That the leading Washington merchants use and profit by the services of either WRC or WMAL is probably the most convincing reason why the spot broadcaster should do likewise.

197,600 Washington families are WMAL families.
189,200 Washington families are WRC families.

NBC Station Area maps, showing the potential circulation of WRC and WMAL as determined by the New NBC Method of Audience Measurement, are now ready for distribution. Copies will be sent to you at once, upon request.
written by 700,000 authors

700,000 radio listeners who sent us the information on which this new and comprehensive study, just off the press, was based.

Every radio advertiser knows that the coverage of an evening broadcast differs decidedly from that of a daytime broadcast from the same station... but until now no one has measured the exact change that takes place in size and shape of the listening area.

Now, for the first time in radio, the listening areas of daytime and nighttime broadcasts have been mapped separately... for each CBS station and for the CBS network as a whole... making, in all, 98 daytime maps and 98 evening maps. Each map is accompanied by specially compiled data indicating the size, wealth and progressiveness of the market.

THE COLUMBIA BROADCASTING SYSTEM
HEADQUARTERS FOR RADIO AND RADIO FACTS
Want Results In Spot Broadcasting?

“Ask the John Blair Man”

Your dollars spent in spot broadcasting can be made most effective only if you know all the facts about the stations you select and the programs you buy. The John Blair man, through his highly specialized training in the field of advertising and merchandising, is well equipped to give you honest and intelligent information best suited to your needs. Ask the John Blair man to help you solve your radio problems!

∗ ∗ ∗

STATIONS REPRESENTED

<table>
<thead>
<tr>
<th>Location</th>
<th>Station</th>
<th>Location</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago, Illin.</td>
<td>WGN*</td>
<td>Philadelphia, Pa.</td>
<td>WIP</td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>WBNS</td>
<td>Phoenix, Arizona</td>
<td>KTAR</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>KSO</td>
<td>Rochester, N. Y.</td>
<td>WHEC</td>
</tr>
<tr>
<td>Des Moines, Iowa</td>
<td>KRNT</td>
<td>St. Louis, Missouri</td>
<td>KWK</td>
</tr>
<tr>
<td>Detroit, Michigan</td>
<td>WWJ</td>
<td>St. Paul-Mpls., Minn.</td>
<td>KSTP**</td>
</tr>
<tr>
<td>Fort Worth, Texas</td>
<td>KTAT</td>
<td>Salt Lake City, Utah</td>
<td>KDYL</td>
</tr>
<tr>
<td>Houston, Texas</td>
<td>KTRH</td>
<td>San Antonio, Texas</td>
<td>KTSA</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>WREN</td>
<td>San Diego, Calif.</td>
<td>KFSD</td>
</tr>
<tr>
<td>Los Angeles, Calif.</td>
<td>KNX</td>
<td>Shreveport, La.</td>
<td>KTBS</td>
</tr>
<tr>
<td>Oklahoma City, Okla.</td>
<td>KOMA</td>
<td>Shreveport, La.</td>
<td>KWKH</td>
</tr>
<tr>
<td>Omaha, Nebraska</td>
<td>WOW</td>
<td>Waterloo, Iowa.</td>
<td>WMT</td>
</tr>
</tbody>
</table>

Iowa Broadcasting System
Southwest Broadcasting System

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

JOHN BLAIR & COMPANY

NEW YORK
341 Madison Avenue
Murray Hill 2-6084

CHICAGO
520 North Michigan Avenue
Superior 8660

DETROIT
New Center Building
Madison 7889

SAN FRANCISCO
485 California Street
Douglas 3188

Page 4
has made the YANKEE NETWORK
the most powerful sales agent in New England.

NO space buyer expects to cover New England with one or two newspapers. It is equally wrong to expect adequate radio coverage of New England with one station or a small group of stations.

New England has too great a population spread, too many large and separate centers of population, to be within actual selling range of any single station or small network.

Power alone will not do the trick. Radio stations located in key cities and carrying network programs have large local audiences. This condition precludes coverage by means of a 50,000 watt station. Such a station can provide no more than a thinly scattered audience beyond its immediate metropolitan area.

There is one way and only one to sell New England as a whole: that is by means of the Yankee Network, which ties into one unit 12 New England stations from Bangor to Bridgeport.

Twelve stations pulling together provide a primary audience and dealer co-operation in 12 densely populated key markets.

The Yankee Network is the nearest possible approach to 100% radio coverage of New England.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative
"Merely F. J. & F. service, Sir!"

We're not firemen's children, here at F. J. & F., but we've pulled many a chestnut out of the fire!

In fact, there's hardly anything we won't do for our clients. Our men can help you plan your spot campaign, prepare your programs, select your stations, clear best available time. We can lift most of the load for both advertiser and agency. We can even realize that our big job is to help you sell your goods.

We're kinda proud of "F. J. & F. service" — would appreciate an opportunity to show you our wares.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleinger, Inc.

Radio Station Representatives

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

CHICAGO
180 N. Michigan
Franklin 6173

DETROIT
New Center Building
Trinity 2-8644

SAN FRANCISCO
Russ Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WCSC ........: ..: Charleston
WIS . (NBC) ........... Columbia
WAIU .......: .... Columbus
WOC . (CBS) ............ Davenport
WDAY (NBC) .......... Fargo
WDRC . (CBS) ............ Hartford
WKZO ............. Kalamazoo
WNOX . (CBS) ............ Knoxville
WMAZ ................ Macon

WMBD . (CBS) ............ Peoria
WPTF . (NBC) ............ Raleigh
WDAE . (CBS) ............ Tampa
KTUL . (CBS) ............ Tulsa
KALE ............... Portland

What Lies Ahead in Broadcast Advertising?

By DR. HERMAN S. HETTINGER

Self Promotion and Further Growth of Local Stations
Among Steps Advised to Speed Industry Forward

The recent compilation and publication by the NAB of additional detailed statistics as to the volume and composition of broadcast advertising over various classes of stations presents for the first time a clear-cut picture as to the economic status of the medium. A marked variation in the distribution of national and local advertising is revealed among various classes of stations. It is estimated that national business represents approximately 85% of all advertising placed over high-powered regional and clear channel stations, i.e., stations of 5,000 watts and upwards. National business accounts for approximately two-thirds of such business for about one-eighth of local stations.

The concentration of network advertising over the one-third of the stations of the country affiliated with networks, is one of the principal determinants of the concentration of national business, and, indeed, of advertising volume as a whole. It is estimated that approximately 75% of all advertising volume is placed over network-affiliated stations. Network stations account for nearly two-thirds of the total advertising volume, and slightly more than 55% of total non-network advertising (including regional and local) for nearly two-thirds of national non-network advertising.

Types of Sponsors

ELIMINATING network advertising from consideration, it is found that national business represents about 60% of total non-network volume over high-powered regional and clear channel stations, and 35% on regional stations. Since local stations are seldom affiliated with networks of any type, the separate analysis of national and local non-network business does not affect the total previously found for this class of station.

It is interesting to note that variations in volume of station business occur principally on the basis of station power and network affiliation rather than upon the size of the community served. Significant differences in the types of products and services going to make up the non-network advertising from one class of stations to another have also been revealed. Amusements represent a larger proportion of local station business than is the case in any other class of transmitter. Gasoline and accessories, drugs, cosmetics, confectionery, beverages and tobacco favor the higher-powered stations, following the trend of network advertising in this respect.

Clothing and apparel advertising represents a larger proportion of the business of regional and clear channel stations than it does in the case of the higher-powered units. Department stores tend to favor regional stations to some degree.

As the size of the station decreases, the variety of advertisers increases. This is evidenced by the rise in the proportion of total business represented by the miscellaneous types of advertisers.

When national and local non-network business are examined separately, a number of interesting trends are revealed, especially in the local field. National business is rather evenly divided among the various types of advertisers. Chain stores are important factors in the local field. Loan and finance companies constitute a considerable portion of financial advertising. Examination of types of rendition employed by advertisers over various classes of stations reveals a concentration of electrical transcription volume on clear-channel and regional stations, especially the former, and a similar concentration of live-talent business. Announcements constitute a fairly large proportion of the business of all classes of stations.

The foregoing data present an interesting picture of the broadcasting advertising economics as far as various classes of stations are concerned, in the major segments of the market. The table of data reveals a marked concentration in volume of business, especially national business, in the hands of the network advertisers. The second is a similar concentration upon stations affiliated with networks.

A third important item is the broad general specialization in business which seems to have taken place with regard to types of stations. The high-powered regional and clear-channel stations have definitely become media of a national aspect, serving national advertisers to a marked degree and constituting the radio counterpart of the large metropolitan daily with a considerable out-of-town circulation, or the regional magazine.

The regional station stands midway between this group and the local transmitter. If it is a network affiliate, it is probable that the volume of national business will be larger than in the case of the station not so affiliated. Retail advertising is the backbone of the local station and will continue to be, though there is no reason why national volume in this field should not expand to a considerable degree.

Economic Significance

THE ECONOMIC significance of this situation is patent. There is a necessity for a widening of the economic base. The development of the volume of the advertising carried by the smaller stations and the independent outlet is one which would be of benefit to the entire medium. Not only would it eliminate the instability created in any industry by the marginal unit, but it would produce resources open to the medium, and their wider distribution, would enable it to develop a program of service which would be of benefit in the creation of additional listening.

Such a broadening of the economic base is not impossible of realization, though it must cer-

Total Time Sales in Half Year Rise 19% Over Figure in 1935

Use of Regional Networks and Non-network Stations
By Tobacco Concerns Shows Pronounced Advance

Broadcast advertising during the first half of 1935 showed greater gains over the corresponding period of the preceding year than did any other major advertising medium. It was revealed in the six-month report just issued by the National Association of Broadcasters. Gross time sales of networks and stations to advertisers amounted to $45,075,972, an increase of 17.9% over the first half of 1934. Compared to this gain on the part of radio, national magazine advertising increased 10.7%, national farm paper volume 3.5% and newspaper lineage 5%.

Regional networks lead the broadcast advertising field with a gain of 47.0% over the volume of the corresponding period of 1934. National network advertising increased 18.2%, national non-network business 13.2%, and local broadcast advertising 19.3%. Volume for the major portions of the medium is found in the following table:

<table>
<thead>
<tr>
<th>Type of Station</th>
<th>Gross Time Sales 1934</th>
<th>Gross Time Sales 1935</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>National networks</td>
<td>$21,998,866</td>
<td>$26,120,410</td>
<td>18.2%</td>
</tr>
<tr>
<td>Regional networks</td>
<td>317,251</td>
<td>465,899</td>
<td>47%</td>
</tr>
<tr>
<td>National non-networks</td>
<td>7,010,954</td>
<td>8,294,499</td>
<td>13.2%</td>
</tr>
<tr>
<td>Local</td>
<td>5,924,499</td>
<td>9,898,610</td>
<td>65.7%</td>
</tr>
<tr>
<td>Total</td>
<td>$36,221,480</td>
<td>$45,075,972</td>
<td>19.9%</td>
</tr>
</tbody>
</table>

(Continued on page 50)
Copyright Bill, With $250 Clause Killed, Goes to House With Passage Uncertain

IN THE FACE of a powerful lobby by maintained by ASCAP to prevent passage of the Duffy copyright bill (S-3047), originated by the Department of State and a federal interdepartmental sub- committee, the Senate on Aug. 7 passed the measure without a record vote. It now is in the House of Representatives, where some of the same provisions of the Senate bill were deleted on the floor prior to an uncertain adjournment date.

Of main interest to broadcasting was the renewal of the clause to adopt an amendment offered by Senator Wagner (D) of New York which would allow manufacturers to claim exemption from the provision of the existing copyright law providing a $250 minimum penalty for infringement of copyrighted works.

Removal of Penalty
CHIEF ASCAP opposition to the bill was based on this penalty clause which has been the main club by which ASCAP has held the monopoly now being attacked by the Department of Justice in its anti-trust suit. General Motors Corp., a federal court in the Southern District of New York.

The penalty clause was improp- rorated after the Senate adjourned broadcasting and sound pictures were in existence with the result that the measure had to be passed with proper justice to these new industries. The Wagner amendment, was rejected after a bitter Senate debate, and the clause is now eliminated, which leaves the bill in the courts the fixing of penalties.

Following for enactment of the copyright clause are uncertain. Users of copyrighted works and desirous of obtaining quick action in the House since lengthy com- mittee hearings in the Senate would rehearsed might tie up the legis- lative session long before an adjournment of Congresses.

Amendments offered by Senator Wagner and Senator Borah (R) of Idaho, which would have allowed copyright owners from obtaining injunctions against producers of radio or television programs and the manufacture, who have already secured an injunction would work undue hardship.

An original injunction clause, now rejected under the two amendments, had been put in the bill by the Senate.

As adopted by the Senate, the bill would make possible American Broadcasting Co. (International Convention of the Copyright Associa- tion, in which most nations are members. This convention permits copyright in written materials and simplifies procedure for composers and authors.

The measure which would have been made in the copyright law under the Duffy bill are extension of copyright protection from 28 to 56 years with options for renewal.

Radio for Centennial
The Texas Centennial Commission will spend $40,000 of its $500,000 publicity fund for radio advertising to promote the 1936 centennial in other states. Tracy- Locke-Dawson, Inc., Dallas, has been named to handle the account.

Agency Organized By Arthur Kudner
Leaves Erwin, Wasey; Account Of Firms to Be Divided

ARTHUR KUDNER, former president, and treasurer, Erwin, Wasey & Co., New York, will launch a new advertising agency called 30 as Arthur Kudner Inc with offices in New York and Detroit. The Detroit office will be located in the new building of the E. W. Kudner Inc., will service the following accounts: Buick Motor Co., Detroit, and General Motors Corp., Detroit, (manufacturing Division of GM); Genera Motors Corp., Detroit, (advertising); National Tire & Wheel Co., Inc., New York, (liqours); MacFadden Publications, Inc., New York (Time, Sports, Fortune, Playboy, Goodbody Tire & Rubber Co., Al- lison, O., and some smaller accounts.


Louis R. Wasey succeeds Mr. Kudner as president of Erwin Wasey & Co., and O. E. Winer will continue as vice-president. The new arrangement has been made con- cerning a change in the firm name.

There are unconfirmed reports that certain of the accounts handled by the Chicago office of Erwin Wasey & Co. will be handled by another new firm, presumably the Burnett Co., Chicago [see page 16] on the 15th.

Erwin Wasey & Co. have recently diversified from the Chicago office to New York, (True Story magazine) now broadcasting over CBS and to start Sept. 6, on NBC; Hecker-H-O current is broadcast over O'by & Co. Products sponsoring Voice of Ex- perience on CBS. Barbasol Co. uses radio in spring, but is now on the air.

Of the accounts handled in the Chicago office of Erwin Wasey & Co. (True Story Magazine, O'by & Co., and the flrst), Carcarnation Co., are now on NBC. No announcement was forthcoming for the time being, but a number of accounts, Erwin, Wasey & Co., New York, will be a part of the personnel of Arthur Kudner Inc.
Federal Report Points Way for Railroads

By J. Frank Beatty

Eastman Again Urges Them to Advertise Their Services; Rider Use of Radio Suggested in AAAA Rail Analysis

WIDER use of radio appears indicated.

This is the conclusion of a special committee of the American Association of Advertising Agencies, which has analyzed a report submitted to railroads Aug. 2 by Leigh B. Eastman, Federal Coordinator of Transportation.

The Eastman report reinforces Federal recommendations which have been made in recent years that railroads must go in for serious and extensive motion if they are to prevent other inroads by competing media and if they are to expand income from present clients as well as develop new business.

In a searching review of the radio problem, the AAAA analysis, which is incorporated in the Eastman report, deplores the failure of railroads to open the advertising opportunities afforded by the facilities offered by the industry, both in respect to space and to opportunities provided by radio.

Success in Midwest

The report was made public as the Western Association of Illywacuus was releasing statement which stated that the advertising budget of its recent advertising drive which $367,000 was spent on 60 radio stations and 400 newspapers.

The railroads have announced that reports from carriers show a 15 to 22% increase in travel over the same period last year.

Outstanding is the fact that advertising was an unqualified success.

The AAAA committee, after examining the Eastman report, submitted to it prior to publication, offers these suggestions to the industry's railways.

Radio Expenditure

This compares with an actual expenditure for both passenger and freight services in 1929, 1933 and 1934 of three-tenths of 1% of gross revenues, this figure being less than the 10% proposed to the "traveling the traveler or shipper".

Director Turney remarks carriers that they have potential advantages in the operation of radio, and suggests that a Greater advertising expenditure based on improvement and study is needed to justify the cost and the lead.

The geographical distribution follows: Southwest, $25,940; California, $22,495; Central East, $11,071; North West, $10,350; Southeast, $7,492; New England, $187.

