WASHINGTON, D. C.
AUGUST 1, 1935

$3.00 the Year
15¢ the Copy

Serving 6½ million radio homes
Bamberger Broadcasting Service, Inc.
Member of the Mutual Broadcasting System - WGN, Chicago
WLW, Cincinnati - WXYZ, Detroit - (Beginning Sept. 29) CKLW, Windsor-Detroit
An Outstanding Hit ** **

at the NAB Convention!

The NBC Thesaurus, a treasure house of recorded programs, was voted "tops" by station men from all over the country who attended the Convention. • 48 stations have already subscribed for this service and many more are lining up for it. If you weren't at the Convention send for this descriptive booklet now—and get all the facts regarding this service. Address NBC Transcription Service, 30 Rockefeller Plaza, New York.

OUTSTANDING ARTISTS FOR OUTSTANDING PROGRAMS—HERE ARE SOME OF THEM.

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

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ ★ WRC & WMAL ★ WMAQ & WEJR ★ KGO & KPO
SALES REPRESENTATIVES AT: BOSTON—WBZ ★ SPRINGFIELD, MASS.—WBZA ★ SCHENECTADY—WGY ★ PITTSBURGH—KDKA ★ CLEVELAND—WTAM ★ DENVER—KOA ★ PHILADELPHIA ★ DETROIT

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United Press bureaus and staff men encircle the globe.

Every nook and corner of the civilized world has its quota of United Press trained reporters.

Forty nine countries receive United Press dispatches, translated into 21 different languages.

Every important news center of the United States has its United Press bureau.

Twelve more United Press bureaus have been established since January 1.

More than 150,000 miles of United Press leased wires form a network across the United States.

United Press assures a NATIONAL, REGIONAL and FOREIGN news coverage geared to the times—

—and the watchword of the United Press is always—

ACCURACY       SPEED

UNITED PRESS

220 East 42nd Street

New York
"Suppose there's a weak link, Mr. F&S!"

In radio, it's not quite true that a Chain is no stronger than its weakest link—and yet it's often true that a Chain can be made much more valuable to the advertiser by the addition of an extra link here and there.

If sales aren't so hot in any of the territories listed below, give us a ring. We've got the low-down on the actual conditions in all these markets and we may have the answer to your prayers.

In any case, you'll get an honest analysis of the situation. Then if we fit into your picture—well, you know where to reach us!

FREE & SLEININGER, INC.
Radio Station Representatives

Record Fall and Winter Business Forecast

Key Figures in Radio Advertising Field Are Unanimous inSeeing Bullish Trend in Total Sales of Time

ROADCASTING as a business, ready having achieved record sales for the early months of this year, faces the best fall and winter in its history. Even with the severest restrictions on commercial copy ever imposed on the advertisers and networks, the volume of broadcast advertising already penciled in prospect will prove radio has definitely forged its way out of the depression. Indeed, prediction is being made that in time sales, when they do reach $100,000,000 for the current calendar year, will closely approach that figure for the fiscal year of July 1, 1935-June 30, 1936. The foregoing statements and conclusions are based not only on fillings already reported but report from key figures in the radio advertising field who are in strategic positions to gauge the situation. Without exception they like a bullish slant—leading agencies, network and station executives alike.

In addition to querying these key figures by telegraph, Broadcasting has also received a report from its own editor, Sol Taltzkoff, who left the NAB convention at Colorado Springs July 10 for a two-week tour of the Pacific Coast and Middle West to contact agencies, stations, advertisers, representatives, transcription companies. His observations similarly are decidedly optimistic.

Marked Gains Noted

THE FIGURES for the first half of this year tell but part of the story, for they represent business done since the usual summer lull. Let the three major networks, as shown on the chart on this page, have already grossed more than $20,000,000 from the first six months of the year, representing gains of 10.3 to 24.1% over the same period last year.

About $18,500,000 was grossed during the first six months of this year from the time sales of the networks, as well as the gross volume of broadcast advertising [see Broadcasting 1935 Yearbook] was $72,887,000, of which $42,647,000 was represented by the three major networks. It can readily be ascertained, therefore, how far ahead of last year’s business 1935 volume and already reported. Of the major stations, advertisers, representatives, transcription companies of the networks may be the same period this year, as are the figures for the networks and spot business as they see it this fall, especially in the light of the new network and station restrictions. Broadcasting now reports that the present drive against undesirable programs. This is what they said:

MONTAGUE HACKETT, vice president and charge of radio, Lord & Thomas, New York—“We are not afraid of the networks’ rulings restricting certain types of programs, and advertising matter. On the contrary, we feel that they are a wholesome development and the best interests of the broadcasting industry. Nor are we bothered by the FCC’s campaign. We feel that both these factors will work in the broadcast medium for radio as an advertising medium.

“The fall is, in all probability, going to set a new high for radio advertising. Competition for programs is going to be keener, and it is therefore going to require greater ingenuity and more imagination to make individual presentations stand out. Even this very competition is bound to have its effect on the audience. It should heighten their appreciation of, and their interest in, the kind of radio entertainment they are offered.

“Most of the improvement has, and will continue to, come from the fall spot advertising—i.e., from advertisers, agencies and network broadcasters. The drive which is being conducted by outside elements, such as the FCC, women’s organizations and civic units, are serving to publicize the desire and action on the part of the better element in broadcasting to give the public more and better entertainment and a fuller measure of cultural and educational material.

“This fall, the networks should have the finest schedule of entertainment and education in their history. The new restrictions by the networks may send some undesirable programs to the field of spot broadcasting, but they will not remain long. The best stations are already falling in with the networks’ demands for high standard and weeding out those which do not meet it.

“Radio is becoming more and more an integral part of everyday life, and the going will become increasingly difficult for advertisers and broadcasters who do not make proper use of it.

“Broadcasting as a whole has grown to the point where the least of which is continued success to the substantial advertisers who make proper use of it.”

CHESTER B. BOWLES, executive vice president, Benton & Bowles, New York—“I feel justified in predicting that the outlook for fall in both network and spot radio is very favorable. I base this forecast on several factors. For one thing, general business conditions are improving. Secondly, advertisers are learning how to use radio more intelligenty. We’re listening to fewer and fewer ‘ordinary’ radio programs, and the networks are satisfied with ‘crooner, jazz band and quartet’ to sell their wares is gone. Coincident with brighter prospects for network broadcasting this fall use of spot broadcasting is bound to grow. We have used it several times recently to stimulate sales in certain localities and results justify our continued use of it this year. All of our network programs will continue this fall stronger than ever before.”

M. A. HOLLINSHEAD, radio director, Campbell-Ewald Co., Detroit—“I feel that the networks were satisfied with ‘crooner, jazz band and quartet’ to sell their wares is gone. Coincident with brighter prospects for network broadcasting this fall use of spot broadcasting is bound to grow. We have used it several times recently to stimulate sales in certain localities and results justify our continued use of it.”

August 1, 1935 • BROADCASTING
advertisers would do themselves if they could get together on a code. The tendency to closer censorship of radio fare is a very healthy sign because the present state of affairs will not need to alter their material and those who have been given permission to say the things they have to say have to play ball according to the rules.

From the standpoint of business, the-mergers seem to be the material of such accounts as the self-appoint- ed medical advisors and other bor- ders on apparently sensitive ears make room for more desirable products.”

H. C. McCann, president, Mc- Cann-Erickson Inc., New York—"Our view is that the high standard of radio advertising in the fall of 1935 seem to be undimmed by recent publicity regarding copy re- striction and censorship.

"I would like to see the adver- tisers and agencies appreciate the danger to one of their major media, which might ac- crue from undesirable programs. Accordingly, they do not resent re- strictions which will enforce on all advertisers the high standards which they have voluntarily elected for their own air presentations.

"I believe for radio, long- brightener than ever, as more com- plete understanding of this new medium, and good taste in its use, becomes universal.

EDWARD A. BYRON, radio di- rector, William Esty & Co., New York— “Network and spot pro- spectus for the fall appear to be un- affected by current publicity con- cerned by the recent rulings of network officials and FCC. It is quite possible that networks may still radio-minded but no longer able or desiring to use network fa- cilities, will go spot. This opens up a market come time the networks concerned and another result will probably be a flow of good com- moner media, which might not be available, to small independent stations. The phrase 'good commercial programs' naturally refers to radio programs, with stations rather than to advertising content. Our laxative account, 'Feen-a-mint,' has elected to remain on the Col- umbia network, but will be heard on National Amateur Night through the fall and winter inasmuch as national stations have been prohibited from commercial copy having caused any drastic changes to be made in their commercial message.”

MARION PARSONNET, direc- tor of radio, Lemen & Mitchell Inc., New York— "I am convinced that there is going to be a great deal more spot broadcasting, in the coming winter season. The network advertising, during the com- ing winter season, but I do not think it is going to hurt the net- works. Network programming and med- ical programs did not come a day too soon. I know several of our clients are so satisfied with the programs that they will not be able to stop music on them. I think there was a definite need for the elimination of and thunderscript is most desirable, though tempor- ary it may hurt the sale of time both now and later, but it is the result of a very wise and blooded even before the FCC acted, and all the programs now (Continued on page 6)

BROADCASTING August 1, 1935

34 Stations Extend Copyright Contracts With ASCAP; Mills Taking Nation Tour

CONTRACTS for the new five- year license renewals with ASCAP were signed by 34 stations up to July 1, with applications for renewals pending signature on that date, according to E. C. Mills, ASCAP general manager. The 34 stations include eight affiliated stations and six CBS, Mr. Mills stated. Two of the remain- ing stations he added to the list of the newspapers-station contracts and three of those pend- ing represented newspaper-station sig- natories. The remaining stations were withheld.

Mr. Mills asserted that in addition to the foregoing good and in- teresting new stations, the “sustaining fee” plus 5% of the annual subscription will be extended to Dec. 31, 1940.

Stations Make Advances

STATIONS are not being circu- mstantial in giving ASCAP an op- portunity to extend their contracts. Mills said, because “we don’t feel obliged to do that.” Any station that has signed a contract will have it, he added. Mr. Mills also told BROADCASTING that ASCAP still hopes to extend the negotiations towards the broadcasters;

Still, would like to secure from the NAB a definite formula for the payment of copyright fees, which he has said never been forthcoming from the association; and is not angry nor in a mood to seek retribution, as some have called it, by “fomenting” the government’s suit against ASCAP as an illegal com- bination.

With regard to the government’s suit, Mr. Mills declared that the Society felt such a test of its existence was bound to come some time or another. He welcomed the suit, he said, because ASCAP is being built not merely as a temporary organization but with the idea of continuing in "perpetuity."

In asserting his friendly feel toward broadcasters, despite the heated character of the debates at the recent NAB convention, Mr. Mills pointed out ASCAP’s best customers last year. Sixty per cent of its revenues of $3,570,000 came from radio during 1935, he added.

The ASCAP general manager will leave New York about Aug. 1 on his semi-annual tour of the So- ciety’s branches offices, during which he will contact broadcasters among others. The itinerary includes go- ing to stations in Los Angeles, Portland, San Francisco, Los Angeles, Dallas, New Orleans and Atlanta. No definite stopover dates have been fixed. From At- lanta his tentative plans include going to Chicago and then to St. Louis and other Middle Western points.


BY SOL TAISSOFF

THE LONG-COVETED but never achieved “hundred million dollar” year for radio broadcasting time is now more clearly in sight.

With the resumption of the new radio season this fall, prospects are brighter than ever before in the station business. When year sales, according to the NAB statistical reports, reached approximately $73,000,000.

For the last year I have taken occasion to discuss fall prospects with broad- casters, advertising agencies, executive, station rep- resentatives, advertisers, transcrip- tion producers, program builders and others in the business of broadcasting. Wherever I have met them on a tour that included the NAB convention, the Pacific Coast and Mountain states and the Eastern Seaboard, I have heard the identi- cal response: Business during the next year will surpass all previous years. The reason for this without a single discordant note, despite the openly evident fact that certain types of accounts, notably industrial, have not been as strong as abounded on the air in the past, will not be accepted as widely as before.

Demands for Time

FROM the opinions I have heard, I hazard the prediction that the de- mands for desirable hours on prac- tically every station in the country will exceed the supply. Advertisers are more alive to the dollar-for-dollar value of broadcast advertising than ever before. Even with the night-time hours exhausted, there are still many daytime periods available, and where daytime programs come with the year, radio adver- tisers are becoming more and more conscious of their value for many commodity lines.

The recession in time sales dur- ing the current summer, I gather from my correspondence is not as bad as in past years. There was ad- mittedly a recent tapering off in business, but the volume, as far as I am able to judge, averaged from 20 to 40% higher than last summer. If advance signs mean anything, the trend should be a steady one on the part of advertisers —network, regional and local—to continue their schedules throughout the year.

While the proprietary problem is vexing to advertisers and their agencies, this current cleanup campaign nevertheless is expected to have a salutary ef- fect, according to those with whom I have talked. True, the network will no longer will accept certain ac- counts and have placed rigid re- strictions. Yearly contracts for commodites in related fields. But it must be kept in mind that the FCC has not, and, as a matter of change, increased than is the case of advertising. This point was made abundantly clear by Chairman Prall of the FCC in his address before the NAB convention last month.

Already there has been discerned a decided trend on the part of ce- tain medical toward spot broad- cast. Ex. - Lax is leading the way, having already arranged nation-wide transmission from stations. All networks or made to clear networ- time are contemplating similar spot campaigns, it is indicated.

Program Checks

ALL THINGS considered, it is fea- sible that no real hardship will accrue to be cleaned up. This is a trip from the industry standpoint could not have come at a better time. The FCC had the chance to take a copy that was getting out of hand, with very few exception have become more cautious about the networks or stations in the past. Advertisers themselves are applying restrictions which should in no way impair the efforts to keep radio advertising within limits.

One thing that I cannot refrain from expressing after talking to scores of broadcasting executives on this trip. It is the measurably improved calibre of the men at the FCC. It is the great change in the atmosphere of radio, adding to to its character and standing as a major indus- try. This change is important and appears to be benefiting the industry as whole and should result in its standing in the eyes of the public for we are a very intimately identified with the daily life of the nation.

Coughlin Radio Plans

NOW on vacation, Father Carl E. Coughlin, the “radio priest”, is definitely planning a return to the waves lengths starting the last Su- nday in August. In the First Sunday in November. He plans to resume his independent network, with possible Texas and Pacific Coast stations to be added. W. H. Coughlin, who resides in New York, is expected to take the account again, and tenta- tive plans include running for 52 week or through the 1562 elections.

Milk Drive in New York To Include 16 Station

NEW YORK STATE will use spot announcements on 16 stations, starting Aug. 5 and continuing for 31 weeks, six days a week, for 1 station. Each spot will be broadcast one-minute transcrip- tions once a day, with at least 10 stations getting the series in limited areas, with the rest heard throughout the day. A major part of the $400,000 appropriation will be spent for newspaper space, but the FCC will let announcements in appealing to both young and old.

Children’s 15-minute children’s program was broadcast over CBS state-wide network. J. A. Mathes, Inc., New York, was selected by the FCC and the program was to be presented by WHN, WINS, WMCA, WOK, WNYB, WGR-WKBW, WBE, WOR-AM, WFC, WGFL, WSB, WYX, WIBX.
Agency Recognition Plan Submitted
Stations Circularized by NAB for Support of Project;
Standards Which Agencies Should Meet

PON the willingness of enough broadcasting stations to support it during its first year would be a new departure in the creation of an Agency Recognition Bureau favored in a resolution adopted at the recent convention at New Orleans by James W. Baldwin, NAB managing director, on July 24 circularized all member stations with details of the plan and the NAB commercial committee, enclosing subscription agreements.

The bureau purposely is to be set up as a clearing house for information whereby stations may determine whether agencies conform to the standards of recognition. A plan for such a bureau has been in the making for nearly a year.

Basis of Recognition
IR. BALDWIN’S letter points out that it will cost no more than $16,000 to incorporate, install and operate the bureau the first year, which with the subscription money will materially reduce. To begin with, therefore, a minimum of 125 subscriptions at $125 each is needed. To help write up the plans, to NAB members, and the bureau will not make its information available to non-subscribers.

Standards of recognition and conditions proposed by the bureau are detailed in a box on this page. The NAB representative committee reported to the convention that 75% of the stations recommended the agency recognition plan and that the station manager will be acting as an agent of the NAB on his/her staff.

Specific activities of the NAB Agency Recognition Bureau Inc., as it will be formally known, are detailed as follows in the prospectus:
1. It collects information from agencies regarding their financial arrangements, circulation, advertising experience and experience with radio in particular, their connections with any other agencies, and media, and similar matters. This information is used by the recognition committee in determining whether agencies are in conformity with the standards of recognition and in recommending its recognition by stations.
2. It maintains a credit clearing house so that financial information regarding agencies and agency payments to stations may be kept up-to-date. This credit clearing house is engaged in the following activities:
   (a) Maintains a list of recognized agencies that complies with the standards of recognition.
   (b) Maintains a file of current credit information regarding agencies, which is available to member-stations in periodic confidential reports.
   (c) Maintains a file of current credit information regarding agencies, which is available to member-stations in periodic confidential reports.
3. It publishes periodically, lists of advertising agencies which have been found to conform to the standards of recognition by the agency recognition committee, and issues supplementary data regarding additions or deletions from the list where necessary.

Bethlehem Steel Tests

BETHELHEM STEEL CORP., Bethlehem, Pa., has started a series of regional meetings in New York City and New England.

Proposed Agency Recognition Standards

Conditions Governing Agency Recognition

THE BROADCASTER looks up the advertising agency as a necessary element in the creation of advertising and in the development of advertising. Without these essential services the station it grants the agency a commission.

