restraining order was granted June 2.

A hearing on the show cause order is scheduled for July 22. A member of the Attorney General's staff was an observer at the NAB convention copyright discussions.

Dodge Sales "Meeting"

CHRYSLER Corp., Detroit (Dodge autos) scheduled for July 15 a one-time program on 82 CBS stations titled Dodge Economy Day Program, 2:30-3 p.m. The program was arranged as a business meeting addressed to the public, dealers, salesmen, service personnel and office employees, with A. V. Vanderzee, Dodge sales manager, as the main speaker. Heading the cast were Victor Moore, tenor, Beverly Paterson, quartet and Arnold Johnson's orchestra.

The economy theme of the program also was emphasized in advertising in 1,100 newspapers.

Mr. Kinney chosen for Advertising Manager of Pictorial Review

Mr. Kinney, who was advertising manager of the Pictorial Review and has been engaged in the manufacturing and merchandising of several glass containers, in addition he was connected with the Butterick Co., in an advertising sales capacity.

Mr. Chrisman chosen for WGN

Mr. Chrisman was with the Butterick Co. in an advertising sales capacity, and a Chrisman has been with WGN since 1923, coming from Routhraff & Ryan, New York, where he was head of the radio department. He has developed many famous programs. Mr. Hult has been with WGN for some time and has brought to Mutual several big series. The new sales setup became effective July 1.

Havana Radio Party

INVITED as guests of the Cuban National Tourist Commission, the sixth annual international tennis tournament of Florida, will be held in Havana or Dec. 9, 10 and 11, according to Jack Rice, Miami, president. The Cuban government will provide transport to all American broadcasters who accept invitations. It is tentative plans to have the radio parties the night of Dec. 7 on the S. Florida.

Ford Discs Renewed

FORD DEALERS OF AMERICA had the first of the new full hour WBS transcription series on 32 stations. The programs are recorded off the wire from the CBS Network, sponsored by Ford Motor Co., Detroit, and placed on a schedule closely corresponding to that of the network broadcast. Also, National Broadcasting & Son Inc., Philadelphia, is the agency.

Packard to CBS

PACKARD MOTOR CAR CO., Detroit, Mich., has announced that Packard Presents, Thursday Sept. 13, by Packard, Packard Presents Lawrence Tibbett on a 79-station Coast-to-Coast network. The half-hour program will be broadcast at 8:30 p.m. Mondays and Tuesdays. Young & Rubicam Inc., New York, has the account.

Page 24
Power Increased 100%
from 500 to 1000 Watts Night Time
5000 Watts Day Time

KSD—St. Louis Post-Dispatch
FREE & SLEININGER
National Advertising Representatives
New York Chicago Detroit
San Francisco Los Angeles
**Censorship Is Biggest Threat To Radio, Bar Report Claims**

ABA Group Opposes License Suspension as Punitive Weapon; Favors Repeal of Davis Amendment

Mr. Guider

**The Committee on Communications of the American Bar Association has been called the greatest threat to American broadcasting**.

In its report to the Association, which holds its annual meeting in Los Angeles July 16-17, the Committee states that the most important question for immediate consideration "is that of the extent to which the statutory provision of 'public interest, convenience, or necessity' shall be interpreted to authorize government interference, direct or indirect, with the content of radio programming. This question is likely to become increasingly important as the time for the 1961 presidential election draws closer."

The report was submitted by John W. Guider, Washington attorney, as chair of the AMBA Committee on Communications. Other committee members were Albert L. Grabb, Indianapolis; Judges Walker A. Lybrand, Oklahoma City; Bruce W. Sanborn, St. Paul, and Douglas Arant, Houston. An open meeting to consider the report will be held during the convention.

**Libel on the Air**

ASIDE from a detailed discussion of the censorship issue, the report advocates repeal of the Davis Amendment, as proposed in pending legislation; opposes the FCC plan for suspension of licenses as a penalty for a station; and supports the FCC proposal for preliminary hearings on applications for renewal in order to weed out irresponsible applicants. It also supports the FCC recommendation that the substitutive satisfaction of a fine by an offender, while the air."

**License Suspension**

OPPOSING the FCC recommendation for authority to suspend station licenses, as a middle-ground punitive measure, the committee said it would also have the advantage of punishing those who depend upon the station for broadcast service, as well as those employed by stations. "If a licensee is guilty of a violation which is not serious enough to warrant the permanent loss of a license, the report continues, 'it should be possible to punish him by a fine.'"

The committee also recommends preliminary hearings to ascertain the appropriateness of the applicant's license application, and to lay the foundations for effective enforcement of the laws concerning libel or slander on the air."

On the subject of censorship, the report stated:

Throughout the current session of Congress there have been charges in both Houses of the possibility of the Commission adopting a policy of censorship and restriction of the right of free speech in violation of the First Amendment. Congressional provisions of Section 320 of the Communications Act of 1934, it has been frequently alleged that the Commission never exercises any censorship over program material. Its policy of censorship over broadcast licenses to a period of six months, and its consideration in all applications for renewal of either program content and character, have put the Commission's established policy of interpreting 'public convenience, necessity and interest' broadly enough to include consideration of the public interest and service of the Commission for a conference, under which conditions of a program indicates a tendency to result in this interpretation still further. It is therefore submitted that the issue of indirect government censorship of broadcasting will have to be considered even before the deliberations of the next session of Congress, and may even result in legislation in that body.

Supporting the FCC proposal for repeal of the Davis Amendment provisions for suspension of facilities according to population and out of which grew the quota system, the committee states that because of the complete unavailability of information of technical and scientific commentators, the amendment should be repealed. Likewise, the committee supports the FCC recommendation that the substitutive license procedure should apply only for the revocation of a permit, not for suspension of the existing license."

**YANKIE WILL TRY POPULARITY TESTER**

YANKIE Network will finance and install a new automatic device to determine program ratings. Stations will be able to acquire an accurate record of stations to which a set is tuned.

**Newspaper Seeks Control**

ANOTHER large newspaper seeking a radio station was disclosed June 23 when it was announced that the authority was sought to transfer control of WPHR, Petersburg, Va., to John Stewart Bryan, publisher of the Richmond News-Leader. Co-applicants with Mr. Bryan at Tennant Bryan, the newspaper circulation manager, and Douglas S. Elder, publisher. Mr. Bryan has been a prominent dealer in Southern newspaper circles and is an influential support of the broadcast industry. He has been President of Petersburg College, which operates with 500 watts daytime only on 880 kc, and presumably the application will seek for it to be increased to Richmond.

**Newspaper Buys WCOA**

FULL CONTROL of the 5,000-watt WCOA, Pensacola, Fla., CBS affiliate, has been purchased by the Pensacola News-Journal, owned by John H. Perry of New York. Mr. Perry is now president of the Pensacola Broadcasting Co., with G. C. Williams, the newspaper's publisher, as vice-president, and Mr. Perry as secretary-treasurer. George Bos remains as station manager. Frank Brondman, WCOA's first director and Royce Powell, advertising manager. Mr. Perry is also publisher of the Reading (Pa.) Times.

WLS, Nashville, and its famous Grand Ole Opry, directed by George Hay, veteran "Solemn Old Judge" won the July monthly sweeps conducted by Radio Stars, fan magazine, for distinguished service.
"Yes, Sir..."

**Things sure look BLACK!**

“Our sales have put us out of the red!” It is the experience of many a sales executive that WLW does give that extra fillip to sales that makes all the difference between operating at a profit or at a loss. Due, of course, to WLW’s unusual following and unusual coverage. Due, also, to WLW’s *extra value*—that amazing and uncountable circulation that reaches and influences listeners far, far, beyond WLW’s “Home Grounds.”

Ask us to show you what WLW has done in your field.

---

**WLW**

"the Nation’s Station"

500,000 Watts

The World’s Most Powerful Broadcasting Station

**THE CROSLEY RADIO CORPORATION** - **CINCINNATI**

POWEL CROSLEY, Jr., President

*July 15, 1935 • Broadcasting*
This little man is a giant. He signs his checks John Q. Public. You see, he buys things. Buys them in great quantities—cigarettes, collars, toothpaste, breakfast foods—just about everything you’ve got to sell.

Though he doesn’t carry a portable set in his vest pocket, he’s as responsive to broadcasting as an airplane steered by remote radio control from a signal tower a thousand miles away. Through the power of radio any manufacturer, sitting in his office, can persuade Mr. Public, whom he’s never seen, purchasing in a store he’s never heard of, to select HIS shaving brush, HIS brand of cigarette, HIS automobile, or HIS fountain pen in preference to a competitor’s.

Radio advertising has proven so potent a control of the buying habits of the nation that, through good times and bad, radio advertising appropriations have steadily risen.

Today U. S. advertisers are spending more than five times as much for broadcast advertising as they did six years ago.

Which network should you choose?

Why not be guided by the judgment of other leading radio advertisers?

Nearly twice as many of the 100 largest advertisers use CBS facilities exclusively as any other network.

Columbia is the largest radio network in the world, offering 50% more stations than any other radio chain.
Radio Merchandising Comes of Age
Special Tie-ins With Dealers Offer Growing Opportunity
For Stations to Provide Mutually Helpful Service

By IRVIN GROSS
Merchandising Department
WFBA, Dallas

THE YEAR has witnessed great progress in the evolution of merchandising service in radio. At the annual meeting of the National Federation of America Meeting in New York in August last year, the then prevailing practice was presented and discussed with a view toward establishing merchandising on a uniform and equitable basis, and the Cincinnati convention of the NAB in September marked a definite advance toward this goal.

The resolution adopted at that NAB session urged "the fullest cooperation between radio stations and dealers that is consistent with good business practice," but recommended that "such activities be limited to those that do not entail direct expense to the station," the sponsor being required to assume the burden of all expense incurred in the promotion of his business.

Thus the complexity of the much discussed problem has been considerably altered, but the merchandising question is still very much alive with us. The station problem previously has been concerned with the advisability of merchandising its programs, and the basis upon which such service should be rendered. Now stations have definitely recognized the merchandising value of the medium. Herein lies the real problem. The emphasis has shifted, in short, from "whether" and "on what basis" to "how" stations can organize and develop merchandising.

Keeping in Contact

THE PREFACE to that 1934 convention resolution stated "the National Association of Broadcasters recognizes that merchandising of radio programs and stations is to the advantage of all who participate, and that the principle of merchandising the product of the station is a fundamental one." This is presented concisely the ultimate objective of the merchandising program is to make the station the focal point of customer interest. Better radio thrives on an interest in what it offers. And interest is born from contact and contact results when the radio station is "on the minds of the people."

The problem of radio stations is to provide entertainment and information and to build an audience, which is the same as building a market for radio products. The latter is accomplished by the former. The problem of the station, therefore, may be stated as follows: "How shall we best utilize radio during the entertainment hour?"

By the utilization of the "product" in the entertainment hour, the station can play a most vital role in getting the public acquainted with its products, the results of which will be reflected in increased sales. The station is the public's closest contact with the seller of the "product" and the public turns to the station for news and entertainment. The station can therefore best fulfill its responsibility toward the public by providing the public with entertainment of the highest quality." Then, the station must determine whether or not the program is popular and whether the public are interested in the product of the station. This is done by the use of surveys, handling routing lists, and conducting sales meetings, surveys, handling studio audiences and displaying promotional material in the studio. These are the means of merchandising service.

As new ideas and plans develop, this newest phase of broadcasting becomes more important. While the most important of a station's many functions. The roots of merchandising were planted in 1934, what growth will the year 1935 show?

Golden State Prizes

GOLDEN State Co., Ltd., San Francisco, is a state-wide dairy products distributing group, in its new series of "Golden State Menu Flashes," broadcast Mondays, Fridays, 10-10:15 a.m., over NBC, KPO, is using a new idea to attract California housewives. A porridge campaign is developed to the interchange of recipes and menus. As an incentive, it offers parchment certificates of merit for the best is recognized with the opportunity to offer for staging real shows and starting a campaign on KPO, which is broadcast only once, the backings are valuable adjuncts to the merchandising program, but can be employed, of course, only in connection with sales meetings.

The response to programs of this sort is tremendous and the average of sales is higher on the spot. The value of station programming is amply demonstrated by the fact that the network stations are heard six times weekly over KPO, KEX, KFWB, KFWB, KM, and KERN, N. W. Son Inc., San Francisco, is the agency.

EXCLUSIVE Corp., Chicago (a subsidiary of Ex-Press Inc.), has its own network, Reineke-Ellis-Younggreen & Finn Inc., Chicago, and is continuing its current "Painted Dreams" six weeks a week on 3 Mutual stations.

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BROADCASTING July 15, 1935

www.americanradiohistory.com
We've Got a Respected Voice in CRACKER BARREL Circles

Around the nation's cracker barrels Presidents have been elected, wars have been fought, local leaders have been elected or defeated.

Today, while the setting may be completely changed, cracker barrel philosophy and debate still have a dominant effect on local and national situations. Men's clubs, women's clubs, and scores of other social and political organizations now control the many affairs of their respective communities.

These are the modern cracker barrel circles.

In the great Chicago market, both WMAQ and WENR enjoy a respected voice in these important groups for reasons of prestige, program popularity and neighborliness. And by knowing the local situation, the people and the trading problems of the market so well, WMAQ and WENR have built up and have sustained tremendous, loyal listening audiences.
Plea for Renewal Of WMCA Is Heard

HEARING on the renewal application of WMCA, New York, cited by FCC, because of a program sponsored by a competitor, medicated jelly, was held before the FCC Broadcast Division July 1. A plea for renewal, made for the station by Mr. Edward H. Thomas, vice president and attorney for WMCA, answered for the station, testified that the program, which had been described by FCC assigned counsel, had continued to handle the program, which had been cancelled immediately following information that it was objectionable, was the only one against which the FCC had any complaint.

Chairman Prall, of the FCC, asked whether there was any action as to WMCA’s action after the complaint had been brought to its attention, and George Porter, FCC assistant counsel, asserted that the station promptly deleted the program.

RCA Victor Campaign

RCA VICTOR Company’s 1935-36 advertising campaign, which will include radio in its enlarged budget, will be discussed by T. P. Joyce, advertising manager for RCA, at a meeting of the company’s major distributors in Atlantic City July 18 and 19. David Swope, RCA president, and E. T. Cunningham, RCA Victor president, will be among the speakers on plans for advertising and merchandising the company’s new set line. Thomas M. Kersey, account executive of Lord & Thomas, New York, will continue to handle the RCA schedules.

Thomas Buys KGBZ

PURCHASE of KGBZ, York, Neb., by interests represented by Lloyd Thomas, operator of WROK, Rockford, Ill., was finally negotiated in early May. Lloyd Thomas, who has also secured permission from the FCC to operate KGBZ on two other unnamed Nebraska stations. Mr. Thomas’ associates in the enterprise is E. A. Fellers, advertising manager, at a meeting of the company’s major distributors in Atlantic City July 18 and 19. David Swope, RCA president, and E. T. Cunningham, RCA Victor president, will be among the speakers on plans for advertising and merchandising the company’s new set line. Thomas M. Kersey, account executive of Lord & Thomas, New York, will continue to handle the RCA schedules.

WHEN 10,000 retail grocers convened in Indianapolis last week for the annual meeting of the National Association of Retail Grocers, the WIRE broadcast convention features, including entertainment programs. Microphones in the WIRE display booth were used for Conducting Reporter programs, with convention delegates being interviewed for the radio audience. The merchandising booth contained displays of nine store-hold products, including three different grocery stores and advertised over WIRE. The station’s merchandising and sales promotion staff answered grocers’ questions about programs and products as well as merchandising methods.

SPONSORING SPECIAL EVENTS

Joseph Horne Co., Pittsburgh Department Store, Finds Golf Tournament a Fine Sales Stimulant

By EDWARD KRUG

WJAN Pittsburgh

THE SETTING: The City of Pittsburgh when it learned that its Home Club had been selected by the National Golf Association for the 1935 National Open Golf Tournament June 6-9. Local golf fans, indeed, nearly all Pittsburghers, showed an enthusiastic interest in the approaching match, which assumed the proportions of a civic mania.

THE PROGRAM: The Oakmont Open Forum. Entered in the National Open was Pittsburgh’s own Sam Parks, Jr., professional of South Hills Country Club. That he was young, comparatively unknown,—that this youngster was matched against the best golfers from 36 states and three foreign countries—all this was forgotten locally. Sam Parks, local boy, was Pittsburgh’s own favorite.

Knowing this, the commercial department of WJAS, Pittsburgh, hit upon the idea of building a series of programs around Parks—having him interview world-famous golfers as they arrived in Pittsburgh—about three weeks before the actual match, and climaxing with the program of interviews and interviews direct from the clubhouse during the week of the National Open. The idea was a ‘natural’ geared dynamically to public interest, both in the personality of Pittsburgh’s own Sam Parks, Jr., as well as in the bringing to Pittsburgh listeners such great golf names as Gene Sarazen, Johnny Revolta, Paul Runyan, Walter Hagen, Ky Laffoon, and scores of others.