Institutional Promotion

The amount spent on institutional advertising by radio in 1933 was only $1,600. Particular stress is laid upon the possibilities in this type of promotion by radio is made in the Eastman report.

In a report last January on the loss of passenger traffic, Commissioner Eastman has placed the blame on fault that "keep pace with modern methods of marketing, servicing, pricing and selling."

Continuing, Mr. Eastman has explained that the market which the passenger traffic force must serve consists of about 30 million families or 76 million adults.

Carriers must reach this market as do the "newspapers and magazines." The place of rail advertising is advertised, institutional, promotional, specific, periodical, radio, outdoor and visual.

In the place of rail advertising is provided in the Aug. 2 Eastman report, which shows that less than half the railroads employed agencies experienced in commercial work and only 24 reported that they are specialized in railway advertising.

The AAAA, seeing these figures, replies with the statement that "the weight given to advertising agency recommendations seems inadequate, as indicated by a ratio of anywhere from one to two of advertising department influence. Unless official ideas are based on and include advertising agency opinion, it would seem that the railroads are not making full use of one of the best assets an agency has to offer, namely, experienced judgment of where and when and how much to spend in advertising."

IN THE July 1 issue of BROADCASTING, commenting editorially on Mr. Eastman's previous report recommended passenger services through advertising, including radio, this magazine called attention to the indifference of the railroads to the matter of advertising and particularly pointed out that the major Eastern lines had entered into a compact not to use radio. In view of the foregoing observations by Mr. Eastman's office and by the

(Continued on page 46)

Directory of Railroads and Advertising Executives . . .

COMPILED from best available records, BROADCASTING lists here with the names, advertising managers and agencies of American railroads. Asterisk (*) indicates that the railroad uses radio or has advertised used radio in recent years; A.M. denotes advertising manager.


(Continued on page 46)
WEST COAST OFFICE OPENED BY PETRY

OPENING of its own West Coast Office in San Francisco was announced Aug. 8 by Edward Petry & Co., and reprising national station representatives, through Mr. Petry and Petry, who went to the Coast following the NAB convention at Colorado Springs last month. Earle Smith, for the last two-and-half years with the Don Lee Broadcasting System, has been placed in charge of the office at 111 Sutter St. The Petry company has severed its affiliation with McGregor & Solie, which has represented it heretofore out of San Francisco.

Mr. Smith is well known in Pacific Coast advertising circles. Before joining Don Lee, he was with the Hearst newspapers in San Francisco and has represented the Superior series of magazines in California. For seven years he was with MacManus Inc. as manager of its Southern California office, servicing and producing Chrysler, Humphrey, Cadillac & LaSalle. He also was at one time automobile editor of the Scripps-Howard San Francisco Examiner.

In Detroit the Petry organization has added Dave Decker to assist Joe Spadea, advertising manager, in handling automotive accounts. Mr. Decker for the last four years has been with Maxon’s Inc., Detroit, handling all advertising, research and space buying. Before that he was with the Chrysler Export Corp. as advertising manager.

Mr. Smith already has control over general advertising, he said there would be a division of authority.

MARTIN L. PETRY

Few Changes Expected Prior To Its Submission to House

HAVING concluded hearings on the Copeland bill (S-5) to regulate the advertising and labeling of food, drugs and cosmetics, a House subcommittee now is revising the measure slightly, with more changes left to be made. A final bill will be reported soon to the full House Committee on Interstate and Foreign Commerce.

Subcommittee revisions will cover ambiguous phrasing and clear up details now viewed as confusing. The subcommittee, chaired by Rep. Charles E. Texas, of the full committee, states that an effort will be made to report a bill this month to the House and have it placed on the calendar some time this month.

Action by the full committee may be delayed by its consideration of legislation for regulation of the petroleum industry, which has been given high priority. If the administration request. The Copeland bill, however, also has Administration support, although possible, of a pending enactment of Congress offers a serious obstacle to passage at this session.

Few Changes Foreseen

FEW CHANGES in provisions affecting advertising will be made in the House subcommittee. Members of the subcommittee have some reservations about some of the bill's hearings on the controversial question of jurisdiction. The Copeland bill places control over advertising for food, drugs and cosmetics, a House subcommittee, under the Food & Drug Administration of the Department of Agriculture and the FTC under the Federal Trade Commission's general authority over advertising. Both the FTC and the PTA have been actively seeking authority over the advertising of products included in the bill.

Public Health Administration, through Dr. George W. McCoy, its medical director, asked the subcommittee to clarify the effect that nothing in the bill interferes with its present functions.

A. T. Falk, director of research for the Advertising Federation of America, favored passage of the bill. FTC would be given jurisdiction over the position that revisions in that body have made it satisfactory. He exerted the placing of authority in the F&DA.

Senator George (D) of Georgia proposed an amendment to the bill to provide that the FTC be given jurisdiction over the position that revisions in that body have made it satisfactory. He exerted the placing of authority in the F&DA and Senator Copeland.

For chiropractors, Dr. Hubert M. Peterson, of San Francisco, a member of the American Chiropractic Association, opposed advertising features of the bill and asked that the FTC be given jurisdiction over the products affected. Since the FTC is already has control over general advertising, he said there would be a division of authority.

MARTIN L. PETRY

Radio More Effective

"WE ARE satisfied that the rate story is being put across in a more effective manner than in any other medium we have used," said S. E. Weimer, company executive, declaring on the basis of its use of radio.

The Raleigh series presents home-making problems that can be solved by means of major electrical appliances. A typical program finds two housewives knitting and discussing the fact that a college classmate is letting herself grow old prematurely. As the gossips go on, the wife about whom they are talking unexpectedly appears, listens to the chatter, asks advice, and is told to get an electric stove to lighten her housework and give her more time for social activities.

This brings an explanation of the new power rate and how much more current can be used without increasing the monthly bill very much. The only commercial, 150 words, carries out this theme. Another program, with both opening and closing copy generally represents a visit of a utility representative with a housewife in which the utility rate is explained entertainingly.

Magazine Sponsor Broadcasts Series Of Shopping Tours

Point-of-Sale Tie-In Provided For Companion Advertisers

BY BRUCE ROBERTSON

EVERY Monday morning at 9:30 Jean Abbey goes on the air over WBBM, Chicago, to take her listeners on a shopping tour of one of the downtown department stores. Her talk is devoted to some special store feature, and is accompanied by music and special features. A mention of the Oneida silver salad forks on a recent broadcast for The Fair Trade Department of Oneida Company is an example.

As the broadcast comes to an end the theme song, "Carolyn Fryce" the Women's Home Companion Shopper and is sponsored by the Crowell Publishing Co., New York.

The program, which airs in Chicago and in just about the same in a dozen cities in which the program is placed. Mary Coyle, who is the program sponsor in Chicago, receives each month a list of products that will be advertised in the "Women's Home Companion Shopper. She then calls on the four department stores and checks against her list of products advertised that month. If the store does not want to advertise, referring to the buyers and advertising managers to determine which product to eliminate and what store feature they want her to discuss.

Following these conferences she writes the copy for the series and sends it to the stores, and then sends them to the magazine for final approval.

From the point of view of the individual department stores the programs have been successful both in the direct sale of merchandise and in motivating stores to plan special features. A mention of the Oneida silver salad forks on a recent broadcast for The Fair Trade Department of Oneida Company is an example.

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From the point of view of the individual department stores the programs have been successful both in the direct sale of merchandise and in motivating stores to plan special features. A mention of the Oneida silver salad forks on a recent broadcast for The Fair Trade Department of Oneida Company is an example.

As the broadcast comes to an end the theme song, "Carolyn Fryce" the Women's Home Companion Shopper and is sponsored by the Crowell Publishing Co., New York.

The program, which airs in Chicago and in just about the same in a dozen cities in which the program is placed. Mary Coyle, who is the program sponsor in Chicago, receives each month a list of products that will be advertised in the "Women's Home Companion Shopper. She then calls on the four department stores and checks against her list of products advertised that month. If the store does not want to advertise, referring to the buyers and advertising managers to determine which product to eliminate and what store feature they want her to discuss.

Following these conferences she writes the copy for the series and sends it to the stores, and then sends them to the magazine for final approval.
IT CAN'T be done, they warned, when Briggs decided to use a quarter-hour sports series Saturday evenings. That was nearly a year ago. It was done, however, and still is being done, because users of Briggs products have been increasing steadily. After all, there's no denying the allure of an upward curving sales chart. Here's the narrative, done by an agency executive who has stuck with the series through thick and thin, hot and cold, football and baseball, boxing and tennis.

THORNTON FISHER — A self-caricature of the well-known newspaperman and cartoonist who broadcasts for Briggs Tobacco.

A friendly letter in answer to a question, can spread an excellent feeling of good will around an ever increasing circle of potential buyers. To this end, the reply to a letter from a new program sponsor, who had previously used the services of Briggs Tobacco, was written.

Griffin Signs for Year
SUCCESS of its series of time announcements on six major stations caused Griffin Mfg. Co., Brooklyn, to sign ten contracts effective Dec. 1 with 930AM, WWL and WFLA-SWSN. The contracts are for daily time signals, seven days a week, daytime, over KSD, WLS, WFLA and WWL, effective Dec. 1. Some of the signals being accompanied by 25 to 100 word announcements. Bernstein, Castleman & Prince Inc., New York, is the agency.

LIKE KGFJ, Los Angeles, which has been broadcasting on an "all-night" basis for some years, WNEW, Newark, on Aug. 2, went on a 24-hour-a-day schedule.
Newspaper Ownership and Control of Radio Stations

(Revised to August 15, 1935; Copyright 1935 by Broadcasting Publications Inc.)

So much misinformation and inadequate information regarding the newspaper ownership and control of broadcasting stations has been published in recent months that the editors of Broadcasting have been making a complete directory of newspaper stations, published in the 1935 Yearbook. It is presented here for the first time, and is the only complete compilation ever assembled. Revisions since the 1935 Yearbook include nearly a dozen more stations that have come under the control of newspaper owners or publishers, bringing the total to this date to 122 in the United States, one in Hawaii and 15 in Canada.

Not all of the FCC's license names of stations reveal their newspaper ownership or corporate affiliations. The tabulation herewith represents ownership, or a part of a station. The nature of the affiliation, whether outright ownership or interests, part ownership or intertwining control, is indicated in this listing.

Because newspapers have been among the most zealous seekers after new broadcasting facilities, we also publish below the least available list of newspaper or publishers' applications for new stations now pending before the FCC. This list is not complete, however, among the several hundred applications pending, mostly for new 100 watters, are many that were filed in the names of individuals who are believed to represent newspaper interests but who do not disclose the fact in their applications.

Arizona
KSTAR, Phoenix—Owned by Phoenix Arizona Republic and Gazette.

Arkansas
KARK, Little Rock—Affiliated (interlocking ownership) with The Arkansas Farmer (weekly).
KELD, El Dorado—Affiliated (interlocking ownership) with The Arkansas Farmer, Little Rock. (Under construction.)
KOFA, Fayetteville—Affiliated (interlocking ownership) with Fayetteville Democrat.

California
KPO, San Francisco—Owned jointly by San Francisco Chronicle and Hall Brothers (department store); operated under lease by NBC.
KYA, San Francisco—Owned and operated by Hearst Radio Inc., affiliated with San Francisco Examiner.
KEHE, Los Angeles—Owned by Hearst Radio Inc.; affiliated with Los Angeles Examiner and Los Angeles Herald & Express.
KLX, Oakland—Owned and operated by Oakland Tribune.
KBKE, Sacramento—Owned by Sacramento Bee (McClatchy newspapers).
KJL, Fresno—Owned by Fresno Bee (McClatchy newspapers).
KWG, Stockton—Owned by the McClatchy newspapers (Fresno Bee, Fresno Bee and Modesto Bee).
KERN, Bakersfield—Owned by McClatchy newspapers (Fresno Bee, Modesto Bee and Sacramento Bee).

Colorado
KLZ, Denver—Owned by publishers of Oklahoma City Oklahoman and Times.

Connecticut
W1XBS, Waterbury—Owned by Waterbury Republican and American.

Delaware
WILM and WDEL, Wilmington—Affiliated (interlocking control) with Hearst Radio Inc. (The New Era and Intelligence-Journal).

Florida
W1AE, Tampa—Owned by Tampa Times.
W4MI, Miami—Controlled by Miami Daily News.
WCOA, Pensacola—Owned by publisher of Pensacola News and Journal, Jacksonville Journal and Reading (Pa.) Times.

Georgia
WSB, Atlanta—Owned by Atlanta Journal.

Illinois
WGX, Chicago—Owned by Chicago Tribune.
WAVC, Chicago—Owned by Chicago Defender News (Capper publications).
WLJ, Chicago—Owned by the Prairie Tribune.
WITF, Rock Island—Owned by Rock Island Argus.

Indiana
WSBT and WNP, South Bend—Owned by South Bend Tribune.
WTIC, Elkhart—Owned by Elkhart Daily Truth.

Iowa
KSO and KRTN, Des Moines—Owned by Des Moines Register & Tribune.
WMP, Cedar Rapids—Owned by the Des Moines Register & Tribune.
KSCJ, Sioux City—Owned by Sioux City Journal.

Kansas
WLAB, Kansas City—Under purchase option to Kansas City Kansan (Capper publications).

Massachusetts
WTAI, Worcester—Owned by Worcester Telegram and Gazette.

Michigan
WWJ, Detroit—Owned by Detroit News.
WELL, Battle Creek—Owned by Battle Creek Enquirer-News.
WIEO, Marquette—Owned by Marquette Mining Journal.

Minnesota
WTCN, Minneapolis—Owned jointly by Minneapolis Tribune and St. Paul Pioneer Press & Dispatch.
WDBX, Duluth—Affiliated (corporate) with Superior (Wis.) Telegram.
WMPF, Hibbing—Affiliated (corporate) with Superior (Wis.) Telegram. (Under construction.)

Newspaper Interests Seeking Stations

Fort Worth, Tex., Amon G. Carter (Fort Worth Star-Telegram) 600 kc 5 kw U.
Bellingham, Wash. (Whitnall, Bellingham Pub. Co., 1420 kc 100 w U.
Big Springs, Tex., Big Springs Herald Inc., 1500 kc 100 w U. (Champaign, Ill., Champaign News-Gazette Inc., 1370 kc 100 w U.
Pottsville, Pa., E. L. Clifford (Pottsville Republican) 250 kc 250 w D.
Denton, Tex., Denton Record-Chronicle Co., 1420 kc 100 w D.
Vallejo, Cal., Luther E. Gibson (Vallejo Herald Pub. Co., 850 kc 250 w D.
Hartford, Conn., Hartford Times Inc., John F. Rolfe, treas., 1200 kc 100 w U.
Albany, N.Y., Hearst Radio Inc. (Albany Times-Union) 970 kc 1 kw U.
Massachusetts, W. J. Win. Co. (Milwaukee Journal), 1101 kc 3 kw U.
Paris, Tex., North Texas Pub. Co., G. Mayne, majority interest, 150 kc 100 w D.
Merced, Cal., The Merced Star Publishing Co., 1040 kc 250 w D.
New York City, David Stern (New York Post) 810 kc 500 w D.
Brooklyn, N. Y., Brooklyn Daily Eagle, 1400 kc 1 kw U.
Muskogee, Okla., Oklahoma Press Pub. Co., 1500 kc 100 w U.
Pittsburgh, Kan., Pittsburgh Pub. Co., 1500 kc 100 w U.
Abilene, Tex., Reporter Pub. Co., 1420 kc 100 w U.
Roseburg, Ore., Southern Oregon Pub. Co., 1500 kc 100 w D.
springfield, Mo., Springfield Newspapers Inc. 710 kc 1000 w.
St. Joseph, Mo., News Bredstg. Co., 1910 kc 100 w D.
Corpus Christi, Tex., Caller-Times Pub. Co., 1350 kc 1 kw U.
Pampa, Tex., Pampa Daily News Inc., 1200 kc 100 w D.
Virginia, Minn., Head of the Lakes Bredstg. Co. (Superior, Wis.) Telegraph, 1570 kc 100 w D.
Belton, Tex., Bell Pub. Co., 1370 kc 100 w D.
Moscow, Idaho, Review Pub. Co. (Pearl B. Robinson, sole owner), 1310 kc 100 w U.
Marysville, Cal., Marysville- Yuba Publishers Inc., 1210 kc 100 w U.
Temple, Tex., Bell Bredstg. Co. (Temple Telegram) 1570 kc 100 w D.

Mississippi
WQBC, Vicksburg—Owned by Vicksburg Post.

Missouri
WDAK, Kansas City—Owned by Kansas City Star.
KLX, Kansas City—Owned by St. Louis Post Dispatch.
KGBO and KWTO, Springfield—Owners of stations also publish (Mark Journal—weekly).

Nebraska
WJAG, Norfolk—Owned by North Daily News.