Standards of Recognition:
1. Financial Responsibility: To the end, the agency must furnish evidence of financial responsibility. It must have a record of its dealings with business and its ability to bear the risks of its investments, with the standard of financial responsibility maintained.
2. Good Character: The agency must give evidence of good character in its dealings with other agencies and merchants.
3. Good Standing: The agency must have a good standing with the broadcasting industry and the public.
4. Good Name: The agency must have a good name in the broadcasting industry and the public.
5. Good Name: The agency must have a good name in the broadcasting industry and the public.
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19. Good Name: The agency must have a good name in the broadcasting industry and the public.
20. Good Name: The agency must have a good name in the broadcasting industry and the public.

Press Radio Drops
Pacific Coast Unit

New York Bureau Not Affected;
New Groups Signing Clients

WITC the discontinuance on July 31 of the Press Radio Bureau in Los Angeles, the press associations serving radio stations began to concentrate on the West Coast territory for prospective subscribers. William H. Gordon, editor of the Press Radio Bureau, New York office of the United Press in an editorial capacity. Walter Moss, sales manager of International News, or INS, Los Angeles following the NAB convention at Colorado Springs and the northern California section of INS Western sales representative.

The San Francisco bureau of Transradio Press, which formerly operated under the name of Pacific, has taken over coverage of all the Western states and is increasing its staff of correspondents accordingly.

The bureau is reported to be serving 60 stations, the latest to be signed being KFXX, San Bernardino, and WJZ, Hollywood, Cal.

Acquiring Stations

UP as of July 27 reported it was serving about 40 clients when the newswire is being signed by WGR-WKBW, Buffalo, WJKN, September, and WJAY, Cleveland. INS now has about the same number, its new contracts for the present year.

Sunkist Orange Spots

CALIFORNIA FRUIT GROWERS’ EXCHANGE, Los Angeles, on July 15 started a radio campaign for the marketing of the surplus crop of Valencia oranges with the assistance of the agency of Thomas handling the account, in which approximately a million dollars will be spent with various media. Two spot announcements daily are scheduled on 19 stations with a total of 96 spots for each.

The include WBNZ-WBC, Boston; WNPC, Los Angeles, WNBC, Boston; WCAN, Baltimore; WCAU, Philadelphia; WWJ and WJR, Detroit, WWJO, WJB, WWH, WLR, Cincin

diatach and about a dozen other newspapers having tieups with radio stations for news periods.

Transradio Press which went into the field of serving newspapers after the UP and INS went into business, is reported July 29 that the Springfield (Mass.) Journal was taking its full report.

Detroit Shifts Sept. 29

SEPT. 29 is the definite date for the realignment of Detroit stations, which will see WJR leaving NBC-WJZ network to join CBS; WWYZ, Detroit, the agencies of the network’s programs to the Michigan Network, and CKLW joining the Mutual Broadcasting System. Plans for "salute" programs are being made by each of the networks.

Footsavers on CBS

JULIAN & KOKENGE Co., Columbus, O. (Footsavers shoes) will start Musical Footnotes on 16 CBS stations Sept. 8, using a Sunday noon quarter-hour. Aubrey, Moore & Wallace Inc., Chicago, is the agency.
AAA Favors Copeland Bill; 
Asks Exemption for "Puffing"

Proponents of Bill Unable to Agree on What Agency Should Be Charged With Carrying Out Provisions

HEARINGS by a House subcommittee on the Copeland bill (S. 5) to regulate advertising and labeling of foods, drugs and cosmetics, which has met with opposition mainly with controversy over what federal agency or agencies would be charged with its enforcement.

A report approved by the second week many legislative observers were of the opinion that the bill will go to the House by mid-June by the form approved by the Senate. Also involved in the subcommittee sessions are the Sirovich bill (HR-8805) and the Mead bill (HR-6906) sponsored by the Proprietary Association. Main discussion has centered around the Copeland bill.

John A. Benson, president of the AAAA, said at the July 29 session that the Copeland bill's provisions were intended to curb "good bill", protecting consumers and honest advertisers and not unduly handicapping legitimate business if properly administered.

He suggested the amendment to exempt trade claims or "puffing" from the penalties. Bureaucratic administration of the bill could cause hardship to advertisers, agencies and media, he suggested, since some emotion appeal is needed or advertising would be lifeless. Too strict enforcement could destroy the industry, he explained, as for the extension of all label regulations to advertising.

The bulk of opinion among agencies is in favor of enforcement by the F&D, although he said there was no sentiment in favor of the FTC.

Charles Coolidge Parlin, of the National Publishers Association, favored the bill without amendment, saying it was needed for the National Editorial Association.

Representative Rayburn (D) of Tennessee, chairman of the House Committee on Interstate and Foreign Commerce, has indicated that he will make an amendment to the bill placed on the House calendar in August, where its fate depends on the status of other legislation and the length of time Congress remains in session. Although the Copeland bill has administration support, other legislation deemed more important may receive preference, with a possibility that the Copeland bill will go over to next year.

Urges Amendments

THE FIRST WEEK of hearings was taken up by a half dozen witnesses. The food and drug and cosmetics legislation and one opponent. Main witness was Dr. W. A. Benson, chairman of the Food & Drug Administration, who favors the Copeland bill with some changes designed to make it more practical. The FDA staff has resumed testimony July 29 and about a score of witnesses who wish it amended have been heard. Last to be heard will be those who oppose any change in existing law, with a half dozen being scheduled.

What may prove a complicating factor is the demand by Dr. Norman Burritt, of the Medical Society of New York, for an investigation of so-called "big business" by the FTC. If his request is adopted by the subcommittee, considerable delay in presenting the bill to the House may result, and the inquiry could consume several weeks.

Opposition to the Copeland bill, from which the Senate extracted many teeth, has considerably, with many trade associations favoring its passage outright and others fearing that control might lead to a much stronger measure.

The Sirovich bill would place enforcement in the Patent Office, the Federal Trade Commission and Food & Drug Administration, with label, advertising and quality provisions being made mandatory by these three agencies. Suggestion was advanced in some quarters that enforcement of the Copeland bill be placed in the Public Service, which has several hundred doctors on its staff as compared with 11 or 12s by the FTC. The Trade Commission has protested efforts to remove from it the supervision of advertising.

Dr. Campbell said the subcommittee at the opening hearing July 22 that the present law is inadequate as regards standards and penalties, but that with three agencies, particularly for food products, he said, adding that standards for drugs are fairly well taken care of in the United States Pharmacopeia and that problem is not so serious.

A modernized law is required for cosmetics, he explained, because their use has increased so vastly since the present act was passed 1906. He pointed out the regulation was the only method of preventing inclusion of excessive food products.

He advocated passage of the Copeland bill with amendments. One of these is designed to prevent advertising by local retailers of products introduced into or received in interstate channels, without liability under the Copeland bill. This clause had been amended in the Senate to remove discrimination against radio. He suggested a change in wording to prevent manufacturers from using retailers as a cloak to obtain immunity from false advertising penalties.

To prevent duplication in federal enforcement, Dr. Campbell favored transfer of authority over advertising from the Federal Trade Commission to the Department of Commerce. Rather than have dual responsibility, he would prefer to see all authority transferred to the FTC.

Another change in the Copeland bill which Dr. Campbell advocated would broaden the authority given the Secretary of Agriculture to make multiple seizures without court orders. He said Secretary Wallace favors the Copeland bill. The seizure clause is opposed by some proprietary interests because

MORTON SPOTS WHEN IT RAINS

Salt Company Uses Announcements on WBBM, Chicago

MATCHING their familiar slogan with suitable weather conditions, the Morton Salt Co., Chicago, has gone on the air over WBBM, Chica- go, to announce that its rain announcements broadcast at 15-minute intervals during the baseball period on such days as the game has been rained out. The radio station says the announcements point out that rain prevents ball games and makes the bulb of the salt shaker less of a shaker but that the latter contingency can be easily avoided by the use of Morton salt (when it rains it pours). To test the audience reached by early announcements the sponsor offered a booklet "100 Ways to Predict Rain" free to listeners writing in. The response was so great that an extension of these announcements to other cities is planned for next year.

The Morton Salt announcements are placed throughout Blackett-Semple-Hummert Inc., Chicago, which agency also places the baseball broadcasts for General Mills (Wheaties) over the same station.

it permits multiple seizures where labeling or advertising is "grossly deceptive." They construe this term as too broad, providing arbitrary powers.

Dr. Burritt said the present law is adequate; that the Copeland bill means the "death" of Agriculture too much power; that present difficulties are due to failure to enforce laws now on the books.

Representative Kenney, of the subcommittee, said that if foods were produced at fixed prices, "Prime example of Agriculture too much power; " he said that the decline in false advertising had largely been the result of public opinion.

Efficiency of the Label

DR. ROBERT P. FISCHELIS, president of the Pharmaceutical Association, asked stronger provisions for the regulation of "puffing" but in general favored passage of the Copeland bill. Supporting the Association was Dr. A. T. McCormack, Kentucky health commissioner, Mrs. Sara Vance Duncan, director of Kentucky's bureau of drugs, drug and hospital regulation, and Daniel R. Forbes, counsel, National Preservers Association.

Dr. McCormack said the label should show what the purchased is, what he is buying because "we have now arrived at the point where the label is forgotten for the package and the radio.

Members of the House subcommittee are: Democrats, Chapman, Ky., Copley, Md., Kenney, N. J.; Republicans, Wollen- den, Pa.; Reece, Tenn.

Syrup of Figs Discs

STERLING PRODUCTS Inc., New York, is formulating a transcription campaign to include a large number of ad spots. Ten 15-minute programs are to be broadcast four days a week. Yearly contracts are being signed. Black-Golden-Grey Agency, New York is the agency.

Life Savers Return

LIFE SAVERS Inc., Rochester, N. Y. (mints) will start a new$million advertising campaign calling auditions submitted by 10 agencies on 26 NBC-WJZ stations, starting Wednesday. The sponsor's radio series, which will embrace additional supplementary stations as they clear, will be the bulk of the entire advertising appropriation this fall. Topping & Lloyd Inc., New York handles the account.
Sunoco Lights the Sales Path With Radio

By GUY C. PIERCE

Executive Vice President, Roche, Williams & Cunyngham Inc.
As Told to Howard J. London

On the Air Three Years With Lowell Thomas, Oil Company Places Its Sales Message in Its Marketing Region

THROUGH a period of excitement and national financial distress, Sun Oil Co. has been on the air five nights a week with Lowell Thomas, news commentator and narrator. Does their broadcasting pay? Here is the plain answer: "It is not human nature to sponsor a loser, nor is it good business." So Sunoco business is good because Sun Oil Co. believes in good business and goes after it with network and spot broadcasting.

Lowell Thomas

Mr. Pierce

President of the United States.

On the Bank Holiday, the forming of the NRA, PWA, CWA, AAA, and some of other administration

efforts to cope with the depression. What years these were, and it

was our good fortune to have a program on the air whose whole

purpose was to relate to our thousands of friends in Sunoco territory. And we were

selling them five nights a week, 52 weeks to the year. In the last three

tears the people of the United States have been hungry for news

and they still are, for that matter.

Ready-made Audience

AS YOU know, Sun Oil Co., upon

hearing that the Literary Digest

planned to discontinue its program of over the

NBC-JAZ network from 6:45 p.m.

throughout the week, radio, the

necessary arrangements and went on

he air. We retained the program's news commentator, Lowell

for the time. There was not a lapse of a

From 6:45 to 7:00, Mr. Thomas was on his regular

broadcast, but he did not wait for the

telegrams it would have cost $200,000,

or 67 cents a wire. For some

unanswerable reason, besides the

possibility that a listener in one

city could not get his local Western Union

office due to clogged wires, a

number of messages from the Inter-

ational Telegraph, which courteously

accepted them free, for which we

were grateful.

Of course a large majority of the

messages we received came from

listeners having telephones in their

homes, but there must

have been many others who heard

the broadcast but did not send in

a message for numerous reasons:

No telephone in the home; tried to
call but could not get a connection

did not try again; persons liv-
ing in remote parts of the country

away from Boston; front office

involving telephone toll

to charges, and those who had a tele-

phone but did not bother to call. A

fact that should be borne in mind

is that the Lowell Thomas program

is only broadcast by 12 stations on

the air, and over supplementary sta-

tions WIOD, WFLA, and

WJAX in Florida and WRVA in

Richmond. A very conservative es-

timate of the number of listeners

perience that happened to us a few

months ago bears retelling. It was

announced at the beginning of a

regular broadcast, no advance

notice being given, that if the listen-
ers wanted to send a message to

Lowell Thomas just to pick up

their telephone and call Western

Union. The message to Mr. Thomas

was to convey the listener

nothing. In anticipation the Western

Union had its regular force of

100,000 telegrams left over from

that evening. Extra telephone

operators were put on the phone

boards. But as it turned out the

Western Union telegraph system

was paralyzed. Listeners sent in

6,660,000 telegrams containing

5,000,000 words.

Clogged Wires

THIS was the first time that this

type of listener-coverage has ever

been made and the Western Union
does not contemplate doing it

again. If we had paid the regular

telegraph rates for these 6,660,000

telegrams it would have cost $200,000,

or 67 cents a wire. For some

unanswerable reason, besides the

possibility that a listener in one

city could not get his local Western Union

office due to clogged wires, a

number of messages from the Inter-

national Telegraph, which courteously

accepted them free, for which we

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fact that should be borne in mind

is that the Lowell Thomas program

is only broadcast by 12 stations on

the air, and over supplementary sta-

tions WIOD, WFLA, and

WJAX in Florida and WRVA in

Richmond. A very conservative es-

timate of the number of listeners

our commentator had that evening

must have been over 1,500,000.

In this day of people who have heard nothing.

of announcements, a summary of the

Sunoco policy may be of interest. No commercial announcement

used on the Sunoco program is longer

than 10 seconds. All announcements

takes longer than 30 seconds to read and we have had this time
down to 10 seconds. All commer-

cials have some worldly thought or

historical event woven around the

sales plug, such as visiting Mother

on Mother's Day or visiting some

historical place. From time to time

the Sunoco announcement places

special emphasis on careful driv-

ing.

In writing the continuities for

these commercial announcements

we write with the express purpose

of not forgetting the product

name. Our best customers have

been known to us by name.

Announcements that

are as long as

one may

see and on

securing the

best customer;

in the continuity:

one hour of

audience.

As a result of

the three

years

with

Lowell Thomas,

the

unfortunate

has

been

in

our

business.

The

thing

is: "Mr.

Lowell

Thomas.

Surely, no

man

is

a

loser.

A

loser.

But

it

is

good

business."

August 1, 1935 * Broadcasting

Page 9

www.americanradiohistory.com
FCC Renewal Right Facing Court Test
Appeal on Col. Brown's Report On KFBF Renewal Plea Seen
WHAT may develop into the first legal test of the FCC's Broadast Division's real authority to threaten refusals of license renewals to radio stations unless they stop carrying certain programs deemed objectionable, is seen in the report of Commissioner Thad H. Brown, made public July 18 in which he recommends a denial of a license renewal to KFBF, Abilene, Kan.
Col. Brown's report is based upon hearings conducted by him, Victor G. Oster, general counsel of the FCC, at San Antonio, Tex. last March, shortly before the commissioner was shifted from Del Rio to KBFM and the phone Division. It is the equivalent of an examiner's report and requires final action by the Broadcast Division.
In the report Col. Brown recites how KFBF has continued to carry broadcasts every day and on behalf of Del Rio-Ranger, one of them wired from Brinkley's Mexican radio studios at Del Rio, Tex., and on behalf of a group of persons in California sponsored by one "Omar," astrol- ogical programs featuring one "Koran" and direct selling programs for Dr. Ford's Van Nae (reducing tea).
The Public Interest
WITH respect to the Brinkley broadcasts, Col. Brown asserts the station was on proper notice that there were objections. He said, with gland ailments, testimonial, etc., which were the cause of Brinkley's loss of his Mexican license possibly related to his earlier loss of his broadcast station license. Station KFBI, now owned by the Farmer & Bankers Life Insurance Company, had leased the equipment which it purchased from the old KBFM, Milford, Kan., the Berliner organization having sold it to the former Radio Commission in 1930 because of its allegedly objectionable medical programs.
Other programs, Col. Brown also says, "are definitely not of a type that serve public interest." The fact that the manager of KFBF failed to do what the station owners in Wichita is not sufficient excuse for carrying the programs, he states, and he adds: "The license has been derelict in the performance of the trust imposed upon it by the licensing author- ities. It has neglect of complete control and management of the station together with the formulation of its broadcast policy to carry such programs.
George E. Strong, Washington attorney for the operators of KFBF who represented the station in his fight to retain the old FCC and in the courts, on July 24 filed strong exceptions with the FCC to the Brown report and in his closing argument the case will be carried to the U. S. Supreme Court if necessary.
Col. Brown's report, asserted Mr. Strong, "does not set forth any of the facts favoring the station and does not give due weight to the fact that the programs complained of were

FLOORS THAT MOHAWK COVERS
Big Rug Manufacturer Gets Its Message—And Rugs—Into the Home With Radio as Main Medium

BY HOWARD LONDON

"WHY did Mohawk Carpet Mills Inc., New York, select radio as its major medium?" E. Gerry Tuttle, its advertising manager was asked.
Mr. Tuttle replied: "We selected radio as our major advertising medium because we figured we could get our message to more people at less cost."
So successful was a rug-naming contest staged by Mohawk over 1,200 CBS stations, a new contest has been started.