Quick to sense the merchandising possibilities of such a series was the Joseph Horne Co., Pittsburgh’s leading department stores. Here was a man’s audience, made eager, eager to hear its favorite golfer discussing the person, as well as hot topics in the coming tournament — how

the various links stars were shaping up for the grueling match at Oakmont, and that neither WJAS nor the Horne Co. anticipated the grand climax of the National Open and the program series—that dark horse Sam Parks, Pittsburgh, golfer, known favorite and observer for the Oakmont Open Forum was to assert himself in National Open Champion for 1935. An hour of the match on June 8! It was just one of the “breaks” of radio and sports.

Picking the Winner

MERCHANDISING PLAN: The Oakmont Open Forum was put to work for the Joseph Horne Co.’s Store for Men. During the three score and one of the week of the National Open, Pittsburgh golf fans were invited to send in their choice of the winner of the National Open, together with his hypothetical winning score for the four rounds. As an incentive the Horne Co. posted a prize of $100 bank notes, which the person selecting the name of the dancing contestant and his score to win the tournament. Also building up interest were the reactions of the golfing stars interviewed during the programs.

Each was asked, among other questions, what he believed the winning score would be and his choice for the winning player. Some 25,000 Pittsburgh golf fans submitted letters.

Although broadly institutional in its outlines, building good will for the Joseph Horne Co. and spotlighting its Store for Men, the program worked well in direct merchandising as well. During the score’s annual the week of the National Open, three-grade suits at sharp reductions, five days in advance, were sold in advertising of the general newspaper advertisement. A crowd flocking to the Men’s Store during those two days vividly attests to the interest and size of the radio audience for the series.

Two Sporos to Cease Certain Medical Claim

THOMAS LEEMING & Co. Inc., New York (Baume Benge) has agreed to discontinue Federal suit to have the Commission to cease claims that the product penetrates "deep" into muscles or joint themselves, and that the rub- by powder is "banished", "routed", or "killed". Further the sponsor agreed that the product a rub- out is an effective remedy for "an- ailment, disease or condition un- less the allegations are supported by the testimony of a substantial medical opinion."

Episcopials, Laboratories, Portland, Maine, has agreed to drop claims that its Santiseptic Lo- tion is a "competent therapeutic treatment for prickly heat, blisters or skin defects, and that it will prevent or relieve inflamm- ation and will leave a powdery effect that will not ru." "

Sponsors All Sports

MORE than tripling its former highest newspaper appropriation for the territory, Socony-Vacuum Oil Co., New York (Mobilgas and Mobilipol) has undertaken the sponsor- ship for the National Association of College, scholastic and industrial sports on WSBT and WFAI, South Bend, Ind., which will go to the station, which will go between $15,000 and $20,000, calls for 96 games and various spots and includes covering all football and basketball games in the home and abroad next season, with station announcers to accompany the team. J. Stirling Getchell, De- troit, handles the account.

New Producing Concern

AERIAL PUBLICIZING Inc., RCA bldg., New York, is now producing a new show for Carlsbad Products Co., New York, produced by John Tallman. Howard Weston is president of the new concern which not only produces programs but has entered the merchandising field. Also connected with it are Al Col- lins, formerly with N. W. Ayer & Sons, and Stewart Ayres, formerly with NBC.
If you were to prorate the cost of covering the towns in the WSM Primary Service Area with an outstanding spot program on WSM, you would find the average cost to be approximately 81c each.

This would include only some 166 towns with populations from 500 to 15,000. The large number of smaller towns and outlying districts, as well as the major markets, would be yours free.

So would WSM's important Secondary Area, from which were received (excluding entirely Tennessee, Kentucky and Alabama) 293,947 letters in January and February alone.

A list of the more important markets, together with complete market information, will be sent advertising executives upon request.

WSM
50,000 Watts

Complete Production Facilities

EDWARD PETRY & CO., Inc.
National Representatives

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE

July 15, 1935 • BROADCASTING
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!

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www.americanradiohistory.com
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.

A NATION-WIDE SYSTEM TO REACH EVERY DESIRED MARKET

July 15, 1935 • BROADCASTING
The Prall Speech

WHETHER we agree with his conclusions or not, we must commend Chairman Prall of the FCC for his frank and forthright address to the NAB. In it he answered many of the questions which have plagued broadcasters, advertisers and agencies since the program cleanup began early this year. With all of his deductions and conclusions we agree, except the one that perhaps is the most important to broadcasters—longer station licenses.

There is food for thought aplenty in the Prall suggestion that the three major trade associations interested in broadcasting—the NAB, AAAA and ANA—get together as a part of their cooperative audit bureau project and initiate safe, sane and clean program standards. It is a question with serious consideration, and we were gratified to see the convention take cognizance of it.

We gratefully acknowledge Mr. Prall's mention of the editorial suggestion we made in our May 1 issue apropos a central bureau in Washington to check questionable programs. We thought then and we think now that it is the only sure way of meeting whatever threat that exists as a result of the program crusade, particularly when the FCC has so clearly stated that it will give no advance opinions and that stations broadcast any and all programs at their own risk.

Only with Mr. Prall's remarks about extension of the existing six-month licensing procedure do we take issue. The law permits the FCC to issue licenses for three years, which is short enough when one considers the investments necessitated in making going organizations of radio stations. Mr. Prall states that he sees no reason why, once the industry has established itself on a sound program basis, the FCC should not seriously consider the pending Brown proposal for extension of licenses to one year.

It is our conviction that real stability cannot come in broadcasting until there are, not merely one year licenses, but licenses for the full statutory limit of three years. We believe the FCC should take cognizance of that now, rather than in the undetermined future.

We believe that if the FCC will study this matter closely, it will arrive at the inevitable decision that it is wrong and discriminatory to force stations to live on a month-to-month basis, in constant dread of what will happen to their licenses. The FCC always will have the revocation of license course if stations exceed the law or the regulations. But the longer license will give them a degree of confidence that is bound to result in improvement.

The Prall Speech

AWARDS FOR MERIT

THE PUBLIC SERVICE that broadcasting provides, possibly overlooked in the face of criticism that has been directed at the industry, is due for deserved recognition, and the recent NAB action in favoring plans with the RMA for annual public-service awards will aid in securing this recognition. Thus not only will conspicuous examples of service by stations, networks and advertisers and related branches of broadcasting be rewarded, but attention will be focused on the general benefits gained from unselfish contributions of their facilities for the public good. Mere bigness is not a criterion in service, and we think the little fellows along with the big will deserve recognition. A conspicuous example of real public service by a small station was the 42-hour broadcast by WNBF, Binghamton, N. Y., a 100-watter, which obtained an emergency increase in power and acted as the main source of information in that part of the state during the flood period, besides being the clearing house for donations and supplies.

Meeting An Acid Test

PROBABLY the healthiest experience ever encountered by American broadcasting, at least as an organized entity, was the test the NAB faced at its Colorado Springs convention. Delegates attended in record numbers this year, most of them coming with fear and apprehension lest a rift might occur that would wreck their organized efforts—efforts so successful in the past in combating government ownership and multitudinous reform movements.

What happened? Every delegate had an opportunity to say what he felt, and many said it. If there was suppressed spleen, it was not evident on the floor of the convention. Honest differences of opinion were aired. Personalities for the most part were forgotten, even after a grueling preliminary outburst of accusations and counter-accusations with respect to copyright, networks and whatnot.

Whatever feeling may still persist regarding copyright, the convention had a full and fair opportunity to vote its stand—and did so, decisively. However, many individuals may still feel about the situation, there is utterly no reason why they should not have come away from the protracted debates without a full understanding of the copyright problem.

In our pre-convention issue we pointed out the seriousness of the situation. Having sensed the sentiment beforehand, we pleaded

The Radio Book Shelf

BEHIND the scenes with a broadcast news service, particularly that of Yankee network, is the exciting literary fare offered by Leiland Bickford, its editor-in-chief, in collaboration with Walter Fogg, in News While It Is News, published by G. C. Manthorne & Co., Boston.

From the beginning of Yankee's news service, which started operating March 1, 1934, to the present day, the book deals with prominent news stories and how they have been covered. Big Yankee "scoops" are narrated, as well as the methods by which they were handled. After reviewing how John Shepard, Yankee president, conceived and started the service, Bickford tells some of the obstacles faced in obtaining news and goes into the methods employed to insure accuracy and avoid mistakes.

WHAT "Jake" thinks about radio shows and radio stars—"Jake" being an ex-airman, mechanic, taxi driver and rubber in a Turkish bath—is expounded in a neat little volume just issued by CBS under the title What Does Jake Think? which we commend to everyone interested in broadcasting. The CBS book hasn't a single statistic in it; as CBS puts it: "A dinner-pail swinger strikes some sparks from the anvil of common sense."

A REVISED and enlarged edition of The Story of Radio, by Orrin Dunlap, radio editor of the New York Times, will be published by the Dial Press, New York, on July 19, reports the Times. Mr. Dunlap has added chapters dealing with recent advances in television, the ultra-short waves and therapeutic uses of radio.

THE SPOKEN WORD, now heard through the radio by millions, thus assumes new importance and broadcasters take great pains with pronunciation. How far they go to be accurate is explained in The Broadcast Word by A. Lloyd James, Kegan Paul, London, 7s. 6d. net, for full and free discussion in the belief it would restore a united front. We were criticized for going too far, some even accusing us of fomenting the dissension by reason of our full and comprehensive news coverage of the pre-convention situation. We think the proceedings of the convention and its results more than vindicated the soundness and accuracy of our editorial efforts.

The NAB now enters its fourteenth year with a new high command and with renewed solidarity. In Leo Fitzpatrick, pioneer radio executive, successful station operator and "Fighting Irish" all the way, the convention selected a leader worthy of the job to take up where the retiring president, J. Truman Ward, leaves off. In the retirement of Phil Loucks from the managing directorship, the NAB suffers a real loss; the industry, however, has selected an able successor in Jim Baldwin, whose training peculiarly fits him for the task.

In the new leadership of the NAB we have every confidence—especially now that unity has been restored in the industry's ranks.
There are few men in the business of advertising who are better known than Stuart Peabody. And by the same token there are very few, if any, more universally respected and liked.

There are reasons for this—it didn't just happen. In the first place "Stu" is about as friendly and approachable sort of a man as you will find. No one has to wade through a long list of secretaries to get to him in spite of the fact that he is holding down a big job and doing it exceedingly well. Not that he is a pushover for any and all salesmen—far from it. Yet whether you sell him or not, you leave his presence with a warm feeling of friendliness and the respect one always gives to a man so obviously familiar with his work.

No stranger to broadcasting, Mr. Peabody has used radio in almost all its forms—network, day time, night entertainment shown, transcriptions, spot and local with live talent. His title of Director of Advertising is perhaps one of the most impressive in the business. President and Chief Executive Officer of The Borden Co. does not quite do him justice unless you know the many ramifications of the company, a national-wide organization selling many dairy and related products.

Back in 1928, Mr. Peabody first became interested in radio. At the time he was a member of the board of directors of the Association of National Advertisers. He played a large part in the radio activities of that organization and at the present time is chairman of its radio committee.

As for his life history, he was born in Cincinnati and was somehow embarrassed a good many years later when the ANA held a convention in that city to have one of the newspapers come out with a story headed "Local Boy Makes Good," a story which his conference did not let him forget easily. He was educated at Storm King School at Cornwall-on-Hudson and from there went to Williams where he became a member of Chi Psi and an earnest if somewhat ineffective athlete.

Leaving college he started out as reporter on the New Castle (Pa.) Herald and from there progressed to a job as a bookkeeper with Procter & Gamble. He says he was very bad at this and that he resigned from P. & G. two jumps before the pink slip.

It was then, perhaps, that he really started out, getting a job in the Cleveland office of the H. K. McCann Co., headed by Lynn Ellis. He spent nine years with this agency, being transferred in May, 1917, to the New York office and placed on the Borden account. After handling that account in a highly effective manner he was invited to become advertising manager of the Borden Sales Co., whence he progressed to be advertising manager of The Borden Co. Inc., and its subsidiaries.

No joiner is Mr. Peabody; yet when he is in a thing he is in it, and lucky is the organization with whom he is allied. He early became active in the ANA, a group of manufacturers spending approximately $300,000,000 per year in advertising, of which the company is a member, as chairman of the finance committee, as a member of the circulation committee, the street car card committee and chairman of the program committee.

In 1933, he was elected president of the ANA, succeeding Lee H. Bristol, vice president, Bristol Myers Co. He is now chairman of the board of the association. In addition he is president of the Traffic Audit Bureau Inc., and a director of the Audit Bureau of Circulations.

As to his private life, "Stu" married Helen Wall who was in her own right a well known interior decorator, and now is the proud father of two children, a boy and a girl. He is a bow in for hobbies, averaging, according to his own statement, 16 each year. Currently in the lead are candid camera photography and ship model building. He golfs, and well, but still plays auction bridge on the train coming down from Irvington, N. Y., in the morning.

"Radio has been a most effective medium for Borden," says Mr. Peabody, "because, first, it is easy to merchandise and second it has probably greater penetration than any other single medium."
Elizabeth's U. 38 FULL TIME News: New York Chicago SHREVEPORT THE National sorship and Powerful for Shteverott available & Network and For Write www.americanradiohistory.com Station or Shteverott, according to former operator Angeles, APPLICATION H. A. BRYAN, former production manager KGMB, Honolulu, and KJBS, San Francisco, has joined the announcing staff of KFRC, San Francisco, has returned to his desk after an illness which confined him to his home. ARNOLD MAGUIRE, production manager of KFRC, San Francisco, has returned to his desk after a 14-week leave of absence due to illness. RALPH BRYAN, former production manager of KGMB, Honolulu, and more recently with KJBS, San Francisco, has left radio and is organizing his own dance orchestra in San Jose, Cal. CEDRIC G. DAVEY is on the announcing staff of KQW, San Jose. CARMEN OGDEN, broadcaster for Sibley, Lindsay & Currie Co., Rochester department store broadcasting over WHAM, is back on the air after leave of absence. She was married in June to Gilbert Pederson.

Jello Retains Period RETAINING its Sunday evening period on the NBC-WJZ network, General Foods Corp., New York (Jello) from July 21 until the return of Jack Benny and his troupe 13 weeks later will change its program to Lanny Ross' State Fair Concert. The program will be heard at 7:30 p.m. (EDST) with repeat for the West at 11:30 midnignt, and will feature Lanny Ross, Helen Oelheim and Harold Barlow's orchestra. Jack Benny, who on June 30 was presented a gold medal for winning the Radio Guide star poll, is going on vacation but will make two movies in Hollywood, while Frank Parker, who will return with Benny's troupe in the fall, returns from Hollywood to make a picture in New York.

APPLICATION of Abe Corenson, former operator of KELW, Los Angeles, now combined with the old KTM and operated as KEHE by his interests, was declared in default July 9 by the FCC when he failed to file an appearance in connection with his petition for a new 100-watt daytime station in Pasadena.

Artists Kept Busy WHO, Des Moines, provides employment for staff artists during the summer by presenting a show under canvas in the Middle West. The unit is motorized for one-night stands and the tent seats 1600. The crew numbers more than 30 persons.

GEORGE D. HAY, master of ceremonies of the Grand Ole Opry of WSM, Nashville, has been appointed a Kentucky Colonel by Gov. Ruby E. LaFoon.

RALPH ROBERTSON, formerly of KFI, Los Angeles, WRC, Washington, and motion picture announcer, has joined the announcing staff of WOR, Newark.

HARRIET FRANCE, formerly with Radio Programs Syndicate, has joined Tausig & Renaldo, Hollywood talent agency.

ARTHUR FELDMAN, formerly of WMEX, Boston, has joined the announcing staff of WBZ, Boston.

 Reception Problems STATIC sometimes is so heavy, says Mr. Arenalde, that the 1000-watt code stations of the U.S. Army in Panama cannot cross the Isthmus. American military objections kept local broadcasting out of Panama for more than a decade on the theory that a commercial operator would interfere with government communication. This objection was overcome after long negotiating between the Panama government and the United States.

After having gone through the initial stages of experimentation, "HP5B is now being consistently reported throughout Central America as well as portions of the United States, varying with the yearly seasons. Programs are broadcast from 12 noon to 1:00 p.m. and from 8 p.m. to 10:30 p.m. daily (EST)." These programs are "unique among Central American stations due to the practice of maintaining an equal percentage of English and Spanish entertainment and announcements. This perhaps accounts for the volume of reports received from the United States. Because of Panama's importance as a tourist center, there is a large quantity of high-grade entertainment available which enables the station to present a program of high entertainment value."