Nevada
KOH, Reno—Owned by the Nevada Daily Press.

New Mexico

New York
WINS, New York City—Owned by Hearst Radio Inc.; affiliated with New York American and Journal.
WEVD, New York—Affiliated (corporate) with The Jewish Daily Forward.
WBEN, Buffalo—Owned by Buffalo Jewish Daily Forward.
WOKO, Albany—Affiliated (corporate) with Albany Knickerbocker Press and Evening News (Ganne newspapers).
WIBC, Rochester—Owned by Rochester Democrat & Chronicle at Times-Union (Gannett).

Ohio
WKY, Columbus—Owned by Times Dispatch & Chronicle at Times-Union (Gannett).
WBNG, Elmira—Affiliated with the Elmira Star-Gazette (Gannett)

North Carolina
WNNC, Asheville—Owned by Ashville Citizen.
WSJS, Winston-Salem—Owned by Winston-Journal and TV City Sentinel.

North Dakota
WDAY, Fargo—Affiliated (corporate) with Fargo Forum.

Oklahoma
WKY, Oklahoma City—Owned by Oklahoma City Oklahoman at Times.
KRCB, Enid—Affiliated (interlocking control) with Enid News & Eagle.

Oregon
KGW, Portland—Owned by Portland Oregon Journal and Times.
KEX, Portland—Owned and leased from NBC by Portland Oregon Journal.
KALE, Portland—One-third owner by Portland Oregon Journal.

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Notes on the Station Payoff Industry

Networks Continue Their Support of Press-Radio Setup

NBC Stations May Buy UP; Transradio Protests to FCC

ALTHOUGH negotiations are in progress between NBC and United Press for news service to the network's owned and operated stations, it is certain that for more than a month has been buying UP for local use on five of the stations it owns. As major networks are continuing to support the Press-Radio Bureau in New York.

Despite the closing Aug. 1 of the Los Angeles office of the Press-Radio Bureau, reliable sources indicated there is no reason to believe there will be any departure from this policy before the next convention of the American Newspaper Publishers Association in New York in April, 1936. It was after the ANPA convention last April that UP and International News Service went into the field of selling news direct to stations for local sponsorship. The UP-NBC negotiations, it is understood, are at a standstill while lawyers are studying the progress made in the last two years, the two big press associations have continued to add radio clients, UP's best are KJR, Seattle; KMA, Eureka, Cal.; KDK, Kansas City, Mo.; and the two KEM, Eureka, Cal., and it has started a temporary service to KFXJ, Spokane, Wash., be used for sustaining purposes until Jan. 1, 1936, when a full commercial agreement is to be in effect. This brings to 59 the number of stations currently served by UP.

INS during the last fortnight has added the following stations: KSO, Des Moines; KZL, Denver; KGFJ, Los Angeles, and KMPC, Beverly Hills, Calif. This brings to 50 the number of stations it now serves.

No repercussions are expected to result from the ending of the nightly March of Time series by CBS, sponsored alternately by Menasha-Times-Wiherd and Transradio Rand Inc., which will be a 15-minute dramatic based on the day's news. This is not regarded as a violation of the "radio program" since the dramatic treatment is sufficient departure from straight news reporting to keep the program out of scope covered by the agreement. Time Magazine is a UP client.

The elimination of the press-radio situation in recent months and the closing of the Press-Radio Bureau office in Los Angeles have given rise to the filing of program listings in three Los Angeles newspapers which had kept them from the broadcast schedules. In several cases, including five of the seven CBS-owned stations, and UP has signed 39 names列为下表所列的无线电服务电台的详细信息，按国际新闻服务电台的顺序列出。UP is based on the United Press and has been used as a news service provider in the industry. The list includes stations from various cities across the country, including San Francisco, New York, Los Angeles, and Philadelphia. The list is provided for informational purposes only and does not include all stations currently served by UP.
Measuring the Circulation of Radio: Responsibility for Coverage Surveys Declared to Rest Between Broadcasting Stations and Agencies

By WALTER A. BURKE
McCann-Erickson Inc., San Francisco
Regional Director of Broadcast Advertising Agencies

WE ARE OFTEN asked to explain why the only group demanding actual checks on the circulation of programs and the listening habits of the audience is the advertising agencies. We have been told that the agency more or less determines the success of radio advertising. This is true, and its opinion in this regard is somewhat at variance with other groups interested in radio.

Carter and over again it has been proved that the effectiveness of all advertising results only from the product of circulation, times inten-

siveness of appeal. There is no question about the intensiveness of radio's appeal, especially to its newer listeners. There is, on the contrary, a lot of misunderstanding of its probable circulation, and this fact is not only tangible use of data to advertising agencies in checking the extent of coverage received by an individual station.

Most surveys made by this agency have been over the telephone and found that approximately 95% of the radio subscribers in the metropolitan areas are also radio owners, and, in the rural areas, a large percentage of radio owners are also telephone subscribers. Therefore, the telephone checks represent the type of areas in the radio areas surveyed.

What Surveys Show

THESE SURVEYS have shown a number of very interesting facts. Probably the most important is that homes, four principal elec-

tricity regulating the size of an audience. The time of day comes first. Obviously, a morning or after-

noon program is not going to have as large an audience as a night program. We know definitely that a 7:30 to 8:30 or 8:30 to 9:00 p.m. program will not have as large an audience as a program broad-

cast at 8:30 p.m. Then there are station preferences, program prefer-

ences, and the element of competition from other programs and other stations to consider. These factors will regulate to a large ex-

tent the audience available and the audience secured. In other words, the circulation of the pro-

gram.

In estimating the number of sets owned in the West Coast states (California, Washington and Oregon), we have started from a large point in view of the number of homes equipped with elec-

tricity. True, there may be some battery sets still in use, but by and large the sets sold from 1927 have been electrically operated and it is safe to assume, therefor-

es, a station at the point of going to be reached when we have completely equipped these two mil-

lion homes which have additional homes receive electric service.

It is estimated by the radio sta-

tions that today, 80% of the elec-

trically-equipped homes own and operate radio sets. This means an-

proximately 1,600,000 sets. Esti-
mating 8:30 to 9:00 p.m. program, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and allowing 42.6% of all sets owned being in operation at least one hour, and agreeing to the new rates went into effect. On the basis of the old rates, it would have been possible to have purchased the entire Bay area group of 12 stations for one hour at a cost of $1,979.00. This would mean a saving of $3 based on the old rates.

Of course, there was a considerable spread between the cost for the most popular and the least popular stations. The rates varied from $3.75 to over $19 a thousand radio homes. These figures provide bases from which certain objectives can be determined.

Popular Programs

OVER THE LONGEST period of time we have run the Maxwell House Show Boot consistently having the largest audience on the coast. There have been other programs in which the President himself has undoubtedly obtained the highest audience of his various shows in San Francisco (and we are concerned primarily with the run-of-the-mill program—the average day-to-day program produced by or for an advertiser.

We have found that programs like Myrt and Marge, Adams and Chile, and the Saturday Evening Hour may receive an audience represented by approximately 300,000 radio sets. We have found that the leading programs originating on the Pacific Coast and released only over the coast, will have a circulation of approximately 200,000 radio sets. The average for all programs, however, is much lower.

When we think of radio production, we immediately think in terms of programs like One Man's Family, the Standard Symphony, and the Shell Show—but I am not referring to the leaders. Take the City of Los Angeles as an example.

In any hour in the evening there are 24 programs broadcast. This means 120 every night during the five preferred hours. If you estimate 600,000 radio homes as the total coverage of all Los Angeles stations, and consider the fact that at least one of the 50 families of radio owners at one and another three home but not listening to any program, what do you think is the size of audience secured by these 120 programs?

How much does radio advertising cost? The oft-repeated question and difficult to answer.

An example of one tabulation made by our agency may be helpful. A survey was conducted in San Francisco one night which included 5,600 telephone calls. Without going into details, we found that there were approximately 146,000 families home and listening to the 12 stations in San Francisco. The total was obtained by projections. This check was made before the new rates went into effect. On the basis of the old rates, it would have been possible to have purchased the entire Bay area group of 12 stations for one hour at a cost of $1,979.00. This would mean a saving of $3 based on the old rates.

Of course, there was a considerable spread between the cost for the most popular and the least popular stations. The rates varied from $3.75 to over $19 a thousand radio homes. These figures provide bases from which certain objectives can be determined.

Mass Circulation

THE DATA secured in the surveys simply prove that a program broadcast for the masses must necessarily obtain mass circulation. Even though it is difficult to calculate the cost of radio in terms of circulation, some method must be devised for valuing the audience. We know that a program is successful only when an audience is available. We also know that the average radio advertiser, in directing his message to a cross section of all kinds of people from the most intelligent down to the village idiot, aims at a broad coverage, and that its results will be reckoned in terms of coverage secured.

We admit, however, that there may be some programs that do not need mass circulation. A manufacturer of a product with a long profit margin (patent medicines, credit clothing, etc.) can afford an intensive radio program directed at a smaller number of people.

The association which I represent (Pacific Association of Adver-

tising Agencies) is interested in the development of accurate circu-

lation data for all media. Most of the radio groups conducting the agencies on the Pacific Coast have been in the interest of a single client. This may always be so. Radio survey responsibility should be divided between both the broadcast-

ing stations and the agencies. Unquestionably, the agencies shall always have to bear the responsibility of proving to the advertiser the value of the medium and the value of the production being used. The stations, on the other hand, do not, but should assume full responsibility of evaluat-

ing the potential audience, and the more accurate survey data, studies.

Our association (Pacific Association of Advertising Agencies) would like to cooperate with you so that in any plan devised to develop an A.B.C. or "true" medium, we urge the adoption of some method of checking the range stations, the signal strength, of potential coverage offered. The data must come from the station and unless it is accurate, the forecast cannot be valuable.

In closing, I should like to repeat one point. The agencies are a perfectly willing to continue to serve you in every way you desire to use the telephone—but they should take the assurance that the stations will work as hard as they can to give you the best possible service, to the release of positive Signal Strength Circulation Audits as soon as possible.

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BROADCASTING • August 15, 1935
LEADERSHIP IN PUBLIC SERVICE—
A sound foundation for leadership in advertising value

No public service features are more important to station WHO than those which the station devotes to public service. WHO has consistently maintained that the primary responsibility of a radio station is to serve its listeners.

In fact, for the first six months of 1935, WHO devoted 16.4 per cent of its broadcasting time to general public service features, including the following noteworthy programs:

**IOWA SPEAKS**—A 30-minute evening broadcast featuring outstanding talent and speakers from a cross section of important Iowa cities, picked up by remote control.

**IOWA SCHOOL EDUCATIONAL BROADCASTS**—A weekly series of half-hour programs throughout the school year, prepared and supervised in cooperation with Des Moines' four high schools.

**DISABLED VETERANS' FORUM**—Station WHO has sponsored the only D. A. V. Radio Chapter in the United States—an activity which brings over 100,000 letters a year, and has helped hundreds of disabled veterans to secure compensation.

**AMERICAN LEGION BROADCASTS**—A weekly series of evening programs devoted to better citizenship.

**CHURCH HOUR**—An hour broadcast of some religious service each week.

**ANIMAL RESCUE COOPERATION**—8927 was raised for the Animal Rescue League through a single broadcast.

**HUMANITARIAN HOUR**—A weekly program featuring projects of public interest.

In addition, WHO has cooperated in the presentation of public service programs under the sponsorship of the Iowa Federation of Women's Clubs, the Iowa Teachers' Association, the Iowa Tuberculosis Association, the Community Chest, the American Legion Auxiliary, and the Parent-Teachers Association.

This list comprises only a fraction of the public service activities which from the very beginning have had an important place on WHO's program schedule—important to listeners—and important to advertisers. For the value of a radio station to an advertiser depends to a considerable extent on the friendliness existing between that station and the people within reach of its transmitter.

WHO is one of the few radio stations employing an executive whose full-time responsibility is the arrangement and development of public service programs.

A vital reason why Station WHO has earned recognition as one of America's leading business producers per advertising dollar, lies in the consistent manner in which the station has gone out of its way to render unusual service to its territory. In fact, only through years of leadership in service to listeners, could WHO have built up the influence which today makes the station so productive for advertisers.

Central Broadcasting Company
J. O. Maland, Mgr.
Des Moines, Iowa
Phone 3-7147

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

The Central Station—WHO—Des Moines
Essential to complete radio coverage of Iowa or the Mid-West
Clearance—Channel 50,000 Watts—Full-Time

August 15, 1935 • Broadcasting
New CBS Survey of Audience Separates Daytime and Night Coverage of Individual Stations and Entire Network

COMPUTED ON BASIS OF RESPONSES TO GIVE-AWAYS

Providing more accurate audience measurement for advertisers than its present survey, a new compilation of Day and Night—CBS Listening Areas divides the daytime and nighttime markets and shows them on two separate maps. The study was issued Aug. 2, in the form of a handsomely bound and illustrated eight-leaf book for limited distribution.

In all, 197 maps are required to show the coverage of the individual 97 stations and one was average whole. It is apparent that the task of "Counting Noses", which is feasible enough when the day is treated as a unit, becomes at least twice as difficult after subdivision into two parts, and in fact more than that owing to the element of time variation.

In this publication, CBS restates its policy of presenting minimum radio audience and maximum coverage, in the belief that broadcast advertising is harmed rather than helped by exaggerated claims that are sometimes made for station or network coverage. In addition to listener/FN percent-ages, over-all area coverage is included under categories for radio ownership as of Jan. 1, 1933, total population, radio listeners, residents who listen, and number of passers.

Domestic gas telephone, than its necessary, treated a new compilation of form study was issued them two.

Areas Day and accomplished, a new compilation of CBS, Indicating the radio policy that..More often are classic examples of six

400,000 may not have heard one. The policy is based on measurement whether the network to indicate in tabular form the stations of Individual class.

The question was issued Aug. 2, in the form of a handsomely bound and illustrated eight-leaf book for limited distribution.

Four out of six don't mind

Inquiring photographer finds most of listeners interviewed do not object to "plugs"

I PLAYING TOO LOUD?
WOR Reminds Listeners Not to Annoy Sleeping Neighbors

Between the hours of 10 p.m. and midnight, WOR, Newark, has its announcers pass along the suggestion that possibly the listener's radio set, in daytime and his neighbors would appreciate it if the volume were reduced. The idea is recorded that none can take offense. They serve the purpose of being a reminder to people who may be playing their sets so loud, and who are unaware of it until they hear this suggestion.

WOR's suggestion is going to the radio audience in past summers, but they have just resumed the practice for this summer. Many listeners are not even aware of the station letters of appreciation.

Sterling on 28 Stations

STERLING PRODUCTS Inc., Y. (Phillips Milk of Magnesia Face Cream) will soon begin using its open pipe stations on 28, with 15-minute daytime programs three times a week. The campaign is prepared by Beatrice DeSylva who does beauty talk entitled 'How to Be Charming'. This program is being developed in Cincinnati and Pittsburgh. Starting date is Sept. 30 on WGBR, WLW, WCCO, KFRC, KJH, KOMO, and WOR. On Oct. 21, these stations will be added: WNAC, WCAU, WABC, WBLS, WCBS, WWJ, WKDA, and KDKA. On Nov. 4, the following Southern stations will be added: WBT, WJZ, WWL, WLOM, WJU, WKRC, WOAI, WFAQ, WCD, WBBM, WOR, WIP, WEE, WJKY. Blackett-Sample-Humme Inc., New York, is the agency.

New Chicago Agency

A NEW advertising agency, Trade, Inc., opened in the old CBS building at 360 N. Michigan Ave., Chicago, with Leo Burnett, former v.p. and president in charge of creatives for the Chicago office of the agency, Wasey & Co., who handle the Real Silk account, as its pre ident and art director. Jack Cleary is the copy manager, and Joseph T. Alley, radio director; John Olsen, assistant art director; Marguerite Stevens, copy writer; and John R. Riley, production manager, all of whom occupied similar positions will be transferred.

Washing Machine Series

STARTING Aug. 18, the America Washing Machine Manufacturing Association, Chicago, will sponsor a series of 26 twice weekly 5-minute programs on daytime WBS over 28 or more stations. Listeners will be urged to visit the local dealer for information on all the makes of washing machines. The advantages of modern machines, the easy payment plans, and accessories, are the features of the series.

A booklet titled "Helpful Harry's Housewife Guide to Quality Clothes Washing Machines" has been published by Meldrum & Fenswain Inc., Cleveland, Ohio, and the agency is....
WLS acts, booked through our own Artists Bureau, will provide entertainment at some one hundred State, local and county fairs this season— including the State Fairs of Missouri, Wisconsin, Oklahoma and Illinois. On Saturday night, August 17, the WLS National Barn Dance will open the Illinois State Fair with this entire big Saturday night feature (5 hours) moved from the “Old Hayloft” in Chicago and broadcast in front of the grandstand on the State Fair Grounds.