Mr. Tuttle estimates that the average home buys a rug once in eight years. Thus the number of prospecls in 200,000 prospects a year. And Mohawk estimates that a million persons hear its pro-

Renewal of Five Stations In Los Angeles Advised By Commissioner Brown
FIVE radio stations in the Los Angeles area, cited for special li- cense renewals hearing were last April before FCC Commissioner Thad H. Brown because of doubts that the stations, which had been cited in connection with the "Starlets," one of the programs moved by Mohawk, were in compliance with the regulations, were recom- mended for regular license renewals in Col. Brown's report to the Broadcast Division July 19.
The stations are KFJF, KFWB, KMPC, KRKD and KIEV. All were cited in connection with the account of the Alhambra Electronic Institute, whose business manager and radio continuity writer, Fred Brown, had been placed in Juvenile Court for violating the state medical act in offering diagnoses and cures through a vibrator machine.

Several of the stations were also called to task for failure to record the receipts of all salespersons who broadcast political talk and station advertisements.

Lewis Named by CBS
W. B. LEWIS, formerly a member of the firm of Lewis & Clark Ad- vertising Agency, has been ap- pointed commercial program direc- tor for WFBA, Spartanburg, S. C., and will assume the duties of supervising the network's program department.

Virgil Evans, operator of WSPA, Spartanburg, S. C., is being mentioned as a possible candidate for U. S. Senator in the elec- tion next year as an opponent of Senator Byrnes on the power issue.

WMCA, WSMB Get License Renewals
Absolved by FCC After The Dropped Certain Accounts
ONE MORE station has been dropped from the list of those cited for hearing before the FCC for carrying the Marmola account the renewal of its license. The final judgment on WSMB, New Orleans, now resting in deciding that WSMB, New Or-leans need not go to hearing. Not only had the station dropped the anti-extreme sports program, it had also eliminated the sportscasts, but the division ruled that this was only an "isolated" program among the high-quality programs carried by the station.

At the same time the Broadcast Committee also granted a regular re- newal hearing to WMCA, New York, recently cited for hearing for carrying programs sponsored by Birkonjet, a medicated jelly. It was found, as a result of the hearing July 1, that the program was the only one against which the FCC had made a complaint and that it was immediately dropped when cited by the FCC.

Easing the Strain
COMMISSION counsel are now preparing their formal "statement of facts and grounds for decision" in the case of WMCA, which was issued when the license renewal order becomes effective Aug. 6. It was found, as a result of the hearing Oct. 3 on Marmola (WTTA, KFRC, KMBH and KNX) and WMCA, Commission counsel pointed out that 15 stations are still under temporary licenses while certain of their programs are under scrutiny.

No Chevrolet Football
BECAUSE of its earlier announce- ment that Brown Broadcasting this fall, will do no football broadcastingmr this year Chevrolet will do no football broadcasting this fall, reports Campbell-Ewald Co., Detroit, its present WBS through July 15-minute disc in about 300 stations.

BROADCASTING * August 1, 1935
Dominant coverage of the entire Kansas City Market—Now, 5000 Watts

Only outlet between St. Louis and Denver for NBC Blue Network Programs—900 Miles

BUSINESS OFFICE AND PRINCIPAL STUDIOS
WREN Building, Lawrence, Kans.
INS in Los Angeles
INTERNATIONAL News Service
inigated a Los Angeles office
Aug. 1 with three members
recruited from the Press-Radio Bu-
eau staff which was discontinued
July 31. Capt. Hakson H. Ham-
ter, formerly a field representa-
tive for Press-Radio Bureau, has
taken charge of coast sales. E. E.
McGuire, former head of PR traf-
cic, will take over local sales in the
Southern California area, and E.
W. Hoskins, former day editor for
PRB in Los Angeles, becomes ed-
tor for INS. Quarters have been
taken at 130 South Broadway, Los
Angeles.

Lower 100-Watt Rate
STANDARD Radio Advertising
Library service producers, early in
August announced a “new deal” for
100-watters located outside of
metropolitan areas. The price to
100-watt stations is now $150 cash
with order and $50 monthly start-
ing 30 days later on a year’s con-
tact and without cancellation
clause.

Wired Radio Resumes
WIRED RADIO, Inc., subsidiary of
the North American Co., public
utility holding company, on July 21
was scheduled to resume its Clevel-
dan operations, sending 270 hours of varied programs each
week into subscribing homes over
their power lines. Sets were made
available for rentals at $2 to $5
per month, added to the power
bill. No advertising was to be
carried.

Plenty of Baseball
ROGER BAKER, sports direc-
tor of WGR-WKBW, Buf-
falo, broadcast play-by-play
descriptions of three differ-
ent baseball games in three
leagues for a total of more than
five hours, following with his regular
quarter-hourly" NEW YORK TIMES"
program. His sports period has been
on the air every weekday evening for 13 months, and he has
aided in CBS world series broadcasts.

Ex-Lax on 60 Stations
EX-LAX Inc., Brooklyn, employ-
ing an entire clerical staff, a feature from its former CBS
musical, will return to the air Sept. 27
with a series of twice-weekly 15-
minute transcription programs on
60 stations for 39 weeks. With new
commercial copy regarded as ac-
ceptable by the FCC, the programs
will be titled "Enema as It Seems,
"featuring the oddities gathered by
John Hix, newspaper cartoonist,
who does the strip named "Humor
Universa" and title and sample
records will probably be made by RCA Vic-
tor Co. in its Hollywood studios.
The Joseph Kaftan Co., New York,
handles the account.

Prall on Vacation
CHAIRMAN Anning S. Prall of
the FCC has gone to Maine for a
short vacation. He will return to
his desk in Washington some time
between Aug. 15 and 18. P. O.
Syes, chairman of the Broad-
cast Division, is acting chairman of
the full Commission and states that
division meetings will be held
weekly as usual, including the regu-
lar Tuesday morning Broadcast
Division decision meetings.

AAA’s Next Convention
THE 1936 convention of the Amer-
ican Association of Advertising
agencies will be held at The Green-
brier, White Sulphur Springs,
W. Va., May 29 to May 2. The great
success of the 1935 convention at
White Sulphur Springs, coupled with the many
complimentary expressions received
from members, led to this unusual-
ly early decision on the next meet-
ing place by its executive board.

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

Dear Mr. Stetler:—

Like a good salesman, WSOC con-
verts prospects into profits. WSOC
listeners buy WSOC-advertised mer-
chandise, because WSOC earns the
confidence of its listeners. Why not
ask NBC to add WSOC to its line-up
for a trial period, check your sales. WSOC
shall be glad to have you judge its salability entirely on re-

STANDING BY! Ready to plug you in!

WSOC
Charlotte, N. C.

Rolls Razor Disc Seri
To Run on 15 Statio
LEE SCHIFFER INC., N.
York, American distributors
of "Rolls Razor," Ltd., London (E.
Razor) on Sept. 15 will inaug-
rate sales of "Rolls Razor" disc
scriptions over 15 stations in 13
weeks. The transcriptions, m.
by Bruce Chapman Co., New York
will be broadcast Sunday after-
noons. Time will vary from 3 to 5 p. m.
A new program is introduced
A. Colin Kingham, managing
rector of the parent compa
whose talks were recorded in L.
den and shipped to this country
where they were made a part
the regular transcriptions. The
contains 10 kinescopes, a set
and script episode. Stations at
KJY, KFRC, KFI, KLZ, KST
—LAX, WMAG, WTA,
USB, WOR, WSYR, and WBF.
Kimball, H.
and Powel Inc., New York,
the agency.

Colorado Radio Networ
Is Ready for Operatic
LAUNCHING of the Colorado fo
Network linking four stati
in that state has been held u
many difficulties in obtaining wire is
the "Lumberjack" series was ex-
tected to be Aug. 15. KFE
KFOR, Denver, will be the key st
the other being KVOE at Lander,
ado Springs; KGFI, Pueblo, a
KFXJ, Grand Junction. A. T. &
lines will be employed.
A combination rate card embri
line charges has been issue
the personnel of the network
announced as follows: Gene O’P
sales manager; Frank Bish
director of station relations; Jer
Akers, assistant sales manage
t technical director; Bill
S. Pauls, traffic director.
Paul H. Raymer Co. has been a
pointed national representatives
New York, Chicago and San
fisco, and Wilson-Dalton Co. w
handle Kansas City and St. Lou

Re-Sign Lam & Abner
LORD & THOMAS, Chicago, a
ounces the re-signing of Lam
ner, the homely philosopher
from Pine Ridge, U.S. I.
to a new long-term contract
his client Horlick’s Maid Mi
Co, Racine. Starting Sept. 2, t
team will be heard from WLW
the NBC-WJZ network 7:30
m. (EDST) but WLW will car
them for the first month at 10
p. m. Transcriptions of the pop
pair’s dialogue will also be con-
tinued over KNX, Hollywood, as
KFRC, San Francisco. During th
summer the team, formerly spo
by Pong Motor Co. of
Quaker Oats, is being heard in broadcas
t over WGN and WLA

Spratts Going on MBS
SCHNITZER-PATENT LTD., Newa
(Spratts’ dog food) will move
Albert Payson Terhune dog stori
shortly to the Mutual Broadca
Symp. The program is ter-
atively scheduled to start on M
Sept. 29. Efforts are being ma
the sponsor to secure the add
of WNAF, Boston, to the
BS network for the program
Paris & Peart, New York, hanc
the account. 
Sell briar pipes to women? Preposterous! But, in spite of wiseacre warnings, the ad-man of a leading Cleveland department store* had the courage, and we of WGAR had faith.

On the air went the program, unsupported by any other type of advertising...a fifteen minute afternoon broadcast of the popular harmony team of Al and Pete. An announcer stepped to the "mike"...told how he-man briar pipes would be offered on the morrow. Sweethearts listened—thought of their boy friends. Wives listened—pictured new pipes in place of the potent ones on the smokestand.

One hundred forty-seven times the following day, clerks replied, "Yes ma'am, a briar pipe"...147 women spent an average of $1.50 each for an item that "couldn't be sold to women."

Of course, a station which rates top in daytime audience in its retail area should produce results. WGAR does, not only because it has the audience, but because listeners regard advertising over our wave not merely as advertising, but as helpful suggestions from a friend.

*The May Company...Ohio's largest Store
When you require QUALITY APPARATUS for HIGH FIDELITY REPRODUCTION . USE PRESTO!

The PRESTO UNIVERSAL INSTANT RECORDER is used for recording instantaneous programs from the air or direct from the studio by microphone. Here are some of the applications of the Presto Recorder:

1. Individual recordings of the artists, either directly from the studio, from the line, or from the air.
2. Recording advertisers' programs for file and reference purposes.
3. Operating audition service.
4. Making transcription records for use over station or for sale to other stations.
5. Making recordings of station broadcasts at different points in the coverage area, to show prospective advertisers the extent of coverage and fidelity of reception.
6. Operating an outside recording service for banquet speakers, public speakers and weddings.
7. Making recordings of political speakers for broadcasting at times that may otherwise be inconvenient for the speaker.
8. Operating recording studios for singers, instrumentalists, and orchestras.

EVERYTHING FOR RECORDING FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION

Complete descriptive data now available. Write for your copy today.

PRESTO RECORDCORPORATION
139 West 19th Street, New York, N. Y.
MR. CARPENTER . . . We Thank You

If we had sought out the services of the nation's most competent writers, never could a more exact proclamation be drafted of KNX's present day policies than the revised Code of Ethics submitted by your Committee for the N. A. B. We Congratulate and Thank You.

1. RECOGNIZING that the radio audience includes persons of all ages and all types of political, social and religious belief, member stations 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 member shall ascertain 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 advertising matter 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. KNX 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 substantiated, nor 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, the Board of Directors shall investigate such charges, give opportunity for hearing and afterwards notify the station of its findings.
**Spots for Jobs**
Cleveland Youth Uses WGAR as Employment Agency

"YOU want to buy what?" Ellis VanderPyl, commercial manager of WGAR, Cleveland, asked the blond youth.

"An announcement," was the reply. "I want to talk over the air and ask for a job."

So WGAR contracted with George Condon, 17, of Cleveland, for a single announcement on the Musical Clock program.

"I listen to the Musical Clock almost every morning," George stated. "I got the idea after I had tramped up and down Cleveland for a couple of weeks after leaving high school. I had some money saved and so I just decided I'd see what radio could do for me."

P.S. He got a job.

**Caldwell's New Paper**

A NEW periodical in the radio trade field, Radio Today, specializing in the technical progress of radio and in the set and electronics fields, will be published starting in September with Dr. O. H. Caldwell, former federal radio commissioner, as editor; and with M. Clements, formerly advertising manager of Radio Retailing and Electronics, as publisher. Dr. Caldwell on Aug. 1 resigns his editorship of McGraw-Hill's Radio Retailing and Electronics, of which he was co-founder with Mr. Clements. Their staffs will comprise mostly former associates in the McGraw-Hill Co. Offices have been established in the Grand Central Palace Bldg., New York.

**Staff Completed for Iowa Group**

WITH the arrival of Walter Preston, former Chicago and New York broadcasting executive, to take over the managership of KRNT and KSO, Des Moines, the new setup of the Iowa Broadcasting Co. stations was announced by Gardner Cowles Jr., president.

Mr. Preston took over his new duties in latter July, coming from New York where he was sales manager of WINS. Before that he was with the old WIBO, Chicago, and later with WBBM, Chicago, where from 1931 to 1932 he was western program director of CBS.

Craig Lawrence will continue as commercial manager of KRNT and KSO, and Sumner Quarton will continue as manager of WMT, Cedar Rapids-Waterloo. In addition to Mr. Cowles as president, Mr. Preston as manager and Mr. Lawrence as commercial manager, the staff of KRNT and KSO includes: Rodney Lien, treasurer; Reginald Martin, program director, KSO; Wayne A. Tiss, program director, KRNT; Paul Hunsinger, chief engineer.

In addition to Mr. Quarton as president and Mr. Lien as treasurer, the staff of WMT includes: William Quarton, Cedar Rapids commercial manager; Don Inman, Waterloo commercial manager; Douglas Grant, program director; Charles Quentin, chief engineer.

---

"Audition in Chicago tomorrow—Consolidated Cracker wants contest idea—Set up survey in South—Where's that script?—Need New England network—Good spot for new band on the Coast..."

Busy broadcasting executives often wish they could be ten places at one time. Long Distance comes close to making it possible. It turns one man into many—sends him North, South, East, West, in quick succession—gets attention—gets results—brings him back to his desk, free for other affairs.

Because it is fast and personal—because so much can be accomplished with its help—Long Distance pays dividends for every dollar invested. The local telephone company will gladly show you how it can be systematically and profitably applied to your own needs.
Your RADIO ADVERTISING DOLLAR buys...

in the City of Buffalo alone:

139 proved listeners to WKBW
129 proved listeners to WGR
89 proved listeners to Station C
24 proved listeners to Station D

These figures cover Buffalo only as the telephone calls were confined to the city. Buffalo proper represents 40 per cent of the sales opportunity in Western New York. It contains 135,000 of the 299,060 radio equipped homes in the Buffalo Trading Area. Experienced market survey organizations have stated that, other things being equal, the same ratio of listeners would prevail throughout the balance of the Buffalo Trading Area. On this basis, your radio advertising dollar would buy 308 listeners to WKBW; 286 listeners to WGR and 197 listeners to Station C.

Ross Federal Research Corporation determined these facts in the most comprehensive survey ever conducted in Buffalo of the listening habits of Buffalo people between 5 and 7 o'clock. Here is one of the most important broadcasting periods of the day... when you can reach the entire family... father, mother and the children. Most of both hours on WGR and WKBW has been sold... but there are still several choice periods available on a guaranteed basis. Wire or write for a complete schedule.

* The table above gives vital figures submitted by Ross Federal Research Corporation. The cost figures represent a weighted average of the rates between 5 and 7 P. M. for each station as listed in "Radio Advertising."

August 1, 1935 • BROADCASTING
CBS ANNOUNCES THE FIRST
Listening Area Maps

Just off the press after ten months of preparation, the 3rd Series of CBS Listening Areas introduces, for the first time in radio, separate maps of nighttime listening and daytime listening. These maps have been plotted individually for each of 97 CBS stations, making 194 different maps that show coverage at a modest minimum rather than the more glamorous maximum.

It presents also the first composite maps to show separately the Listening Areas of an entire network by night and by day. It offers for each station, and for the whole network, comprehensive market data based on the latest official count of radio homes as of January 1, 1935...the most complete survey of radio ownership since the U. S. Government census of 1930.

For the primary and secondary listening areas of every CBS station, both for daytime and evening broadcasts, are shown such facts as the number of

- counties
- radio listeners
- domestic gas customers
- families
- residence telephones
- electric wired homes
- radio homes
- passenger autos
- retail outlets & sales
- as well as the urban, rural and total populations

These studies are based on more than 400,000 responses to the Listening Area broadcasts, together with a special audience audit of 300,000 homes to determine the number of regular listeners to local CBS stations and to the CBS network.

THE COLUMBIA BROADCASTING SYSTEM
HEADQUARTERS FOR RADIO AND RADIO FACTS

August 1, 1935 • BROADCASTING
SUMMER floods in New York state and Arkansas found broadcasters alert to provide communication facilities when all other means had failed and many stories of heroism and public service on the part of broadcasters have been told in the last few weeks.

Through summons for public aid, control of flood waters at Ithaca, N. Y., and Pine Bluff, Ark., was effected in July. WNSF, Binghamton, stepped into the breach when that section was inundated and was on the air continuously for 42 hours [see Broadcasting July 15].