Buys Texas Lore Series INDICATING the increasing trend toward the purchase of tested local and regional features by national advertisers, the Kellogg Co., Battle Creek, Mich. (cereals) on July 1 undertook the sponsorship three times weekly of dramatizations of Texas lore over the Texas Quality Group of four stations keyed from WFIA, Dallas. Gov. Allred of Texas opened the series with an outline of the history of the Texas Rangers, who figure prominently in the dramas. N. W. Aver & Son Inc., New York, is the agency.
"DOING A PEACH OF A JOB IN GEORGIA!"

WMAZ—MACON

IN THE "STATE OF WMAZ"

54 COUNTIES • POPULATION 813,069 • RADIO SETS 72,621

PRESENT ADVERTISERS

NATIONAL
Chevrolet Motor Co.
Dr. Pepper Bottling Co.
Crazy Water Crystals Co.
Carter Medicine Co.
Atlantic & Pacific Tea Co.
Greyhound Bus Lines
Gerst Beer
Orange Crush Bottling Co.
McKesson Robbins Inc.
Dodge Motor Co.
J. Allen Smith Co.
Darling Shops
Postel Milling Co.
Oertels Beer
Ruberoid Co.
Stanback Co.
Kinney Shoe Co.
Fenner & Beanne
Anheuser-Busch

Firestone
Cape County Milling Co.
DeJay Co.
Days Clothing Co.
J. J. Newberry Co.
Silvers
Piggly-Wiggly

SECTIONAL ADVERTISERS

Dixie Dairies
Rogers Stores
Sterchi Inc.
Southern Oil Stores
First National Bank & Trust Co.
Southland Coffee Co.
Marilyn Slipper Shops
Central Public Utilities
Bankers Health & Life Insurance Co.

AND

79 LOCAL ACCOUNTS INCLUDING
4 OUT OF 5 BIG DEPARTMENT STORES

PROGRAM SERVICE


EQUIPMENT

1,000 Watt Class B High Fidelity Transmitter. Blaw-Knox Vertical Radiator. R. C. A. Speech Input and Microphones. Western Electric Vertical and Lateral reproducing equipment.

WMAZ

Representative
Free, Johns & Field Inc.
NAB TECHNICAL TURNOUT—This party of technicians and their ladies broke up too quickly for our photographer to get their names, but one of our dozen engineer-reporters was able to identify the ladies, mostly wives of station engineers, as follows, left to right: Mrs. John Fetzer, WKZO, Kalamazoo; Mrs. Hugh McCartney, WCAO, Baltimore; Mrs. H. C. Harvey, KFAB, Lincoln, Neb.; Mrs. J. P. Veatch, KFEL, Denver; Mrs. J. M. Hedtan, WDAY, Fargo; Mrs. Wiley Wenger, KFEN, Shenandoah, Ia.; Mrs. J. E. Burrell, KJBS, San Francisco; Mrs. J. L. Middlebrooks, WAPL, Birmingham; Mrs. W. C. Grove, KLZ, Denver.

IN THE CONTROL ROOM

E. K. COHAN, technical supervisor of CBS, was expected to return to his office about July 15 after a two-month vacation abroad, during which he visited Italy, France, Germany, Russia and Spain. He had planned to devote considerable time to a study of European radio and television developments.

B. L. CAPSTAFF has resigned from the staff of WNEW, New York, to join the engineering department of NBC in New York. He was formerly with WBOA, New York; WBIA, Paterson, N. J., and the General Electric Co.

JAMES SUMMERS, NBC studio engineer at WNBC, New York, was promoted to full lieutenant in the Naval Reserve. Others in the Reserve are Lient. Lowell E. Yoder, the press department; Lieut. Curtiss Peck, engineer in charge of KOE; Ensign Proctor Nagle, studio engineer, and Ensign Edward Callahan, NBC field engineer. In the Army Reserve are Capt. Martin Young of the production department; and Capt. Bill Royle of the artist staff. Field Engineer Edward Parkhurst is a member of the Army amateur radio network.

LEWIS J. CLEMENT, widely known in the Midwest, is the new receiver engineer; he has been appointed vice president in charge of research and engineering of the RCA Victor Co., Camden.

LLOYD A. BRIGGS, European communications manager of RCA, sailed June 20 to return to his London office after visiting in New York and Washington.

BRIAN HOLLY, field operator of WHAM, Rochester, was awarded the Junior Division Cup for first prize in the annual contest of the Rochester Camera Club.

DON ANDERSON, of the control staff of WHAM, Rochester, was married June 29 to Muriel Gradnitz.

JOHN J. LONG Jr., chief engineer, and Kenneth J. Gardner, control supervisor, of WHAM, Rochester, are fathers of boys born in June.

CYRIL FOSSEY, control operator of KEYL, Salt Lake City, is the father of a girl born June.

C. D. WEND, formerly of WHO, Des Moines, and other Midwestern stations, has joined WOKY, Cincinnati.

ROBERT BROOKS, of the technical staff of NBC, San Francisco, has been permanently transferred to the Los Angeles station.

GILBERT A. MUNRO, transmission engineer of WITT, Charlotte, N. C., is visiting his native Scotland.

DR. ORIESTH H. CALDWELL, former Federal Radio Commissioner, editor of Electronics, and well-known lecturer and broadcaster on topics of science and radio, has been appointed Director of Science Exhibits for the New York Electrical and Radio Show, to be held in Grand Central Palace, New York, in September.

WILLIAM SPENCER, formerly with several Eastern stations, has joined the engineering staff of WGAN, Cleveland. Ray Bird, formerly of WLW, Cincinnati, has been named assistant chief engineer.

FREDERICK W. SCHWEIKHER has joined the NBC Chienzo sound department, replacing Raymond H. Wagner who has been transferred to the New York office.

RUSSELL S. HOFF, chief pickup engineer of WLW, Cincinnati, is the father of a girl born recently.

E. C. HORSTMANN, NBC Chicago control supervisor, fell asleep while fishing on a Minnesota lake and spent the next several days of his vacation in the hospital recovering from a severe case of pneumonia.

HARRY R. LUCKBEE, television director for Don Lee Broadcasting System, was principal speaker July 1 at a meeting of the scientific sub-committee of the Academy of Motion Pictures, Hollywood, which is gathering data on television.

CHARLES COLEMAN, engineer of WPHL, Philadelphia, is in Bryn Mawr recovering from a fractured shoulder and broken leg suffered in a fall from a horse.

A. H. SANTON, NBC western division chief engineer, after a six weeks vacation which took him to New York City, has returned to his post in San Francisco. He also attended the NBC divisional engineers' convention in New York June 10. Paul Gale, manager of NBC's western division traffic department, has also returned to his desk after vacationing in the Pacific Northwest.

DON GORMAN, designer and builder of the new Class A modulation and speech input equipment of KGEZ, Kingman, Mont., is in charge of ferry broadcast equipment in Glacier National Park.

CLARENCE SALTZER, chief engineer of WNBX, Kansas City, was married in June to the sister of Mrs. Taylor, who is assistant of the station's general manager.

DAN HALDIAK, engineer, and A. W. McKee, announcer, both of WDNX, Fargo, N. D., recently inspected WNBX, Kansas City, operating on 1,500 kc., and WQXL, its television affiliate. The television station now is combining with WNBX in a half-hour and sound program at 1 p.m., daily except Saturdays and Sundays.

DR. IVIRG LANGMUIR associate director of the research laboratory of General Electric, has been elected to the Royal Society, England, and is a member of the foreign membership, limited to 50 persons. He is the only American industrial scientist thus honored.

IRE HOLDS MEETING

THE TENTH annual convention of the Institute of Radio Engineers was held July 1-3 at the Hotel Statler, Detroit, with a number of papers being read which were of interest to broadcasters. Among them were: "Design and Equipment of 50 kw. Station for WOR" by J. R. Poppele, chief engineer of WOR, and F. W. Cunningham and A. W. Kishpaugh, Bell laboratories; "A Study of Radio Field Intensity vs. Distance Characteristics of a High Vertical Radiator at 1580 kc." by S. S. Kirby, National Bureau of Standards. The Medal of Honor was bestowed on Baith, Van der Po, Jr., of Eindhoven, and on Baith, Van der Po, Jr., of Eindhoven, 1930. The Minolta Memorial Prize was awarded to F. B. Llewellyn, engineer.

Tallest U. S. Tower

STANDING one foot taller than the Washington Monument, the new 556-foot steel tower just completed for KGLH, Billings, Mont., is said by its builders to be the tallest self-supporting mast used by any American broadcasting station. KGLH built the tower to operate on 750 kw., with 1,000 watts night. Truscon Steel Co., Youngstown, Ohio, built the tower, and it was installed under the direction of Jeff Kichle, KGLH chief engineer.

San Diego Staff Named

APPOINTMENT of the technical staff for the San Diego exposition has been completed by C. C. Lane, with the personnel including W. T. Brown, Harry Keith, Bill Dallin, Charles Phillips, Charles Douglas and Bob Conroy. The radio department of the exposition now includes, in addition, Bob Collins, formerly of WOR, announcer, and Charles Mahan, relief announcer; William Fritz, maintenance; Nellie Gurney, formerly of KGB, San Diego, office secretary.

Vernon C. Judge

Vernon C. Judge, 29, assistant manager of the NBC guest tours department, Radio City, died July 4 from heart failure while vacationing on Long Island. Mr. Judge was a graduate of Colgate University and Harvard Business School. At the time of his death he was spending a vacation at the Chesapeake resort and was to have returned to work July 15. Surviving are his widow and parents.

NBC ENGINEERS MEET—The first general conference of NBC division engineers was held recently in New York. The meeting included a visit to the RCA Victor plant at Camden. Left to right, seated, are A. H. Saxton of San Francisco, O. B. Hanson, NBC Chief Engineer, W. J. Purcell of Schenectady and H. L. Luttgens of Chicago. Standing are S. E. Leonard of Cleveland, George O. Milne of New York, George McElrath, NBC Operating Engineer of New York, R. H. Owen of Denver, and A. E. Johnson of Washington.
Again, a gain!

First 6 Months 1935
249,480 Lines

First 6 Months 1934
147,224 Lines

First 6 Months 1933
95,537 Lines

First 6 Months 1932
86,548 Lines

Amazing! Spectacular! Phenomenal!
That's what we hear from others about lineage increases since we began publication Oct. 15, 1931, less than four years ago. It isn't so remarkable, however, to advertising agencies and radio executives, because they know their business and they know that Broadcasting is the medium which they read for Radio News.

Nor is it a phenomenon to the long list of station executives who have consistently renewed their advertising contracts. They know, because they have gotten results, and are continuing to get them, from their space in Broadcasting.

Thorough coverage of all radio news worth printing has won our faithful readership (92% renewal subscriptions) and has been responsible for our steady, consistent gains in advertising lineage.

Broadcasting

National Press Bldg.

Washington, D.C.
A CHAIN LETTER That Brought a Number of New Sponsors for WRC - RIDING on the crest of the interest in chain letters, NBC's Washington office sent out a letter to some 600 advertising prospects of WRC, describing an "NBC Prosperity Plan". The chain letter brought a 3% response and several sponsors were obtained as a result. The letter, addressed "Dear Friend", promised that if its instructions were followed there would be no trouble with postal authorities. It continued: "Any one of the last five people on this list will be glad to tell you personally about a plan which has brought prosperity to scores of Washington businesses." The five names on the list were members of the WRC sales staff. A card was inserted with a silver "NBC Prosperity Plan" label simulating a coin.

Player Piano
WFIL, Philadelphia, on July 1 started a daily 10-minute evening feature devoted to ancient player-piano rolls. Names of those who send old rolls to the station are announced when their tunes are played. The idea originated with Don Withcomb, WFIL general manager.

Crusaders Enlarge Net
THE CRUSADERS, New York, sponsoring a quarter-hour program over Mutual and WIND, WGAR and WAAB, on July 8 expanded its network to include seven Yankee Network stations. Programs originate in the summer home of Fred G. Clark, national commander, in Mentor, O., and are keyed through W GAR. The first program is heard over W OR, WIND and W XYZ at 8:45 p.m., with rebroadcast to the other stations at 10 p.m.

Insurer of Autos
Expanding Rapidly With Use of Radio
Thrice-weekly Program Brings New Clients, Holds Old Ones

IN THE statement "last year was the biggest in the history of our company" lies the answer of G. Leroy Schnell, sales manager of State Automobile Mutual Insurance Co., to its use of radio as an advertising medium.

With broadcasting as the key-stone of an aggressive sales campaign during the last year, the company's records for 1934 show an average monthly gain in premium income of more than 20% over the year previous and a record of more automobiles insured than at any other time in the organization's history. The company uses WLW, Cincinnati.

"First of all, however," declared Mr. Schnell, "credit for this remarkably successful year must go to Robert Pein, our general manager. It was his vision of the possibilities of an increased advertising and promotional effort—a campaign in which radio would play a leading part. Under his guidance our company has taken a forward step that has led it into newer waters—of all this at a time when other companies were merely trying to hold their own."

Rapid Growth
THE STATE Automobile Mutual Insurance Company has enjoyed a phenomenal growth since its organization in 1921. Each year it has substantially increased its assets, reserves and surplus and greatly broadened its circle of policyholders. At the same time it has steadily improved its claim service as conditions change over the territories. At this time the company has more than 1,000 exclusive agents scattered throughout 11 states.

This company, according to Mr. Schnell, determined to enlist the aid of WLW in the fall of 1933 in a campaign designed to accomplish three ends: 1—to hold policyholders now on its books, to keep them renewing their policies; 2—to influence prospective purchasers of automobile insurance to buy "State"; 3—to keep fresh information and sales stories before its agents that they might be more effective in converting interviews into sales.

"How well these objectives have been met," Mr. Schnell added, "and how much value our WLW series has been can well be evidenced in the fact that after more than one year on the air, three programs per week are still emanating from the WLW studios telling of the merits of 'State' Insurance."

Sales Meetings
"STATE'S" unique radio merchandising campaign has been supported by an aggressive direct-mail advertising program in which, to date, more than two-and-a-half million pieces of literature have been used. The series is further promoted through frequent sales meetings in various territories, advertisements in local newspapers, the official company publication The Pinwheels, etc.

"State's" Unbroken Melodies series over WLW features the State Orchestra, the State Male Quartet and Mixed Chorus. "State's" message to the radio audience is presented in dramatized form by popular artists headed by "The State's Man."

Local Retailers' Discs
R AYMOND R. MORGAN Co., Hollywood agency, is placing the Strange As It Seems series on 15 West Coast stations for local retailers. The series formerly was sponsored on 12 Don Lee-CBS stations by Gilmore Oil Co., Los Angeles. Gilmore retains its two weekly quarter-hour programs on the network.

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INTERNATIONAL NEWS SERVICE

especially when the number includes:

These outstanding radio broadcasting stations have contracted for the I.N.S. daily news report since it was first announced that this speedy, accurate and reliable world-wide news coverage was available for broadcasters. More stations are joining this imposing list every day after investigation of I.N.S. facilities.

I.N.S. offers three types of news service to broadcasting stations as follows:

1. A full daily leased wire service delivered by printermachines installed in your studio.
2. Limited news service from the nearest I.N.S. Bureau via teletypewriter.
3. Carbon copy of leased wire report delivered from the nearest I.N.S. Bureau by messenger or special arrangement.

For information about I.N.S. radio station service write or wire

International News Service
235 East 45th Street, New York City

July 15, 1935 • BROADCASTING
Ideas on Merchandising

Elaborate Esso Program—Dollar Bills by the Bushel—Their Pet Scheme—Horses, Horses, Horses

THE new Esso Marketers program, sponsored by Standard Oil Co. of New Jersey, featuring the Guy Lombardo orchestra got off to a ceremonious start on CBS July 8 with the usual welcome to the studio audience and the cutting of the traditional tape to begin the program. The highlight was the untried method of singing the commercial which the studio audience liked. About six persons take part in the announcement.

An intensive merchandising campaign has been started, under the direction of Marschalk & Pratt Inc., New York, the agency. In the CBS Playhouse, a modernistic stage setup is used and dealer tie-ups for promotion include window posters, telephone collars, and a chain letter.

The 35,000 Esso dealers are asked to telephone customers, as well as to inform them when receiving service, about the program. Each of the 100,000 employees was invited to start a chain letter, using packages of colored cartoons on postcards, the cartoons having been drawn by prominent illustrators. Some 500,000 of these cards were distributed, and each employee was expected to invite five of his friends to write the names of five of their friends on the cards, which direct attention to the oil company's network broadcast. Spotlight advertisements were used in 49 newspapers. High Standard Oil executives received a letter signed by Guy Lombardo and an autographed photograph of the orchestra.

AN American-Bosch radio is being given away each week in connection with a unique quarter-hour program daily over RGW, Portland, Ore. The program features a limerick contest in which the contestants add a new last line to an already completed limerick. The winner each week has choice of either a console model radio or a car radio. The program is sponsored by Allyn's Dyeing and Cleaning Establishment, Portland. Included in the quarter-hour program of organ music is a brief dramatic skit in which characters are introduced to Allyn's limerick contest. Another feature is the fact that it has only one short commercial announcement.