The conclusion. Simply that midwest fair managers have found (just as the Century of Progress World’s Fair did in Chicago the past two years) that WLS entertainers provide the biggest single attraction—the most popular entertainment and draw the greatest audience—of any attraction they can book.

It is this same group of artists— whose drawing power has been proved in theatres and fairs—from New York to Texas, as well as on radio, who have made WLS programs outstanding in pulling power and sales results for advertisers— on the Saturday night National Barn Dance; the WLS Merry-Go-Round; the Morning Round Up; the afternoon Homemakers’ Hour; the Morning Minstrels; Jolly Joe’s children’s programs and many others. Shows featuring many WLS stars with known sales-value are available for sponsorship. Write for details on how they can sell your product.
Radio Is Effective
As a Medium for
Large-unit Articles
Dodge Dealers Learn the Value
Of Selling Via the Air Waves
By C. ELLSWORTH WYLIE
General Sales Manager
Don Lee Broadcasting System

IN AN ERA when advertisers, sponsors and some members of the broadcasting industry itself are inclined to doubt the efficacy of radio as a means of selling large-unit articles, it is encouraging to note the rather exceptional success of an unique, though modest, program in this field of direct selling.

Manufacturers and distributors of automobiles and other large-unit articles concede the value of radio as a builder of good-will, but have, for the most part, denied or refused to recognize its ability to sell their products direct to the purchaser.

Here then is definite refutation of this erroneous but rather popular theory!

A Neat Profit

THE PROGRAM known as the Dodge Secret Service Club, a Dodge dealer cooperative feature, originating at KJH, Los Angeles, and broadcast in two 15-minute spots per week on the Columbia Network, Don Lee network, cost the sponsor a total of $5,990 for 38 programs. Based on a novel merchandising plan, the program was directly responsible for the sale of

$65,500 worth of Dodge motor cars at an estimated profit of $12,800, according to the advertising agency.

Here are the details of the program which netted the sponsor a tidy profit of it, approximately 200%.

Directing its appeal to Young America, between the ages of 5 and 14, during which time the normal boy or girl is growing up, the Dodge Secret Service Club is a detective, policeman, fire-fighter or some other glamorous figure, the Dodge Secret Service Club, is credited with listing its youthful listeners as "operators".

Every boy taking a list of five reasons why Dodge Automobiles Are The Best, to the Dodge dealer in his neighborhood, was presented with a brightly polished "Operator's Badge". The supply of 75,000 badges was exhausted at the end of the tenth program. Ultimately 200,000 eager young boys were to be similarly rewarded, comprising probably the largest juvenile audience ever accorded a daytime program on the Pacific Coast.

Can Radio Sell!

EACH lad persuading five other boys to turn in his "badge" to a Dodge dealer, turning in their lists of reasons, was presented with a "Lieutenant's Badge". A "Captain's Badge" was awarded him when he obtained an authorized agreement for a Dodge demonstra-

tion, and if the demonstration resulted in a sale, the boy in question became a "Deputy Inspector" with an attractive gold badge

The success of this program definitely demonstrated the ability of radio in general, and the Don Lee Broadcasting System in particular, to sell large-unit articles direct to the consumer. The concrete results attained by the Dodge Secret Service Club, amazing to the hitherto "Dodge-thrifty" audience, are a vindication of the broadcasting . . . they completely justify him in contending that "Radio can sell almost anything!"

The program was placed by the Los Angeles office of Ruthrauff & Ryan, Inc.; written by Dave Taylor, and produced in the studios of KJH.

Delivery of Discs
Abroad Permitted
Sales to Australia Not Within
Provisions of FCC Statute

SEEKING a ruling from the FCC as to whether its delivery of transcriptions to foreign territory is specifically to a broadcasting concern in Brisbane, Australia, con- cerned with the Foreign station, KJH, to the Communications Act of 1934, Radio Recorders Inc., Holly- wood, was informed by FCC coun-

sel that the regulatory board had no jurisdiction over such sales. The application was accordingly denied.

FCC counsel, however, based their finding on the conclusion that the broadcasts of the company's transcriptions were not likely to be heard in the United States. In-

formally an attorney of the FCC re-

considered the rule that Section 325a of the communications act might apply to American transcription companies if their prod-

ects were heard in this country but no case testing this section has yet arisen.

Purpose of Law

THE SECTION of the law was written to prohibit broadcasts from Mexico and nearby countries via wire relays to broadcasting stations situated across the border. It was not to be used to circumscribe such radio activities, as those of Dr. John R. Brinkerly, The

radio program "GOT A GOAT" which was presented with a "Lieutenant's Badge" was awarded him when he obtained an authorized agreement for a Dodge demonstra-
tion, and if the demonstration resulted in a sale, the boy in question became a "Deputy Inspector" with an attractive gold badge indicat-
ing his rank in the "Secret Service Club".

The success of this program definitely demonstrated the ability of radio in general, and the Don Lee Broadcasting System in particular, to sell large-unit articles direct to the consumer. The concrete results attained by the Dodge Secret Service Club, amazing to the hitherto "Dodge-thrifty" audience, are a vindication of the broadcasting . . . they completely justify him in contending that "Radio can sell almost anything!"

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Discs
Radio Advertising Co.
Hollywood, Calif.

Page 18
KNX’s Audience Responsiveness

“Pays Off” in Lower Advertising Costs
For These National Advertisers

Analysis of “Keyed Copy” results have consistently proved KNX to be the lowest cost producer in the Western market. To approach the Responsiveness of a KNX audience it is necessary to use a Pacific Coast Network or a score of “local” stations—at several times the cost of KNX alone. That is why advertisers who want to make “dimes” do what others spend dollars for—buy KNX.

Details of actual results accomplished—positive proof of KNX results—will be gladly supplied upon request—or write any of the firms listed below.

OVALTINE
“Little Orphan Annie” Blackett-Sample & Hummert, Inc.

LIBBY, McNEILL & LIBBY
“Og—Son of Fire” J. Walter Thompson

WHEATIES
“Jack Armstrong” Westco Advertising Agency

HORLICK’S
“Lum and Abner” Lord & Thomas

Malted Milk

RICHFIELD OIL COMPANY
“Jimmie Allen” H. C. Bernsten & Co.

FELS NAPTHA
“Hometown Sketches” Young & Rubicam

SOAP

ALKA SELTZER
“Newspaper of the Air” Walter Biddick Co.

CHEVROLET
“Musical Moments” Campbell-Ewald

MOTOR CO.

SUNSWEET
“Fletcher Wiley” Long Advertising Service

PRUNE JUICE

MONARCH
“Day Time Signals” Roy Alden & Associates

FOOD PRODUCTS

And Others
Some folks say that there’s nothing to fishing but luck. We’ve got an idea that knowing what streams to fish, and the kind of bait to use, will have a lot to do with the size of the string you bring home.

Spot Broadcasting is something like that. Pick a likely market, use a good program on a good station and you’ll get results.

And that’s not luck — that’s just good judgment, based on facts. And advertisers who know their facts are the largest users of time on these radio stations.

It is more than just coincidence, or luck, that these advertisers — using these stations — are the most successful Spot Broadcasters.
Agency Shifts Its Series
THE RADIO SERIES sponsored by Henri, Hurst & McDonald Inc., Chicago advertising agency, in an effort to find out the interests and desires of the listening audience, has been moved from WGN to WBBM, where it is broadcast from 6:45 to 7 p.m. each Sunday. The form of the program has also been changed to include a brief talk on popular financial subjects by William L. Ayers, financial editor of the Chicago Journal of Commerce, as well as the songs and poems of Joe Du Mond, lyric baritone who is also a radio executive of the agency.

DEDICATION of new NBC studios in Hollywood, scheduled for Oct. 1, probably will take place about Nov. 1.

FOR KANSAS CITY COVERAGE

Local Advertisers Use WHIO To Sell The Miami Valley

WHIO IS DAYTON'S ONLY FULL-TIME STATION

A partial list of local advertisers using the facilities of WHIO to reach a potential consumer audience of 474,250 families* is reproduced here. Some of these firms are nationally known — all of them are "big business" in Dayton.

Advance Laundry Co.
Continental Finance Co.
Cincinnati & Lake Erie Railroad
Citizen's Federal Savings & Loan
Dayton Bread Co.
Dayton Camera Shop
Dayton Dry Goods Co. (Dept. Store)
Dayton Power & Light Co.
Diers-Cutter (Insurance)
Elder & Johnston Co. (Dept.
Forney Stores (Farm supplies)

*Radio Families in the primary zone of WHIO

Programs—Power—Publicity—are making WHIO the new radio favorite in Ohio!

MIAH VALLEY BROADCASTING CORP.
39 South Ludlow Street, Dayton, Ohio

Soviet Trade Unit Goes on Inter-City
Torgsin Expands Radio Setup After Tests Made on WMCA

DESPITE refusal by CBS to accept business from Torgsin (Soviet trading organization) for wholly-owned stations, because of fear that propaganda charges might be brought by various anti-Russian elements in the United States, WMCA and other members of the Inter-City Group are going ahead with plans to air the Russian program.

It is emphasized that during its nine-weeks experimental series on WMCA, Torgsin used a musical program exclusively, made no reference to forms of government in its commercials, and did not even suggest that the Soviet Union is a good place for tourists. On the contrary, it confined itself strictly to the business of boosting the sale of trading books for use in Russia. These books are for sale in the United States at places designated by Torgsin; coupons from them can be used to purchase goods at government stores in Russia. This idea is for Americans with Russian friends or relatives to buy the books and send them as presents to people in Russia.

Profit in Exchange

THE ADVANTAGE of this system to the Soviet government lies in the fact that it thus receives an expenditure in foreign exchange (valuta) for goods purchased domestically.

On the face of it, radio would seem to be an expensive method of promotion in proportion to the volume of foreign exchange acquired, especially considering the fact that the Soviet is working on a margin — the difference between the exchange charged in this way, and the amount they would get if the goods were sold in world markets directly for cash.

However, the WMCA preliminary campaign must have proved itself for contracts are now either being prepared, or have already been signed, for a series to begin in the middle of September on WMCA, WMEX, Boston, and WIP Philadelphia. Torgsin and others of the Inter-City group. Instead of the transcriptions formerly used, the new program will be a live network show, and will again consist of Russian music.

M. Keilson Co., New York, is the agent, and is preparing 16-minute programs to be presented Sunday evenings.

CBS, in rejecting the business made no suggestion that propaganda material occurred in the scripts offered, or that they anticipated such material would be worked in later. It was felt, however, that isolationists and red baiters would probably unite in an attack on such a series, sponsored by an organization which is wholly controlled by the Soviet Government.

CBS probably had in mind also the fact that befell NBC when its travel series of musicals sponsored by the Mexican government drew down the ire of Catholics. The immediate cause of this series was the inclusion of a rhapsodic song, sung in Spanish, the words of which had not been understood by anybody in NBC's supervisory departments. The incident was enlarged, however, and became the basis for a general attack by Catholic publications and members of the Catholic hierarchy upon NBC for accepting business from a government which at that time was pursuing a vigorous anti-religious policy.

30 MINUTES ON KFRO

Pulled 1200 Replies For LeSage Chevrolet Longview, Texas
Let us Produce for You KFRO "Voice of Longview"
Longview, Texas

www.americanradiohistory.com
Open for SPONSORSHIP on WSM
Beginning September 21

-exclusive Broadcasts of VANDERBILT FOOTBALL GAMES

Beginning Sept. 28

THE WSM MUSICAL SCORE BOARD

Preferred Spots by any Standard

Broadcasts of games include entire schedule. Vanderbilt in limelight throughout nation due to fact that new Head Coach Ray Morrison (from S. M. U.) brings thrilling new aerial technique to Southern Conference. Four important out-of-town games. Excellent merchandising opportunities through schools, alumni associations, etc., to be had through WSM.

VANDERBILT FOOTBALL SCHEDULE, 1935

<table>
<thead>
<tr>
<th>DATE</th>
<th>OPPONENT</th>
<th>PLACE</th>
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</thead>
<tbody>
<tr>
<td>Sept. 21</td>
<td>Union University</td>
<td>Nashville</td>
</tr>
<tr>
<td>Sept. 28</td>
<td>Mississippi State</td>
<td>Nashville</td>
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<tr>
<td>Oct. 5</td>
<td>Volunteer State</td>
<td>Nashville</td>
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<tr>
<td>Oct. 11</td>
<td>Temple University</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>Oct. 19</td>
<td>Fordham</td>
<td>New York</td>
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<tr>
<td>Oct. 26</td>
<td>Louisiana State University</td>
<td>New York</td>
</tr>
<tr>
<td>Nov. 2</td>
<td>Georgia Tech</td>
<td>Atlanta</td>
</tr>
<tr>
<td>Nov. 9</td>
<td>Swanson</td>
<td>Nashville</td>
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<tr>
<td>Nov. 16</td>
<td>Tennessee</td>
<td>Knoxville</td>
</tr>
<tr>
<td>Nov. 23</td>
<td>Alabama</td>
<td>Nashville</td>
</tr>
</tbody>
</table>

Musical Score Board consists of a 30-minute musical drama giving complete results of major college football games. Broadcast each Saturday at six P.M., not only into the homes of thousands of listeners but also to your dealers who, throughout WSM's tremendous primary and secondary areas, are supplied with score boards posted in their stores on which they post the results of your program. Tested by WSM last year, the Musical Score Board proved one of our best spots—has almost unlimited merchandising possibilities for advertisers with or wishing to obtain wide retail distribution. Simple, reasonable in cost, ripe for sponsorship.

ADS BUT SCRATCH THE SURFACE.
WRITE US FOR FULL DETAILS!

WSM 50,000 WATTS

COMPLETE PRODUCTION FACILITIES

EDWARD PETRY & CO., INC., National Representatives
OWNED AND OPERATED BY
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC., NASHVILLE, TENNESSEE

August 15, 1935 • BROADCASTING
Beginning September 29th

WXYZ
KEY STATION MICHIGAN RADIO NETWORK
Detroit's Outlet For NBC BLUE NETWORK PROGRAMS

This affiliation strengthens WXYZ's well established importance to advertisers seeking Sales Action in Greater Detroit's rich, responsive, cosmopolitan market.

KUNSKY-TRENDELE BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN

W. M. G. RAMSAY, CO. REPRESENTATIVE
HOME OFFICE: TRIBUNE TOWER, CHICAGO, ILLINOIS

BROADCASTING • August 15, 1935

Page 24
The way Washington folks have been tossing big figures around we’re afraid a mere 7 digits no longer impress.

So, instead of telling you that there are 3,437,573 radio Homes in the WMCA-WIP area—let’s put it this way ... There are more radio homes in the combined areas of WMCA (New York) and WIP (Philadelphia) than in America’s 1st, 2nd, 3rd, 4th and 9th cities put together! Moreover, these radio homes are in a compact, easily-contacted area—the highest per capita retail sales territory in America!

Through an Inter-City Presentation you can reach these vast markets at lowest potential listener cost! There’s no charge for line connections.
Mr. Burke entered the broadcasting field as commercial manager of WDAY, Fargo, where he remained until this spring when he left to join W9XBY. For several years he has been a member of the NAB commercial committee. Manny Margot, manager of KGFK, Moorhead, Minn., succeeds Burke as manager of W9XBY.

For Less than Billboard shows you can have a 15 minute daily program on KGVO 860-00 per month day time
MISSOULA MONTANA Western Montana Knows no Depression.
HEARST RADIO

ANNOUNCES

ITS OWN NATIONAL SALES DEPARTMENT

TO REPRESENT

HEARST RADIO STATIONS

☆

PITTSBURGH WCAE BALTIMORE WBAL
NEW YORK WINS MILWAUKEE WISN
SAN FRANCISCO KYA LOS ANGELES KEHE

☆

HEARST MAGAZINE BUILDING
959 EIGHTH AVENUE
NEW YORK
COLUMBUS 5-7300

HEARST BUILDING
MARKET AT THIRD
SAN FRANCISCO, CAL.
DOUGLAS 2536

HEARST BUILDING
326 WEST MADISON ST.
CHICAGO, ILL.
CENTRAL 6124

OCTOBER 1st, 1935
Use of Premiums Is Found Growing

Use of premiums on the air has grown from the status of a mere "circulation" check to being a valuable merchandising aid, according to an article in the July Premium Product section. The article was based on a questionnaire submitted to some 250 stations.

The Premium Product feature discloses that 85% of the stations which replied consider premium use a "selling factor" in deciding what to sell or to add to necessary "incitement or incentive to tip the balance in favor of the station," and "to promote mass interest in a product." About half of the remainder credit the premium as a listener check on an advertising aid, while about 35% consider it entirely from the angle of a money-saving appeal.