From both its Ithaca and Elmira studios, WESG, Elmira, with Manager Dale Taylor and Announcers Floyd Keeseier and Glover Delaney on the job, broadcasts proceeded for 26 hours without a break. A threatened break in the raging Chemung river, which bisects Elmira, was averted when a call for help brought hundreds of volunteers. Mobilization orders for militia, police, firemen and other groups were broadcast and residents of nearby Dryden were warned to vacate their homes when a break in a nearby dam was threatened. Relief plans were carried out over WESG.

Thousands of telephone calls and telegrams were received and hundreds came direct to the studios for information about friends and relatives. Two broadcasts were

ALL WASHED OUT—No wonder they're tired, these WESG broadcasters, who are hard at it although the hour is 4:30 a.m. and daytime station. However, there was work to be done for the station was the regional headquarters for flood relief activity. WESG had ten - day blanket authority to broadcast flood information at any hour, which it did. It is Ernest Oliver, program manager, at the microphone, with Engineer Broich at his left. Standing in control room (upper right) is Francis Broich, chief engineer, and at the left is Mr. Givens, of the executive staff.

keyed from WESG over a CBS network.

KOTN, Pine Bluff, Ark., kept the public informed of its flood havoc and was a key factor in directing relief and control efforts. B. J. Parker, manager of the station, kept its facilities constantly at the disposal of flood control engineers and provided special news from time to time. Calls for voluntary help to build sack levees to protect the city from back water and to strengthen levees brought several hundred to the scene.

Later they hooked on to a washed out Western Union wire at Oxford, which the company patched through to the Lincoln studios, and interviewed nearly every survivor in the town in a two-hour broadcast. This was carried over KOIL, Omaha, and KFOR, Lincoln.

The KFAB crew assisted CBS operators the following day in arranging a network broadcast, with Mr. May helping in the arrangements and interviewing a number of survivors.

The Local Program brings results for National Sponsors

WFIL finds a good formula that pull's big following

Locally built shows can command the respect—and sponsorship—of national advertisers. This is the experience of Don Withercomb, manager of WFIL, Philadelphia, whose new regular early - evening Melody Man show already has one sponsor, with two more in sight. Eventually it is to be extended across the board.

Sponsors planning local station promotion usually seek a particular type of program for the various areas to be served. A metropolitan series, for example, would call for a sophisticated program. For the back country hillbillies usually would be selected.

With network commitments for the coming season indicating busy schedules, many sponsors are turning to spot programming, while others are inclined toward local promotions due to lower costs, according to Mr. Withercomb. After months of research he decided on a variation of the old - time music and news format. An experimental program carrying a tie - in with a local theatre and offering two the - atre tickets to the first 25 listeners mailing in nearest and correct answers, pulled 1400 letters in the first mail. Now the program is thrice weekly, with more theatre - atres participating, and mail has jumped to 7500 letters a week.

The program proves, says Mr. Withercomb, that metropolitan and farm listener areas are attracted equally. "Successful radio merchandising is dependent upon the simplicity of program presentation," he explains. "There are many programs of the 'Melody Man' nature that should not be afraid to use them merely because someone else employed a like idea only a month before. Those are the programs that will pay dividends in the end."

Radio aids banking

Use of radio to produce a better public understanding of banking was added July 20 in the report of R. S. Hecht, president of the American Bankers Association, in a statement outlining the association's public relations activities. A number of addresses for radio use have been prepared by its public education commission and they are disseminated through the state associations and local chapters. To have favorable things said about the banking business over the radio, says Mr. Hecht, is "very helpful toward creating a sound public opinion regarding banking."

WCAE gets 5 kw. Day

Engineers of WCAE, Pittsburgh, are drawing plans for a new transmitter and other equipment for the daytime power increase from 1,000 to 5,000 watts just granted by the FCC, reported Ford Billings, WCAE manager. Chief Engineer Harry Bixbee states he hopes to have the new transmitter on the air within two months.

For Sale - in Western Pennsylvania

the Pittsburgh Trading Area:

1,000,000 NEW Daytime Listeners

Price . . . . . . . $00.00

For details consult Pittsburgh’s already most popular station

WCAE

PITTSBURGH - BASIC NBC RED NETWORK

Nationally represented by Paul H. Raymer Co.
New York . . . . Chicago . . . . San Francisco

Broadcasting - August 1, 1935
SOLD OUT!

A BREAK FOR 100 WATTERS

Standard Program Library Service—in a little more than three months—has been virtually sold out in every major radio market in the country! All but a handful of the large population centers are now represented with Standard Program Service.

Our problem now is to spread Standard Program Library Service to the smaller markets and complete our coverage. To accomplish this, a new deal has been set up for small stations, bringing the cost within the range of all.

The same excellent talent organization, the same highest quality RCA-Victor transcriptions, the same expert continuity as on our major stations—but now at a cost tremendously lower than that of any similar service.

Wire for Details and Contract on Special Small Station Deal

GOOD NEWS! "SONS OF THE PIONEERS" second series out in August. Territory reservations now.

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

August 1, 1935 • BROADCASTING
LESSON IN ETIQUETTE

...Never Read BROADCASTING Over Some One Else's Shoulder.

It Just Isn't Being Done ... Not When A Subscription Costs Only:

☐ $3.00 for ONE YEAR
☐ $5.00 for TWO YEARS or for TWO ONE-YEAR subscriptions.
☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $8.00 per year.

Please enter my subscription to BROADCASTING, including the 1935 YEARBOOK Edition. Check is enclosed.

Name ____________________________________________________________
Address __________________________________________________________
City __________ State __________________________
Firm ______________________________________________________________
Name ____________________________
Your Position ______________________________________________________

J OINT SPONSORSHIP FOR MARCH OF TIME

FORTY CBS STATIONS TO CARRY PROGRAM FIVE TIMES WEEKLY

WHEN the March of Time begins its sixth season of broadcasting on Aug. 28 it will present news dramatizations daily instead of weekly, as in the past, and will be jointly sponsored by Time magazine and by Remington Rand, Inc. As in the past, a CBS network will be used, and although the station line-up is not yet definite, it is expected to include more than 40 stations from the Atlantic to the Pacific, with some Southern subsidiaries.

The 15-minute periods will be heard Monday through Friday at 10:30 p.m. If the first period is sponsored by Time, with Remington Rand alternating, the latter will have only Tuesday and Thursday during the first week, but during the second week the position will be reversed, so that the advantages of joint sponsorship will be divided as equally as possible. In the event of a listener who is habitually at home only on Mondays and Tuesdays, for example, each sponsor will be credited with exactly half the broadcasts, and a one-night per week listener will hear the magazine credited one week and the manufacturer of office equipment credited the second week.

Remington Rand, of Buffalo, began the program early in the March of Time in the Fall of 1933, under an arrangement whereby “the editors of Time” were credited with the preparation of the script. In this way the magazine received its advertising without paying time or talent costs on the network. Last season Remington Rand sponsored the program early in the winter but the magazine resumed financial responsibility for it in March. The new series will mark the first 50-50 joint sponsorship.

Batten, Barton, Durstine & Osborn Inc., New York, is the agency, and Arthur Pryor Jr., will remain in active direction of the program, with Howard N. Barlow of CBS responsible for the musical score.

SHOW BOAT NAME CHANGE

LANNY ROSS, star of the Maxwell House Show Boat, who is filling in Jack Benny’s Sunday night NBC-WIZ period with his Lanny Ross’ State Fair program, on July 18 was signed to a new two-year contract by Ralph Starr Butler, vice president of General Foods Corp., calling for his continued services on the Show Boat program. From Oct. 1, retaining the same Thursday night NBC-WEAF network and period, the program will be known as Lanny Ross Presents the Maxwell House Show Boat! Instead of Capt. Henry’s Maxwell House Show Boat! Frank McIntyre will continue in the role of Capt. Henry.

VICK CHEMICAL Co. will bring Grace Moore back to 62-station NBC-WEAF network Sept. 16, the definite starting date depending upon clearing time on outlets. Cecil, Warwick & Cecil, New York, is the agency.

BROADCASTING • August 1, 1935
Schenectady may be a difficult word to spell, but the problem of getting your sales messages to the wide spread Northeastern market . . . of which Schenectady is the focal point . . . is as simple as ABC.

Use WGY. It is the undisputed "master radio showman" of the Great Northeast. With its 50,000 watts power, it reaches 768,800 radio families in Northern and Central New York and Western New England*.

*NBC Station Airea maps, showing the potential circulation of WGY as determined by the New NBC Method of Audience Measurement, are now ready for distribution.

A copy will be sent to you at once, upon request.

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

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

August 1, 1935 • BROADCASTING
They're working late hours even during these sizzling summer days to plan radio advertising campaigns for fall and early winter placement... Your prime promotional job is to tell them your story NOW... The ideal medium to carry your sales stories to radio advertisers and agencies is BROADCASTING. It strikes where they are... when they're thinking of radio advertising... Your sales efforts are concentrated where they will do the most good and economically.
Of Broadcasting’s 4,628 circulation

( sworn figures as of July 15, 1935)

55.5%

Embraces the 700-odd Advertising Agencies Placing Radio Accounts and National and Regional Radio Advertisers and Prospective Advertisers.

YOUR advertising message to BROADCASTING’s thorough agency and advertiser circulation insures concentrated and non-waste readership among the men who place fully 90% of Radio’s national and regional accounts.

WHEN they read BROADCASTING, they are in a radio frame of mind. BROADCASTING is the only publication in the trade advertising field devoting its columns exclusively to the authentic news of Radio as an art, an industry and an advertising medium.

MORE than that, BROADCASTING is the only publication in the trade advertising field that owes and pays its primary allegiance to Radio—not to printed media.
WBT to Attack Barrier On Football Broadcasts

ANOTHER effort will be made this year to break down the agreement among Southern Conference colleges against the broadcasting of football games, with William Schutt Jr., manager of WBT, Charlotte, already assigning his program director, Charles Crutchfield, to the task. Mr. Crutchfield is contacting officials of the schools and plans to attend the early fall meeting of the conference itself. The Southern Conference is the only major collegiate football group which still bars the broadcasting of its games.

"The big Eastern colleges permit radio coverage of their games from the sidelines and thereby obtain tremendous publicity benefits," Mr. Crutchfield has written conference officials. "The broadcasts do not seem to have cut down attendance. In fact the gates have been more satisfactory than ever in recent years. It is hard to explain the average football follower why we can present big Eastern games for him and never carry Southern games. We hope the colleges and the conference will see that they can do a great benefit to themselves as well as extend their football audiences."

NEW YORK will hold its first national radio exhibition in several years in the Grand Central Palace, Sept. 19-20, with electrical utilities people joining the radio set and parts makers in displaying their wares.

Go West From Convention

EASTERN radio was well represented on the Pacific Coast following the July convention of the NAB at Colorado Springs, with many broadcasters, agency men and their associates going to Los Angeles, San Francisco and other Western points on business and pleasure. Among those reported to have proceeded westward from the convention were: Ned Midgley, Batten, Barton, Durstine & Osborn; Ed Voynow, Edward Petry & Co.; William Rambeau, Chicago; Donald Flamm, WMCA; Arthur Church, KMBC; Dr. Leon Levy, WCAU; Earl Gammons, WCCO; J. V. McConnell, Keith Kiggins, Stuart Sprague and C. W. Horn, NBC; Louis Allen Weiss, WLB; John W. Guider, CBS attorney, Washington, and Sol Taishoff, editor of Broadcasting. Most of them were accompanied by their wives.

Drug Chain Puts Studio in Store

PEOPLES DRUG STORES, Washington, operating 125 stores in nine Eastern and Southern States, have installed a large glass studio in a new store at 11th & G streets, Washington, to take care of expanding radio activity, according to Clarence Graham, advertising manager. The studio will include transcription turntables, which belong to the store. Other equipment will be leased for the time being.

At present Peoples is using seven quarter-hour sports programs weekly on WJSA, Washington, with Arch McDonald announcing, as well as play-by-play accounts of out-of-town ball games played by the Washington Nationals, as well as graph reports. In addition announcements are used on other Washington stations for special merchandising events.

In Norfolk, Va., Peoples uses a full hour of the morning musical clock six days a week on WTAH, including announcements of civic events. Across the bay at Newport News, Peoples broadcasts an organ program on WGH five days a week for a total of three hours. All radio advertising, which includes announcements in a number of other cities, is placed direct.
AB Asks Passage of Copyright Bill

Ist and Ingement. Statement

The American Society of Authors (S-3047) now on the Senate

did, was asked July 26 in a

ites issued by the NAB,

gular Managing Director James

linda, the Motion Picture

n Owners of America,

American Hotels Association,

through the Somerville,

A legislative chairman.

position to the bill has been

nted by authors' societies to

to the statement, which

not that this legislation is

not proposed by users of mu-

bated from the Depart-

Department of State at the re-

cute Relations Com-

Penalty Injustices

UNTING to objections to the

penalty clause in the present

for copyright infringement,

statement points out that it

serted before the day of

pictures and radio. Referring to

juries of this clause, the

emt says:

"With the increased development

example, for a few bars of a

ghted dance tune to be

ad cast over a national hookup

l a special arrangement

ome orchestra leader of an-

er work, despite the exercise of

eat care and complete good faith

part of the broadcaster. It

ention of the composers

publishers under the present

that they are entitled to sue

casting station on the

for the sum of $250, and

cover some ten or fifteen

ollars, which sum would

bear the slightest relation to

wrong done or to the damage

used thereby. The same reason

plies to the motion picture the-

, the hotel, and to all users of

ghted music.

On the other hand, the exis-

ence of this penalty clause has

on the club by means of which

American Society of Authors

. Authors and Publishers has

able to build itself into the

opoly which is even now being

aked by the United States Gov-

ment. This same clause has

en the ground upon which other

ities have been able to judg-

ences upon users of music.

uthors and composers are

ken when they felt that the

work for their ultimate

efit.

As a matter of fact, the pia's

crepancy between the amounts

hich would be recovered for a

ation and the damage done

rong committed have caused us
to be loath to find the

or in cases of copyright in-

egement. Statement after

nt has been made by federal

des in the course of opinions

hich the decision is unfair and un-

ent, and that the federal

ould not be compelled to grant

ages which are clearly out of

reproportion to the offense. No simi-

r provision exists in the laws of

other country.

The proposed law leaves it to

the discretion of the federal judge

for each damage case as to what

y, and this discretion is

reviewable by the federal appellate

courts. Furthermore, the Act

vides that the damages fixed shall

be such 'as shall be in the opinion

the court be sufficient to prevent

their operation as a license to in-

fringe, and as shall be just, proper

ae of the circumstances of the case...'

The author, moreover, is entitled to

costs and to counsel fees. In other

words, the effect of the Act is to

make the punishment fit the crime'

in the judgment of the federal

courts, just as the judgment of the

courts controls the damages in all

other cases of violation of human

ights.

The whole opposition to S-3047

fomented by authors' societies

purpose of avoiding this

sion in the law, which is per-

ectly fair, perfectly proper, and

ecessary to all users of music.

The Report of the Senate Patents

 Committee (No. 1173) recommends

the enactment of the bill thor-

oughly covers every point of ob-

ection."

Heads WOR Promotion

EUGENE S. THOMAS has

n appointed sales promotion

anager of WOR, Newark, suc-

ing T. Wylie Kin-

now Eastern

representative for the Mut-

tal Broadcasting System. This

osition is in addition to Thomas' jobs as assistant to Walter Neff,

OR sales manager. Before join-

WOR in July of last year, Thomas spent seven years with the

Thomas R. Shippee Co., Wash-

ington, public relations counsel.

years of this position was spent as manager of the Atwater

Kent studios. Before that he

was a reporter with the Wash-

ton Star. He is also a graduate of the Harvard Business school.

An Nouncer a Hero

DEAN MADDOX, program direc-

and announcer, KYA, San

Francisco, proved himself a hero

veral night ago when he came to

aid of a policeman who was

getting a beating from three

boys during an attempted arrest.

Maddox was driving along in his

car when he saw the fracas. He

jumped into the fray and helped

the policeman subdue the trio.

After the battle, Maddox was

treated for a broken right index

ger, but the colored boys have

ossible fractured skulls, not to

ention cuts, bruises and black

yes. They are charged with resis-

ng an officer.

Soap Lake Campaign

STARTING on a state-wide basis,

Soap Lake Products Corp., Seattle

Mother Nature salts, seltzer, etc.)

using radio announcements along

with a newspaper campaign, dealer

ads and sampling preliminary to

ging national. Account is han-

led by , , Seattle.

other, and the ren, and the pro-

ces are made by evaporating the waters of Soap

Lake near Seattle.

There is no place that Postal Telegraph cannot

ach. Postal Telegraph not only covers 70,000

points in the United States and 9,000 in Canada*, but

maintains its own telegraph offices, attended by a

ained personnel in cities between which 95% of all the telegraph traffic of the country flows.

There is no place for which Postal Telegraph will

accept and transmit your message with promptness, with dependability, with accuracy.

Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers

communication with the entire world... through the only combination of telegraph, cable and radio ser-

vice under a single management in the United States.

* in Canada, through the Canadian Pacific Railway Telegraphs.

The International System

Postal Telegraph

Commercial

All America

Mackay Radio

August 1, 1935 - Broadcasting

www.americanradiohistory.com
Agency Recognition

PROPOSED creation of an agency recognition bureau by radio is another step forward in radio's career as a major advertising medium. Agency recognition systems have been maintained by other major media for many years so that only agencies rendering bona fide services to media and advertiser alike should receive the customary commissions.

Not only can the small-time time broker, the masked house agency and the financially incompetent be weeded out, but the level of agency service in the broadcasting advertising field can be raised materially by such a bureau as the NAB proposes to set up. The Better agencies will welcome the elimination of the chiselers and the bad-credit agencies; the small though deserving agency, receiving the endorsement of recognition, will be given further impetus toward growth.