As a special inducement to enter the contest the sponsor is giving each contestant a unique little book of horoscopes entitled, "Fortunes in the Stars," which costs the sponsor less than 10 cents each. The program is for eight weeks, through Adolph L. Bloch Adv. Agency, Portland.

IN A WEEKLY serial about five stage-struck youngsters who turn an old barn into a theatre, WEBC, Superior, Wis., and Constans Drive-In Food Shop have found the answer to putting across a unique selling message. Located in downtown Duluth, the grocery store furnishes space to "drive-in" and park. The Children's Theatre of Duluth produces the 15-minute air drama. Members of the cast, from seven years in age and up, find their radio work exciting and good training. Aired at 8:15, near the children's bedtime hour, yet when the parental ear is likely to be turned toward radio, the program has proved an effective builder-upper of good will.

HALL BAKING Co., Buffalo, participating on WGR's Musical Clock, ties in its program with its 194 house - to - house horse - drawn trucks. In a single week, "Hail Baker No. 194" on the program sold 20,068 cakes through the 194 drivers, whose interest is stimulated by weekly sales prices. Winning drivers are congratulated on the program by Clinton Buehman, master of ceremonies, building up personal interest between customers and drivers. Hall Baking Co. is a subsidiary of Continental Baking Co.

MORE than 60,000 listeners to Town Hall Tonight, sponsored on 20 NBC-WFAA stations by Bristol-Myers Co., New York, wrote down a sentence about Sal Hepatica, dictated by Tiny Ruffner during a recent program, and received in return a photograph of Fred Allen.

CONGOIN Co., Los Angeles (health beverage) has been receiving a bushel basket of dimes a day from listeners to its In-Laws program on KNX, Los Angeles, who send the money with a box top from a Con goin package for the sponsor's Shafter's Almanac, done in bur lesque. The program has brought in more than 50,000 dollar bills in 11 months on the air. Requests for the almanac, with the dimes included, average better than 2,000 daily. The company plans to transcribe its program, which may be used in its spot campaign on some 110 stations.

DR. W. J. ROSS Co., Los Alamitos Cal. (pet food), in June staged a pet parade as part of its program on KFOX, Long Beach. The program over that station is announced by Eddie Marble with a "Be Kind to Animals Radio Club". Membership requires a label from a Ross can. Entries were not limited to dogs and cats, including turtles, goats and one snake. Seven hundred pets were entered.
their Gas and Oil are bought in New England

There is nothing surprising in this situation. Gas and oil are bought where a car is operated—not where it is registered. And because New England is within easy motoring distance of 72% of the country's population, some 3,000,000 visit it during the summer months. They spend over $500,000,000 in New England for recreational needs.

Naturally, most of these people have a radio. Naturally, too, most of them listen to WTIC.

A summer program over WTIC offers a unique opportunity to secure bonus coverage at no extra cost. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area; (Jansky & Bailey Survey figures). And a guest audience of many hundreds of thousands more. All with purchasing power far above average. Talent is available at WTIC for the skilful staging of any type of program. Full particulars on request.

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

WTIC
50,000 WATTS
HARTFORD • CONNECTICUT
The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks
PAUL W. MORENCY, General Mgr. JAMES F. CLANCY, Business Mgr.
NEW YORK OFFICE, 220 EAST 42nd STREET
J. J. WEED, Manager
CHICAGO OFFICE, 203 N. WABASH AVENUE
C. C. WEED, Manager...
Greeting to Colorado
CAPT. THOMAS F. D'ARCY,
newly inducted leader of the U. S.
Army Band, sent a musical greeting
to Arthur (Globe Trotter)
Reilly, news commentator of the
Washington Herald, who attended
the NAB convention as a Hearst
reporter. Mr. Reilly is the guest
announcer on the regular Monday
band feature over the CBS
network, and the band played the
"Globe Trotter March", dedicated
to the news commentator by the
late Maj. R. J. Hernandez.
The broadcast was picked up in the
hotel, and was listened to by a party
comprising Chairman Prall and
Secretary Petrey of the FCC;
Donald Flumm, WMCA; Ray Lin-
ton, Chicago station representa-
tive, and Inspector Biser of the
FCC Field Office in Denver.

FAIRFIELD, MARYLAND
DAIRY Co., Baltimore, and Rieck-
McJunkin Dairy Co., Pittsburgh,
National Dairy Products subsidi-
aries, are using spot announce-
cWAB, six days weekly. N. W. Ayer &
Son, Philadelphia, is the agency.

Hearing Continued
In WLWL Petition
FCC Hears Evidence Two Days
Then Recesses to Oct. 24
AFTER two days during which
WLWL, New York, presented only
a portion of its case, the hearing
on the petition of the Paulist sta-
tion for a sweeping realignment
which would net it full-time oper-
ation in New York, was deferred
until Oct. 24. Agreement was
reached by the dozen participating
counsel that the case should be de-
furred because the intervening July
4 holiday and Broadcast Division
duties would not permit continu-
aence on consecutive days.
The recess came after the Paul-
ists had presented several wit-
nesses in support of their petition
for the shifting of nine stations on
five clear channels, two of which
would be broken down to accom-
plish the result sought by WLWL.
Several witnesses appeared for the
Paulist station, led by Father John
B. Harney, Superior of the So-
ciety of St. Paul the Apostle.

Of deep interest to the indus-
try because of its political back
ground, the protection and in-
clusion of the petition would mean
violation of a half dozen established
rules and regulations, the case
hardly going under way when the peti-
tion came. The possibility existed
that the hearing may not resume
in the fall, particularly if WLWL
should decide to withdraw its peti-
tion.

Programs Reproduced
FATHER HARNEY, first to take
the stand, was given free reign, over
the objection of opposing counsel, to
publish the record testimony cov-
ering all aspects of the WLWL cam-
paign to increase its operating po
sition, and to present it in equivalent
hours a day to full time. Sever-
times opposing counsel played re-
cordings of programs of WLWL to
support their contention that the
programs broadcast by WLWL were
not in the public interest.

Vigorous opposition to the Paul-
ists was given by counsel for
New York, which operates WNYC
and which was given an in
forcement, under the shifted
Cross-examination of the opposi-
tion was given by the city by Herman
McCarthy young attorney on the staff of
Mayor LaGuardia, was particular-
ly rigorous.

Appearing in opposition to the
Harney position, in addition to
WLWL, were WWJ, New Orleans,
operated by Loyola University;
Jesuit School; WFAA and WBAP;
Dallas; Fort Worth; WHAS, Louis-
ville; and WVO, New York.
They will offer their cases in opposi-
tion when and if the hearing is re-
sumed in October.

During the Paulist testimony,
Mr. McCarthy several times in-
quired into the commercial opera-
tion of WLWL. He asked particu-
larly about the activities in
WLWL's behalf of James Kiernan,
described as its commercial repre-
entative, and demanded his ap-
ppearance. He also alluded to
Michael Flynn, labor lobbyist, im-
plying that both Kiernan and
Flynn had been instrumental in
lobbying in Congress in an effort
to force action favoring WLWL.
The array of counsel included
Swager Sherley, former chairman
of the House Appropriations Com-
mittee, for WJZ; Paul M. Segal,
for WWJ; Ben Fisher for WFAA;
and WBAP, and Horace Lohnes,
for WVO. George S. Sutton was
described for WLWL.

A new party to the Paulist case
was admitted July 2 by the FCC
when the Broadcast Division grant-
ed the motion of J. David Soder,
publisher of the New York Post
and Philadelphia Inquirer to re-
state his application for the facili-
ities on the 810 kc. channel.
He was also granted leave to par-
ticipate in the hearing when it is
resumed in October.

NINETEEN announcers and tech-
nicians had to be used for an NBC
broadcast June*16 from the new
East Francisco Bay bridge. This
is said to be a record for a single
remote.

UNITED DISTILLERS of Amer-
ica Ltd., Chicago, is using spot ra-
dio in its current campaign in nine
Midwest states.
HIT 'EM WHERE THEY Ain't

That's baseball strategy. But baseball isn't advertising. Yet, it's easy to make advertising errors.

In advertising your station, you want to SMACK the old SALES APPLE into the MITTS of your prospects. That's what some 200 progressive stations have been doing through use of display space in BROADCASTING. They are BATTING A THOUSAND too, in results, as evidenced by consistent renewals of contracts.

In BROADCASTING, you can't HIT 'EM WHERE THEY AIN'T, because it is a 100% broadcasting trade paper. There's no waste distribution to the legions in the advertising trade who never have and probably never will have a say about spending a dollar in radio.

We're sure you'll pardon us for saying that BROADCASTING is the outstanding all-around performer for the station that wants recognition and identity where it counts. We recommend that you HIT 'EM WHERE THEY ARE!
Higher Ethics Aiding Radio, Says Kesten

(Continued from page 20)

778,444 new customers to his filling stations—apartment from as many more regular customers who asked for the radio souvenir. Better still, those 778,000 new customers—motorists who had been using other brands of gasoline, bought 5,447,020 gallons of our client's gasoline. Apart from increased sales to old users, he sold $14.00 worth of gasoline to new customers for every dollar's worth of expenditure in radio facilities.

"And here is the point of that story—this client, too, stayed within 10% limits in the length of his commercial announcements.

Let's have some more facts: Sayre Ramsdell, president of Philco Radio, advertised certain items in the Philco line exclusively on his Columbia program and watched sales carefully as a check on the effectiveness of his broadcasting. He generously reported to us a 300% gain in sales in which no advertising but radio played any part. An analysis of that program showed that it, too, used less than 10% of its time for sales talk.

"Or let's turn to the public record and use the same yardstick. In 1930 and 1931 Chesterfield was a poor third among the leading brands of cigarettes. In 1932 it began using radio and began closing that gap. In 1933 it became the second largest radio user in the industry (although its total advertising expenditures decreased) and moved up into second place. In 1934 Chesterfield was the largest user of radio time in the cigarette field—and climbed right up on into first place.

"How strong a part Chesterfield's broadcasting over the Columbia network played in this forward march can be judged from the following fact: Chesterfield spent only 6% more in advertising in 1934 (including radio) than it spent in 1931 (without radio). Yet in 1934 it sold 40% more cigarettes—and was in first place in sales among the big three instead of last. As you may suspect, the moral of that story is the same—Chesterfield has consistently used less than 10% of its program time for sales talk.

"The most exhaustive study of the case histories in radio broadcasting points more and more toward one important conclusion—it is the skill, the sincerity, the ability of the commercial announcements—it is not their length—which make for spectacular advertising results from this spectacular and prolific medium.

"We believe that our new policy restricting the length of commercial announcements will have these several effects on radio advertising: It will point the way toward a more skillful and consequently still more effective, use of the medium. It will reward the creative craft of the advertising writer and program builder. It will reward the many advertisers who, of their own choice, have stayed within these limits in their own announcements by allowing no other advertiser to precede them on the air with tiresome and- overlong commercials which invite twisting of the dial or snipping of the switch. Those of you who contribute to the building of the radio programs will know that the 10% limits which Columbia has established are strict enough to bar offenders as well as liberal enough to permit every competent advertising man to do a rounded, forceful, effective job in behalf of his client.

Words and More Words

"FOR THOSE of you who are not technically familiar with broadcasting, it may be interesting: The average announcer reading average material at a normal and unhurried rate of speech delivers about 150 words a minute. In actual timing of actual scripts on the air the rate of speech has been as high as 200 to 250 words per minute. Above that the machine-gun announcers have barked their story as rapidly as 250 words or more per minute.

Cop to the Rescue

WHEN Bernard Cook, remote control engineer of WSAI, Cincinnati, stepped on the gas to make a Traffic Court broadcast recently, a traffic cop stopped him and began the usual lecture. After having his cop story narrate his predication, the officer relented and provided a one-man police escort through the crowded traffic.

"But let's go back to 165—which is all about the rate of speech at which you might read aloud from your morning newspaper at the breakfast table (if, of course, you are at all apt to read aloud from your morning newspaper at the breakfast table). That at rate, an under our new limits, a 15-minute program could contain 357 words of type. At 125 words a minute it could contain 380 words.

"Here is an interesting comparison, the average number of words in all the full page ads in a recent issue of the Saturday Evening Post and all the full page ads in exactly 500 words per page. Thus even the smallest unit of time which is sold on the Columbia network has room for these full-page advertising stories addressed to a potential audience of over 21,000,000 radio homes.

"I hope I have said enough to assure you that the third of old policies, far from limiting the effectiveness of radio broadcasting points rather toward its more effective use on individual program and its more effective use by all advertisers collectively, by enhancing further its public acceptance.

"Having done all this predicting, I hope you will forget me for making one final prediction: I hope you will forget me for making one final prediction. Should like to try my hand at predicting the rest of these policies which have come to us on Columbia as a network. I think its moral effect upon us has been very good and will be very good. Probably because of its public nature, as well as our responsibility, these new policies, in their very shaping and adoption have given us a new awareness of those responsibilities, both to our advertising clients and to the public. In term of audience loyalty, we believe these new policies will win the gratitude and thoughtful approval of more and more millions of radio listeners.

"We are sensitive of the high esteem which this move has won from leaders of public life an public thought—figures may be interesting: The average announcer reading average material at a normal and unhurried rate of speech delivers about 150 words a minute. In actual timing of actual scripts on the air the rate of speech has been as high as 200 to 250 words per minute. Above that the machine-gun announcers have barked their story as rapidly as 250 words or more per minute.

WAPL, Alabama's most powerful radio station...with cleared channel plus listener loyalty...makes it your logical choice for radio results in Alabama.
MODERN RADIO MERCHANDISING

Intimate Knowledge of Client and Products Advised;

Need of Properly Publicizing Programs—

By LLOYD G. VENARD
Sales Promotion Manager

In these days of intensive competition between programs, between stations, and between themselves, between media, and even between non-competing radio manufacturers who are attempting to woo the same audience in the hands of consumers, it is difficult to draw a distinct line that differentiates the sales promotion activities of a radio station and the merchandising methods used to promote individual programs. Perhaps it is safe to say that sales promotion is the general policy of strengthening the relations of the station with prospective clients, while merchandise promotion, designed to benefit one particular advertiser already broadcasting, sales promotion's general; merchandising is specific.

The term merchandising implies knowledge of merchandise and their selling methods, from the time the raw product enters the factory until it is in the consumers' home, home radio having the ultimate. Repeat purchases rest entirely upon performance, so we must assume that the product will itself create its own business.

Successful Marketing

But radio executives should be able to tell the maker of a quality商品 many things whose chief concern exists before the program is ready for the air. For instance, a manufacturer of an eye lotion, neste'd for years in a limited sphere, suddenly found that he had the capital to market his successful product over greater territory. Up to this time money came into the business, the more lotion was sold by optometrists whose personal salesmanship and authority enabled them to convince the consumer that it was a good lotion.

But the eye lotion was priced at 35 cents. When it was introduced over the drug trade on the strength of the proposed radio campaign it was stocked reluctantly. With some consumer demand in the city of a million, the drug trade saw that the lotion was safe in small stocks, but they ordered in minimum quantity. The program went on the air; it pulled mail well, but it did not sell the amount that the talent was right. Yet the eye lotion failed to move off the drugstore shelves. Why? Because 87% of all eye lotions that really move sell for less than 50 cents.

The mistake was not in the quality of the product, nor in the program. It was one of pricing, and that fact should have been driven home to the manufacturer who has lost his faith in radio and all other advertising. A little merchandising research on the part of the station might have saved this account for radio.

Here's an example of merchandising knowledge that made a radio advertiser for a group of stations. The radio salesman found a drug item manufacturer who had been selling his product for 15 cents by mail. Success over a few years invited expansion into the retail market. But the salesman knew that ninety-three sales out of a hundred in that particular field sold at 10 cents. He advised a change of price, a smaller package, and a slightly larger margin. A good program went on the air; sales to chains and wholesalers were doubled; retailers were retailed. This product still uses radio because the merchandising is right, and the program is right.

Such knowledge on the part of radio salesmen will be required in the future as competition increases. Radio stations should be merchandising guides as well as program producers. The salesman should know by actual experience and contacts whether the chains in his city refuse to redeem cards, or whether they encourage redemption if the promotion makes special offers good at retailers upon presentation of a manufacturers' courtesy card. He should know what items are weak in his market, and what chains are looking for replacements. In short, merchandising begins with a study of ever-changing markets.

The larger agencies are able to supply merchandising information, but the smaller ones cannot maintain this service. And therein lies the stations' great opportunity. Even large agencies are glad to get merchandising facts from salesmen who know the market.

Personal Contacts

One source of trade information is, of course, the publications in each field. Another valuable source is active membership in local trade organizations. Right here is where the second phase of radio merchandising begins.

Friendships formed in trade groups can be used when a program starts; emphasis can be subtly placed on new programs. This should be done by personal contact as well as letters. Every radio station knows the value of the broker's approval when a contract is under way.