Some 43% of the replies indicate that premiums actually help stations in selling sponsors, while 37.5% say that premiums could be used to add to the air time, with 18.5% filing negative replies. Premiums were said to be used in the affirmative but more than half of these explained that it is controlled by particular stations which do not recommend premiums.

The next question asked by Pr was, "If the premium, or prefer the customer, or agent, select it?" The replies showed a 48% majority favoring their own selection, 50% preferring that station or agency make the selection, and the remaining 5% did not recommend premiums.

Our has been stressed in the manner of selecting premiums, with "appropriateness to audience," "value," "quality," "acceptability," "novelty," "timeliness," and other factors mentioned.

Four-fifths of the stations listed that the proving power of the premium is weakened by aski listeners to remit a small sum with the box tops, etc. On the other hand, 12.6% took the opposite position with the rest taking a middle position depending on the particular circumstances.

Afternoon Program Brings Over 25,000 Labels in Eighteen Weeks!

This response to the Firemen’s Club program, sponsored by the Quaker Oats Co., (Mon. thru Fri. 5:30-5:30 P.M. in New York) brought the returns consistently received by WYAA- WBAF- WBAF during a period of 807.302 radio homes, choice dial position on a cleared channel, unsurpassed facilities, listener interest and, of course, the Premium Product come to the Southwest’s most productive station.

50,000 WAT Station WFAA — WBP

Dallas • Ft. Worth

Affiliated With The National Broadcasting Company
Member The Texas Quality Network
GET READY 
FOR THE FALL KICK-OFF

Why not apply football strategy to your sales plans for the Fall? Pick the best openings. Then drive hard.

Consider what an “opening” WTIC offers. An audience of 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area. And—thanks to the Connecticut Tercentenary—a guest audience of many thousands more.

Buying power is exceptionally high in the WTIC Communities. Distribution costs are exceptionally low—for the area is less than 100 miles square. Can you think of any other place where your advertising will reach so many people at such small per capita costs?

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

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

WTIC
50,000 WATTS
HARTFORD • CONNECTICUT
The Travelers Broadcasting Service Corporation Member New England and NBC-WEAF Networks
PAUL W. MORENCY, General Mgr. JAMES F. CLANCY, Business Mgr.
NEW YORK OFFICE, 220 EAST 42nd STREET J. J. WEED, Manager
CHICAGO OFFICE, 203 N. WABASH AVENUE C. C. WEED, Manager
Briefly
Here's the Story

World Program Service makes possible two things rarely obtainable in radio as a team, things that are indispensable if your advertising campaign is to be successful. They are (1) flexible coverage, comparable to that of newspapers, and (2) uniform program quality, in all your markets. No network guarantees the first, and no other broadcast method provides the wide range transcriptions makes possible the second. Operating in every leading newspaper market of the United States, the World Program Service is practically unlimited in scope. With this remarkable new advertising vehicle, it is possible to go on the air in the heart of any or all markets, no delay and with a topnotch program, reasonably priced. Full information will be gladly furnished on request.

WORLD BROADCASTING SYSTEM, INC. 50 W. 57th STREET, NEW YORK, N.Y.

Page 30

BROADCASTING • August 15, 1935
Here are 128 radio stations, located in every important market. They are available through the facilities of the World Broadcasting System. But a national advertiser is not required to use all, or any prescribed group of these stations. He may take only as many as he needs. The problem of paralleling coverage with distribution is automatically solved. By means of this most adaptable of radio advertising mediums, any advertiser can construct and adjust his campaign exactly to fit his sales requirements.

With all these advantages, World Broadcasting System also provides the prestige and acceptability of a well-knit organization. In its famous World Program Service, the music of over 100 great artists and orchestras is recorded by World's exclusive wide range process, a truly "precision" method of sound reproduction. Special production and engineering equipment is provided each and every subscribing station, for the sole purpose of broadcasting World programs. Uniform and well-maintained, this equipment is of real value to advertisers, since it insures the consistent program quality inherent in all World transcribed productions.

Create Your Own Program—Easily, at Less Expense!

Every advertiser has his own special requirements, born of his individual sales problems. The World Program Service offers a solution to those problems. Heretofore, radio broadcasting has not been as flexible, as adaptable to local needs, or as economical as other advertising media. The World Program Service fulfills all these requirements. Pick your programs from World’s library of over one thousand musical selections, pick your markets from World’s 128 subscribing stations, pick the best time available on each station, and watch World Program Service do a job for your product!

Because World Program Service is a service, in every sense, advertisers are afforded all the facilities of World Broadcasting System in working out their problems, national or local. World is setting a new pace in flexibility, economy, and all-round effectiveness for the smallest or the largest radio advertiser. Its services are unique in advertising.
The Railroads Again

THE recent railway traffic report by Commissioner Eastman strips the railway advertising situation of all confusion. The facts are there—medium by medium, region by region. That the railroads must wake up in a hurry and do something about their plight, is pointedly brought out in the report. That they should turn to radio in a big way, is recommended by the AAAA in an accompanying analysis.

An interesting sidelight in the bulky collection of facts is found in an obscure table, which shows that of all the railway advertising departments queried on the advantages of various media, only a couple had any comment on radio, and that was by no means 100% favorable.

The obvious conclusion is that railroads know little about radio. It's time that they learned. The recent success of the Western Association of Railway Executives in its joint radio-newspaper campaign should open their eyes to some extent. But that is only a drop in the bucket. Perhaps some missionary work by broadcasters would do the trick. At any rate, the railroads seem to need a little prodding if they are to do what is best for themselves, and if they are to stop self-abusive practices such as mutual agreements to limit advertising and not to use certain kinds of media.

Promote the Industry

NOTHING in the commercial growth of the nation has been more remarkable than the swift evolution of the broadcasting industry in a decade and a half. Now with the 100-million-dollar-time sales mark looming, the time is appropriate to take stock and find out just what has happened, project this knowledge into future trends, and develop a course of action that will benefit stations, advertisers, agencies and listeners.

As Dr. Herman S. Hettinger points out in a searching article elsewhere in this issue, a concentration of business, particularly national, has developed in high power stations and network affiliates, making them media with a national aspect. They have been the unquestioned leaders in aggressive promotion of their facilities.

This trend is normal and healthy, yet there remains the fact that among the local independents, who fill a deservedly popular place in hundreds of communities, there are weaker sisters, or "marginal units" as Dr. Hettinger terms them. Growth of local stations will remove instability in the industry, leading to improved service to the listening public and all-around progress.

Now then, the problem arises: "How is this to be done?" Naturally, the industry must help itself—that is obvious. And in so doing, it will spread knowledge among advertisers and those who place advertising, some of whom are not always appreciative of the technical features of station coverage.

Right here is where the smaller independent will find its proper place in the advertising picture, for it is the local station that has a local following and it unquestionably reaches a particular market. Possibly some of the fault lies with such broadcasters for not being sufficiently aggressive in presenting their messages to those who spend the advertising dollar.

At any rate, Dr. Hettinger has three cardinal suggestions that are worth a lot of careful thought. First, he proposes further expansion and improvement of transcriptions or recorded programs for local stations. Much progress has been made along that line in the splendid library and other program services now being offered. Second, he suggests joint sales promotion by various units. Here again there has been recent advancement, such as the organization by a group of 100-watters and independents at the NAB convention for a joint promotion program. Finally, he proposes a program of general industry promotion, a task which he believes might be handled by the NAB, which, while extremely active in labor-management affairs, has not been (we think) very aggressive in telling the remarkable story of radio itself to the public, to civic and women's clubs and to business groups by way of speeches or literature.

Agencies and Radio

IT IS RATHER an astonishing fact that only about 700 to 800 advertising agencies in the United States and Canada handle radio accounts. Why so few? The reason seems to be that some of the smaller agencies—certainly not the Big Fifteen of last year's radio placements, who are among the leaders in all advertising, printed and radio—still shy clear of the audible medium because they are afraid of it or unwilling to be budged from the snugness of their established business of placing space.

That such an attitude is unfair to their clients is manifest. From NBC this month we have a study, designed for circulation exclusively among agency executives, which shows conclusively on the basis of case histories and personal contacts that "the use of broadcast advertising strengthens and protects the use of other mediums. It shows that as a group the best clients for advertising agencies are the companies which use radio. They maintain their total advertising appropriations better; and they maintain their newspaper and magazine expenditures at least as well as the non-users do. [Italics are NBC's.]

"steadily, year after year, more of the leading advertisers are using broadcast advertising," reports the book, which is titled Let's Look at Radio Together. "Steadily, year by year, they are spending more money for radio. Neither these trends nor the evidence that the use of radio protects the advertisers' total expenditures and the expenditures in other mediums can profitably be ignored by any agency."

Then the book goes on to recount some of the remarkable facts about advertisers' appropriations on the networks (which can be regarded as the bell-wether for all radio) from 1928 to 1934. Certainly these facts are conclusive proof of the efficacy of radio as an advertising medium, for no one can say they are due to any artificial stimulus or anything else. The figures are produced results from:

1. From 1928 to 1934, while total national advertising expenditures declined 23%, expenditures for network radio time increased 43%.
2. Radio's share of the advertising dollar increased from 2.4 cents to 12.2 cents.
3. The number of leading national advertisers using network radio increased 160%.
4. The average radio expenditure of the big 106 network users increased 181%.
5. Of the 150 leading national magazine advertisers, those using broadcast radio reduced their total advertising expenditures—under the stress of the depression—only half as much as the non-users did. In this same group, the network radio-users maintained their expenditures in other mediums more of their total expenditures than the non-users did.
6. The regular radio-users kept their total appropriations above the 1928 level all the way through to and including 1932. And in 1933, the first year in which they reduced their total advertising expenditures below the 1928 level, the cut was only 6%.
7. Meanwhile, the leading advertisers that were not about twice as well as the non-users did—and they maintained their newspaper schedules three times as well.
PERSONAL NOTES

PHILIP G. LOUCKS, former NAB managing director, has returned from his vacation in California and northeastern states and has established his law offices in the National Press Bldg., Washington.

WILLIAM S. PALEY, president of CBS, will be back in New York, July 31 for a vacation in Europe with Mrs. Paley. He probably will return about the end of September.

ALFRED J. McCOSKER, president of WOR, Newark, and Mrs. McCosker, have left for a European vacation for a month's vacation in Europe, during which Mr. McCosker will be assisted by Mr. Reith, managing director of the BBC.

WILLIAM E. JACKSON, sales representative at KDKA, Pittsburgh, for the last five years, has been named manager of local sales, effective Aug. 1, succeeding A. Leroy Hasenhalw, who recently was promoted to national sales representative for the Pittsburgh district.

GRYFFITH B. THOMPSON, former sales executive of American Chicle Co. and American Tobacco Co., has joined BIZ-WIZA, Boston, as sales manager.

TED SMITH, formerly of KOFF, Shawnee, Okla., has been named manager of KSJO, new 100,000-watt station in Ardmore, Okla.

ALDEN BAKER, formerly announcer in the Norfolk studios of WGN, Chicago, has become commercial manager at WWJ, Detroit, Va.

W. H. HEMPSCHE, El Paso, has been named to succeed George Heid as general manager of KYO, Tuscaloosa, Ala.

LOUIS G. CALDWELL, Washington counsel for various radio stations, sailed Aug. 8 on the S. S. Rex for Europe, where he will be based in Madrid for a four-week vacation. He was accompanied by his daughter.

PAUL M. SEGAL, Washington radio attorney, and Mrs. Segal, sailed Aug. 14 on the S. S. Manhattan for Europe. They will return late in September.

JAMES KYLER, managing director, Paul Ruble Jr., chief announcer, and other staff members of WSBM, Ashland, Ky., have been commissioned Kentucky Colonels by Gov. W. H. Estes.

J. G. SANDERSON, of the sales staff of WTJU, Miami, was married recently to Miss Rosalind Harrington, Berkeley, Calif.

JOHN F. PATT, manager of WGBA, Cleveland, left Aug. 10 on a month's vacation in Europe.

JOHN W. SWALLOW, manager of NBC Hollywood studios, has acquired a 30-foot cruiser.

VERNON BAXLEY, formerly in newspaper advertising, has joined WCHM, Ashland, Ky., as advertising manager.

ED KRIEGER has joined the sales staff of WSAI, Cincinnati.

As he is in the office, he is an entertaining sportswriter, who will talk hunting and fishing, and guns and tackle, at the drop of a hat. He never tires, though, of trying to catch the garrulous gents that can offer, at the same time, the conveniences of the Waldorf-Astoria.

John Clark's success and his high rank in the top flight of radio salesmen, has enabled him to sell largely on his tireless energy and alert thinking, but also on the fact that he is very "human" and really "regular".

JOHN LINDSAY CLARK

N THE last eight years one man, alone and unassisted, has sold more than $8,000,000 of broadcast time on a single station. During this same period he has supervised the entire operations of WLW, the 500,000-watt Crosley station in Cincinnati—world's most powerful commercial broadcasting station.

John Clark's story is embraced in those two sentences and they represent both the extent and the proof of his genius. John began this living business in Owen, in 1923, 10 years later Powell Crosley Jr. said "yes" when he asked for a chance to get into broadcasting. Previously he had sold such a variety of things as automobiles and accessories, stocks and bonds, life insurance, collapsible garages, steel signs and phonograph records.

His experience with a phonograph recording company had made him aware that radio might be more than just a new kind of toy. He had seen recording salesmen working from radio stations and he decided that maybe the people who were saying "this radio bubble will soon burst" were wrong. It is doubtful that in asking Powell Crosley for a job he listed among his assets a rare understanding of human nature, but he certainly brought that quality above everything else to his work at WLW.

John has let his first rates at WLW, like those of his contemporaries in broadcasting, consisted of a hectic schedule. As announcer, producer, man, continuity writer, salesman and countless other functions.

John likes to recall the occasion when one of his prospective clients asked him for a map of WLW's coverage, and he returned to the station to find a letter from a listener in New Zealand. He promptly took a map of the world, and with Cincinnati as a center and a string stretched to New Zealand, drew a circle to show "WLW's primary area".

He can remember, too, scores of amusing and interesting anecdotes about dozens of radio's "big names" when he was nursing their early efforts in Cincinnati.

His success, however, has been based on a great deal more than getting into radio in those early days. He has always believed in radio's growth and felt that its future was limitless. His confidence has been very infectious, and has not only gripped his advertisers and his staff at WLW, but has been a potent factor on scores of men throughout the broadcasting industry.

Through Clark's efforts WLW has been a pioneer in many respects other than superpower. The famed title of "The Nation's Station" was more than a slogan to John when he originated it. For his policies at WLW always were based on the simple platitude that "the public must like it"—and the public has liked it—liked John Clark's knowledge of their own tastes in radio fare and his interpretation of this knowledge in WLW's programs.

If Clark's duties and the work he does were listed in the pages they require, the average advertising man would wonder, whether one man could possibly do all of the things John has done at WLW, and secondly, whether his constitution and nervous system could possibly stand it so soon after answer to both questions in John Clark's case is "yes".

As a matter of fact, to see John in the hurly-burly of the multifarious activities centered around WLW and WSAI (for he is general manager of both stations), to see a man who works with such unhurried calm in every possible field as to make it all seem like a vacation cruise. This young chief of the Western Hemisphere's most powerful broadcasting station is nothing whatever of "the big business executive" in appearance, actions or attitude. His disarming smile and youthful mannerisms work magic both with important clients and with impecunious radio artists. John not only holds fast to Powell Crosley Jr.'s "open door" policy—he is never "too busy", and very rarely "in conference"—but he enjoys working in the background and pushing his young associates into the limelight.

John was married in 1931 to Elvira DeGiersdorf, and their two baby boys give ample promise of keeping their dad as busy at home as he is in the office. He is an attractive sportsman and will talk hunting and fishing, and guns and tackle, at the drop of a hat. He never tires, though, of trying to catch the garrulous gents that can offer, at the same time, the conveniences of the Waldorf-Astoria.

John Clark's success and his high rank in the top flight of radio salesmen, has enabled him to sell largely on his tireless energy and alert thinking, but also on the fact that he is very "human" and really "regular".
225 Joplin Business Firms Can't Be Wrong!

THEY USE WMBH REGULARLY

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

IT'S FUNNY—

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

YOU'RE WRONG AGAIN—

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

OH—YES—

There are more than half-a-million people in this territory—97 per cent local born and white clear through.

THE JOPLIN BROADCASTING CO.

 Owners and Operators of

WMBH

Joplin, Mo.

"At the Crossroads of America"

1420 kc — 250 w Day — 100 w Nite

MYRLE HARRISON, formerly of WTAR, Norfolk, Va., has joined the announcing staff of WMCA, New York, and has been replaced as production chief by Edward W. Burwell of the sales staff.

TED GAILEY, veteran announcer, has joined the staff of KGER, Long Beach, Calif., as program director and chief announcer, replacing Mel Welsh, resigned. Virgil Ecklund, new to radio, replaces Lee Hoagland, resigned.