A recognition system is just as good as the participating stations make it, assuming of course, that it is staffed with an intelligent and fair executive. The recognition of an agency, after all, will rest with the station for the work of the bureau will be merely informative and recommendatory. We believe the proposed bureau should have the active support of every station dealing with advertising agencies.

Has FCC the Power?

WE WOULD LIKE to feel as confident and self-assured as David Lawrence, noted publicist, in his conclusion that freedom of the air is as inviolate at the hands of the FCC as the freedom of the press is safeguarded by the Constitution from interference by the Post Office Department which accords it mailing privileges. According to Mr. Lawrence, the Supreme Court in the WIBO case made it clear that the federal regulatory authority extended only to mechanical facilities and allocations and not to what is spoken over the air.

The WIBO case, of course, had to do only with mechanical facilities, so whatever else is read into the court's dictum is mere conjecture as to what the court would do if the clear-cut issue of freedom of speech via radio were raised. Thus far it is significant to recall that the old Radio Commission was able to refuse license renewals to Brinkley, Shuler and Baker because of the general character of their broadcasts and for no other reason. The Court of Appeals of the District of Columbia upheld the Radio Commission in eliminating these objectionable broadcasters and the Supreme Court declined to review the Shuler case. So it seems that the FCC, which inherited the Radio Commission's jurisdiction, really has the power of life or death over at least certain kinds of radio stations.

Perhaps it has not; Mr. Lawrence's contention is that the refusal of certificates from a lower court does not necessarily imply the Supreme Court's acquiescence in a decision. He tells us he believes Chairman Prall's current cleanup campaign of objectionable programs clearly amounts to censorship, and he insists that the FCC will suffer the woe of the late-lamented NRA if its authority over broadcast material is tested.

Well, we would like to see such a test eventually—but not before the end of Mr. Prall's campaign, which obviously is one of "moral suasion", as evidenced by his speech before the NAB in which he asserted that the FCC has no intention of silencing stations for occasional mis-steps in programming if their general character has otherwise been satisfactory and in public interest. We think he is helping the industry save itself from itself in his insistence that it clean its own house.

It is indeed unfortunate that the few cases of "death sentences" on broadcasters that have thus far gone to the courts have involved obvious mountebanks. We hope some day a case will go up that involves a reputable broadcaster appealing on the clearcut issues of the First (freedom of speech) and Fifth (due process) Amendments. We hope then that President Roosevelt's no-censorship assurances are borne out by the highest court—but we don't want to see a case tried on the basis of some quack account or irresponsible broadcaster ordered off the air. Let it be on the basis of freedom of political utterances, incidental only to some station's primary purpose to entertain and educate, but let the radio appellant appear in court with clean hands.

The Right to Choose

A FEW WEEKS ago there appeared in the press association reports an innocent squib about a court decision in Oregon holding that a broadcasting station is not a "common carrier" and therefore does not have to accept all comers who have the price. In these times, when there is so much smoke about freedom of the air, the decision is of more than ordinary significance.

The case grew out of a suit instituted in

The RADIO BOOK SHELF

PROBLEMS of uniformly acceptable pronunciations of doubtful English words are being met by the British Broadcasting Corp. through an Advisory Committee on Spoken English headed by George Bernard Shaw and including a score of notable British cultural leaders. They pass on decisions rendered by a group of expert scholars, then publish their recommendations for the benefit of BBC announcers and speakers, and thus all the British public are admitted to influence in their every speech by what they hear on the radio. Amateurs can gain some valuable guidance from the committee's latest compendium of 779 English words often mispronounced which are included with a studious discussion of the vagaries of English speech in BroadEnglish, third edition, which may be obtained from the BBC Publications Department.

PUBLISHED as a supplement to The Ten of Canadian Business, another publication The Canadian Cupboard, has just been leased by McConnell, Baxter & Eastman, vertising agency, 254 Bay St., Toronto, Ont., shows importance of food in retail dollar, to expenditures on food, sales in five econo, areas, food store and restaurant sales by city importance of grocery and combination store and chain store distribution. The study, trated by statistical tables, is available fr the source, McConnell, Baxter & Eastmn Ltd., Montreal, P. Q., $1.

A DIRECTORY of the more than 200 national trade associations headquartered in Washingt, D. C., gives their addresses, teleph numbers and the names of secretaries or repre sentatives, has been published by the Great National Capital Committee of the Washi ton Board of Trade with the cooperation of the Department of Commerce. It is available ap upon request from the Board of Trade's office in the Washington Star Bldg.

The U. S. District Court for Oregon by o Henrietta B. Martin, president of the G-Government Congress Inc., a political organ ization, against KMED, Medford, Ore., seek recovery of alleged damages of $35,000 a $4,500 attorney fees because of the refush of the station to permit the plaintiff to use its facilities. KMED very properly contends that under the Communications Act of 1934 broadcasting stations are expressly excepted from the category of common carriers and br that the court had no jurisdiction.

Recently Judge McNary sustained the content of KMED and held that a st at has the right to select its patrons. In th opinion he followed the finding of the Interna tional Commerce Commission in the famo Sta-Shine Products case against NBC, settl in 1932. The KMED ruling, however, was the first decision of a Federal court on the subject and one that may prove valuable as e cident in future litigation. It confirms the theory that broadcasting is a type of "private carrier", limited in its capacity and therefore necessarily in the position of choosing its "passengers".
We Pay Our Respects To

NATHANIEL HENRY PUMPHIAN

THANIEL HENRY PUMPHIAN, director of media for Henri, ret & McDonald Inc., Chicago advertising agency, does not look like a reformer. His manner is steady, his smile warm and sincere; he does not point a stern accusing finger or lay down the law to friends—and that means most Chicago's advertising fraternity call him "Nate" and vote him a good fellow.

But in spite of all this he is toying a waryadin with hard for as much need red radio reforms will, he believes, make radio better, more serviceable advertising medium. Of course, Nate didn't put it that way himself. He'd say that his job is to select a media that will be most pro-

ive for the clients of his emer, and if any, or any other medium, can be changed to do a better job for these advertisers then it is now doing it's up to him to make the tie-in announcement within the advertiser's network period.

The particular program completed, many agency men would have been content to let the matter drop. But not Nate. In one of the most interesting papers read before the radio department of the Foreign APA convention he presented the problem and urged that the stations set up a standard practice, either reducing this service gratis as a merchandising help to their advertisers or making a nominal "courtesy" charge for the announcer's time.

"This announcement business is a typical example of how little attention most radio stations have given to the problem of cooperating with advertisers," he says. "If a newspaper is soliciting space from one of our accounts it will offer every kind of merchandising assistance that can add to the effectiveness of the advertising. Yet, that an advertiser should expect and get from radio, the mere use of its facilities never seems to have occurred to the radio stations. Last year they were, without doubt, doing it for many advertisers, but that same newspaper. There are exceptions, of course, but generally radio has been entirely too interested in selling time entirely to apathetic about helping ad-

vertisers to make the best use of that time.

That is perhaps the chief reason why radio has received so little of the advertising of higher priced products, in the sale of which the dealer plays the most important part, but has been most successful with mass merchandise which can be purchased at each corner store and which the dealer needs to stock to meet the requirements of his trade.

"Why right now," Nate continued, "Henri, Hurst & McDonald is sponsoring its own radio program over WGN to try to get information about radio that every other medium supplies about itself as a matter of course, such things as the cost of commercials for certain products, the relative lis-

tener interest in various types of entertainment, and other data on

nouncements within the advertiser's network period.

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tener interest in various types of entertainment, and other data on

radio audience. We want to 'nove' these things; we feel that unless we do know them we can not be as efficient. But I also feel that it should not be up to us to discover them by ourselves, with little or no help from the stations.

This idea of service, of giving full value plus for money received, is not new to Nate. One day he came out of the University of Chicago's commerce school, where his interest in advertising had been encouraged by his development professor. Nathaniel Waring Barnes, who later became research director of the APA, he felt that the knowledge he received entitled him to nothing more than his sheepskin. So, from his own pocket, to pay for his expenses, he returned to the University for a post graduate course during which he worked

eight hours a day in the offices of the Matoness-Pogarty-Jordan Co., paying a tuition fee of $40 for the course.

At the end of this course Nate went to work in the research department of Henri, Hurst & McDonald. After five years he was promoted to his present position of media director, just in time to take advantage of the radio's first impor-

tant radio promotion, placing Paul Whiteman's orchestra over a coast-to-coast network for 50 weeks for the old Allied Bank. Since then radio has been one of Nate's important interests and activities.

Chicago is his birthplace and the scene of all of his activities during the intervening 33 years. He is a determined bachelor and has no hobbies outside of advertising.
DOWTHOMPSON, formerly with KOIL, Council Bluffs, and KFAL-KFOR, Lincoln, Neb., has joined the continuity staff of KMO and KJR, Seattle. He is author of several plays that have been used by the First Night Players and the Princess Pat Players on NBC, and recently had one of his short stories published by Liberty Magazine.

JACK WHITNEY has been named chief announcer of KFPL, Oklahoma City, succeeding W. S. Lukenbill, who has joined KGFP, Shawnee, Okla.

COMBS BLANFORD, formerly of WALA, Mobile, has joined the production staff of WIBQ, Memphis.

ALICE KEITH, former director of the CBS American School of the Air, is directing musical and dramatic programs for community centers of the Washington, D. C. schools, and is also conducting a "radio workshop," offering instruction in radio continuity writing and musical program arranging at American University, Washington.

WILLIAM J. CLARK, said to be the world's first radio editor, has left his desk as radio editor of the Chicago American to become editor and publisher of The Columbus, official publication of the Knights of Columbus in Chicago and vicinity. "Dad" Clark, as he is known in Chicago radio circles, created the job of radio editor in January, 1922, organizing the first radio station-newspaper connection between his paper and KYW, in March, 1922.

ROBERT W. GRAHAM, author of Your Folks & Mine and other radio series, and a former trooper, has joined the writing staff of Kasper-Gordon Studios Inc., Boston, program branch. Wentworth P. Cann, formerly of WNAC, Boston, and Yankee Network, has been added to the staff in a production and new account capacity. Edmund X. Burns has been named manager of the instantaneous recording department.

LOWELL GILMORE, English actor and director, has been named dramatic supervisor of WLW, Cincinnati, a newly-created post.

JAMES STANLEY, in charge of the television exhibit at the 1934 Century of Progress, has joined the NBC Chicago production staff. Following work at Harvard's naval radio school and 10 months in the navy, the star of the 1930s began his career managing a stock company in Minneapolis, working in radio as a writer, director, and in charge of radio drama for the newscast of the Northwest, and producing radio dramas for WRJH (now WTNK), Minneapolis.

THEY ALSO BRAY—Who like to broadcast astride a jackass. Left to right are Thomas B. Dyer, George Brazil, Ted Husing, CBS announcers, who take turns riding the jackass during the recent "Bing Crosby Radio Barn Dance" broadcast over CBS as part of one of Kate Smith's hours.

ARCHIE PRESBY, NBC announcer in San Francisco, for the first time will meet his old friend Donald Grant Presby, when he goes to Portland, Ore., on vacation. Young Presby will be two more years old Aug. 1 and his father will be with him to celebrate the occasion. Mrs. Presby was in Portland when Donald was born. After a two weeks vacation in the Northwest, Presby will bring his family back to San Francisco with him.

CHARLES FOLL has joined the announcing staff of KJSB, San Francisco, coming over from KROW, Oakland. Sterling "Beverly" Newgill, who has also joined the KJSB staff.

PAUL S. NATHAN, radio editor of the Oakland (Cal.) Post-Enquirer, has joined the announcing staff of WSJ, San Francisco.

GODFREY KULER, news commentator of KFJZ, Fort Worth, is now handling the daily Transradio news service.

CHARLES W. HAMP PRODUCTIONS has been formed in Hollywood with the July schedule calling for a series of 15-minute programs similar to those Mr. Hamp produced on networks.

MARSDEN ARGALL, concert singer and well known Pacific Coast radio artist, has succeeded Robert P. Anderson Jr., as relief announcer at KYA, San Francisco. Anderson resigned to become the San Francisco Call-Bulletin radio news reporter, succeeding Dick Romaine, who has been with KOAK, Oakland, in a similar capacity.

HERBERT ALLEN, formerly with KNX, Hollywood, has joined the announcing staff of KROW, Oakland, Cal.

C. L. ROHDES, program director and chief announcer of KBO, 3-angr view, Tex., has acquired the title "Major Rhodes," a play on Major Lowes, since he started conducting the local Chevrolet Amateur Hour.

JOE ALLABOUGH, program director of WJJD, Chicago, is the father of a boy born in July.

OLIVER FORT PEARSON, recently of NBC Chicago announcing, has joined KERI, KIS, and KMR, as he entered radio as a sales man over KTKS, Shreveport, La., where he was later announcer and program director, leaving there in 1934 broadcast over KRCI.

ALLEN KENNEDY, formerly WBN, Utica, N. Y., is substituting on the announcing staff of WJH, Washington, D. C.

HUGH CONOVER, formerly WN, Columbia, S. C., has joined announcing staff of WJBY, Washington.

WILLIAM GARTLAND, 21-year-NBC page boy at Radio City, is thur of Stotera vs. Anti-Stotera on NBC network on an XEWA network.

ALOIS HAVRILLA, NBC announcer, is making a series of travelogues in the form "Tales of the Unknown" for the Hearst Pictures.

FAYETTE KUHL of the NBC cago continuity staff, is author of new Girls Box novel featuring Ro Winkler now being carried on NBC-WEAF network.

FRED M. BRENNEL, secretary of the YMCA of America, has joined the portable microphone for KFAB, Los Angeles, in the deck of the Japanese, who will broadcast "Kawazu Maru" with its regular call at Coos Bay.

DRESSEL DAHLSTEAD, a N staff announcer in San Francisco, has married Miss Blau Lawry in Selma, Cal.

CLINTON TWISS, NBC San Francisco announcer, is handling Listening Post, Daily Pictorial Review, heard six times weekly over KGO network, while Hush Hush commentator, in New York, has is on a six-week leave of absence.

PAUL HANDEL, graduate of University of Iowa radio school, joined the announcing staff of WJN, Cedar Rapids.

JOHN ALLEN WOLF, program rector of WSFA, Montgomery, Ala., was married early in July and v to New York on his honeymoon.

MIEL ROACH, who resigned as program director of KGKR, Long Beach, several weeks ago, is now the program director of KTM, Los angeles, as part-time announcer.

JAMES BURTON, who has been producing Dramatic Dickens KNIT, Hollywood, in July was a ed to the station's announcing staff.

JOHN KENNEDY has returned Los Angeles, as an announcer after a year in stage work and announcing at NBC, Caliente, Mex.

ROBERT TONG has joined KG Los Angeles, as a relief announcer.

BETTY HUNTS, fashion bro caster of WSJV, Washington, has July in Hollywood getting finish work.

CECIL CARMICHAEL, newscast of WBT, Charlotte, and radio editor the Jefferson Times has left the Charlotte bureau of the Uni Press, which serves WBT.

FLOYD MILLER Jr., announce WJICA, New York, was to be mar ed Aug. 1 to Miss Mary B Cowin of Buffalo.

ARTHUR KELLY has joined staff of WJL, Rochester, to handle a "short wave reporter" ass and other announcing.

SOL FLEISCHMAN, chief announcer of WHB, Tampa, is spending "husman's holiday" starting July with CBS announcing New York and returning via the Gumb Mr where he will visit "Red D" her, announcer of WLW and WV.
IN THE
CONTROL ROOM

WILLIAM G. H. FINCH, assistant chief engineer of the FCC in charge of telephony and former chief engineer of the Hearst radio service, on July 31 was accorded 17 additional claims for mobile secrecy on his radiotelegraph printer invention by the U.S. Patent Office.

WILLIAM J. PURCELL, engineer in charge of WGY, Schenectady, retired from the hearings of the New York engineers suffering from pneumonia. He has recovered sufficiently to spend an hour or two daily at the station. Herbert Cruger has been looking after his welfare.

KENNETH ERWIN, transmitter engineer of WDSU, New Orleans, was married recently. Fred Fabre, of the engineering staff, is the father of a boy born recently.

JOHN PULES, formerly assistant chief engineer of WAMI, Anderson, S. C., has been named chief engineer to replace Ken McCleod. Wendell Roberts, of Commerce, Ga., has been named assistant.

HERB BROWN, aviator, has joined the control staff of WFOY, Charlotte- town, Prince Edward Island.

BRUCE GEDDES, engineer of WJSY, Washington, and former vice president and general manager of KMA, is the father of a boy born in July.

HENRY MONTAGNE has recently joined CJKL, Kirkland Lake, northern Ontario, as engineer.

W. PAUL WICHTMANN, studio engineer and chief announcer of WLIIL Stevens Point, Wis., will be married to Miss Myrna June Edwards, of Cambria, Wis.

HORTON MOSHER, control operator of WGY, Schenectady, is the father of a boy born in Newton. N. Y., July 7 after a 50-mile automobile race through flooded country with Mrs. Mosher.

HOWARD STEPHENS, formerly of WNL, Cincinnati, has joined the engineering staff of WKRC, Cincinnati.

CHARLES COLEMAH, engineer of WJIH, Philadelphia, is recovering from a broken leg at his home in Lebanon, Pa. The leg was healing nicely until Coleman fell out of bed at the hospital, aggravating the injury.

ROD WARD, engineer of WOR, Newark, will be married Aug. 19 to Ethel D. Stewart, of New York. They will sail the same day for Europe on the He de France, returning early in September on the Normandie.