Merchandising support of the program is then ready for the next step. When the campaign starts, the radio station can send the salesman on the account to the few important chains in every city, and then follow this with letters to the leading wholesalers. Even the retailer should get his notice on stationery. The expense for this small and naturally borne by the advertiser. Salesmen for other media admit that letters from radio stations get first attention from dealers, and the National Broadcasting Company Survey proves this still further. Radio stations should cash in on this favorable condition.

Radio stations then are ready for the next phase of merchandising. Let them supply the agency and the principal with ideas for display stickers, news tie-ups where the program warrants the publicity, and messages in other media to call attention to the program.

It is a good idea for the station to book salesmen of their advertisers for meetings with the wholesaler sales groups. It is further a valuable contact if the radio station can send a representative to deliver a short story of the possibilities of the program to the manufacturer's own salesmen in the newspaper.

There are more than half-a-million people in this territory 97% of whom are local born and white clear through.

The Joplin Broadcasting Co.

Owners and Operators of

WMBH
Joplin, Mo.

"At the Crossroads of America"

1420 kc — 250 w day — 100 w night

225 Joplin Business Firms Can't Be Wrong!

They Use WMBH Regularly

We make no claims of covering the United States. All we do is render a real local service to a few counties down here in Southwest Missouri, Southeast Kansas, Northeast Oklahoma and Northwest Arkansas.

It's Funny —

But we seem to know the likes and dislikes of these folks down here.

You're Wrong Again —

They don't all listen to the chains! How do we know? Well, we made it a point to find out. And we stand ready to prove it to anyone who is in doubt! There is a right smart of business down here for the concern that has the intestinal fortitude to go after it.

Oh! Yes —

There are more than half-a-million people in this territory 97% of whom are local born and white clear through.

You Can't Ignore IOWA

You can't ignore Iowa as a major market in 1935. Business is on the up-grade. The first quarter of 1935 as compared with 1934 shows:

Farm income up 43%
New car sales up 51.6%
Bank transactions (8 major cities) up 27%

And to reach Iowa you can't ignore the radio stations of The Iowa Broadcasting System, the stations preferred by local advertisers. Write today for particulars about a 2-station hookup reaching both CBS and NBC audiences.

WJBO
The Baton Rouge
Radio Station

Nearly 200 national and local advertisers* have found WJBO a profitable medium during 1934.

Why not you?

For rates write WJBO Baton Rouge, La.

YOU CAN'T IGNORE IOWA. You can't ignore Iowa as a major market in 1935. Business is on the up-grade. The first quarter of 1935 as compared with 1934 shows:

Farm Income up 43% New Car Sales up 51.6% Bank Transactions (8 major cities) up 27% And to reach Iowa you can't ignore the radio stations of The Iowa Broadcasting System, the stations preferred by local advertisers. Write today for particulars about a 2-station hookup reaching both CBS and NBC audiences.

THE IOWA BROADCASTING SYSTEM The Des Moines Register and Tribune

Registered Marks: "The Des Moines Register" and "The Tribune"

KRNT
CBS Radio, Des Moines Basic Blue, Cedar Rapids–Waterloo

WMT
Basic Blue, Des Moines

KSO
Basic Blue, Des Moines

Representatives: JOHN LAIB & Co., New York, Detroit, Chicago, San Francisco

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www.americanradiohistory.com
**Congoin Procter Omega Chemicals, Seattle.**

**KGO, San Francisco**


Orange Crush Co., Chicago, Ill. (beverages), 2 weekly sp., thru J. Walter Thompson Co., Chicago.


Nourishine Sales Co., Los Angeles (hair tonic), weekly sp., thru Hughes-Morton Inc., Los Angeles.

**WGK, Chicago**

**WEAF, New York**

Brown & Williamson Tobacco Corp., Louisville (Raleigh cigarettes), 5 daily sp., thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Walts & Bond, Newark (Blackstone cigars), 5 daily sp., thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Pro-Ker Laboratories Inc., New York (sevel Normanizer), 2 weekly sp., thru Blau Co., Inc., N. Y.


**KGEZ, Kalispell, Mont.**

Associated Oil Co., San Francisco (Flying A Gasoline), 2 weekly sp., thru Lord & Thomas, San Francisco.

Texas Co., New York (Texas products), 6 sp., thru Hamf-Metzger Inc., N. Y.

Western Bower Co., Seattle (air conditioning), 26 sp., direct.

Western Furnaces Inc., Tacoma, 26 sp., direct.


**WOR, Newark**

Dennis Inc., New York (insecticides, floor polish), 3 weekly sp., thru Paris & Pearl, N. Y.

Alfred W. McCann Laboratories Inc., New York (food), 4 weekly sp., thru W. McCann Co., Boston.

**WDAY, Fargo, N. D.**


**WABC, New York**


**WJZ, New York**

S. Gumpert Co Inc., (dessert), weekly sp., thru Rose Martin Inc., N. Y.

**WGAC, Pittsburgh**


**WJR, Detroit**

Drug Trade Products, Chicago (Pe- rawnugs, Pabanon), 5-10-weekly sp., thru Benson & Drill Inc., Chicago.

**WROK, Rockford, Ill.**


ESLER Corp., Detroit (Dodge) on July 15 only broadcast economic Bay Program on 20 NBC-WEAF stations, 8:30-9 a.m. Agency: R. Ryan Inc., N. Y.

KARD MOTOR Car Co., Detroit, July 17 started 8-9 a.m. Lawrence Tibbett on 70 CBS stations, Tuesdays, 8-8:30 p.m. Agency: Young & Rubicam Inc., New York.

STONE TIRE & RUBBER Akron, June 12 renewed voice broadcast on NBC-WEAF stations, Thursdays, 8-8:30 p.m. Agency: Walter Thompson Co., N. Y.

APT-PHENIX CHEESE Corp., on Aug. 1 renewed Kraft Field Hall on 55 NBC-WEAF stations, Sundays, 9-10 a.m. Agency: Walter Thompson Co., N. Y.

NERAL MILLS Inc., Minneapolis (Haller) on July 6 renewed 23 NBC-WEAF stations, thru Fri., 6-7 p.m. Agency: Robert-Brandon Inc., Chicago.

LLOGG Co., Battle Creek (cereal) July 26 renewed Kellogg College on 45 NBC-WEAF stations, Tuesday, 7-7:30 p.m. Agency: Young & Rubicam Inc., N. Y.

LORILLARD Co., New York (Tabacco) on July 2 renewed Lucky Strike Smooths on NBC-WEAF stations, Saturday, 7-7:45 p.m. Agency: Lennox Mitchell Inc., N. Y.


AY JEWELRY Co., San Francisco (jewelry) on July 25 renewed Bing Crosby special of the 43 NBC-WEAF stations, Sat., 7-7:45 p.m. Agency: Lennox Mitchell Inc., N. Y.

CIFIC COASTBORAX Co., New York (20 Mule Team borax) on July renewed Death Valley Days on 18 NBC-WEAF stations, Thursdays, 8-9 p.m. Agency: McCann-Erickson Inc., N. Y.


TANDARD BRANDS Inc., New York (Fleischman’s yeast) on July 7 aired Voice of the People on 27 NBC-WEAF stations, Sundays, 7-8 p.m. Agency: J. Walter Thompson Co., N. Y.

TERLING PRODUCTS Co., New York (Phillips denim magazine) on July 7 renewed Melodians on 26 CBS stations, Sundays, 5-5:30 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

TERLING PRODUCTS Co., New York (Becker magazine) on July 7 renewed Melodians on 26 CBS stations, Sundays, 5-5:30 p.m. Agency: Blackett-Sample-Hummert Inc., N. Y.

JR. PEPPER Co., Dallas (beverage) has extended its quarter-hour Wednesday evening comedy program over Texas Quality Network to a half-hour presentation. Tracy - Locke-Dawson Inc., Dallas is the agency.

FORD MOTOR Co., Detroit, on Sept. 21 renewed Ford Sunday Evening Hour on CBS, Sundays, 9-10 p.m. Agency: N. W. Ayer & Son Inc., N. Y.

ION CHANGES—Presto & Gamble Co. Song of the City adds stations; Western Clock Co. shifts Big Ben’s Dinner, drawn to 5-5:35 p.m. on NBC-WEAF network; Dr. Miles Laboratories Inc. changes Uncle Ezra to 21 NBC-WEAF stations, Mon.-Fri., 7:15-7:30 p.m.; Pepéodent Co. shifts Anos & Andy to NBC-WEAF network 7-7:16 p.m., Mon.-thru Fri., 7-7:15 p.m., repeat at 11; Coty Inc., New York, on July 10 shifted Ralay Orchestra to 30-30 p.m.; S. C. Johnson & Son Inc., Racine, Wisc. (Bon wax) on July 5 shifted F.W. Meigs to Mon. 8-8:30 p.m.; Emerson Drug Co., Baltimore, on July 9 shifted NGF & Hiss Girls to 9-9:30 p.m.

PHILIPPINE Control

PHILIPPINE Islands may be the next to abandon the American system of privately-owned and operated radio stations. A bill is being prepared in the Islands for presentation to the Legislature in July providing for nationalization of radio communications. For several years the insular government has also privately owned Philippine stations owing to lack of sponsored accounts. At the same time much time on the air is devoted to addresses by government officials. The principal privately owned station, KZRM, Manila, is quoted as willing to work out arrangements for its transfer to the government.

WMCA, New York, on July 9 broadcast from the cruise ship Monarch of Bermuda, the program being received by short-wave and relayed to the Inter-City Group.

Farm Figures Available COMPLETE preliminary tabulations of returns from the nationwide Census of Agriculture, which began Jan. 2, 1935, released by the Bureau of the Census, Department of Commerce, shows 6,883,108 farms in the United States Jan. 1, 1935, as compared with 6,288,408 farms April, 1930, an increase of 394,601. The number of farms reported for 1935 is subject to revision downward after schedules from the field have been edited. Preliminary reports by counties have been released for the following states: Florida, Indiana, Montana, North Carolina, North Dakota, Ohio, Oregon, Pennsylvania, Texas, Virginia, Washington, West Virginia and Wisconsin. These are available without cost at the Bureau of the Census, Washington.

Spain Taxes Ads 20%

SPAIN’s 65 broadcasting stations, only 10 of which have power exceeding 200 watts and all of which are privately owned, have been ordered to make daily statements to a government radio representative indicating the amount of advertising sold and the revenues received. They have also been ordered to print their rate cards and adhere to them. Twenty per cent of the gross advertising revenue must be paid to the government under the Spanish radio regulations.

NELL VINICK, beauty specialist of Drezma Inc., New York (cosmetics), has concluded her eighth year on the air, her program on WOR, Newark, being handled during the summer by transmittion.


BESIDES—Seattle has the second highest percentage of radio set ownership in the United States. For information consult Edward Petry & Co. Inc., New York, Chicago, Detroit, San Francisco.
AGENCIES AND REPRESENTATIVES

REPRESENTATIVES

St. Louis, Mo.


MO McCURDY

Newspaper

Standard

tion

recently discontinued,

PAUL

Cincinnati, and

spend

outside NBC

is

H. RAYMER

er

INDIANAPOLIS

Food

McKim, formerly of the

station

Corp., Chicago,

Affiliated

in

Chicago,

vice &

O.,

vice

representative

Seattle,

for Radio Programs Syndicate,

KWKH and KTBS, Shreveport, La.,

represent their national station representatives,

June 9

HABERLIN MORTARI, account

executive, transferred to Detroit last

has returned to the

New York offices of Campbell-Ewald

and is handling radio along with

other accounts.

JUSTIN B. WEDDELL, managing
director of Erwin, Wasey & Co. Ltd.,

London, has been appointed chairman

of the board of the British office, with

E. J. Smith, formerly managing
director of Coleman & Co. as vice

chairman.

WALTER RIDDICK Co., Los

angeles, has been named sales

representative in the 11 Western states

for Radio Programs Syndicate, Holy-

wood transcription producers.

NORTHWEST RADIO ADV. Co.,

Seattle, has been named time sales

representative on the West Coast by

WPAS, White Plains, N. Y.

CHARLES W. HOLT Co. Inc., Bos-
ton agency, has moved its offices to

216 Tremont St.

RICHARD BARRETT, of the radio

department of Fletcher & Ellis Inc.,

Chicago offices, went to Hollywood in

July in connection with production of a

transcription program.

J. WALTER THOMPSON Co. on

July 1 moved its Los Angeles offices to

the Edison building.

H. W. NEWELL, formerly vice

president in charge of sales of Frigidaire

Corp., has been appointed vice


SPONSOR & xPLORER—Admiral Byrd (left) chats with C. M. Chest

president of General Foods Corps., which sponsored relay broadcast

of his expedition to the South Pole. J. W. Klapperich, executive vice pre-

dent (right) is an interested participant in the discussion of the ex-

dition's contributions to the advancement of science.

HERBERT B. GLOVER, head of

radio publicity for Lord and Thomas,

New York, is recuperating at his

home in Rockville Center, N. Y., from

a severe attack of pneumonia.

FRED FINLAYSON, formerly a

salesman for KDVL, Salt Lake City,

has joined Ad-Craftsmen Adv. Agency

of that city as account executive.

Fleischmann Vox Pop

STANDARD BRANDS Inc., New York

(Fleischmann's yeast) on July 7

started Voice of the People,

replacing Joe Penner and Ozzie

Nelson on the Sunday evening

Baker's program heard over an

NBC-WJZ network at 7:30. The

feature was a sustainer on South-

west Broadcasting System for

three years, with Jerry Belcher

and Parks Johnson going to New

York. It handles NBC series

Baker's beans, Flex-Aire, and

Microphones are set up in busy

sections of New York and passers-

by are interviewed by Belcher

and Johnson. The only preparation

is the technical setup and selection

of a topic. J. Walter Thompson

Co., New York, is the agency.

Spots on WEAf

AMONG the first concerns to sign

on WEAf and WJZ, New York,

since NBC announced they were

open for spots, were the Brown

& Williamson Tobacco Corp., Louis-

ville (Raleigh cigarettes) and

Walt & Bond, Newark (Black-

tone cigars) and many others. The

announcements are heard on WEAf

during the evening hours, 4 eight-second

station breaks and a 30-second

announcing. Blackstone cigar

has a similar set up, with 35

announcements made each week. These

spots began July 1. Bateman, Burt-

stine & Osborn Inc., New York, is

the agency.

Shick Razor Spots

MAGAZINE REPEATING RAZOR Co., New York (Shick

razor) is using one-minute announ-

cements, six weekly, on

WDBC, Hartford, and WSPD, To-

ledo, in a test campaign. J. M.

Mathes Inc., New York, is the

agency.

Butte, Montana

Where Silver is mined

Kgir 

NBC outlet

Lord & Thomas Appoin

Hackett as Radio He

MONTAGUE HACKETT, vice

president of Lord and Thomas 

(a member of the Grey Group, divi-

sion of the McCann-Erickson Co.)

America Tobacco Co.

count, has assumed active di-

rection of the radio department at

new offices. The office has been

reorganized and effected a complete

reorganization of the previous operat-

ing system, with three individuals

having almost a free hand in the

handling of separate accounts, the

total department now being under Hackett, who

reorganizes responsible for L u c

Strike's radio activities.

Reporting to Hackett are Gen-

erally Williamson, who has charge

of the creative and production uni-

nity and Thomas A. McAvoy, who

specializes in contact work, a service on

commercials. Under these two are Raymond Soa, fi-

rmer head of General Broadcasti

System and a transcription pi-

eer, who will concentrate on n

and presentations; D. D. Forker, head of the copy depar-

ment, who handles copy and execu-

tive, in charge of Herbert

Glover and Beverly Harvie.

Koolex Sport Dramas

RIT PRODUCTS Co., Chica-

(Chicool shaving cream), on Ju

1, sponsored a new type of

sports program over WGN, Chi-

cago. 7:30 to 7:45 p. m. Sunday, July

3rd Grand Stand Thrills, a show that

consists of dramatization of

the outstanding sporting events of the

week, including voices of t

radio voices and their double

noises, and other incident.

tion in somewhat the same style as the

March of Time broadcast uses. The shows are

written and produced by Dick Wel-

former athletic star of Eurel

College, assisted by two sound engi-

ners, men and a large cast. Earl

Ludgin Inc., Chicago, is the agen-

ty.

Corn Products Tests

CORN PRODUCTS REFININ

Co. is sponsoring a test progra

in the interest of Dyno. The com-

pany is using both WDRC at

Boston and WRZA at Hartford for 15-minute programs the first three days of

the week. The initial contract is

for 13 weeks. E. W. Hellwig of

New York, is the agency.
Chip Off Old Block

BRYAN OWEN, son of the Minister to Denmark, Mrs. Ruth Bryan and grandson of William Jennings Bryan, aspires to be an announcer from the old Bryan and Owen at Lincoln, Neb. Although now a salesman for a cement concern, at Lincoln, he spends much time these days developing sound effects for KFAB and KFOR, Lincoln, and on the side is training to be an announcer. He says he does not want the audition until he is confident his voice will win him a place before the microphone.