JILL EDWARDS, educational director of WAAF, Chicago, and half of the Bill and Jill team which broadcast over NBC, has written a book "Personality Pointers," which Bobbs Merrill has published.

ARCHIE D. SCOTT, free lance theatrical producer, has been added to NBC's Chicago production as an announcer.

RUSSELL YOUNG has been added to the regular announcing staff of WAAF, Chicago, and Larry Davidson has been made continuity editor, replacing Arthur Trask who resigned to join the continuity staff of WBO in Chicago.

GEORGE TOLIN, former production manager and announcer for the Post Broadcasting System, Honolulu, has returned to San Francisco. Before going to Hawaii three years ago, he was on the production staff of KROW, Oakland, Cal.

MISS HAZEL STUART, style advisor of WOFO, Omaha, and secretary to General Manager Jack Reardon, has been chosen "Miss Western Ontario".

GEORGIA BACKUS, former dramatic director of CBS, is acting as m.e. of the Amaranth Repertory Hour Tuesday evenings on WBNX, New York, in the absence of John Brown, who is vacationing.

ROBERT MCRANEY of Mississippi, has joined the announcing staff of WSU, Birmingham. Bill McCaigue is head of the production department.

RICHARD Koenig, of the production department of WGAR, Cleveland, has resigned to become head of the library department of Miskak Corp., a unit of Wired Radio Inc., which is operating a program service over power lines to Cleveland subscribers.

DEL MIZER, recent Ohio State University graduate, has been named an assistant in the production department of WGAR, Cleveland. Louis Allen, recent winner of WGAR's high school declamation contest, has been added to the station's announcing and continuity staff.

WALBERG BROWN, musical director of WQAR, Cleveland, is the father of a boy, Dennis William, born July 27.

WESLEY E. BRITT, formerly of WBT, Charlotte, and other Southern stations, has been named program director of WMPD, Wilmington, N. C.

HOLLY SMITH, production manager of WBT, Charlotte, was selected recently as one of four speakers before the Charlotte Junior Chamber of Commerce in the general theme of advertising. He represented radio.

SID FULLER, former city editor of the San Diego Sun, has joined the continuity department of KGB, San Diego.

CARL N. BREWSTER, journalist graduate of Western State College, was named associate KRLK, Lewiston, Idaho, as local news reporter.

DAN FOSTER, formerly of KORE, Eugene, Ore., has joined the production department of KUJ-Walla Walla.

ROBERT KEENE, announcer of WFBF, Syracuse, N. Y., is the father of a boy born July 30.

BOBBY BROWN, Chicago CBS production manager, is vacationing in the Hawaiian Islands.

CECIL UNDERWOOD, NBC Hollywood producer, has a part in "Old Man Murphy," an RKO movie short.

MIGUEL LLAO, of Havana, has been named chief announcer and production director of WNEL, San Juan, P. R. He has been with Ernesto Vitches, Spanish movie producer, Teofilo Villavicencio, formerly of University of Puerto Rico, has joined the announcing department.

BROADCASTING • August 15, 1935

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.

More coverage for your dollar than the others in the competitive field. Check up on us. Your orders will get interested attention and results.

WBHH-Memphis, Tenn.

HAPPY GEORGIANS—This photograph of members of the Georgia Association of Broadcasters was taken during its organization meeting in Atlanta last fall, top row, left to right, Steve Cleaver, WJTL, Atlanta, secretary-treasurer; E. K. Cargill, WMAZ, Macon, president; Mrs. Cargill; Mrs. W. T. Knight; W. T. Knight, WTOC, Savannah, vice president. The other members are members of the Georgia broadcasters and their ladies, who took time out to face the camera.

PAUL HODGES has returned to WIL, St. Louis, as conductor of the Breakfast Club Express after three years at WREG, Memphis, and WNRA, Muscle Shoals, Ala.

GEORGE WOOD Jr., 12-year-old announcer and singer of WIL, St. Louis, who has performed on numerous commercial programs, did a commercial for KFPO, Fort Smith, Ark., on the Jerry Snowbird Ice Cream program.

GEORGE F. STRICKLING, director of the famous "Capella Choic" of New York, has been named supervisor of vocal units at WHK, Cleveland.

TOM ASHWEIL, author, agency executive, announcer, engineer and production man, among other occupations during a varied career, has been named production manager of WLW, Cincinnati.

ALAN TRENCH, announcer of WPXO, Pittsburgh, has been confined to Mercy Hospital with a throat infection.

PAUL BRENNER, journalism student at Syracuse University and resident of Richmond, Va., has joined the announcing staff of WFBF, Syracuse, N. Y.

CONRAD HOWELL has joined the announcing staff of WMBH, Richmond, Va. Jack Hooper is announce director.

MIKE GALLAGHER has joined the staff of newscasters of KTAT, Fort Worth, presenting seven daily newscasts, and the noon "Street Wire" programs and news updates. The new staff now includes Lew Lacey, production chief; Pop Boone, news director; Gordon, Allan Carner, Hank Rabun, Tag Tazgart, Claude L. Dubois, Tarleton Jenkins, Debby Willis, Edith Grecy and Aubrey Graves, mostly drawn from the staff of the Fort Worth Press.

H. B. McCARTY, program director of WHA, University of Wisconsin station at Madison, is touring Great Britain and the continent to study educational broadcasting. He was granted a three-month fellowship by the General Education Board.

GLOVER DELANEY, the announcing staff of WESG, Elmira, N. Y., has been named assistant program manager.

ALLEN RICH, formerly of WBNX and WINS, New York, and KFWB, Hollywood, has joined the announcing staff of WAFS, White Plains, N. Y., succeeding Wade Watson, reduction in staff.

HARVEY GIBSON, Hollywood radio author, has formed Hardy Gibson Productions to produce transcriptions, starting with the Joe & Cynthia series of five-minute discs.

www.americanradiohistory.com
Harry Rogers Is Named KYA Program Director

Harry Rogers, well-known Pacific Coast newspaperman, has been appointed program director of KYA, San Francisco, succeeding Dean Maddox. Rogers has been with the station for the last ten months as exploitation manager. Maddox is temporarily associated with the Angelo J. Rossi-for-Mayor re-election campaign as chairman of its radio committee.

Al King, formerly San Francisco Examiner advertising executive, has joined KYA's commercial department, succeeding Merlyn "Dixie" L. McCabe, account executive, who resigned to join KFRC in that city, in a similar capacity. Gerald Norton, who was assistant sales manager of KJJ, Los Angeles, before coming to KYA, has also resigned to join the commercial staff of KJBS, San Francisco.

J. B. Quin, who joined KYA's commercial department a few months ago, has severed his association with the station. Marden Argo, vacation relief of announcer at KYA, has become a permanent member of the staff, and along with his duties is conducting the Tuesday night Singing Class.

Bourjois Returns

Bourjois Sales Co., New York (Evening in Paris concerts) will return to the NBC-WJZ network after being absent from the radio for almost two years. The new series will begin Aug. 19, 8:30-9 p.m., and will be confined to the basic network. The show will be entitled Evening in Paris Roof, the setting being a mythical night club on Park Ave. The talent will consist of the Pickens Sisters, Odette Myrtil, Milton Watson and Mark Warnow's orchestra. Schedule is for 39 weeks. Lord & Thomas, New York, is the agency.

Networks Aid Musicians

COOPERATING with the Chicago Federation of Musicians, both of the national networks have helped sponsor the series of public orchestra and band concerts staged nightly in Grant Park, Chicago, during July and August. NBC sponsored the first nine days in July; CBS the same period in August. Both of these networks and MBS have broadcast portions of many of the concerts, which are put on for the double purpose of giving employment to musicians and enjoyment to the public.

"WJBO offers you proven coverage in a territory that buys. Accurate data on request."

Baton Rouge Broadcasting Co., Inc.
Baton Rouge, La.

TRUSCON STEEL COMPANY
YOUNGSTOWN OHIO

[Image of advertisements and content related to radio broadcasting and related industries.]
DR. C. B. JOLLiffe, FCC chief engineer, who is on an auto tour of the FCC's district inspection offices west of the Mississippi until Sept. 1, was guest of honor at a luncheon of Los Angeles broadcasters Aug. 2. Naylor Rogers, KNX manager, presided. Other guests included Bernard H. Linden, district inspector, and V. Ford Greaves, former assistant chief engineer of the Radio Commission, who is now stationed in the FCC San Francisco office.

DONALD DE VOLT, NBC Western division field supervisor, San Francisco, has been transferred to Hollywood, where he has been placed in charge of all engineering operations of the network's studios. George Greaves, who was assistant to De Volt, succeeds him as field supervisor in San Francisco, according to A. H. Saxon, chief engineer.

KEITH BENNEDY has been named editor of Electronics, succeeding Dr. O. H. Caldwell, former federal radio commissioner, who in September will start publishing a new periodical, Radio Today, covering largely the scientific aspects of radio.

WILLIAM N. P. GREEBER, formerly manager of the former KFU, Galveston, Tex., and International Radio Service, has joined the engineering staff of WNEI, San Juan, P. R., and is installing high-fidelity equipment, besides acting as English news commentator.

TERRY JUSCH, control operator of KWTX-KDFV, Springfield, Mo., was married recently to Miss Beverly Long, daughter of Jimmie Long, composer and member of the WLS Barn Dance staff.

DON PILE, of Spokane, has joined the technical staff of KJF, Walla Walla.

RALPH D. DUBOIS, chief engineer of KPFO, Longview, Tex., is the father of a boy born recently. O. A. Walden has joined the KPFO technical staff as chief news operator receiving Transradio news.

CHARLES PATTER, relief operator of WCTR, Norfolk, Va., was married recently to Miss Amanda Cummings of that city.

R. J. RENTON, formerly stationed in the FCC's district inspection office at Boston, is now at its central monitoring station on Grand Island, Neb.

CHARLES FRÉNETTE, chief engineer of CHRC, Quebec, has returned from Washington where he was graduated at Capitol Radio Engineering Institute.

T. H. MITCHELL, of Honolulu, graduate of the U. S. Naval Academy, on Aug. 1 assumed charge of the new Los Angeles office of RCA Communications Inc.

WILLIAM JUREK has been appointed relief technician at KFVD, Culver City, Calif.

DAVID E. BROWNSON is acting relief operator at KKKD-KFSG, Los Angeles, while staff members take their vacations.

ERNEST GODFREY and James Wright have joined the technical staff of KKKD, Los Angeles, as relief operators.

THOMAS DOYLE, operator at WMAS, Springfield, Mass., was married recently to Lea Thurnaut, of Swampscott, Mass.

EARL HEWINSON, formerly of WMAS, Springfield, Mass., has joined the operating staff of WMAS, of that city.

LOUIS BADFERN, aged 16, of Manhattan, Kan., has joined the technical staff of KSAC, Manhattan, Kan.

H. H. LANCE, engineer of WIRE, Indianapolis, is the father of a girl born in July.

GORDON HITTENMARK (front), NBC announcer in Washington, and Phil Merriman, engineer in charge of operations, with a portable transmitter strapped on his back, mounted a tandem bicycle recently and here they are, full speed ahead. Tests of station W1OXDZ on 37.5 megacycles proved successful so they pedaled down to Pennsylvania Ave., in the Capitol, to cover the finish of the Washington Evening Star's marathon. The broadcast was picked up by WMAL.

5000 WATTS Again strides forward announcing complete UNITED PRESS SERVICE for KJR's already dominant news service in the Western Washington market . . . now available for sponsorship.

See—
Edward Petry & Co., Inc.

FISHER'S BLEND STATION, INC.
SEATTLE, WASHINGTON

Page 36
NBC's Own Inquiring Reporter

The Question:
As one of many advertisers now using NBC daytime broadcast advertising, why do you feel that Daytime Radio Hours are an outstanding value?

The Place: At the offices of important sales promotion and advertising executives.

The Answers:

ERMA PERHAM PROETZ, Vice-President, Gardner Advertising Co., 1627 Locust St., St. Louis, Mo.
"The most appropriate time, in my opinion, to talk to women about the best food for their babies and about preparing three better meals a day for their families is during the day and, for that reason, it is the best time to broadcast information to them about any subject that touches their home-management problems. The reception which has been accorded the 'Pet Milky Way' from the very first week of this program has indicated that there is a responsive, sympathetic daytime audience of enormous size. The request for booklets and for information during the second year has been running practically double that of the first which conclusively proves, it seems to me, that this daytime audience is worthy of careful and systematic cultivation."

EDWARD T. CASWALL, Advertising Manager, The Climalene Company, Canton, Ohio
"Daytime radio hours offer The Climalene Company:

1. An exclusive woman audience—we sell only to women.

2. A network of stations only in markets we wish to reach—our distribution is concentrated in definite areas."

"We feel that daytime radio hours are an outstanding value for us because they give us, at reasonable cost and with little waste, a selected audience of active, practical housewives. Eagle Brand Sweetened Condensed Milk is a specialized short-cut cooking ingredient of interest only to such an audience. Our morning recipe broadcasts have brought response from this audience effectively and economically."

W. K. KELLOGG, President, Kellogg Company, Battle Creek, Michigan
"The fact that we have continued the Kellogg Singing Lady program five afternoons a week for five years, speaks for itself. The daytime radio audience must be quite large, for we have received as many as 100,000 box tops in a single week from our Singing Lady program. Its effectiveness has been checked several times by house-to-house surveys. We are just now starting another daytime series in addition to the Singing Lady."

"Over 90% of all dog food is purchased by housewives. This is the basic reason why we have been broadcasting Thrivo Dog Dramas during the daytime for over a year. Results have been excellent and the cost low. In daytime the housewife is alone at home. She not only seeks the companionship of radio but in her solitude is likely to devote closer attention to really informative commercials. Program competition is less keen, and our money buys a maximum number of the only listeners we seek—those who buy. Likewise, for Tastyeast, daytime broadcasting gives us many mothers for our money, and another client of ours has a daytime program now in its seventh year."

August 15, 1935 • Broadcasting
The Business of Broadcasting

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

STATION ACCOUNTS

WCAU, Philadelphia
Colgate-Palmolive-Peet Corp., Jersey City (Octagon soap), 2 weekly t, thru Charles Prey Co., N. Y.
Lever Bros. Co., Camfield Mass. (Lifebuoy soap), 2 weekly t, thru Ruthrauff Co., N. Y.
Johnston Educator Food Co., Cambridge, Mass. (Crazy), 6 weekly sa, thru John W. Queen, Boston.
Dr. Miles Laboratory Inc., Elkhart, Ind. (Alka-Seltzer), weekly t, thru Wade Adv. Agency, Chicago.
WFIA, Tampa, Fla.
General Mills Inc, Minneapolis (Wheaties), 5 weekly t, thru.
General Electric Co., Cleveland (refrigerators), 5 weekly sa, thru Mason Inc., Detroit.
Griggby-Grunow Co., Chicago (refrigerators), 3 weekly t, thru Florida distrib.
GRM Mfg. Co., Brooklyn (shoe polish), 7 weekly sa, thru Bergham, Castellman & Pierce Inc., N. Y.
WXBY, Kansas City
General Mills Inc, Minneapolis (Wheaties), base/ft, thru Blackett-Sample-Hummert Inc., Chicago.
Sterling Casualty Insurance Co., Chi. (casualty), 7 weekly sa, thru.
Studebaker Dealers, Louisville (autos), 3 daily sa, thru Roche, Williams & Cannynham Inc., Chicago.
WBBM, Chicago
Morton Salt Co., Chicago (table salt), rainy day sa, thru Blackett-Sample-Hummert Inc., Chicago.
WCKY, Cincinnati
WSOC, Charlotte, N. C.
Watchtower Bible Society, Brooklyn, weekly t, placed locally.

KDKA, Pittsburgh
Household Finance Corp., Chicago (lonus), 6 weekly t, thru Charles Prey Co., N. Y.
Gold Dust Corp., New York (shoe polish), 5 weekly t, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
California Fruit Growers Exchange, Los Angeles (Sunkist), 12 weekly sa, thru Lord & Thomas, Los Angeles.

WJDX, Jackson, Miss.
Carter Medicine Co., New York (liver pills), 3 weekly t, thru Street & Finney Inc., N. Y.
Penzolk Co., Oil City, Pa. (oil products), 1 weekly t, thru.
Bireley's Inc., Hollywood (orangeade), weekly t, thru Philip J. Meany, Co., Los Angeles.

KROM-KJIR, Seattle
Colgate - Palmolive - Peet Co., Jersey City (soap etc.), 26 weekly t, thru Bowen & Bowles Inc., N. Y.

WMFI, Daytona Beach, Fla.
Reid, Muthcho & Co., Chicago (Men's wear), 1 weekly t, thru local distrib.
Balduin Piano Co., Cincinnati, 12 weekly sa, direct.