KARL J. SCHIEBEN, formerly of WIP, Detroit, has joined the engineering staff of WJMI, Lansing, Mich.

R. M. RADENAC, of Melbourne, Australia, divisional engineer of the Postmaster General's research laboratories which control Australia's public broadcasting system, is touring the United States to study American broadcasting.

R. C. WOLFENDEN, of the control staff of WDQI, Roanoke, Va., is the father of a girl born in July.

PAUL FRANCIS, chief engineer of WBX, Detroit, was married in July to Miss Agnes Schreiner, of Royal Oak, Mich.

WELDON ROY, of the control staff of WBHQ, Memphis, was married recently.

PH. MACKENZIE, control operator of WTON, Minneapolis, is the father of a girl born recently. Gene Braughton, of the staff, is the mother of a boy born recently.

"BIGTIME" Results
ON A LOW-COST SCHEDULE . . .

Radio's toughest test—RESULTS—rates WAAT consistently ahead of its moderate cost. Main, cash orders, and point-of-sale crowds that might butter the vanity of any "big" station repeatedly and pleasingly swamp advertisers out of gentle expectations.

WAAT is "daytime only". It has a local-color grip on a quarter-million-population area of Jersey's best homes. If what you have to sell sows to homes, contact this juicy market with WAAT's extraordinary penetration. BONUS: Not charged for in our rate card is the large, proved "circulation" in New York City, Brooklyn, Staten Island, Long Island and Westchester.

FOR WHATEVER SELLS TO HOMES . . .

A splendid supplementary buy with a primary coverage in Newark. Jersey City, Paterson, Elizabeth, Bayonne, Union City, Hoboken, West New York, Passaic, Hackensack, the Oranges and Montclair. An unmatched testing ground. A profitable buy in its own right.

SPECIFIC DETAILS ON REQUEST

August 1, 1935 • BROADCASTING
**TRANSCRIPTIONS**

**ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of Broadcasting:**

*Ayer Co., Lowell, Mass. (Vita-Ray cream.)*

Chicago, DuButh & Georgen Bay Transit Co., Detroit (invasion)

Commander-Lambert Co., Minneapolis (Stanford flour)

E. L. du Pont de Nemours, Baltimore (points)

Greyhound Management Corp., Cleveland (bus service)

The Pen-Jel Co., Kansas City, Mo. (Pen-Jel dessert)

Purina Ficial Salons, New York (beauty treatment)


**STANDARD RADIO ADVERTISING CO., Hollywood,** has taken additional space for its Chicago offices at 180 N. Michigan Ave. and has assigned David Ballon there as assistant to Milton M. Blum, Chicago manager. Signing of the following additional stations for its library service including its total to over 70: WIT, Charlotte; WJIC, Bloomington, Ill.; WATE, Jersey City; KMMJ, Waco, Tex.

M. A. FRITZEL, former XRC production man, has been transferred to transcription representative of the National XRP series.

**EXCLUSIVE rights to the XRC Thesaurus Service in New York City, effective Aug. 1, have been secured by WMCA, Donald Hamm. WMCA president, announced July 18.**

H. C. CONNOLLY, formerly associated with XRC Western division, and later KVA, San Francisco, as continuity writer and producer, has been named production manager of Macfie & Nollie Inc., San Francisco transcription producers. He succeeds John Hasty, resigned.

FREDERICK C. DAHLQUIST, president of American Radio Features Syndicate, Los Angeles transcription producers, announced that Brooks Gifford, Pasadena attorney, has been added to the board of directors to take the place of E. E. Towles, deceased.

C. C. PAXLE, vice president of Radio Transcription Co. of America, has been elected its president. The reorganization of the firm calls for eight transcription programs a week throughout the year from its Hollywood studios.

**EARNHARDT-YOUNG Inc., Hollywood,** in July sold the second series of Crosswords to KTSN, El Paso; two series of Crazy Quilt to KION, St. Louis, and 30 of Black and Blue to WMYA, Richmond, Va. Earnshaw Radio Productions also sold its Radio Short Stories to KJMJ, Clay Center, Neb., and the second series of stories to KFIZ, Honolulu and KSL, Salt Lake City.

**MAX GRAF, sales manager, Titan Productions Inc., San Francisco transcription producers, is on a business trip to Chicago and New York. He is expected to return to San Francisco Sept. 1. Kaplan-Gordon Studios Inc., Boston, have been appointed representatives for Titan Productions in the New England states.


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**WSPD**

*—Is the ONLY Radio Station in Toledo and Northwestern Ohio, and national advertisers know from experience that it is the key to America's ideal test market.*

New Transmitter Will Be Completed August 15th

With the installation of WSPD's new transmitter our position in this great market will be more than doubled.

One of the many local features WSPD broadcasts daily is the News Service of the United Press.


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**WSPD**

On the Basic Network of the Columbia Broadcasting System. Address—Commodore Perry Hotel TOLEDO, OHIO
Lyman vs. Lyman

ABE LYMAN, announcer of WBNX, New York, claims he was born with that name and will continue to use it despite possibility of a suit by Abe Lyman, orchestra leader, to restrain him. He contends that the orchestra leader's real name is Abraham Simon.

Benton & Bowles Clarifies Radio Department Setup

To settle at rest unfounded rumors regarding a realignment of its radio department, Benton & Bowles, New York agency, advised broadcasting July 28 that it is operating under the usual departmental plan of handling a large volume of radio advertising.

The agency stated that its staff functions under this plan: Cheater Bowles, in charge of all radio activities; James A. Rogers Jr., in charge of talent and contracts; Tiny Ruffner, in charge of radio production and handles most announcing; Tom Revere, in charge of radio scripts for last six months and also has other general activities under his supervision. All radio time, it was added, is bought through the media department which operates in conjunction with the radio department.

B-S-H Divides Dep't

The Radio department of Blackett-Sample-Hummert Inc., Chicago, ranking agency in 1984 radio billings, has been divided into two sections: A program division, headed by Warren Sweeney, WJSV, second, and Lou Lilli, WJSV, third. The programs division, headed by Tom S. Hots, which will handle all details of program continuity, music and talent; and a station contacts division, under the direction of Robert Barrett, which will make all arrangements regarding the placement of programs with the stations and networks.

DISC SERIES AIDS

"BABY BOND" SALES

An extensive transcription series in which most of the nation's broadcasters have contributed time to the U.S. Treasury Department for the sale of "baby bonds" was concluded July 31, and Treasury officials are understood to be considering a second disc series of a similar nature.

Transcriptions have been made by Decca Records Inc. and Brunswick Records Co., Inc. in Hollywood for the broadcast of the Treasury bond series through the Navy and Marine bands, and the proceeds will be used for the purchase of the U.S. Treasury bond.

SPEAKERS REPRESENTING different regions have been used, with the distribution based on the geographic origin of the transcripts.

The series was inaugurated May 31 with Mrs. Roosevelt speaking over a combined NBC-CBS hookup. Since that time, the series has been fed to stations through local postmasters at the rate of almost one a week. No rejections have beenreceived from stations, it is understood.

"WHN—a radio station that is really going places."

Mark Hellinger—N. Y. Mirror

Buy WHN for BB*

Sophie Tucker's Music Hall. The beloved burlesque star as mistress of ceremonies, presenting headliners of stage and radio, with a grand show by a grand personality,

Monday, 7:30-8:30 p.m.

Ed Lovery's Broadway Melody Hour. Fast-moving variety show by a master showman, presenting the current vaudeville and radio hits of the week. Outstanding radio entertainment.

Monday, 8:00-9:00 p.m.


Irry-Bitty Kiddy Hour. Slam-bang, uproarious comedy featuring Ward Wilson and Perry Charles in a dizzy burlesque of radio programs. New York is about it! Sunday, 7:30-8:00 p.m.

Professor Herman and Swiftie. Presenting Herman Timberg, nationally renowned vaudeville comedian in a side-splitting comedy series in which he plays lady stoen "Swiftie", creates an entirely new type of radio personality.

Monday, 10:00-10:15 p.m.

WHN Barn Dance. A pot-pourri of rural and western songs, music, gags and chatter which is pleasing New York.

Wednesday 9:35-10:15 p.m.

Thursday 9:15-10:15 p.m.

Saturday, 9:15-10:15 p.m.
**RADIO ADVERTISERS**

TEXACO activities in connection with its radio auditions late in July brought several of its radio staff to Los Angeles, including George Vos, in charge of radio for the Texas Co.; James Tierney, public relations assistant; Al O'Connor, of the New York office of Haun-Brenziger Co., Louis A. White, announcer and producer of the Eddie Duchin show, and Harry Kelber, publicity and advertising man for the coast auditions.

JOSEPH W. KANE, vice president of lodest Chemical Co., Detroit, (foot powder), big radio user, was in Los Angeles in July on a business trip.

LEM-LUR BOTTLING Co., San Francisco, recently appointed Emil Brischner & Staff, San Francisco, to direct a campaign for its l leased beverages, and plans to use radio along with other media.

L. HAMBERGER & Co., Newark, (department store) has placed its account with Ginn Adv. Agency, Newark.

CUBBINSON CRACKER Co. Inc., Los Angeles, is advertising through Izzard Co., Los Angeles.

G. P. HALFERTY & Co., Seattle (Smart Set salmon steak) is placing its advertising through Izzard Co., Seattle.

PIONEER CANNERS, Seattle (Pioneer cherries) has selected Izzard Co., Seattle, to place its advertising.

JOSEPH TRINER Corp., Chicago, (wine) is advertising through Benson & Dall Inc., Chicago.

BRITOL MYL, New York, has named Beuton & Bowles Inc., New York, to handle its Minth-Rub account.

**Lady Esther Copy**

**AN UNUSUAL method of checking broadcast advertising copy is used by Bess Johnson, radio executive of Stack-Goble Adv. Agency in Chicago, in charge of the Lady Esther account. To make the most of any current news which might be effective used in the sales talks, copy is written on the morning of the broadcast. Then, by special hook-up between the Stack-Goble office and the Lady Esther Co., Miss Johnson reads the copy so that Al Cohen, president, hears it over a loudspeaker just as it will sound on the air.**

**HYDROX ICE CREAM Co., St. Louis, has named Jimm Daugherty Inc., as its agency. This is in addition to the advertising of St. Louis Dairy Co., another National Dairy Products unit. Present plans call for a radio schedule in St. Louis and Southern Illinois.**

**CALVIBET Co., San Francisco (health food), advertised through Ray M. Wright Adv. Agency, San Francisco, and will use radio in its fall campaign, following a series of test programs in northern and southern California.**

**BLOCK DRUG Co., Brooklyn (proprietary, cosmetics) has placed its Barretts Roachcunt, account with Mass Associates, N. Y.**

**O'BRIEN VARNISH Co., South Bend, Ind., is advertising through Carter-Jones-Taylor Co., South Bend.**

**AMERICAN WASHING MACHINE MFRS., ASN'N., Chicago, plans to start a series of five-minute programs on 28 stations, its first radio campaign, with Meldrum & Feenish Inc., Cleveland, the agency.**

**R. A. JOHNSON Co., Milwaukee, late in July took the House in the Sun series of 20 half hour transcriptions from its radio program schedules, and is planning a campaign which will include spot announcements on northern California stations.**

**FREDERICKSBURG BREWING Co., San Jose, Calif. (beer), has placed its national advertising with Ream & Homan, San Francisco, and is planning a campaign which will include spot announcements on northern California stations.**

**Q'DOR-RX ANTISEPTIC Co., San Francisco (Oxox-foot medicine), has placed its national advertising with Ream & Homan, San Francisco, and is planning a campaign which will include spot announcements on northern California stations.**

**JELL-WELL DESSERT Co., Los Angeles, is advertising through Lord & Thomas, Los Angeles.**

**JULEP CO., Chicago (Julep Ale beverage), placing its advertising direct, now is using radio.**

Lang-Worth Signs Colby;

To Offer Program Library

LANG-WORTH Feature Programs Inc., newly organized division of Langlois & Wentworth, advertisers' radio service, 745 Fifth Ave., New York, has announced the signing of Bainbridge Colby, Secretary of State under Woodrow Wilson, for a three-weeks series of 15-minute talks on transcripts to be offered for use by stations either as a sponsored or sustaining feature. The noted publicist will discuss world affairs in a non-partisan vein.

The talks are being recorded by RCA Victor Co. and are the first units in an extensive program library which the concern will shortly offer to stations. The library will include musical and novelty programs.

**“Velvalac” Discs on Market**

ALLIED P R O D U C T & RECORD Co., Hollywood pressing and processing transcription firm, in July placed on the market its “Velvalac” discs for wax transcriptions. The new substance is said to be non-warping, non-breakable, minimum in surface noise and lighter in weight. Clients for “Velvalac” include the Freeman Lang sound studios which will use it for all its productions.

**Does WPRO PRODUCE LISTENERS? RESULTS?**

"Let’s look at the record again!" (Case 15) — Recently WPRO made six-plant 50-word announcements for a Western nursery, and received a total of 406 letters, each containing a dollar bill, for the purchase of shrubbery. The contract was promptly renewed.

(Case 18) — One announcement, during the “Buddy and the Gang” program, caused a stampede at the dock of the excursion steamer Mount Hope on a Monday morning, usually the poorest day of the week, for passage on that boat to Block Island.

WPRO provides complete coverage of New England’s Second Largest Market ... 1,225,578 consumers who spend $284,082,000 yearly in retail outlets. Since 90.1% of Rhode Island homes are radio equipped, you get the most for your radio dollar when you use WPRO.

Write for our new booklet.

**WISE**

30 MINUTES ON KFRO

Pulled 1200 Replies For Le Sage Chevrolet Longview, Texas
Let us Produce for You

KFRO

"Voice of Longview"

Longview, Texas

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ENGINEER'S PERFORM WRC and WMAL Operators
Stage Eight-point Program

TWENTY-FOUR engineers of WRC and WMAL, Washington, staging a half-hour program of their own origin, presented a radio receiver set by which listeners could learn the efficiency of their sets with the aid of simultaneous tone transmission and simple instructions.

The "request" program, which included a number of unique skits, concluded with a plea that listeners write or phone the "boss" and urge that this be the last offense.

Among stunts, all of which were directed by Phil Merriman, operation supervisor and master of ceremonies, was a roll call of engineers singing ensemble, "Hail, Hail the Gang's All Here" from eight remote control points. Don Cooper conducted a popularity contest for announcers, awarding a saucer to go with the cup to be donated by a Washington announcer by Henry J. Kaufman, Advertising, Washington.

Barton Stahl, alone on WRC's antenna in the darkness, gave his impression of the stars. The Engineer Players presented a play depicting development of radio. Bill Chow and Waddy Wadsworth, from separate studios, sang in approximate unison.

The Island of Capri, Shannon Allen introduced the engineers to the audience. Ted Belote explained how it was possible to sing together from remote control points miles apart.

IN AN ARTICLE describing broadcasts of a fire in the Maison Blanche building, New Orleans, it was incorrectly stated that WDSU was located in this building and that its service was interrupted. It was WSMB that was located in a wing of the burning structure.

WFJA, Tampa, on Aug. 1 will move into its new studios occupying the entire six floor of the Farr Building, abandoning its old Hotel Hillsboro headquarters. It has installed new Western Electric equipment throughout, and a Frigidaire air-conditioner.

WCAU golfers defeated the KYW team in a match July 25 at Bala Country Club, Philadelphia, winning five matches to three in their first annual tournament. Claud Haring, WCAU announcer, defeated Larry Burns of KYW. 1 up on the 18th green last week but had won two holes to even the match on the 18th green where he had a 20-foot putt.

WXBY plans to enlarge its present quarters with additional private offices and more studio space.

KFWB, Los Angeles, on July 25 signed a contract with UP for its radio news service, and with also the City News Service. Los Angeles. The station will continue to take TransRadio and also the Dow, Jones financial news service. Effective on Aug. 1 KXN increased its daily news periods from four to seven.

That's OK, Dick. You may not get any cash, but think of the credit coming to you for enlarging the audience of KFWB. You have helped us earn our reputation as the most popular independent station in Southern California because of the entertainment you and other Warner Bros.' stars send to the homes regularly dialed to this station.

KFWB
A GOOD SPOT FOR YOUR ADVERTISING

THE SOBY YARDSTICK OF AUDIENCE VALUE

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

Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave
Wilkinsburg, Pa.

Owned and Operated by Warner Bros. Motion Picture Studios
Free & Sleininger, Exclusive Representatives

Page 37
**CONGRESS is in session**

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

Stop at this distinctive hotel. Quiet exclusiveness, downtown location, facing Lafayette Park.

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**THE HAY-ADAMS HOUSE LAFAYETTE PARK AT SIXTEENTH WASHINGTON, D.C.**

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**Program Notes**

TO PUBLICIZE the Woodlawn district of Chicago, to establish a closer relationship between the merchants and property owners of Woodlawn, to promote civic interests of the section, and to sell merchandise for the individual stores, the Woodlawn Shops, Inc., has sponsored a new magazine, "The Woodlawn Shopper," which will be distributed to area residents.

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**Beginning September 29th**

**WXZ  KEY STATION MICHIGAN RADIO NETWORK**

**Detroit's Outlet For**

**NBC BLUE NETWORK PROGRAMS**

This affiliation strengthens WXZ's well established importance to advertisers seeking sales action in Greater Detroit's rich, responsive, cosmopolitan market.