F. W. FITCH Co., Des Moines (shampoo) is advertising through L. W. Ramsey Co., Davenport. The listing in Broadcasting July 1 was incorrect.

CENTRAL SHOE Co., St. Louis, has transferred its account to Kelly-Thornosh, Inc., San Francisco.

INECTO Inc., New York (Insect-Rapid Notox cosmetics), has placed its account with Grey Adv. Service, N. Y.


MARTIN WARREN Corp., New York (Outek powder for hair) is advertising through Philip Ritter Co., New York, and contemplates using radio.

KITCHEN ART FOODS Inc., Chicago, advertises its 2-Minute Dessert through Rogers & Smith Adv. Agen-

KNOX Co., Kansas City (Cystex), big transcription user, is reported to be planning to move its headquarters to Los Angeles late in July or early in August.


BAUER & BLACK, Chicago, has named Ruthrauff & Ryan Inc., Chicago, to handle its advertising of V-lure hand lotion.


DESEL - WEMMER - GILBERT Co., Detroit, places radio advertising through Simone-Michelson Co., Detroit, and has named Williams & Brahun, Chicago, to handle the Donald cigar account.

RUN-PROOF LABORATORIES Inc., Chicago (powder for hosiery) is planning a campaign including radio, with Morenus Adv. Agency Inc., Chicago, the agency.

CALWHEY Co., San Francisco, advertising through Ray M. Wright Adv. Agency, of that city, is planning a campaign including radio.

SANWOOD CHEMICAL Co., New York (Vintex powder for hosiery), is placing advertising through Philip Ritter Co., New York, and contemplates using radio.

SKINNER & EDDY Corp., Seattle (Peter Pan salmon) has placed its account with Beaumont & Holman Inc., Seattle.

NORTHAM WARREN Corp., New York (Cadet) expects to start a network series soon, with Nella Goodale, singer and pianist. The program probably will be of 15-minute duration. The network and time are still in the planning stage. J. Walter Thompson Co., New York, is the agency.

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**SUSTAINING programs are broadcast once weekly by KDYL, Salt Lake City, each one designed with a particular prospect in mind. The program is presented by the top national talent and is designed to bring new business, including ads for Utah Oil Refining Co., and Auerbach Co., largest Intermountain department store.**

**“SUNDAY PLAYERS”, half-hour bi-weekly transmissions recorded at Recording Inc. Hollywood, and distributed through Mertens & Price Inc., Los Angeles. These are sold in June to six national concerns: Kaster-Maxon Inc., El Paso, for 52 weeks on KFST; Chester T. French Inc., Albuquerque, for 26 weeks on KGGM, and Harmon Bros., San Diego, for 26 weeks on KFSD.**

**R. U. McIntosh & Associates, Los Angeles transcription firm, has appointed George Swire, 501 Juana street, San Francisco, as sales representative for northern California, Oregon, Washington, Idaho and Montana.**

**THOMAS K. NEELY has joined the sales force. He was formerly with NBC and CBS.**

**Tell of School Programs**

**ARTHUR S. GABRETT, NBC western division educational director, San Francisco, was one of the speakers at the recent National Educational Association convention held in Denver, Colo. He spoke on “Cooperation of Education with Radio and Modern Transportation and Communication”, explaining that the last decade’s growth of western radio is taking in the dissemination of educational projects. Judith C. Waller, NBC central division director of education, Chicago, also one of the speakers, had for her subject, “The Best School Broadcasts”, and spoke on the typical school broadcast, which was heard over the NBC-KPO network.**

**LIONEL BARRYMORE, actor, has been signed by Campbell Soup Co., Camden, N. J., to portray the part of Scrooge each Christmas for the next five years.**

**STUDIO NOTES**

**KSFO, San Francisco, furnishes dance music to bay region disc jockeys twice weekly from Guerneville, Calif.; on the Russian River, approximately, 52 miles from San Francisco. The program is “piped” to Sausalito, Calif., via submarine cable across the San Francisco Bay, and into the local studio. The line haul is approximately 100 miles. An interesting feature of the broadcast is the totally different manner in which the music is “cased” in owing to the absence of more than one telephone loop in the resort area. Several minutes before the broadcast, a radio set at Guerneville is tuned in to KSFO. When the listeners at Guerneville hear the voice of Ray Teller, the playing of the music is started from KSFO, driving a total of 340 miles each week to put the orchestra on the air.**

**WFAA, Dallas, on June 26 celebrated its 15th year on the air with a special anniversary program featuring a talk by G. B. Danley, president of the station and publisher of the Dallas News, with reminiscences by Adama Calhoun, veteran chief announcer and station manager.**

**WKY, Oklahoma City, has published an attractive colored brochure titled “Stationmanship,” depicting program and news production service offered by the station.**

**BUILDING of a new control studio at KNEL, 1717 1/2 E. 9th St., and another at KJNO, 1067 E. 9th St., has been completed by Geo. A. Raper, Los Angeles, former director of KNEL. The new buildings were occupied the week of July 8.**

**WHF, Buffalo, New York, has purchased the equipment for a new station to be located at Batavia. The station will be located on the roof of the new building.**

**RALSTON TESTS**

**RALSTON PURINA CO., St. Louis, on July 8 announced the opening of the new headquarters at 700 East Market St. The new building is located on the site of the old headquarters and is designed to accommodate the growing business of the company.**

**BROADCASTING • July 15, 1935**

**COMAR COMPANY**

**FOOD AND DRUG REPORTS**

Southern Building, Washington, D. C.
The ONE WAY TO BEAT THE HEAT program on WHK, Cleveland, gave CBS the first broadcast of its kind in the network's program July 1. "Beat the Heat." For this occasion the broadcast was made from a point not more than 15 feet from a 600 degree blast furnace at the Corrigan McKinney Steel Works. Gilbert Gibbons, WHK announcer, was appareled in asbestos from tip to toe as shown in the photo.

The broadcast opened with real train sound effect from a locomotive chartered to arrive at the steel works just as the cue "Come on in Cleveland" was heard. The roaring of the furnaces could also be heard as Gibbons interviewed one of the blowers, Walter Boddy.

ETHIEL HAWES, Cleveland's original bed-time story teller, will direct WGBR's new juvenile series which starts July 15. She will present many of her own stories which have appeared in book form. Assisting her will be Wayne Mack, announcer, and Henry Pildner, musical director.

WGBR, Cleveland, distributed window cards with "How Luck Indians" on them when the baseball team started on its road trip. Station announcements called attention to the Blue Flash gasoline commercial featuring Mel Harder. "Indian heroes" by Telegrams from listeners, to be read on the station, had to be addressed "Mel Harder, Blue Flash, WGBR."

NHC and the Chicago Federation of Musicians are jointly sponsoring the first nine of a series of 94 concerts from Grant Park, Chicago, by the Chicago Symphony Orchestra. The Chicago Park District donates its facilities, with the union paying half the cost of musicians' salaries from its emergency fund. NHC, Balaban & Katz theaters and other interested parties split the remainder of the cost.

A FREE theater ticket is given to listeners who can "trump" Les Har- net, new pianist-organist of WBBY, Kansas City, on the Musical Luminaries program.

KPRC, Houston, presenting a Rambling Around series with Kenneth A. Miller, recently offered Millican's version of an inspection trip through the Houston post office.

ANNOUNCEMENT

In line with the policy of WLAC to better serve its listening audience and to render more efficient service to its advertisers, the studios and offices of this station have been moved to 2421 West End Avenue, Nashville, where we have completed the installation of large modern studios, audition rooms, and staff offices.

This move has been made possible and necessary by the ever increasing volume of business carried by the station, both national and local. National advertisers are finding it to their advantage to follow the example of Nashville merchants, who invariably select WLAC to carry their message to the Nashville market.
THE percentage of local advertisers who renewed for 1935 was 93%. Sales for local advertising for 1934 were doubled those of 1933. For the first six months of 1935 they are 68% greater than the same period of 1934.

The Association of Advertising Agencies in plans to form a cooperative movement to authenticate station coverage and listener data. In this connection an idea occurs to me: Why not go further? Here are the three associations of the three industrial groups most vitally concerned with radio as an advertising medium. Why can't they enlarge the scope of their activity to include a cooperative movement for safe, sane, clean, and desirable continuity on the air? There need be no mandatory rules. Perhaps the writing of trade practice provisions to cover these points would suffice. Without knowing very much of these trade associations, it nevertheless seems to me that you have a splendid opportunity to accomplish something along this line.

Also worthy of consideration, I believe, is the editorial suggestion made in the May 1 issue of BroaDCASTING on the subject of questionable programs. I quote from its columns:

"Perhaps a solution (to the program problem) would be to set up within the industry (for example, the Association of Broadcasters would be the logical agency) an individual whose task it would be to advise stations and advertisers and their agencies whether particular accounts are construed to be ethically, esthetically and commercially acceptable. It would be a matter of 'editorial selection', so to speak, for the industry. The man would have to be forceful, and one with the courage to say 'no'."

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

I am informed, since this address was prepared, that several other publications have also advocated the same idea.

That, to me, seems to be a plausible proposal, basically. It is another matter your convention might well consider at its deliberations here. It may have its shortcomings, but most certainly it is a function that can be performed by your trade association, particularly when once takes into account the fact that the NAB, legislatively prevents us from exercising any degree of program censorship.

At the beginning of this talk, I brought your attention to radio as the "Fifth Estate". That may sound trite to you of the trade but adopted first time I heard it I was greatly impressed. It describes radio broadcasting in a remarkably apt way. In the case of the "Fourth Estate", which embraces journalism or the press, there were some 400 years of history since the first news was published from type. Radio, the "Fifth Estate", has only 15 years behind it, but those have been years of dazzling, almost reckless development. Today it is leveling off into a medium comparable with the press, but providing also certain types of "editorial material" not developed on the printed page. Naturally, we cannot expect this 15-year-old infant, which some of our newspaper friends call "audible journalism", to do what the publishers have accomplished only after four centuries; but it can profit and happily is profiting by the experience and background of the "Fourth Estaters".

Station Responsibility

The RADIO broadcaster of today is the "Editor of the Air". Like the editor of the press he has a distinct responsibility to his auditors. The responsibility of the "Editor of the Air" even transcends that of his more experienced brother because he must comply with the mandate of serving "public interest, convenience and necessity" in everything he "publishes" by means of his transmitter. His broadcasting franchise is contingent upon that. Moreover the "Editor of the Air" is decidedly limited in the amount of what he can publish for the information, education and enlightenment of his listeners. There are only so many hours in the day and he must offer his listeners a balanced menu. He cannot add pages to the newspaper of the air. On the other hand, of course, there is limit to the size or number of the news columns that can be presented at once.

This "Editor of the Air" analogy is becoming more and more striking these days. As I turn the dial of my radio, I find that new reports consume infinitely more time than they did only a few short months ago. That is an interesting and developing point, because radio may have a far-reaching bearing upon the future status of the broadcasting stations.

The reasons why they become more alive to their editorial responsibility, I believe, will soon find themselves in writing and broadcasting standards. By that I do not mean that they will identify themselves with politics, for that would be wrongheaded and unwise. It is the view that they will become more intimately identified with the civil activities of their own communities, that there will be more focus and concentration of attention on the air, and that they will awaken the interest of their listeners in an entirely new sphere of editorial activity. The station will then become a vastly more important entity in the affairs of its own city or town.

Educational Programs

I CANNOT permit the day to pass without a word of appreciation from the Commission for the fine spirit of cooperation shown by the broadcasters in their working so harmoniously with the educational groups of the country to the end of pressing that the broadcasting industry try into use in our movement to bring about a definite, workable plan for education by radio. A committee, headed by Dr. Studebaker, U. S. Commissioner of Education, is working to that end, and to your everlasting credit I understand you are 100% committee to the idea and supporting it wholeheartedly.

The Commission we are mindful of the fact that broadcasting stations now operate under six month licenses. That, to a business man, seems extremely unjust when you consider the millions of dollars invested in the broadcasting plant and equipment are taken into account, along with some 15,000 full-time radio station employees and the tremendous payrolls. I agree that under ordinary circumstances you have some reason to protest. I do not agree, however, with some who have said or written that broadcasting stations have been intimidated or coerced because of their short-term licenses. I do not believe that there has been the slightest degree of censorship invoked upon networks by the Administration or by our Commission. All that
be branded as sheer partisan agenda and no one better versed on this subject than you gentlemen of the industry. The law now written permits us, if we so choose, to extend the term of broadcast station licenses to three years. Most of you will recall that the early days of our profession, the Federal Radio Corporation, licenses were issued only three months and then extended to the present six-month period. That was because the old commission felt the broadcasting picture should be kept sufficiently fluid to permit the shuffling of station assignments and to avoid adjustments as to provide maximum service for the people of the country. Here is now pending before the Commission a resolution introduced by Commissioner Brown to extend the broadcast license term one year. I have not discussed this resolution with any of the sponsors and cannot even assure that the other members of this Board have considered it, nor that it would not give the proposal serious consideration.

Extension of Licenses

FORE closing, may I assure you of my sincere appreciation of the splendid cooperation of officers and members of your association whom it has been my privilege to meet in Milwaukee. I have learned with keen regret that your Managing Director, Philip G. Loucks, is about to retire after five years of service. In the lack of the educational groups I have been in close personal contact with Mr. Loucks, who is gifted with a charming personality, and has impressed me as an able, conscientious and efficient representative of your organization. I wish him every success in his chosen field.

It is my hope that when you come again, one year hence, you will report the broadcasting industry without an exception as having attained the goal of clean programming. Having accomplished this purpose, you should then take for consideration and presentation to the Commission your claims for extending longer-term licenses.

Party for Prall  

) OBSERVE the reappearance of Chairman Anning S. Prall for seven-year term from July 1, members of Washington’s broadcasting fraternity held a buffet dinner June 28 at the Hay-Adams in Washington. More than 30 members of the group, and Washington’s radio circle attended the informal function. In addition to Chairman Prall, the other guests were M. M. McFarlane, Secretary to President Roosevelt, bo presided as toastmaster; Commissioners Sykes, Case and Skinner, and former Commissioners Ira Robinson and Harold A. Laut. The evening’s festivities were featured by the presentation of a duck (symbolic of quack programs) to Mr. Prall, and a skit relating to a Broadcast Division setting of the FCC.

NAB Resolutions  

(Continued from page 11)

LEGISLATIVE REPORT

RESOLVED, that the National Association of Broadcasters hereby thanks the legislative committee and its chairman, Henry A. Bellows, for their diligent work during the past year, and that the association hereby recommends that the Managing Director give careful study to this report of the legislative committee and bring all such matters to the attention of the board of directors which had not been covered otherwise in resolutions adopted at this convention.

RISING VOTE FOR LOUCKS

WHEREAS, Philip G. Loucks has served faithfully and with distinction as managing director of the NAB for the past five years, and

WHEREAS, mainly by reason of his untiring efforts, keen and courageous leadership, the Association has grown from small beginnings into an organization representative of every phase of the industry and exerting a vital influence in the development of this new medium of mass communication to a position of recognized importance, both socially and economically, and

WHEREAS, Mr. Loucks has seen fit to leave the Association in favor of the practice of law, the field which has always constituted his principal interest, it is now

RESOLVED, that this convention,

by a rising vote, express its deepest appreciation for the unremunerative service which Mr. Loucks has rendered the Association and broadcasting as a whole, and that it extend to him the heartiest good wishes of the membership and industry for his every success in his new venture.

MR. CRUSE THANKED

RESOLVED, that the NAB hereby expresses its sincere thanks to Mr. Andrew W. Cruse for his contribution to the interest and value of the 13th annual convention of this association.

APPRECIATION FOR SPENCE

RESOLVED, that the NAB hereby expresses its keen appreciation to Mr. Edwin M. Spence and his committee for their many courtesies and the very efficient manner in which they have handled the arrangements incidental to the 13th annual convention of this association.

HIGH CLIMBERS—L. B. Wilson, WCKY, with John Clark, WLY, in a fog atop Pike’s Peak.

PREPARING FOR CAIRO

RESOLVED, that the President be and hereby is authorized and directed to appoint a committee of three, one of whom shall be the managing director, to determine the procedures for most effective presentation of the United States position and proposals to the next administrative international conference scheduled to be held in Cairo early in 1938; and that the committee be and they hereby be directed to make recommendations to the board of directors so that a similar committee may be available for consideration at the 1936 convention.

SBS IS THE ONLY REGIONAL NETWORK

—Carrying SUSTAINING PROGRAMS in the Southwest

Twelve major stations for 12 major markets, giving intensive radio coverage of the responsive Southwest—Briefly, that's the story of SBS's advantage to you. "It gets them told!"

But remember this point, too—SBS is a real network with regular network sustaining programs as well as commercials. It has a network audience—ready to receive your sales story.