KGB, San Diego
General Brewing Co., San Francisco (Lucky Lager), 2 daily sa, thru McCajan-Erickson Inc., San Francisco.

WNAX, Yankton, S. D.
Associated Serum Producers Inc., Omaha (hog serum), 3 weekly sa, thru Dr. J. Potts & Co., Kansas City.
Himsl's Wizard Oil Co., Chicago (Wizparty), 3 daily sp, direct.
ITS Co., Elvira, O. (rubber, hoses, heels), 2 weekly sa, thru Carr Liggett Inc., Cleveland.

WPTF, Raleigh, N. C.
Greyhound Management Inc., Cleveland (bus transport), 8 t, thru Beaufort & Hohman Inc., Cleveland.
Dr. Pepper Co., Dallas (beverages), 6 weekly t, thru Tracy - Locke Adv. Co., Dallas.
Carter Medicine Co., New York (liver pills), 2 weekly sa, thru Street & Finney Inc., N. Y.

WOOD-WASH, Grand Rapids
S Perry & Hutchinson Inc., New York (trading stamps), 3 weekly t, thru Kimmel, Hubbard & Powell Inc., N. Y.

WNEL, San Juan, P. R.
H. J. Heinz Co., Pittsburgh (food), 2 daily t, thru Broadcasting Aod.
Lamberti Pharmaceutical Co., St. Louis (Listerine), 2 daily t, thru Broadcasting Aod.
United Drug Co., Boston (Retail), weekly sp, direct.
Colgate - Palmolive - Peet Co., Jersey City (soap etc.), 2 weekly sp, thru.

KOIN, Portland, Ore.
Richfield Oil Co., Los Angeles (oil products), 3 weekly t, thru H. C. Bernstein Agency, Los Angeles.

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BROADCASTING • August 15, 1933

"Yer radio'sh all fixxhed up!"
From Judge

WNAC, Boston
California Fruit Growers Exchange, Los Angeles (Sunkist), 2 daily t, thru Lord & Thomas, Los Angeles.
Sprague Publishing Co., Ltd., Newark (do biscuits), weekly sp, thru Paris & Pew Inc., N. Y.


WBAP, Fort Worth
Blitz Brewing Co., Milwaukee (Blit beer), 6 weekly sp, thru local distrib.
Dr. Miles Laboratories Inc, Elkhart Ind. (Alka-Seltzer), weekly t, thru Wade Adv. Agency, Chicago.
Bolusa Watch Co., New York (watches), 3 weekly t, thru Distribution Adv., N. Y.
Quaker Oats Co., Chicago (cereal), weekly sp, thru Lord & Thomas Chicago.
Fawcett Publications, Minneapolis (Starting Detective), 6 sa, thru Critchfield-Greaves Minneapolis.

WICC, Bridgeport, Conn.
Carter Medicine Co., New York (algae local distrib.), 7 weekly sa, thru Stree & Finney Inc., N. Y.
Johnston Educator Food Co., Can bridge, Mass. (biscuits), 6 weekly sa, thru John W. Queen, Boston.

WLBV, Minneapolis (Lifeloy soap), 5 weekly t, thru Ruthrauff & Rynar Inc., N. Y.
LaBrea Powder Co., New York, 6 weekly sa, thru Redfield Johnstone Inc., N. Y.
Gold Dust Co., New York (Silk Dust), 10 weekly t, thru Batteon Durstine & Osborn Inc., N. Y.

KBTM, Jonesboro, Ark.
Midwest Dairy Products, Duquou Ill. (ice cream), 2 daily sa, direct.
C. C. Ford & Co., Beloit, Wis. (Paw Paw), 2 Louis, 5 daily sa, direct.
Hydro Ice Cream Co., St. Louis, 3 weekly t, thru.

Blair Milling Co., Atchison, Kan. (flour), 2 daily sa, 2 weekly t, thru.

WDEV, Waterbury, Vt.
Montgomery Ward & Co., Chicago (retailer), 3 daily sa, thru local distrib.
Carter Medicine Co., New York (114 pills), 3 weekly sa, thru Street Finney Inc., N. Y.

KGFF, Shawnee, Okla.
Waterloo Bible Society, Brookly 156 t, thru local society.
Sears Roebuck & Co., Chicago (cha retailer), 312 sp, thru local distrib.

Seiberling Rubber Co., Akron (tire tubes), weekly t, thru local distrib.

WMAZ, Macon, G.
Ph. H. Postel Milling Co., Mascoutah Ill. (corn meal), 2 daily t, thru local Piggly Wiggly distrib.

WFIL, Philadelphia

WKRC, Cincinnati
Roars That Are Real

REAL sound effects for *Flying Time*, NBC-WFB series to start Aug. 30, will be provided by the world's fastest planes when the cast, with director and writer, flies to Cleveland for the National Air Races. There the episode will originate from the flying field itself, according to the series and NBC central division continuity editor, who will write the scripts on the scene.

GREAT ATLANTIC & PACIFIC TEA Co., New York (food) on Oct. 1 starts *Kate Smith on 30 CBS stations, Wednesdays, 7-8:30 p.m.* Agency: Paris & Pearl, N. Y.

RIT PRODUCTS Corp., Chicago (Kool shaving cream) on Sept. 2 starts *Grandstand Thrills on 3 Mutual stations, Mondays, 8-9 p.m.* Agency: Earl Ludgin Inc., Chicago.

COCA-COLA CORPORATION OF AMERICA, New York, on Sept. 29 starts program on 55 NBC-WEAF stations, Sundays, 8-9 p.m. (EST). Agency: Lord & Thomas, N. Y.

SPRATT'S PATENT Ltd., Newark (dog biscuits), on Sept. 29 starts *Albert Payson Terhune Dog Dramas on 5 NBC-KPO stations, Sundays, 9:30-10:45 p.m.* Agency: Paris & Pearl, N. Y.

DICK ENGLES, 12-year-old son of George Engles, NBC vice president, proved himself a better golfer than his dad when, after playing for only three weeks, he shot a hole-in-one on the 180-yard green at a New Rochelle country club a few weeks ago.

**32% Sales Increase!**

That's what 5 sponsors averaged from "The Adventures of Sonny and Buddy" Transcription Programs

"The Adventures of Sonny and Buddy" transcription series comprises 100 quarter-hour dramas. Each episode includes at least two musical numbers in addition to the regular theme music. "Sonny and Buddy" is the ideal radio program for food accounts, especially bakeries, dairies, or cereal products. It is also quite adaptable to laundry advertising and juvenile wear. To assure satisfactory sales increases for each new sponsor sample merchandising material, with copy, is supplied.

All "Sonny and Buddy" programs were recorded in the RCA Victor Hollywood studios.

New color and picture broadsides describing the series and merchandising methods, along with testimonials from sponsors and stations, are now available. For these free broadsides and other information please write or wire: Walter Biddick Company 568 Chamber of Commerce Bldg. Los Angeles, California

---

**Wyk Pays Out for Oklahoma City Department Stores**

Department store managers eye cash draws critically for direct and immediate results from advertising investments. They gauge the value of today's advertising by tomorrow's business.

So it means a lot that Oklahoma City's leading department stores . . . Kent's for two years and McEwen's for three years . . . have been using Wyk exclusively . . . and that both Tuttle, C. Y. and The, have, for six years, released the heaviest broadcast schedule in its history during June, July and August.

Local advertisers know that Wyk pays out . . . and because it does Wyk carries the broadcast advertising of more local and national advertisers than any other Oklahoma City station.

**Oklahoma City NBC Affiliate**

Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman

NATIONAL REPRESENTATIVE — E. KATE SPECIAL ADVERTISING AGENCY

---

**Butte Largest City in Montana!**

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**Oklahoma City NBC Affiliate**

Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman

NATIONAL REPRESENTATIVE — E. KATE SPECIAL ADVERTISING AGENCY

---
Mr. Fox joined the commercial department of the Chicago代理商. He started in radio at KFH, Wichita, then going WSM, Nashville, as commercial manager.

Sell The Southwest with SBS
Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM
General Office - Fort Worth

- Programs? Our fan-tested features* draw thousands of loyal Indiana listeners-

*Write for a copy of “Up-and-Coming Attractions” - WIRE fan-tested talent

WIRE FORMERLY WKBF IN INDIANAPOLIS
Affiliated NBC Station

National Advertising Representatives:
PAUL H. RAYMER CO., New York - Chicago - San Francisco

AGENCIES AND REPRESENTATIVES

EDWARD F. TOWSEND, for the last 12 years publishers' advertising representative in San Francisco, has been appointed Pacific Coast representative of the Paul H. Raymer Co., station representatives, succeeding Frank Whiting, who has gone East.

GEORGE ROESLER, Chicago, radio station representative, has been named as sales representative of WEBS, Duluth, Superior. Roessler will also represent WMBF, new 100-kw station in Hidding, Minn., which will begin operations in September. Both stations are owned by the Head of the Lakes Broadcasting Co. Inc., Duluth. He has also been named representative of WHBF, Rock Island, Ill.

FRANK A. HODGES Jr., until recently manager of media and space department for Frank Pressey Co., New York, has been placed in charge of media by Cecil, Warwick & Cecil Inc., New York.

EARL T. IRWIN, new manager of the Detroit office of Free & Steininger Inc., station representatives, is spending several weeks at the home office in Chicago. During his absence Robert A. Sowad will be in charge at Detroit.

C. G. COBURN, former Washington newspaperman and publicity counsel for the Construction Code Authority, has joined the publicity staff of J. Walter Thompson Co., New York, and is handling both radio and general campaigns.

NELSON CARTER, radio executive and manager of Humo &pmaintenance, Inc., Omaha, and his bride were honeymooning in San Francisco following their marriage this month.

LYLE ROBERTSON, of the Chicago office of Lord & Thomas, is directing the CBS series of The Story of Mary Martin, being sponsored by the International Harvester Co., Chicago (Quest and Kleenex), during Basie Lawrence's Canadian vacation.

JACK EDWARDS, of "Count & Justice", stars in the title role, which has been newly cast and has been placed in the sales staff of Walter Riddick Co., which also announces new offices at 1068 Exchange Bldg., Seattle.

GERALD PAGE-WOOD, recently with Hach, Williams & Gehr Co., Chicago, has returned to Erwin, Wasey & Co., Chicago, as vice president and senior executive of the Detroit branch. He has resigned to establish his own agency in Chicago under the name of Burnett Co., Inc.

WALKER & DOWLING, Pittsburgh, and J. B. Rodgers Adv. Agency, of the same city, have merged, with Mr. Rodgers joining the staff of Walker & Dowling.

MICHAEL STIVERS, in charge of the New York office of J. Walter Thompson Co., has been placed in charge of the Los Angeles office in July after having been in this country two months in connection with Wrigley and other accounts. He took with him two new account men from Australia, including radio advertising of Kellogg Co., Battle Creek, and Willard Stone Inc., Cleveland.

VAN G. NEWKIRK, former program director of KXK, and William Lawrence, one of the best-known radio announcers in the field, have joined the program staff of the Wrigley Co., Chicago.

RANDALL HEIZNER has been transferred by J. Stirling Gerchel Inc., New York, to the Detroit office where he is handling the White Star Refining Co. account.

ARTHUR H. KENNY, account executive, has been transferred from the San Francisco to the Los Angeles offices of Campbell-Ewald Co., and is handling automotive accounts.

WENLAND-GALLUP Inc., was established Aug. 1, at 1503 West Sixth St., Los Angeles, to handle a general advertising business. It will include a radio division.

BLACKMAN ADV. AGENCY, New York, has changed its name, and will move Sept. 1 to the International Bldg., Rockefeller Center.

BUTTE
The Largest Payroll in the Rockies!

Silence at WOW
ALL was quiet at WOW, Omaha. Soothingly Russell Baker whispered, "And now Aunt Sally is alone in her garden of memories. It is her hour to think, the hours away, in quiet and peace ... away from all noise and confusion." The slamming of the door blew the noise and confusion. Two stock trains below whistled and bumped. Pigs squealed. A cow bellowed.

Radio Advertiser
JILL-WELL DESSERT Co., Los Angeles, which has named Lord Thomas, Chicago, city to city handling its advertising, is planning a new radio schedule to be announced soon. Products are Jiffy-Lou and Jill-Well desserts.

M. J. BREITENBACH Co., New York (Gude's Pepo-Mangan), plan to move to a new and larger medium, has placed its advertising with Brooks, Smith & French Inc., New York.

UNITED AMERICAN BROADCASTING Corp., Springfield, Mass., has announced that it is planning to introduce a new line called "The WRL Series" and "The Illinois Series".

GARDNER MFG. Co., Buffalo (Macy's), has placed its advertising with Warm & Hall in Buffalo.

FOPA Co., San Francisco (销 remedies) has placed its account with Doremnus & Co., San Francisco.


WESTINGHOUSE ELECTRIC CORP., Pittsburgh, has placed its advertising with Fuller & Smith & Ross Inc., Cleveland, to handle its account.

PRINCE MACARONI Co. has hired E. T. Casella Advertising with M. Associates, New York.

CADDILLAC MOTOR CAR Co., Chicago, has placed its account with LaSalle, New York, in charge of the advertising for Cadillac. LaSalle manages this account and has placed its account with Caddillad.

E. S. CLEARWATER, Hallowell, Maine, has been placed with the National Advertising Co., Chicago.

MINNESOTA VALLEY CANNING Co., Le Sueur, Minn. (Del Mar) has placed its advertising with J. Stirling Gerchel Inc., Chicago.

KELLY-SPRINGFIELD TIRE Co., Cumberland, Md., has placed its account with J. Stirling Gerchel Inc., N. Y.

Geyer-Cornell Changes
GEYER, Cornell & Newell Inc., the name under which the former Geyer-Cornell Co., Inc., of New York, will operate. The new name is that of H. W. Newell, formerly vice-president of Prigeon Tire Co., subsidiary of General Motors Corp. New York will continue to be the main office of the new firm, but New York will be opened in Chicago, to handle the Kelvina count which has recently been added to this firm's list of clients. Newell will handle this count personally. A large advertising campaign will be launched fall for Kelvina.

Reiter Adds to Firm
VIRGIL REITER Jr., station representative in Chicago, has announced that on Aug. 17 his firm will be known as Reiter & Jaeger, with offices at 333 No. Michigan Ave. Chicago. The change was brought about by the addition to the firm of Charles Peter Jaeger, formerly with the Chicago Tribune, May Klainer Inc. and the Webb Publishing Co. The firm will continue to represent WLW, Cincinnati, WCAU, Philadelphia, and WHAS, Rochester, in the Middle West.

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BROADCASTING * August 15, 193
"It was no rabbit's foot that pulled them out of the red. It was WLW." Sales executives in many fields are finding that WLW does do something to the sales curve. Partly this is due to WLW's intensive coverage of its logical territory and to the way in which people just turn the dial to WLW and leave it there. Partly also to the extra value—the uncountable "out-of-bounds" circulation which WLW's incredible reach of 500,000 watts makes possible. Chances are that we have some interesting figures right in your line. Ask us for them.
YANKEE Network is devoting facilities of W.A.R.I., Boston to a two-hour broadcast of racing results each afternoon, now that Massachusetts has legalized horse racing. Included is a broadcast of one race direct from Suffolk Downs, with Weston Adams at the microphone.

WFAS, White Plains, N. Y., has started Summer Refreshments, a hot-weather series sponsored by the Roger Smith Hotel. The history of cordials and other beverages on the hotel menu is reviewed, rounded out with music typical of the land from which the particular beverage comes.

WNX, New York, will present a series of television talks, the first to be by Leon L. Litt, writer and lecturer on the subject whose shows have been syndicated by King Features and who is writing a book The Romance of Television to be published soon.

WHILE the Detroit baseball team, fighting to stay at the top of the American League, was on tour, WMBC, Detroit, has installed a public address system on a busy corner where Bob Evans, staff sports announcer, airs telegraphic play-by-play descriptions, thus avoiding the ban on baseball broadcasts.

CBS now is broadcasting Down by Heron’s, a variety show set in a beer garden with German dialect, on a nationwide network. The program, keyed from WBNX, Milwaukee, has been on the air only a short time.

AN HOUR variety show To the Ladies on WBNX, New York, variety series, is broadcast from 11 a.m. to noon, with Frank Johnson, director of the Mr. & Mrs. series as master of ceremonies.

WFBA, Dallas, is carrying a thrice weekly remote program from various departments of a Dallas department store, with the store’s own orchestra supplying musical background and store representatives reading copy.

WINS on Air From Above

EVERY day WINS, New York, broadcasts from atop the Empire State building, with Earl Harper introducing out-of-towners to the radio audience. The microphone is placed farther above the street level—104 feet—than any in the country. Here are (left to right) Mr. Harper, Dewey Adams, general manager of WINS; Joseph Tobin, assistant announcer; L. R. Ferguson, of the sales department.