**KUNSYN-TRENDLE BROADCASTING CORPORATION**

(Owners and Operators of Station WXZ)

**DETOIT, MICHIGAN**

WM. G. RABEATBUE ANP REPERTORIES

HOME OFFICE: TRIBUNE TOWER, CHICAGO, ILLINOIS

EASTERN OFFICE:

500 G. P. Bldg.,
New York, N.Y.

WESTERN OFFICE:

2000 B. Ave.
San Francisco, Calif.

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**Song Without Bars**

**ARRESTED for speeding and reckless driving,** the Jack Frost Troubadors of WCAE, Pittsburgh, sang themselves out of jail. They had been accused of speeding during a midnight rehearsal July 18 after a hotel engagement. The magazine was sympathetic and promised to reimburse them if they did not number to his satisfaction.

"Love in Bloom!" by Russ Smith, Billy Catizone and Tony Lombardo.

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**SHADES of Marconi more than 30 years ago, when he first demonstrated the use of radio in this country by handling the reports of the America's Cup race direct from a yacht, are seen in a coverage of the Northwest's famous capitol-to-capitol yacht races by Maurice Webster and Mac McAlister of the St. Louis Daily Mirror.**

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**Maxwell Heads WCLS**

**MEDFORD MAXWELL, manager of WOOW, Fort Wayne, Ind., has the Northwest's frying pan. Detroit, Aug. 1 will assume active management of WCLS, Joliet, Ill. Maxwell will act as general manager and Nehring as station manager of WCLS under the new arrangement. WCLS is owned by Richard W. Hoffman, also owner of three stations in Cicero, Ill.**

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**A NEW program on WNSA, New York, titled "Back Stage in a Radio Station," presents engineers as announcing and other entertainment on the program. Alfred Hall, program director, arranged an announcer's reading race for the first program July 20. More than 30 took part in the broadcast, which was keyed to the Inter-City Group.

**WCKY, Cincinnati, has a children's program with no screams, shouts or horrs. Titled "Shifty's Zoo Club," it presents a daily visit to the zoo by a little girl whose name is Shifty and his little daughter Gloria. Chil dren are asked to join the Zoo Club, which will provide outings and prizes.**

**WINS, New York, gets its listeners a daily with a morning show feature titled "Good Morning Neighbors," built to attract the feminine audience. The program includes informative features of interest to women as well as music readings and a burlesque of beauty and housekeeping advice.**

**WWVA, Wheeling, W. Va., is getting a 50th anniversary of their key station, the first to be turned into a miniature theatre when youngsters perform over the air for the audience.**

**KGO, Missoula, Mont., presented a rehearsal of the "Columbians," the program's theme, and listened to as well as would a real audience.**

**A CLEARING house for those wishing to "swap" is provided by KFY, Fort Worth, at noon each day, will offers being made by letter and wire. It is titled the "Trading Post," with offers being made by letter and wire.**

**THE INSIDE workings of a light house were broadcast recently by WIIOIII, Buffalo, taking the form of an interview from the Buffalo lighthouse at the north harbor entrance. Operation of radio beacon was described in detail.**

**Because WBNX appeals to every nationality, you can reach this rich trading area intimately, intelligently and inexpensively!**

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**BROADCASTING • August 1, 1938**

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www.americanradiohistory.com
AT&T System Not To Enter Television

FINITE assurances that the A. & T. Co. has no intention of entering the television field on its own, either to broadcast images or video on its own, was evident by the FCC July 15 at a hearing. The proposed new coaxial cable standards, which the T.A. & T. wants to install experimentally to New York and Philadelphia, Authority to install the cable was granted July 23. The cable was described by the principal witness, Mr. Frank B. Hewett, A. T. T. vice president and president of the Bell Laboratories, which developed the system. Employing new methods, it is capable of transmitting 240 two-way telephone conversations over a single circuit where only four can be handled over the single open-wire circuits now in use. When not used for telephony it can readily be adapted to television, carrying a side (equal range of frequencies 100 kilocycles) to permit the transmission of high-definition pictures between transmitting stations when the time comes to link them into visual broadcasting networks.

"We are not interested in television per se," Mr. Hewett asserted. "Our primary interest in our packet band telephony and communication. Television is a thing in the future," he added, however, that his company has already had preliminary conversations with RCA regarding the Cable's possible use of the coaxial cable in linking the city's television studios with televisions stations. When the time comes to link them into visual broadcasting networks.

James W. Baldwin, NAB managing director, and J. C. McNary, NAB technical director, represented organized broadcasters at the hearing. Questioning Mr. Hewett, Mr. Baldwin brought out the information that the coaxial cable will not be restricted to any single television broadcaster but will be made available to all "reputable" broadcasters if and when television is brought out as an adjunct to sound broadcasting.

Stephens Named to Post On Radio Appeals Bench

SETTING at rest all talk about Judge E. O. Sykes' possible retirement from the FCC to go on the federal bench, President Roosevelt in July 29 appointed Harold M. Stephens, of Salt Lake City, to the vacancy on the Court of Appeals of the District of Columbia created by the recent death of Justice William H. Rehnquist. This is the court to which appeals from the FCC are taken and it was the court which rendered many important decisions in appeals from the old Radio Commission, including the Brinkley, Baker and Shuler decisions.

Mr. Stephens, a 1913 graduate of Harvard law school, has been first assistant to Attorney General Cummings in charge of the antitrust division. From 1917 to 1921 he was Judge of the first judicial district of Utah. In 1921 he was in acting assistant director of the American College of Surgeons.

Equipment

IN an illustrated pamphlet, "Studio Notes: Input Equipment to Meet Modern Broadcasting Needs," the Western Electric Co., New York, presents an entirely new line of studio speech input equipment developed by Bell Telephonic Laboratories. Three assemblies are principally described—a complete studio amplifier channel, an operator's control panel, and receiving and dispatching terminal.

A NEW line of transformers, based on original designs, has been developed by General Radio Co., Cambridge, Mass. They are characterized by extremely wide frequency range.

C. E. FORRESTER, managing director of International Radio Co., Ltd., Sydney, Australia, factory representatives for several broadcast equipment manufacturers, has arrived in the United States on his yearly visit, and may be reached through the International Forwarding Co., 451 B. Dearborn St., Chicago.

Two high-fidelity crystal microphone amplifiers have been ordered from Collins Radio Co., Cedar Rapids, for WJR, Detroit, and WOR, New York, N. Y., by Harry C. Laube, chief engineer. The units will be installed in the Sky Salon studios atop the Roger Smith Hotel.

WJBK, Detroit, has installed complete new RCA speech input equipment. Arrangements are being made to build a three-eighths wave vertical antenna.

WDRJ, Roanoke, Va., has installed a General Radio modulation monitor unit with distortion and noise meters.

WPRO, Providence, has purchased a new RCA cathode-ray oscilloscope to be used in the recently installed Western Electric control amplifier.

CATALOGS descriptive of its new 7A transcrption turntable and its 40-A four-position mixer panel have been issued by RCA Victor Co.


WSB ANGLES—Mark Tolson, chief audio engineer of WSB, Atlanta, and Mrs. Tolson, with a string of fish caught at Everglades City, Fla. They are mostly snappers and what the natives call "snoek." Below is A. W. Shropshire, chief transmitter engineer, with a tiny 20 lb pond tarpon caught at Venice, Fla. Had he put up a dollar for the jackpot, he would have won the annual prize for the year's smallest tarpon.

Federal Housing Series

RADIO will be used in Southern California to publicize the work of the Federal Housing Administration. The campaign was made in July by Col. William H. Evans, supervisor of the district for FHA. XBS broadcast a transcontinental program from the "model town" exhibit of miniature houses at the San Diego Exposition during July. In Los Angeles Mel Williamson has written a series of dramatic sketches dealing with various phases of home-building to be sponsored by local construction firms.
No Legal Power to Scrutinize Programs Is Vested in FCC, Says David Lawrence

CHARGING that "the way has been opened to complete censorship of the radio by the New Dealers," David Lawrence, noted Washington political writer and critic of the New Deal, and editor of the United States News, in a leading editorial in the July 15 edition of that weekly newspaper, has forcefully refuted the FCC's right to scrutinize what is "published" over the air and asserts that the federal regulatory body's power is specifically limited to control of only the mechanical facilities of broadcasting.

Mr. Lawrence takes as his cue Chairman Prall's recent address to the NAB convention at Colorado Springs, in which Mr. Prall asserted: "The radio broadcaster of today is the 'editor of the air.' Like the editor of the press he has a distinct responsibility to his audience. 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."

A "Misconception"

MR. LAWRENCE challenges this statement with the assertion that "no greater misconception of the terms of the present radio law nor of the powers of Congress could have been expressed than in the foregoing utterance." He then interprets Chief Justice Hughes' decision in the Nelson Brothers Bond & Mortgage (W. BO) case to show that the court in its unanimous opinion felt that supervision by the old Radio Commission was only over allocations. Its power over facilities is clear, Mr. Lawrence stated, but there is "by no means any authority over what was spoken or broadcast during the use of those facilities."

The FCC cannot wield its licensing power as a weapon over the program material of radio stations any more than the Post Office Department can dictate the editorial policies of American newspapers just because second-class mailing privileges have been extended to them, according to Mr. Lawrence.

"The provisions of the Constitution which prohibit Congress from making any law abridging the freedom of the press and the freedom of speech apply to radio broadcasting as well as to speeches made before a visible audience," he asserted. Prall's present cleanup campaign of broadcast advertising is the target of Mr. Lawrence's conclusions respecting application of the law. "Given, in allocating licenses, to what is spoken over the air," he stated.

"There is ample law, supported by court decisions, to cover the cases of those who abuse this freedom with the press and the freedom of speech apply to radio broadcasting as well as to speeches made before a visible audience," he added. "Given, in allocating licenses, to what is spoken over the air," he stated.

Presidential Campaign

"But while the violation of these statutes may be ground for revoking a license after due trial before the proper tribunal, there is no justification for vesting in the FCC the power to try any cases except those which relate to the mechanical distribution of radio facilities."

"Let us hope that the FCC will stay strictly within its sphere as a regulatory body and that it will correct the erroneous impression it has given broadcasters with respect to the licensing privilege which should proclaim an unequivocal definition that conforms to the provisions of the communications law itself which forbids censorship programs."

"Otherwise, as we approach presidential and congressional campaigns more important than as since the Civil War, the American people will be distrustful of broadcasting and will assume that the New Deal is unwilling to permit broadcasting stations to proceed without intimidating speeches from a licensing authority which fee it can exercise summarily the power of life or death over a broadcasting station."

The best assurance against such abuse would be the immediate issuance of three-year licenses, permitted by the law, so that the club of short-term licenses would be removed altogether. Freedom of the air is as important as freedom of the press."

Summer's Here and Fall is Close Behind

BEFORE many days have passed desirable radio time will be at a premium because of the coming avalanche of fall and winter schedules.

Wise advertisers are placing their business now...braving the summer heat to assure their programs choice positions during the profitable season.

WHAS

Owned and operated by The Courier-Journal and The Louisville Times

50,000 Watts Nationally Cleared Channel

Represented nationally by Edward Petry & Co.

Senator Walsh Proposes Law for Censorship of Programs From Abroad

TO PREVENT foreign countries from spreading propaganda of radio stations in the United States, Senator Walsh (D) of Maine, offered a bill in the Senate, on July 15 introduced a bill (S. 3261) which would amend Communications Act to require that no propaganda be sanctioned by the Secretary of State before going on the air. Penalty would be loss of a station's license.

Senator Walsh's bill, a companion to a House bill (H.R. 8852) was promptly, he said, by fear propaganda in connection with the Italo-Ethiopian controversy, pointed out, however, that it was designed as a general measure to prevent dissemination of propaganda "in the interest of any foreign government," unless approved the Secretary of State. Propaganda on war debts, he suggested, could thus be kept off American stations. The idea that the Senate protest against a network program sponsored by Mexico was not responsible for the legitimatization of enrollment at this session of Congress is considered slight.

Senator Walsh agreed that it would be necessary for foreign "government officials to obtain a 'royal' of the Secretary of State in order to broadcast educational programs over American station via short wave transoceanic relays" provided the bill becomes law.

Bar Opposes Broadcasts

BROADCASTS of criminal trials from courtrooms were fought upon as a rule of legal ethics in a resolution unanimously adopted by the Civil Liberties of Los Angeles by the judicial section of the American Bar Association meeting in annual convention. The resolution, largely an amendment of the broad cast of proceedings of the Bru Hauptman trial.

NEATLY printed copies of a newly promulgated NAB code ethics have been sent to all members for framing in lieu of the code which it supersedes.
The Other Fellow's Viewpoint...

Agency News Pioneer

the Editor of Broadcasting:

I'll it may be relatively unin-

tant there is one phrase in the

ached clipping from Broadcast-

of July 15 that is not quite

rect, and sort of steps on my

When the statement is made

WFIL "pioneered" in their

nouncing the news, I regard

ly the Briggs pro-

with Thornton Fisher, which

been directing on NBC's red

Anniversary of the news

December 1934 I injected the

headline and news flash" idea in a

ings program, and it is be-

used consistently to this date.

I remember correctly, WFIL

not even begun operation as a

solidation of WFL and WLIT

that time.

Oddly, enough, in September,

3, while night supervisor at

Philadelphia, I suggested a

idea to WCAU officials in

ing and kept a copy for my

files. They never took it,

or did anyone else to my

wledge, until as before stated,

briggs show last Sep-

ber.

've always felt that it was a

and way to present the news,

wish more stations would fol-

this pattern. I wish WFIL

ch success with their service,

just wanted to point out that

 Briggs headline and news

'ld, with their two distinct and

ferent voices, anticipated their

sentment by some months.

BAYNE R. BUTCHER,

Radio Department


July 20, 1935.

Convention Afterthoughts

the Editor of Broadcasting:

TALKING with Lester Cox, of

WX as, after the NAB conven-

tion, following thoughts concern-

some gatherings of the broad-

casting fraternity were born.

(a) Hold next year's conven-

ion in the city of Washington.

activity of the broadcasters

ould make some mark in that

y city. This location would

mit the president to perhaps

be a personal address and

et the broadcasters closer.

Each group of broadcasters could

tain the senators and represen-

itives from their state, discuss

legislative problems from a

 standpoint, and draw the con-

onsal bodies closer to the

casting industry.

(b) Hold alternate year conven-

ions in St. Louis or Chicago or

ass City, central locations

inate any future resort loca-

in order that some definite

ness can be accomplished with-

having to round up the dele-

K GIR

Butte

Only network station

in Western Montana

Wisconsin has the

MONEY

The Brookmire Sales Map

places southern Wisconsin

in top position for sales

prospects with an estimated

increase of 27% in consumer

income in 1935 over 1934—

an increase exceeded in only

one small section of the U.S.

Only one station covers this

market thoroughly.

WTMJ

The Milwaukee Journal

Representatives, Ed. Petry & Co.

August 1, 1935, *Broadcasting*
Record Fall and Winter Foreseen
(Continued from page 6)

Under consideration that I know of are being planned on a healthy, rational basis.

"Curtailing the length of announcements will not affect any of the major network programs, though it will be felt by some of the big local programs on independent stations, both large and small. Viewing the current developments as a whole, we welcome them as progressive, and are looking forward to definitely increased business."

J. WALTER THOMPSON CO. stated that it is continuing its radio campaigns. Since these are more numerous than in any previous summer, and since additions to the list are already under contract for time in the fall, this agency is considered certain to have a greater dollar volume of business on the air by Christmas than in any other year.

From the radio field itself, BROADCASTING was advised by J. F. JOHNS, vice president of Free, John & Field Co., station representatives, that an unusually large number of Chicago and Midwestern radio stations are planning new falls spots in the South, including quite a few who are invading this territory for the first time.

PERCY L. DEUTSCH, president of World Broadcasting System, stated that his company was having the best summer in its history and "with practically no letup in sight." "On the basis of present estimates, current contracts and the usual fall increase, the probability is that this fall will see unprecedented outlay in the transcription field," said Mr. Deutsch. "However, the facts that especially indicate excellent prospects for the fall go deeper than past performance. World Program Service is in a better position than ever before to take time out of its purpose of building for local stations a foundation for retail advertising otherwise impossible. Wide acceptance on the part of local to national advertisers, coupled with the oft-expressed appreciation of the listening public, without question to the biggest year local stations have ever enjoyed."

A startling revelation came from WALTER J. NEFF, sales manager of WOR, Newark, a leading independent station which handles the largest number of spot accounts in the metropolitan New York area. He stated that "expectations of increased business this fall are more than warranted."

"We wrote 55.3% more business in the first five months of this year than a year ago," said Mr. Neff. "In the same period we broadcast 47.4% more than a year ago. The carryover of business into the summer period has been correspondingly greater—by far the best summer experienced to date. Never in our history have we had as much business at this time for September delivery. This would indicate that fall business this year will surpass by a large percentage that of any other fall season."

"In the case of WOR the new restrictions imposed on commercial copy and certain types of programs due to the FCC campaign will have no adverse effect on our fall business. We find ourselves in the position of continuing pleasant relations with the advertisers and agencies without imposing any new restrictions. I believe this to be true of a great many stations in addition to WOR."

The major networks, of course, are fairly bubbling with enthusiasm and activity, not only better commercials but superior sustaining this autumn and winter. "NBC" said EDGAR KOBAK, senior vice president, "is now enjoying the greatest volume of summer network business in radio history. Present bookings for the business indicate that both the R. and Blue networks will establish an all-time high."

This steady increase in network business is reflected in individual NBC owned and operated stations which are now in the position of setting new records in the main volume of spot and local volume for the summer and fall. Furthermore, there is a constantly widening interest in daytime programming, and both networks are operating, with the greatest volume of daytime business since their incorporation.