SBS is constantly "ripening" sustaining features for commercial sponsorship. Let SBS or its national representatives give you the facts.

SOUTHWEST BROADCASTING SYSTEM

LEE H. ARMER, President, Fort Worth, Texas

JOHN BLAIR & COMPANY, National Representatives

New York Chicago Detroit San Francisco

July 15, 1935 • Broadcasting
Interest In Rival News Services

(Continued from page 15)

and sports departments of ABNA. Both are sponsored by Stuart Hall, San Francisco clippers, and are dramatized highlights of the past week's news. Wright plans to short wave the features to member stations who are interested.

Transradio Suit

TRIAL of the million dollar suit filed by Transradio Press Service and Radio News Association against the three press associations, the two major networks and the ANPA is meeting with delay. The suit, filed May 21, charges violations of the Sherman and Clayton Acts and the Federal Communications Act. The complaint is based on the allegation of conspiracy and centers around the Press-Radio program of 1934.

Answers to the complaint were due originally on June 14, but all defendants were granted a ten-day extension. The Associated Press and Lloyd Stratton together with the ANPA and E. H. Harris of WJW filed answer on June 24. The United Press, given a one-day additional extension, filed on June 25.

The defendants of NBC, CBS, INS, and certain officers of each were delayed by the filing of three motions. They were argued before Judge Francis O. Caffey in Federal District Court, New York, June 27. One sought to dismiss the entire petition of the plaintiff. A second motion sought to strike out the words in the petition referring to the affidavit of Herbert Moore, president of the Associated Press, saying it was an improper part of the petition. Judge Caffey has indicated that he will rule separately. The third motion which asked deletion of exhibit A of the petition, which is the Press-Radio plan, Judge Caffey asked counsel to confer.

Until rulings on the motions are handed down by the bench the remaining defendants will withhold their answers to the petition.

Answer of ANPA

THE ANSWER of ANPA, after denying that the broadcasting of news is in interstate commerce or that ANPA has engaged in any restraint or restriction on the plaintiffs, devotes considerable space to the history of broadcasting and the part played by newspapers in developing the new industry. There follows a somewhat lengthy description of the function of newspapers and a description of the Press-Radio plan.

The answer then turns to a discussion of the defendants as "a press association engaged in the gathering and sale or distribution of news in the manner customarily engaged in by press associations. Neither of them is engaged, or licensed to engage in the business of radio broadcasting. Neither of them is engaged in the publication of a newspaper. The primary purpose of the defendants, though carried on in the guise of and under representations that they furnish a bona fide news service, is the promotion of advertising programs based more or less upon and co- mingled with news, the sale of news being incidental to and a lure for contracts for radio broadcasting."

The answer goes on to say that Transradio began to resort to "misappropriation of newspaper news and other wrongful expedients" to gather news for use in radio advertising programs.

It is further contended that the plaintiffs could have suffered no damage from the Press-Radio plan because neither of them were yet in existence when that plan was drawn up. It is also claimed that in publicity releases Transradio made assertions quite contrary to their claims in the petition that the Press-Radio plan had affected their business and caused them to lose revenue.

Associated Press Reply

THE ANSWER filed by the Associated Press is much shorter and confines itself strictly to the allegations made in the plaintiffs' petition. The A. P. denies having conspired to maintain any illegal combination or that it conspired or combined to restrict or destroy radio broadcasting of news to people of the United States. The answer admits that the A. P. has its news to the Press-Radio program, but contends that such action was reasonable, lawful proper. The answer further denies combination or conspiracy in restraint of trade or foreign commerce in radio broadcasting or sale of news.

The United Press answer contains three parts. The first is a concession that the ANPA has exercised a certain section of the petition. The second part is a factual statement that the United Press set forth five reasons why, in the opinion of the defendant, the complaint should be dismissed: (1) That the plain have suffered no damage; (2) the plaintiffs have not stated cause of action; (3) misjoinder of defendants; (4) third party to the petition is multifarious; and that no federal or constitutional question has been raised.

Gold Medal Minstrel

DIRECTLY refuting the old that the only man will listen to minstrel shows, General Mills, Minneapolis, is launching The Gold M. Minstrel in August over WXYZ, Detroit, and WWJ, Cincinnati, to broadcast to four-quarter-hour six mornings week aimed directly at a feminine audience. Advertising Gold Medal Flour, the programs will use talent exclusively. Blackett-Siple-Hummert Inc., Chicago, is agency. The same agency is also placing other General Mills broadcasts over WLB; Bk and Bob for Bisquick, Jack a strong for Wheaties, and Bk Crocker for various General M products. These programs will probably placed through agencies.

Silver Dust Renewed

GOLD DUST Corp., New Yk, has renewed its WBS transnation announcements for Sil Dust on 25 stations, the rene contract calling for 52 announcements. The original contract for seven weeks Batten, Bart Durstine & Osborn Inc., New Yk is the agency.

Government Expert on Television
(Continued from page 17)

1. The Gaumont-British Co. is the controlling interest in British plans call for erection of transmitters to cover main pop-
center and four or five of the large cities by the end of 1937. Pros-
makers of receivers predict 40 receivers will be available for sale by the end of 1936, five to ten that many by 1937.

2. Ability to provide interesting programs is taken for granted by the British, says Mr. Cruse, who that the success or failure of whole project hinges on this. It is estimated that if all the picture produced in England and all stations are used, the audience would provide a program of ten minutes a day, which, if they are to be available for the next 100 years, such program should be useful.

3. What Germans Are Doing (MANY): The Ministry of post office has now a two-year program three nights a week. This program supplies both in mornings and afternoons as well as alternating evenings. The programs range from 15- to 30-minute sequential plays transmitted from a theater in Berlin and are viewed by public at several places in Berlin. They are proving popular already here. It is estimated that nearly all of the programs can be used for public education. Fewer than a 270-minute picture will be used, he understands, the figure considered the most commercially satisfactory standard basis for transmission costs and land-lay lines using coaxial cable.

4. German engineers are confident they can produce long-distance plays and radio transmitters could handle a band of 3 waves, so far the best they have handled is 5 waves over a distance of 100 meters. The post office is considering laying a 3-wave cable between Berlin and Frankfurt for television relay. About 25 ultra short-wave transmitters with 20 kw. power will be needed to cover main population areas. It is estimated, and a number of locations has been started in 10 kw. transmitters. In the sound and television. It is built by Trans-Britain and is mounted on several big trucks, one trucking a diesel power plant. The power will be provided by the plants. The power is estimated that work on the permit transmitters will be started. No high-definition television receivers are being sold but all principal manufacturers plan to show models at the August radio show that will be available for fall. Manufacturers would prefer a long-definition because they are not built on a line work is not good enough to stimulate much interest. They estimate a thousand sets can be sold in the Berlin area this year. A patent pool is being formed. Re-

5. The German Broadcasting Co. has a television truck to cover new show will be presented in the largest possible variety of programs. It has a low-powered ultra short-wave transmitter for both sound and television, using the intermediate frequency method, and a picture of 100,000 megacycles over a mile.

6. Television is moving ahead in Germany. What certain appears to be most thoroughly basis," says Mr. Cruse, and the cost is being carried by the license fees plus an additional government appropriation.

France Puts on Speed
FRANCE: Anxious to match Eng-
land and Germany, the French
ministry of post office and tele-
graphs is preparing to switch to ul-
trasound and is speeding up
Standard's television development, realizing it is behind
other nations. An experimental 60-
line television transmission oper-
ates on 175 meters but no regular
schedule is maintained. They plan
to go to 90 lines and then 180 as
close as practicable but Mr. Cruse
doubts if much progress will be
made this year.

Some work is being carried on in
other European countries, notably
Russia and Italy, Mr. Cruse
points out, but these developments do not appear to have progressed very far.

But, mark my words," he states, "we are due to see an entirely different picture in the next few years, particularly in England and Germany."

Justice William Hitz
JUDGE WILLIAM HITZ, associate
justice of the Court of Appeals of
the District of Columbia, the court which appeals from the old
Radio Commission, was taken
directly and to which appeals may be made from the FCC, died of
a heart attack at his home in Wash-
ington, D.C. He was 68. He was
on the bench while the FCC Com-
mission's denials of license renewals to Brinkley, Shuler and
Bacon, among others of the
appeals. His passing revived rumors that he might be succeeded by
Judge E. O. Sykes, former FCC
chairman, now chairman
of the FCC Radio Division. Judge Sykes was formerly chief justice of the Supreme Court of Mississipi.

Bell President to Tell
Uses of Coaxial Cable
FRANK B. JEWETT, president of
the Bell Telephone Laboratories,
who is one of the leading electrical
scientists of the world, was
appearing before the full FCC
15 to explain the development and
potential uses of the new coaxial
cable of the A. T. & T. Co., which
is designed to transmit television images by wire.

The hearing, because of the tele-
vision possibilities of the new
cable, attracted widespread interest on part of the broadcasting industry and was to be attended by representa-
tives of the two broadcasting chain systems and many leading mem-
bers in the field. The hearing was
called on the application of the
A. T. & T. Co., and New York Tele-
phone Co., seeking to install the
new cable for experimental pur-
poses between New York and Phil-
adelphia. Jan. 1. The Commission
was particularly interested in the
adaptability of the cable to various
types of television transmis-

tion equipment.

NBC Artist "Diplomas"
GRADUATION exercises will be
held July 19 over an NBC-WABF
network for five artists who have
been given NBC Artists Service contracts after passing the Air- 

breaks broadcasts conducted by J. Ernest Cutting, NBC auditions
director. The five are Edith Warren, Dorothy Dreslin and Walter Cas-
sell, singers; Stanley Davis, the
"Rolling Stone" and Charles Le-
dean, comedian.

You've Heard the News
from N.A.B. Convention
So let's talk about Something Else
Baltimore has had a prosperous spring and summer... Business in all trades has been better than in years!

The rich fruit and farm products of Maryland, Delaware and Virginia were
tained by nature and there's plenty of purchasing power being exercised in the prosperous diversified areas served by WBAL, THE ONLY HIGH POWER STATION IN MARYLAND.

Place YOUR business on WBAL

1000 Kcs 10,000 Watts N.B.C.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

THE SOBY YARDSTICK OF AUDIENCE VALUE

1. The accuracy and precision of the size and location of the audience of

radio programs and stations.

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

1625 Wallace Ave, Wilkinsburg, Pa.
DON'T FORGET The Hare And The Tortoise

Get your "head start" with some economical institutional advertising this summer.

Ask Us

WMEX

1350 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Box 157

We're 'IN THE MIDDLE'... and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets... It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on both sides.

... And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS

50,000 WATTS . 820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

July 15, 1935 • BROADCASTING
Urges United Legislative Front

(Continued from page 15)

of the FCC under the law to take an active interest in, and, if it deemed necessary, to regulate broadcast programs. His reasoning was similar to that expressed in the report of the Standing Committee on Communications of the American Bar Association, published elsewhere in this issue.

"Your committee," he said, "deemed it necessary as strongly as possible the importance of this matter. It holds no brief for any form of fraudulent or misleading advertising, and certainly none for advertising which may be injurious to health, but it urges strongly on your Association the importance of finding out whether radio broadcasting is to be regulated as to its advertising by the same laws which apply to other media, or whether it is willing to admit that the FCC has the right to use its licensing power as a means of indirect censorship over radio programs.

"It may be that such action is justified in the public interest, but in that case the industry is entitled to know what standards the Commission proposes to set up. In the judgment of your committee, it is utterly illogical that a station should be threatened with the loss of its license by reason of the programming which programs which, so far as it knows, are not in contravention of any existing law. If an advertisement is illegal, the same methods which would prevent its publication in a newspaper ought to be adequate to prevent its being broadcast. If it is not broadcast, it seems utterly unreasonable that a broadcaster should be threatened with the loss of his license for giving publicity to a product which could be regulated in a newspaper.

Special Control

ON THIS score, Mr. Bellows said also that the industry should arrive at some definite conclusion as to its position in this matter. "On the one hand," he asserted, "there is the possibility of controlling advertising exactly as advertising in other media is controlled. On the other hand, the Commission is apparently proceeding on the assumption that radio advertising is a special type of control which does not apply to any form of printed advertising. Nobody would think of threatening a newspaper with extinction because it published an objectionable advertisement. The paper might properly be prevented by legal means from continuing to publish such advertising, and the advertiser himself might be punished, but there is certainly no way in which the very existence of the paper could be threatened.

"Touching upon pending food and drug legislation, Mr. Bellows again berated the industry for failure to reach a definite stand. The Senate has already passed the Copeland Bill (S. 598)." He added, "I don't think that sort of thing provides for the regulation of advertising by the Secretary of Agriculture. In the Mead Bill (H. R. 6096), he said, "Mr. Mead had the regulation of advertising by the Federal Trade Commission. He said it was intended, among other things, to secure a definite expression from broadcasters on these divergent bills.

"Pointing out that this major issue is extremely important, Mr. Bellows said that regulation by the FTC involves simply an extension of a system already in effect. Regulation by the Secretary of Agriculture involves setting up new machinery, which, in part, will necessarily repeat the work of the FTC. He stated, "It is the belief of your committee that such duplication is undesirable, and that the basis of establishing control of advertising in the Department of Agriculture is not to set up what may easily develop into a form of censorship.

"While fully recognizing the vital importance of adequate protection for public health, your committee believes that such a protection can be effectively provided without the creation of a new bureaucracy to regulate advertising."

Problems of the Year

Concluding, Mr. Bellows said: "No one can foretell what will be the major legislative problems of the coming year, but there will certainly be plenty of them. Your chairman does not believe that your Association needs to employ

FEDERAL TELEGRAPH CO.
RADIO TUBES FAMED FOR PERFORMANCE

LONG LIFE * UNIFORM CHARACTERISTICS
Made under Federal Telegraph Company-Owned Patents

F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes "Famed for Performance" throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury arc by shielding it. In F-357A, the arc is contained within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

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BROADCASTING July 15, 1935

Western Electric Offers New Type of Transmitter

A NEW 100-250 watt high-fidelity broadcast transmitter of revolutionary design, developed by Bel Telephone Laboratories, has been announced by Western Electric, and was shown for the first time at the NAB convention at Colorado Springs. The transmitter embodies innovations both electrical and mechanical, throughout its entire design and introduces three which are altogether new to the radio broadcasting field.

These three are the stabilized feed-back principle for controlling the propagation of audio frequencies, harmonics and noise within the transmitter, generally recognized as the outstanding problem in achieving high-fidelity transmission; an automatic delay circuit for use with mercury vapor rectifiers; and the first application in a broadcast transmitter of the well-known temperature coefficient (so-called AT cut) crystals.
Canadian Loophole in Radio License Statute Continues

Readers Not To Be Prosecuted; Political Turmoil Prevalent

By JAMES MONTAGNE

The Canadian Parliament has amended the Radio Act which official have been anxious to see incorporated in the Radio Act. The loophole by which listeners can evade payment of the license fee for a receiver was plugged and inspectors throughout the country are under orders to be instructed to procure listeners who fail to renew their licenses. The loophole of the Canadian Radio Act, which officials have been anxious to see incorporated in the Radio Act, may be overwhelmingly defeated.

The $2 annual license fees for radio receiver have been based on the assumption that radio receiver is as much a radio stallation as that of a ship or an amateur transmitting-receiving station. There has been opposition, and many have been fined in court and forced to buy a license. He case in Windsor has been appealed a number of times, and the rulings and decisions in that case and others in the Canadian Radio Act. Unions radio listeners who refuse to pay the annual license fees of the Canadian Radio Act, have been found guilty of a breach of escape. But few of them know about it.

Parliament also found just before closing the bill, that the bill as passed by the House of Commons was not pleasing to the Senate. Premier Bennett demanded that the Senate pass the bill as it passed the House. Hon. Arthur Fielden, government leader in the

ON FOUR NETWORKS
WXYZ to Be With NBC, Mutual
Canadian & Michigan

THE DISTINCTION of being the only station in the world receiving programs from four networks and producing programs for three of them is claimed by WXYZ, Detroit, when it joins the NBC-WJR Network Sept. 29 in lieu of WJR, which then joins CBS. WXYZ is for more than a year has been the key of the Mutual-Independent Michigan Network, and the last two years it has been broadcasting outstanding programs of the Canadian Radio Commission's network as well as producing occasional programs for Canada.

It will maintain these affiliations, and in addition to joining NBC, WXYZ will maintain an association with the Mutual Broadcast System, continuing to produce its Lone Ranger radio dramas for that network three times weekly as well as receive MBS commercial. After Sept. 29, however, CKLW, Detroit-Windsor, will also affiliate with MBS.

Senate, told Mr. Bennett that the Senate would not be dictated to, even by the Prime Minister, and has ordered that the bill be amended. The Senate passed the radio bill as it saw fit with amendments, sent it to the House, which passed it as amended. The Radio Commission lives till March 31, 1936, but the bill as amended does not guarantee that the commissioners will remain in power that long. Following the election the present three commissioners, Hector Charlesworth, Jacobsen Carter, and Col. A. Steel, may be immediately replaced, depending on which of the four parties wins the contest.

A possibility of the various advertisers, having three commissioners handle nationalized broadcasting in Canada, there little likelihood of broadcasting going back into private hands. Nationalized broadcasting has the backing of all political parties.

THE INVESTIGATION into the Canadian Performing Rights Society still continues. At the Ottawa hearing recently it was learned from E. G. Gowing representing the CRC that the Society claimed fees for 40 musical works which were not registered under the copyright act of 1924. These selections it was pointed out cannot now be copyrighted by the Society because they were not registered before 1924. Judge James Parker, the commissioner hearing the charges against the Society, stated that he would consider the Radio Commission's contention on the bill, and that it was a matter for legal argument.

DAVE MILLER formerly with CFFB, Toronto, is now connected as manager of the new 1,000 watt station at Sudbury, Ont., which is to open shortly as CKSO carrying CRC, New York and local programs. Len Parkes, formerly chief engineer of CKL, Toronto, is chief engineer of the new station.

Lost His Pants

GARY BRECKNER, chief radio announcer at the San Diego Exposition for programs on both NBC and CBS, uses a bicycle to hop from one remote point to another. The other day he cycled into a fire hydrant, renting asunder both trouser legs from hip to ankle, plus facial bruises. Thus exposed, he took refuge in a nearby nudist colony pending repairs to his trousers.

Modern Merchandising

(Continued from page 49)

soring the campaign. Or, in the case of gasoline accounts and simi lar advertisers, the employees can be called to the station either to see the actual broadcast or to view a special performance by the talent.

Radio merchandising is endless; these are only a few methods that can be used to secure dealer and salesperson support. So long as radio remembers its grip on the imagination of the public and its appeal of theatre, new merchandising methods will develop.

Briefly then, here are four principles for radio stations to follow in connection with increased competition and modern merchandising:

1. Know the problems of the client from his own side of the desk.
2. Use methods to solve these problems that are in accordance with the tradition and experience of the client's trade.
3. Publicize the program to all concerned, from the factory employee to the consumer.
4. Keep the program alive once it goes on the air by constant stimulation of the client's imagination and the advertising agency organization.

**INSULATORS**
for every Broadcasting Requirement
LAPP INSULATOR Co., INC.
L&OY, NEW YORK

**Pioneer designers and builders of Self-Supporting and Gauye Type Vertical Radiators for the world's foremost**
Broadcasting Stations. Descriptive literature on request.

**BLAW-KNOX COMPANY**
2038 Farmers Bank Building . PITTSBURGH, PENNA.
Decisions...

**JULY 2**

WOW, Omaha—Granted modif. CP transmitter loc. & completed on 8/19. Certain.-

WPAY, Portsmouth, O.—Granted license for CB unitd.; authorized to construct a transmitter new, eqm., & complete on 9/1.

WCCO, Minneapolis, Minn.—Granted loc. & license for CP new station 1240 kc-100 w units.

WWBB, Chicago—Granted loc. & license for CB transmitter site.

WHLN, Olean, N. Y.—Granted consent vol. assignment license to Olean Broadcasting Co.

WJJE, Hagerstown, Md.—Granted extension temp. license.

KGKB, Tyler, Tex.—Granted temp. auth. to operate studio sites, change equip., extend completion.

WJMD, Silver Spring, Md.—Granted modif. CP transmitter license to move Des Plaines, Ill., erect vertical radiator.

KLOP, Galveston, Tex.—Granted extension temp. license.

NEW, Monocacy Broadcasting, Rockville, Md.—Granted license for CP new station 105.9 kc; Granted temp. auth. to operate

SPECIAL AUTHORIZATIONS—WCAU, Philadelphia, Pa.—Assigned temp. auth. use without approved freq. monitor 5 days; WJRT, Lafayette, Ind.—Granted extension temp. auth., use without approved freq. monitor 5 days; WJRT, Fort Worth, Texas—Granted extension temp. auth., use without approved freq. monitor 5 days; WTTW, Chicago—Granted extension temp. auth., use without approved freq. monitor 5 days.


MISCELLANEOUS—NEW, KQV, Pittsburgh, Pa.; Granted extension temp. exp., auth. operate simul-WNK, Dayton, O., spec. hours. WNK, Dayton, O.—Granted license for CP simul-WNK, Dayton, O., spec. hours.

NEW, Jackson & Mageau, Erie, Pa.—Granted license for CP simul-WNK.

NEW, Mersy, D. M., B. & C..—Granted license for CP simul-WNK.

NEW, W, S., & M.—Granted license for CP simul-WNK.

NEW, J, & R., & M.—Granted license for CP simul-WNK.

NEW, S., & R., & M.—Granted license for CP simul-WNK.

NEW, B., & R., & M.—Granted license for CP simul-WNK.

NEW, K, & L., & M.—Granted license for CP simul-WNK.

NEW, L, & K., & M.—Granted license for CP simul-WNK.

NEW, M, & L., & M.—Granted license for CP simul-WNK.

NEW, L, & R., & M.—Granted license for CP simul-WNK.

NEW, R, & L., & M.—Granted license for CP simul-WNK.

NEW, L, & R., & M.—Granted license for CP simul-WNK.

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NEW, R, & L., & M.—Granted license for CP simul-WNK.

NEW, L, & R., & M.—Granted license for CP simul-WNK.
JULY 3
BC, New Britain, Conn.—License for station 1380 250 w D.
Alfred C. Matthews, Cape May, N. J.—License for new equip., increase from 1 kw to 1 kw 25 db, amended.
FDY, Walla Walla, Wash.—New transmitter, install new equip., increase from 1 kw to 0.5 kw.

New York—Extension of exp. to 2-1-36.
O. Wichita Falls, Tex.—CP move to 2 1/2 mile S Wichita Falls, Tex.
C. Central Texas Broadcasting, Co., Inc., Worth—CP 1210 100 w unid.
J. Sioux City, Ia.—CP aux. 50 w.
L. Long Beach, Calif.—CP new increase from 1 kw to 1 kw 5 db.

W Wm. B. Smullin, Sacramento, Cal.—1310 100 w 1500 D W unid.

JULY 5
RG, Cincinnati—Extension exp. auth. to 3-1-36, modif. CP change equip., move from 500 w to 1 kw N (direct.), increase from 1 kw to 1 kw 25 db, requesting further in equip., increase to 1 kw 4 (directional N).
L. Dallas—Extension exp. auth. simul-WTL.
Y. Bell Brothers, Co., Temple, Tex.—1370 100 w D.

JULY 6
RG, Cincinnati—Extension exp. auth. to 3-1-36, modif. CP change equip., move from 500 w to 1 kw N (direct.), increase from 1 kw to 1 kw 25 db, requesting further in equip., increase to 1 kw 4 (directional N).

JULY 8
DEV, Waterbury, Vt.—CP new equip., increase from 500 w to 1 kw D.
NW, William S. Thellman, New Castle, Ind.—1420 100 w unid. increased to 150 w.
RVA, Richmond, Va.—CP change exp. to 12-1-35, new station.
SW, Carl S. Taylor, Dubuque, Pa.—CP change exp. to 4-30-35, new station.
MC, Memphis—CP change exp., increase from 1 kw N 2 1/2 kw D to 1 kw N, 1 kw D.
SW, W. L. Glessner, Calif.—CP lc 100 w unid., increased to 1310 kw to D.
LC, Arlington—Extension new CP change exp. to 3-15-36, modif. CP change exp., change station.

JULY 9
NEL, San Juan, R. I.—CP change exp. to 5-15-38, increase from 500 w to 1 kw.
EW, Philip J. Wise man, Lewiston, Me.—CP lc 100 w unid.
DKA, Pittsburgh—CP change exp.
LSD, St. Louis—Extension exp. auth., w added N direction to 3-1-36.
TDFY, Brookings, S. D.—Modif. license exp.
ABR, Aberdeen, S. D.—CP new equip., increase from 700 w to 1 kw N 250 D, w added to 11-30-34.
NW, Wlson Bros. Broadcasting, Co., Fort Worth, Tex.—CP 1500 100 w unid., increased to 12-9-35.
NX, Los Angeles—CP change exp., increase from 80 w to 250 w.

JULY 10
NEL, San Juan, R. I.—CP change exp. to 5-15-38, increase from 500 w to 1 kw.
NW, Philip J. Wise man, Lewiston, Me.—CP lc 100 w unid.
DKA, Pittsburgh—CP change exp.
LSD, St. Louis—Extension exp. auth., w added N direction to 3-1-36.
TDFY, Brookings, S. D.—Modif. license exp.
ABR, Aberdeen, S. D.—CP new equip., increase from 700 w to 1 kw N 250 D, w added to 11-30-34.
NW, Wilson Bros. Broadcasting, Co., Fort Worth, Tex.—CP 1500 100 w unid., increased to 12-9-35.
TW, Walls Wall, Wash.—CP new 100 kw to 1500 kw D, install new transmitter, move station to.
LLL, Denver—Transfer stock control to R. J. & L. E. Dayton.
KVO, Missoula, Mont.—License for CP new transmitter.
APPLICATION RETURNED—NEW, 1 Po., Temp., Temple, Tex., CP 1370 wk D.

JULY 11
WPHR, Petersburg, Va.—CP move trans., and studio to Richmond.
WICY, Lancaster, Pa.—License for new equip., increase from 1 kw to 1 kw 2 1/2 db.
WPGY, Minneapolis—Modif. CP increase from 3 1/2 kw N 2 kw D, change exp., extend completion.
KNX, Los Angeles—License for new trans., increase from 1 kw to 1 kw 25 db, change exp.
WAGL, Jackson, Miss.—License to 1370 100 w unid., amended re trans. & studio sites.
MFR, Honolulu—Modif. CP change trans., increase from 1 kw to 1 kw 25 db, move studio locally, extend completion.
APPLICATIONS RETURNED—NEW, William S. Thellman, New Castle, Pa., CP 1200 100 w unid.

EQUIPMENT

TRUSCON STEEL Co., Youngstown, Ohio, reports the completion of new steel towers for WLW, Cincinnati; WDOD, Chattanooga; WAKR, Akron; WYBC, New Britain, Conn.; WTMV, E. St. Louis, Ill.; WDBG, Minneapolis; KOHL, Billings, Mont. and WSVW, Harrisonburg, Va., A. C. Wallen is in charge of Truscon's tower department.

RAY LYON, development engineer, and Jack Poppele, chief engineer of WOR, Newark, are supervising installation of new radio talks-louder speaker systems in the studios and control rooms. Before going on the air, however, they are about to notify performers they are about to go on the air or that rehearsals are in progress. A studio which is wired alternately with the bell. Special amplifying systems and microphones are being installed along with entire operation control on the desks in each studio control room.

WHAM, Rochester, handles its WFRS library transcriptions from a remote control room, where a condition, besides announcer and operator, allows files to be handled without noises. The system was installed by Ken Gardner, control supervisor. A studio control operates a relay in the disc room which in turn operates a 110- volt mercury switch in the motor circuit, the system making it possible to start programs, handle minute announcements and pick up emergency fill-in music without leaving the studio. The mercury switches permit quiet and stopping of the transcriptions when the announcer is working in the room.

KEYL, Salt Lake City, reports increased coverage following installation of a new concentric microphone by John Baldwin, chief engineer. KVO, Missoula, Mont. moved its transmitter to a new building four miles west of the city. Power is to be increased in September from 100 kw to 1 kw.

UNIVERSAL MICROPHONE Co., Ingleside, Calif., has introduced hand microphones and Freeland electrical transmission receiver and microphone in a variety of colored bakelite casings.

WHAT, Philadelphia, has installed a studio, utilizing records, with a two-position mixer panel and head amplifier. The operator to monitor the machine before playing a record. The instrument is directed by Milton Lauchlin, production manager. Some radio sound effects have been collected in addition to the transcription noises.

CHICAGO WHEEL & MFG. Co., Chicago, announces a Deluxe Handie Grinder with 27 basic improvements and innovations is said to be capable of operating all day with no danger of burn-out or overheating. Control accessories are variable grinding, drilling, cutting, carving, sanding, sawing and engraving.

MUTER Co., Chicago, announces a new catalog of its instrument line, including more than 3000 items, as well as interference filter, all-wave tuning selector and all-wave tuning coupler, along with other equipment.

NEW MIKE—Here is the new non-directional, streamlined microphone exhibited by Western Electric Co. for the first time at the NAB convention in Colorado Springs. Basically of the dynamic or moving-coil type, the instrument is said to have a pickup throughout the range of from 40 to more than 10,000 cycles. Unusually small, the microphone is only 2 1/8 inches in diameter. In appearance, as well as size, it is comparable to a billiard ball.

SIR AMBROSE FLEMMING, noted inventor of the two-electrode tube, has been awarded the triennial Kelvin Medal of the British Institution of Civil Engineers.

WIDE RANGE TRANSFORMERS

Flat Within 2 db from 35 Cycles to 225,000 Cycles

An entirely new design in which leakage reactance and distributed capacitance have been reduced to a very low value, to 80 kw, of high-temperature nickel-iron alloy . . . windings of a newly developed low-capacitance design . . . heavy cast-aluminum cases for effective audio- and radio-frequency shielding.

The Type 741 Transformers are available in three models:

Type 741-G: line-to-grid; frequency response flat within 2 db from 35 to 225,000 cycles.

Type 741-J: interstage; flat within 2 db from 70 to 200,000 cycles.

Type 741-P: tube-to-line; flat from 20 to 200,000 cycles.

Prices: $22.50 each (U. S. and Canada).

Write for Bulletin EX-3507-B for complete details.

GENERAL RADIO COMPANY

30 State Street
Cambridge, A, Massachusetts
A SMALL NOISE
WGN Now Equipped With
Tiny Sound Laboratory

COUNT G. Mazzaglia Cutelli, sound effects expert who has been syn-
chronist on many Hollywood movies, has completed a new
sound effects laboratory for WGN, Chicago. The laboratory con-
tains many new devices and will be part of
the new WGN studio building,
to be placed in operation late in the
summer.

Mr. Baldwin Liquidates
Code Authority Affairs

Mr. Baldwin, executive officer, has submitted to mem-
ers an audited statement of
receipts and disbursements show-
ing that 36% of 1934 receipts and
18% of 1935 receipts had been re-

financed. Final checks for refunds have been
mailed.

In all, $10,500.89 remains to be
refunded to members of the indus-
try after payment of $9,597.02.

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Many stations find this exact measuring service of

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formance and for accurately calibrating their own monitors.

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Radio Transmission Equipment
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CHICAGO 5 ILLINOIS

ENGINEERING REPORT
(Continued from page 17)

should not be required by the regulat-
ions because: 1st, the 5000 cy-
celfilter is not the only one in the
program source, and becomes a problem
of long line telephone practice. These
filters are often placed in the station
when needed, and if required in other
areas they should be supplied by the
telephone company. 2nd, there is no
proof that the $5000 cycl filter will
improve service or reduce inter-
ference. In any case, since the
station engineer is already in a position
where he will be much more ex-

pensive and will require separate
and frequent switching, but may be in-
stalled as part of the line terminating
equipment where it will automatically
be set and adjusted by normal program
switching.

NOISE LEVEL: The Commission
proposes that the carrier and un-
exposed noise level (exclusive of
microphone noises) should be at least
60 decibels below 100% modulation in
the frequency band between 150 and
5000 cycles, and at least 40 decibels
down at the modulation limit. The ob-
jection to such noises depends on the
noise frequency and the response The
maximum possibilities should include weighting for
factors.

In any case we consider the
SOUND Engineering Program

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An Orchid to Evelyn Gardiner for pulling tough market out of the hole.

KDKA's beautiful studio kitchen where Evelyn Gardiner conducts weekly demonstrations of products advertised on the Home Forum programs, before groups numbering from 60 to 75 women.

Evelyn Gardiner has been director of the famous KDKA Home Forum for six years. She is credited with producing more radio motion successes than we can possibly count without looking at the records. And the above compliment from a participating sponsor, un-licted and chosen at random, is only one of any tributes to the effectiveness of a great program, a dynamic personality, and a powerful radio station.

Any of the most prominent advertisers in the nation have either introduced a new product, sparked sales volume above normal, or strengthened a weak hold on a "tough market", with the assistance of Evelyn Gardiner and the KDKA Home Forum.

It would be well worth your while to investigate what others have done in selling the rich-state region. Write for a copy of "Welcome to the KDKA Home Forum" today.

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The entire line is designed for AC operation, and for maximum convenience of control. Each unit embodies RCA experience since the birth of broadcasting, experience that long ago showed how to design and build apparatus that will stand up under all conditions of service, no matter how trying. The cost of this equipment is no greater than that of “home-made” makeshift devices such as ultimately have a high maintenance expense.

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