"Contributing factors to the tremendous gains made are, in addition to local to national advertisers, coupled with the oft-expressed appreciation of the listening public, without question to the biggest year local stations have ever enjoyed." A startling revelation came from WALTER J. NEFF, sales manager of WOR, Newark, a leading independent station which handles the largest number of spot accounts in the metropolitan New York area. He stated that "expectations of increased business this fall are more than warranted."

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They TURN the DIAL to 1460
... and it stays there!

Why? Because that's where the Northwest's radio audience finds the Star Programs of the Red and Blue Networks exclusively on KSTP!

And that's just another reason why KSTP dominates the 9th U. S. Retail Market—that Metropolitan Trading Area of Minneapolis and St. Paul where 74,3c out of every retail dollar in Minnesota are spent—and why KSTP commands 50.1% of the total Twin Cities' radio audience!

For the authentic Ernst & Ernst Survey which certifies these facts, write to
General Sales Office, KSTP, Minneapolis, Minn., or to our
NATIONAL REPRESENTATIVES:
. . . in New York—Paul H. Rayner Co.
. . . in Chicago, Detroit, San Francisco—John Blair Co.

DOMINATES THE 9th U. S. RETAIL MARKET

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

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

BROADCASTING * August 1, 1929
Cartier Quits CRC For Conservative's Election Campaign

Evidence Concluded in Inquiry Into Canadian ASCAP Branch

By JAMES MONTAGNES

Jacques Cartier, vice chairman of the Canadian Radio Commission, has resigned to organize the Conservative Party in Quebec Province for the forthcoming federal election. He had been a commissioner less than eight months. One of the first radio announcers in the Dominion, a radio technician, newspaperman, advertising expert and political organizer, Cartier was considered a valuable appointment to the Commission. In becoming organizer for the present government party for Quebec, he is returning to the work he did for the Conservative Party in the 1930 election.

Simultaneously with Cartier's resignation the radio election campaign started by the opposition parties, using national networks. The government party has not yet started its campaign nor has the date of the election been announced but provincial elections held the past two years have in every case resulted in defeat for the Conservative government. Should similar results develop from the federal election to be held in all probability in August or September, Cartier's resignation will make one less for the new government to let out of the broadcast license commission.

A POTENT SALES FORCE NOW AVAILABLE SIX TIMES DAILY!

United Press News, interestingly handled and available in five or fifteen-minute periods, is a new and potent sales force for spot advertisers in three of the Southwest's most important markets. And KOMA - Oklahoma City, KTAT - Fort Worth-Dallas, and KTSJ - San Antonio give maximum coverage in these markets. Cost of this service is card rates for time plus 35% for news. Special combination rates for exclusive sponsorship.

WRITE, WIRE OR TELEPHONE

John Blair & Company, National Representatives
New York Chicago Detroit San Francisco

SOUTHWEST BROADCASTING SYSTEM

Lee H. Armer, President, Fort Worth, Texas
NEW, Kelsey-Jennny Commercial Collec-
ner, San Diego, granted request to hold
hearing at San Diego or Los Angeles.(73)
NEW, Utah Broadcast Co., Salt Lake City
& Cache Valley Brdcast. Service, Logan,
Utah-Denied petition to have cases heard
in Salt Lake City (7-9)

JULY 23
KVSO, Ardmore, Okla.-Granted modif.
CIVILIAN ACTIVITIES-CONDEM-
NATION EXTENSION.-WPMX, Lapeer, Mich.-Granted license
for 500 w 1 A and time from 30 N 75 w
N tok. for extension exp. auth. with
western aux. stations for 1600 w 30
hours pending applic. additional
perm. hours pending applic. 

FEDERAL COMMUNICATIONS COMMISSION

JULY 13 TO JULY 30, INCLUSIVE

**NEW**

WOR, Hartford-Granted extension
auth. Simul-WTCI 2450 kw 50 w
until 11-1-35

WAG, Norfolk, Neb.-Granted exp.
auth. 1000 kw 100 w lid until
2-1-36

WTJ, Portland, Ore.-Granted exp.
auth. 1640 kw 100 w lid until
11-25-35

WTMJ, Milwaukee, Wis.-Granted extension
auth. 1150 kw 100 w lid until
11-30-35

**NEW**

WKBV, Waseca, Minn.-Granted licence to
seeke license for 100 w 100 w lid
until 11-1-35

WQBO, Toledo-Granted modif. exp.
auth. to 100 w 100 w lid until
10-1-35

WGTN, Newport News, Va.-Granted lic-
ense for 250 kw 100 w 100 w lid
until 11-1-35

WNCM, New Canaan, Conn.-Granted licence for
new station 1350 kw 50 w lid
until 11-1-35

WDSA, Harrisonburg, Va.-Granted lic-
ense for 550 kw 500 w auth.
until 11-25-35

KFAI, Lincoln, Neb.-Granted license for
new exp., increase from 5 to 10 kw
100 w lid until 10-1-35

**NEW**

WVTM, Waterboro, Me.-Granted extension
auth. for 100 w 100 w lid until
11-1-35

WREC, Memphis-Granted modif. exp.
to 500 w 500 w lid until
11-1-35

HFQ, Milford, Conn.-Authorised to
sitting) on 7 10 kw 500 w lid
100 w lid until 11-1-35

KORB, Santa Fe, N. M.-Granted assign-
sment to W. C. Irwin

KBBX, Springfield, Mo.-Granted modif.
change-approval.

KBBX, Springfield, Mo.-Granted modif.
change-approval.

KBBX, Springfield, Mo.-Granted modif.
change-approval.

KBBX, Springfield, Mo.-Granted modif.
change-approval.

KBBX, Springfield, Mo.-Granted modif.
change-approval.

KBBX, Springfield, Mo.-Granted modif.
change-approval.

KBBX, Springfield, Mo.-Granted modif.
change-approval.

KBBX, Springfield, Mo.-Granted modif.
change-approval.

KBBX, Springfield, Mo.-Granted modif.
change-approval.
Applications...

**JULY 13**

WJAR, Providence, R. I.—Modif. CP new transmitter, change equip., move transmitter locally, increase from 250 to 300 w to 6 D & N, extend completion.

NEW, American Breddot, Co., Pittsburgh, Pa.—CP 1500 kw 100 w in unhd., amended re trans. sita.

NEW, Edward Hoffman Jr., Chicago, Ill.—Modif. CP new station 1250 kw 100 w in unhd., change equip., move transmitter locally, increase from 250 to 1250 kw 100 w.

NEW, Wesch, Tex.—Modif. CP new station 1450 kw 100 w in unhd., change equip., same as above.

NEW, Big Spring Herald Breddot, Big Spring, Tex.—CP 1500 kw 100 w unhd., amended to change name from Reporter Pub. Co.

NEW, Waukegan, Ill.—CP 1250 kw 100 w, move transmitter locally, move studio locally.

NEW, Via San, Calif.—Modif. CP new station 1250 kw 100 w in unhd., change equip., move transmitter locally, increase from 250 to 1250 kw 100 w, amended to change name from Reporter Pub. Co.

NEW, Big Spring Herald Breddot, Big Spring, Tex.—CP 1500 kw 100 w unhd., amended to change name from Reporter Pub. Co.

**JULY 16**

WMFL, New Haven, Conn.—Modif. CP as modified extend completion, change equip., move transmitter locally, move studio locally.

WSHH, New York—Ext. spec. auth. 850 kc to DS New Orleans to 2100.

NEW, Valley Breddot Co., Youngstown, Ohio—CP 1370 kw 100 w unhd., amended to move transmitter.

NEW, Steel City Breddot Co., Harold C. Hyde, Chief of Staff, Kansas City, Mo.—Ext. spec. auth. 1500 kc to CP 1370 kw 250 w.

**APPLICATIONS RETURNED**—New, Fred S. Rogers, Glen Falls, N. Y.—CP new station 1310 kw 100 w in unhd., change equip., increase from 1220 kw 100 w.

NEW, Waukegan, Ill.—Modif. CP new station 1300 kw 100 w unhd., amended re trans. sita.

NEW, Waukegan, Ill.—Modif. CP new station 1250 kw 100 w in unhd., amended re trans. sita.

**JULY 18**

WMBL, Baltimore—Ext. spec. auth. 1500 kw to KITH 9 p.m. on unhd. at KINN 1250 kw 100 w unhd., change equip., increase from 1220 kw 100 kw to 1500 kw 100 w.

NEW, WMBL, Baltimore—Ext. spec. auth. 1500 kw to KINN 1250 kw 100 w unhd., increase from 1220 kw 100 w to 1500 kw 100 w.

NEW, Orillia, Ore.—Ex. examiner recommended (1380) that applicant CP 1200 kw to 1300 kw, 100 w in L D and spec. H to N 3 100 kw granted.

NEW, Orillia, Ore.—Ex. examiner recommended (1380) that applicant CP 1200 kw to 1300 kw, 100 w in L D and spec. H to N 3 100 kw granted.

TAG, Eau Claire, Wis.—Ex. examiner recommended 1250 kw 100 w to 1350 kw 100 w 1150 kc, KCSJ D, spec. N, and vol. license to WYLC Inc., Green Bay, Wis., be granted.

APT, S. C. Hooper, for the last ten years chief of U. S. Naval communications will be relieved of his duties Aug. 7 and succeeded by Capt. Gilbert J. Rowcliff, assigned Washington from the Battle cat. Capt. Hooper will become clinical aide to the Chief of Naval Operations.

**EXACT FREQUENCIES are easy to get with Scientific Radio Crystals**

Scientific Radio Service Crystals are ground to an accuracy of better than one part in 1000000 before they leave our laboratories in order to meet our own specifications.

**Low Temperature Co-efficient Crystals**

These Low Temperature Coefficient Crystals are supplied in Isolating Airgap Holders for 500-1500 kc. band.

Send for our price list and booklets.

124 Jackson Avenue, University Park, Hyattsville, Md.
Atwater Kent on CBS

ATWATER KENT MFG. Co.,
Philadelphia (radio receivers) on
Sept. 19 will start a series of sym-
phonic programs with guest oper-
cast stars on a nationwide CBS
network, using the 8:30-9 p.m.
period if time can be cleared. The
contract is for 13 weeks with the possi-
bility that it will be extended.
Batten, Barton, Durstine & Osborn
Inc., New York, is the agency.

PROFESSIONAL
DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Complete Engineering Surveys
National Press Building
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design.
Field Installations and Location Surveys.
Antenna Design, Wire Line Problems.
National Press Bldg., Wash., D. C.

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

FREQUENCY MONITORING SERVICE
Reference frequencies derived from the
National Standard of Frequency of the
National Bureau of Standards by con-
tinuous leased wire service.
Free In-Office Opportunity.
Phone GREENWOOD 2124
Washington Institute of Technology
Washington, D. C.

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage
Presentations for Sales Pur-
positional Monitoring Research

HOLLIS S. BAIRD
Specializing in
ULTRA-HIGH FREQUENCY,
HIGH FIDELITY PROBLEMS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512

Frequency Measuring Service

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

MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET
NEW YORK, N. Y.

Found by WWVA
AN ANNOUNCEMENT over
WWVA, Wheeling, W. Va.,
located Luke Walton, of
Terry Haute, en route
through Wheeling to CBS
studios in New York with
Mrs. Walton, Guy Slover and
Gene Morgan, a clerk in a
Wheeling hotel, telling Wal-
ton as he registered that
WWVA had announced the
death of his mother in Green-
castle, Ind., and was trying to
locate him. Slover and
Morgan, who broadcast as
Si & How, visited WWVA
studios and found Fielden
Farrington, Walter Paterson,
Hal Harris and Denver Dar-
ing, all forms of WBOW, Terre Haute, in the
midst of a program.

Dr. Jolliffe on Tour
LEAVING by automobile July 17
on a tour of inspection of FCC
field offices, Dr. C. B. Jolliffe,
FCC chief, is now en route
for the Pacific Coast where he will visit
with the Commission's inspectors
to aid them in organization plans.
Dr. Jolliffe is now on a fixed Itin-
erary, but was to go first to the fre-
quency monitoring station
at Grand Island, Neb., and then
to Denver, Seattle, Portland, San
Francisco and Los Angeles. His
plans do not include inspecting the
FCC's offices East of Missis-
sippi which he toured earlier this
year. He will return Sept. 1.

Bugler Cigarette Sports
BROWN & WILLIAMSON TO-
BACCO Corp., Louisville, on July
29 started promoting its Bugler
cigarette tobacco over KYW,
Philadelphia, and KDKA, Pittsburgh.
On KYW, Chris Wood scored
racing results six nights weekly,
five-minutes each, Ed Sprague
gives five-minute backgammon
seven nights a week. The initial
contract is for 13 weeks. Batten,
Barton, Durstine & Osborn Inc.,
New York, is the agency.

Sol A. ROSENBLATT, former
FCC staff member, is now
with ACCIS, Inc.,
New York, as the agency.

Radio Introducing Gas
Radio is being used by American
Oil Co., Baltimore (Amoco gas and
oil) to introduce its new brand of
"Air Conditioned Gas" which goes
on the market early in August.
Beginning July 31, one-minute
transcriptions are being placed on
20 or more stations along the
Eastern seaboard from Maine to
Florida, the company's territory.
The run will last 30 days, and
plans include additional 20-
second station break announce-
ments with the jingle idea later in
August. Joseph Katz Co., Balti-
more, handles the account.

D. L. & W. Coal Series
DELAWARE LACKAWANNA
WESTERN COAL, New York,
(Blue Coal) will begin a new
series of radio programs over both
NBC and CBS networks in Oct.
To October. The talent has not been de-
nitely decided on nor has the radio
station setup been completed. Pe-
rent plans call for the use of pro-
minent stage stars. Rutherf
Ryan Inc., N. Y., is the agency.

CLASSIFIED ADVERTISEMENTS
Classified advertisements in Broadcast-
ing to be paid for at the rate of
$1.50 per word for each insertion.
Cash must accompany
All forms close 25th and 10th of month preceding issues.

Help Wanted

Cleared channel Midwest station, not
Chicago, desires experienced radio
man, preferably one with experience in
region class B channels station. Salary,
experience, age, salary, references. Box
B 345, Broadcasting.

Part interest in low power South-
ern regional station. Must be personable
wire business getter with best refer-
ces. Salary an
Box 3 Broadcasting.

Young lady holding 2nd class commer-
cial station, with
the best in the business. Salary
Box 346, Broadcasting.

Program, musical director, announce-
city and conduct,
months experience. College educa-
tion, experience preferred. Salary,
references. Box 34, Broadcasting.

Music—Talent
Program Managers, Artists, send
list of vocalists—available for broad-
casting with
Indianapolis. Alphabetical order.
Salary, expenses. Box 351, Broad-
casting.

Wanted To Buy

Wanted: 40 watt transmitter or ot-
er equipment to
be used in connection with full power sta-
tion, no limits.
Box 349, Broadcasting.

Wanted: 100 watt trans-
mitters, or 2-channel
laboratory type.
Box 353, Broadcasting.

For Sale

2-Western Electric 5B input equip-
ments for sale.
Available at once. Complete details u
Box 355, Broadcasting.

For Sale

Edition Electric Illuminating
2 Boylston St., Station WEII, Bos-
ton.

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BROADCASTING August 1, 1945

www.americanradiohistory.com
Your product may be carried by every merchant in town, but it’s the stores on the most important streets that attract the biggest crowds and do your greatest volume of sales.

Select your local radio stations as you select your local sales outlets. Stations where listener traffic is heaviest. Stations that present many other famous advertised brands.

In New England, WBZ and WBZA are your Trade Arteries. They are prestige stations of NBC’s Blue Network. They reach an audience of 1,145,761 radio families*. And a recent reduction of from 18% to 23% in rates makes them an even better buy than before.

*NBC Stations Airea maps, showing the potential circulation of WBZ and WBZA as determined by the New NBC Method of Audience Measurement, are now ready for distribution.

A copy will be sent to you at once, upon request.

TRADE ARTERIES

WBZ and WBZA
50,000 WATTS
BOSTON
1,000 WATTS
SPRINGFIELD

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

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ ★ WRC & WMAL ★ WMAQ & WEHR ★ KGO & KPO
SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PHILADELPHIA • DETROIT

www.americanradiohistory.com
THE HIGH FIDELITY 1 kw. TRANSMITTER

RCA built—of course

THE HIGH FIDELITY 1 kw. TRANSMITTER

RCA built—of course

NOTE THESE OUTSTANDING FEATURES:

FIDELITY . . . Meets all High Fidelity standards.
ECONOMY . . . Low installation costs, unusually low tube and power cost.
SIMPLICITY . . . AC operated, self-contained, easy to install.
COMpletely EQUIPPED . . . Cathode ray modulation indicator, dummy antenna and High Fidelity monitor all built in. Needs no extras.
CONVENIENCE . . . Centralized controls, unitary line voltage compensation.
RELiability . . . Automatic devices prevent time off air.
EFFICIENCY . . . Uses Class B high level modulation.
FLEXIBILITY . . . Readily adaptable for power changes.
MODERN APPEARANCE . . . Fulfilling concepts of dynamic symmetry, finished in white metal and tones of gray and black.
COMPLETELY GUARANTEED . . . Protected by patents.

The De luxe Transmitter at low first cost, with economical operation

RCA MANUFACTURING COMPANY, INC.

TRANSMITTER SECTION
A SUBSIDIARY OF RADIO CORPORATION OF AMERICA

CAMDEN, NEW JERSEY

NEW YORK: 1270 Sixth Ave.
DALLAS: Santa Fe Bldg.
ATLANTA: 144 Walton St., N. W.

CHICAGO: 111 North Canal St.
SAN FRANCISCO: 1270 Ninth St.