WAFI, Syracuse, will broadcast four-five-minute news periods daily, using INS reports, beginning Aug. 19. Produce and market reports will be added to the Agricultural Program and women’s news will be included in the afternoon Magazine of the Air. Financial news is used in the Tha & Thar early evening cooperative commercial, and sports on two programs.

HELEN HARVEY has been added to the staff of KSFO, San Francisco, as commentator on the Hollywood Silhouettes, continuing the Benedict Adams series. She gives the woman’s side of Hollywood.

“PEOPLE vs. MURDER” is the title of a new mystery series on KSFO, San Francisco. During the 15-minute Thursday night broadcast, all clues necessary are supplied. Listeners telephone their solutions and the case is completed in under 15 minutes. First listener with correct solution is given credit over the air.

USING United Press News, KTAT, Fort Worth, is now broadcasting seven news periods daily for a total of about 60 minutes. Local news is supplied by the Fort Worth Press.

AFTE, six months on the air, Living Bible broadcasts from WAF, Chicago, each Sunday morning have become a regular part of the Sunday School services at many churches in the Chicago area. Written and produced by Robert W. File under the direction of the Christian Bible Society, these dramas are not portraying outstanding figures of the Bible. They follow the historical lesson plans of the approved uniform curriculum for Sunday Schools and will be broadcast during the next six months, interrupted only by a Life of Christ series to be broadcast during December.

SCENES from The Taming of the Shrew, Shakespearean comedy, we broadcast in the modern manner with sound effects of pistols, automobiles, gunpowder, in a broadcast conducted by Union College, over WGIY Schenectady.

KXZZ, Houston, will put on a two-hour disc program at 3:30 a.m. Sat., using WBS discs, at the request of F. Cross, New Zealand.

A new program called Sports View, Reviews and Interviews is sponsored by the Pendleton Woolen Mills, Portland, Ore., over KGW, featuring Bob Truitt. Written and produced by Dave Drummond, KGW-KEX staff writer, it brings to the microphone visiting sport celebrities.

WHILE on vacation the voice of Morris Condon, of WGR, Carlisle, is featured on the Al & Pete Matine by means of transmissions. Seven openings and closing announcements were recorded and used from time to time.

A new program on KOIN, Portland, Ore., is Northwestern Neighbors, sponsored by Northwest Food Co., Portland, in which has who has gained state or national, or has introduced and his life story narrated.

WDEV, Waterbury, Vt., is staging a Salute to Summer series produced by Broadcast Builders, Hanover, N. H., each half-hour program receiving live studio audience. Scenes and historic items directed to summer visitors in Vermont and New Hampshire are featured.

EARLY history of Craighead County, is sponsored on KBTV, Jonesboro, by C. A. Store & Son’s Lumber Co., of Jonesboro, with a cast of 11 reenacting early days in that section of the country. Students of two local colleges operate in presenting the programs.

WDUS, New Orleans, entertained 25,000 at Pontchartrain Beach on “WDUS Day,” sponsored by the station.

SUMMER sessions of the University of Wisconsin are being broadcast direct from the classroom by WHA Madison.

WYRK, Monday night city official of Chatham, Ont., and surrounding cities give listeners an account of city business over CFDO, Chatham.

BROADCASTING • August 15, 1935

MARKS THE SPOT

Because WBNX appeals to every nationality, you can reach this rich trading area intimately, intelligently and inexpensively!
Broadcasting Magazine is read by the Key Men of the Agencies, That's Why—

**Progressive radio stations, during the first seven months of 1935, placed more advertising in the columns of this outstanding trade journal of the business of broadcasting than in all other trade papers combined.**

**Stations directing their messages to agency account executives and to advertisers consistently have shown their preference for this publication, month after month and year after year.**

**These experienced station advertisers aim their messages at their best prospects when they are in a radio frame of mind, thus taking fullest advantage of our concentrated circulation.**

55.5% of the circulation of Broadcasting Magazine embraces the agency account executives and advertising managers who place fully 90% of radio's national and regional business.
WHILE a baseball game was being broadcast Aug. 1, WBAM's transmitter in Glenview, Ill., was struck by lightning, completely destroying the generator that supplies the current to the plates of the transmitting tubes and throwing the station off the air for seven minutes until the auxiliary transmitter could be brought into use.

NEW studios of KNX, Hollywood, were to be ready Aug. 15 with two weeks allowed for necessary moving. The new quarters are in a completely refurnished and remodeled one-story and a mezzanine building at the corner of Sunset Blvd. and North Gordon St., Hollywood. Formal dedication will take place early in September, according to Guy Earl, president.

WORK on a huge mural for studios of WHOL, Jackson, Mich., has been started by Allan Thomas, the picture to be 38 x 7 feet. A floodlight system will illuminate the mural, which will be started about Sept. 1 and require ten weeks actual painting. WHOL has erected a large display panel which advises approaching tourists to tune to its frequency.

STUDIOS of WSOO, Charlotte, N.C., have been completely overhauled. A novel innovation in sound effects is an automobile program in which noise of automobile running and a band playing is used to create the effect of the announcer reviewing a motion picture at the used cars of a local auto sponsor.

COURIER, the television news magazine, has moved its offices from the old Times Building to the Times Tower, Los Angeles.

WASHINGTON in its Sep. 26 issue, reported that The Green Valley Line, a private rail line between Bellefonte and Altoona, Penn., would be absorbed by the Pennsylvania Railroad, the new company to be called the Green Valley Railroad.

In Kansas City, Take Dr. Pratt's Prescription—BEFORE Advertising on WHB—AFTER Advertising on WHB—SOUR PUSS—PRETTY PUSS

DR. RUSSELL PRATT, Ph.D. (Doctor of Phun), former member of the radio team "The Two Doctors" (Pratt & Sherman), who has been on the air for ten years at WMAG, KYW and KMOX, and numerous sponsorships on NBC and CBS. His witty programs and deft abumanship are winning new listeners for Kansas City's dominant daytime station—WHB. Write for details of Dr. Pratt's programs available for sponsorship.

COBRA MILKED—IN NBC studio with the radio audience hearing the proceedings as enough venom was extracted from the 11-foot cobra, named Naja Hannah, to kill 70 men. The venom of the jungle serpent, which had been medical experiments. The two milkers at the right are Carol Stryker, director of the National Public Radio, and Clifford H. Pope, curator of reptiles of the American Museum of Natural History.

CLEVELAND stations have organized a soft-ball league, with a Cleveland jeweler offering a permanent silver trophy. In competition recently were WGAR-TWTAM 2: WGAR + WJAZ 3, entitled WGAR to the award for the year. Ellis VanderPlu, commercial manager, and Worth Kramer, scheduler manager, high-lighted the WGAR team.

WITHIN a few hours WLAB, Lexington, Ky., raised $1,000 for local destitutes when Manager Winston L. Clark took the microphone and broadcast an appeal for funds.

WGN, Chicago, has put its new auxiliary studio in Tribune Tower into service. Acoustic treatment is by John-Bansville Co., using Transitite, RCA supplied pick-up equipment on specifications of Carl J. Meyers, chief engineer of WGN.

OPEN HOUSE at the opening of the new home of WHA, Madison, attracted thousands of visitors who inspected the equipment as well as Navajo decorations and the largest radio pipe organ in the state.

Pepsin Syrup Discs PEPSIN SYRUP Co., Monticello, Ill. (Dr. Caldwell's Group of Pepsin), is transcribing The Monticello Party Line, a humorous drama of small town life, which will be placed this fall over 20 Southern and Western stations. The scripts are written by Sandra Michael and Manager Leroy Bourne are being transcribed in the Chicago studios of the Columbia Phonograph Co. by the Cramer-Kassett Adv. Agency, Milwaukee.

MASON B. Moltzner has been appointed production manager for Titan Productions Inc., San Francisco, transcriptions firm. He was formerly in charge of radio for the Associated Advertising Service, Portland, Ore., and produced several programs of KURS, the city station. Moltzner is the author of two books, My Kingdom Come and True Tales.


TITAN PRODUCTIONS Inc., San Francisco, transcription concern, is recording a 15-minute 50-episode football series, The Building of a Champion, written by John Eggers. Titan Productions is also cutting a quarter-hour 20 program mystery series Tropical Terror, Walter Patterson is the script writer.

EARNshaw Radio Productions, Hollywood, issued its annual catalog Aug. 1, with new transcriptions including a 15-minute series of Don Ricardo's orchestra and Partners in Literature, designed for bookshop sponsorship and written by Prof. William E. Walsh, of Regis College, Denver.

PARAMOUNT RECORDING ST. DIOS has been established at 642 Hollywood Blvd., Hollywood, by Ata Tencornis and Harry Stoddard, veteran writers. Both auditions and recorded productions are planned.


GEORGE H. FIELD, New York transcription producer, has moved to 873 West End Ave., New York.

TWO markets at the price of ONE

Transmitter located midway between Seattle and Tacoma

1000 watts 570 kc

Pioneer CBS Station in the Pacific Northwest

Www.americanradiohistory.com
EQUIPMENT

DLIER Co. Ltd., San Francisco, has introduced a high-fidelity remote amplifier AP-3-15S, housed in two active portable units. It is ideal for use with three dynamic, condenser or inductor microphones with or without pre-amplification. The amplifier is equipped with a built-in 100 cycle oscillator which is used for monitoring interference from reflections, audience noise, etc. A switch permits a change from non-directional to directional operation. No button current or polar voltage is needed, and the assembly is light in weight as well as in size, although ruggedly constructed.

NEW uni-directional microphone, the UB-4, announced by Brush Development Co., Cleveland, is sensitive to sound in a field extending over 90 degrees. It is designed to eliminate interference from reflected sound, audience noise, etc. A switch permits a change from non-directional to directional operation. No button current or polar voltage is needed, and the assembly is light in weight as well as in size, although ruggedly constructed.

BNX, New York, will erect a new 100-foot quarter-wave antenna on the site of its present transmitter the Pallisades at Chappaqua, N.Y. as part of its extensive installation of new equipment. A three-legged supporting tower will be erected in the rock on the Hudson cliffs, where elevation of 550 feet adds to the clarity of signal to be possible. The tower will be faced with 300,000 cubic feet of concrete and will be designed for operation at a height of 12 feet. The antenna is scheduled to be ready by a March 15 deadline.

SOG, Charlotte, N.C., has installed Amperite velocity microphones and Collins pre-amplifiers. The test setup also includes a test oscillator designed by the staff and a national oscilloscope with an associated linear sweep circuit. A sound distortion modulator is being installed.

NAX, Yankton, S.D., is erecting a new 150-foot vertical tower, manufactured by New York Steel & Supply Co., which plans to be on the air by October 1. A 100-kilowatt transmitter is being installed.

RDK - KFSG, Los Angeles, has completed installation of a 12-foot vertical tower. The 1,000-foot tower was a 75,000-watt full-wave rectifier to add to the present Western Electric 1 kw. transmitter. Also being installed are new speech input equipment and an RCA cathode ray oscillograph as well as an Audio Products Co. audio frequency oscillator.

FILA, Tampa, Fla., is installing a new Western Electric transmission plant at the Balfour building. This equipment will be used in connection with the new transmitter which is scheduled for completion in August.

WKB, Sheveport, La., will completely outfit its studios with RCA equipment when remodeling is completed. New RCA turntables have been installed and an air-conditioning system is planned.

KFW, Detroit, is being installed at WBCO-WKBPX, Springfield, Mo., by John Bauer, chief engineer, in preparation for power increases. New receivers and towers are included in the installation.

PROJECTED NEW WMAQ RADIATOR

KDRC, San Francisco, has installed new Western Electric transmitting equipment, under the supervision of Harold G. Iverson, chief engineer of the Don Lee System, and Allen Cornehan, in charge of KDFC's engineering staff. The station will start operating Aug. 20 under its increased power of 5,400 watts daytime. New speech input and amplifying equipment has been added. A new monitor control room was recently completed and others are in the process of being built for individual studios. To broadcast special events from remote spots, the Don Lee engineering department is building two broadcast trucks to be used by KCS Los Angeles and KFRC, San Francisco.

WEBQ, Harrisburg, Ill., has contracted with Blaw-Knox Co., Pittsburgh, for a self-supporting vertical antenna to rise 210 feet above the First Trust & Savings Bank bldg., where the station is located. Work is to be completed about Sept. 1.

WQAM, Miami, has installed a new Delta A rectifier unit and complete Prisca recording studio, as well as noise level and distortion indicator in conjunction with a General Radio high-speed modulation analyzer.

CFCO, Chatham, Ont., has installed Amperite velocity microphones in every studio. They were purchased from Canadian Radio Products.

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BUTTE

Where Business is Good!

WJAY

Cleveland

An Independent Station

BIG Coverage in Ohio

August 15, 1935 • Broadcasting
Reinhke-Ellis Co., Chicago.

St. Louis-San Francisco R. R., St. Louis; H. D. McKibbin, A. M.; placed direct.

Press Radio Situation

(article continued from page 18)

WISN, Milwaukee, acted as guest columnist for the Milwaukee Wisconsin News, Hearst newspaper affiliated with WTMJ during her early August vacation.

Urges Rail Advertising

AAA, we think our July 1 editorial warrants repetition here. Read as follows:

“Radio and Railroads”

THE RATHER dubious distinction of being among the least progressive industries in a progressive age, the railroad probably goes to the railroad companies. They have the largest passenger traffic buses, airplanes and private automobiles simply because they have a lot of passenger traffic. There has been a notable exception—the Chesapeake & Ohio—which has shown a marked shift of programs in this region it has not gone far ahead of the competitive services. Several years ago the major Eastern lines entered into a campaign to use radio advertising and certain other types of media. C. & O., under the guidance of its aggressive vice-president, L. C. Probert, did not support the Ashland and the Chicago Chord, with offices in Los Angeles; C. E. Miller, A. M.; Agency: Rowman - Deute - Cummins Inc., Los Angeles.

Western Ass'n of Railway Executives, Under the leadership of Governor Ellis-Youngman & Finch, Chicago.

18 HOURS!

Full-time every day in the year.
Only full-time station in Tulsa and northern Oklahoma.

United Press News. Standard Library Service and N. B. C. "This Week." When it's new it's on KTUL.

TULSA

BROADCASTING • August 15, 193?

St. Louis-San Francisco R. R., St. Louis; H. D. McKibbin, A. M.; placed direct.

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TULSA

BROADCASTING • August 15, 193?
New Bisquick Tests

GENERAL MILLS Inc., Minneapolis, announced Sept. 1 that a new advertising campaign, using 10-second multimillionaire spot announcements six days a week for six weeks, is scheduled to break. The campaign, being produced by Wilt-Search Broadcasting Co., Inc., Minneapolis, and placed in cities where Bisquick is advertised, is being produced in the belief that it will increase the number of customers for the product. The campaign is one of the largest ever undertaken by the company.

CKNC, Toronto, Leased by Canadian Commission

CKNC, Toronto 100-watt station, was scheduled to close its doors at the end of August when the CRTC announced that it would issue a licence for a new station. However, the station was able to continue operations until the end of the month when the licence was issued.

Declines Grid Sponsors

ON THE THEORY that the sponsor would be in a position to decide which games shall be broadcast, WGN, Chicago, has announced that the 13 football games it will carry this fall will not be sponsored.

New Publicity Service

ROBERT S. TAPLINGER, for the last seven years with the publicity department of CBS in New York, has resigned to open his own public relations service. On Sept. 1, he will open offices in the Columbia Bldg., 485 Madison Ave., New York, and later he expects to have branches in Chicago and Hollywood. While with CBS, Taplinger has handled the publicity builds of such stars as Burns & Allen, Bing Crosby, Kate Smith and the Beaswell Sisters. He will continue his weekly Meet the Artist programs on CBS, in which he interviews radio stars.

Wisconsin has the Money

The Brookmire Sales Map, which is available in top position for sales prospects with an estimated increase of 27% in consumer income in 1935 over 1934—an increase exceeded only in the small section of the U.S. region where only one station covers this market thoroughly.
What Lies Ahead in Radio Advertising
(Continued from page 8)

been the secret of the vitality of the country press, and there is no reason why it cannot be equally so in radio.

Such a suggestion presupposes a wider role for broadcasting than is sometimes envisioned at the present time. During the last three years broadcasting has taken on a new aspect by reason of the problems facing the nation and the widespread popular interest aroused in them. Not only is it an entertainment medium, but it has become a public forum to an extent not always realized. It has replaced the cracker barrel and county seat debate as the means whereby issues and personalities have been brought home to the individual citizen.

Civic Functions

THIS LIVELY interest in civic affairs is suggestive of more than merely the broadcasting of political debates. It suggests radio as a forum for civic affairs in a broader light, that of carrying the happenings of the community, as well as its problems, to the citizens. Discussions of community problems, rehearsed and worked out, not merely set speeches; community news and dramatizations; close tie-ins with local organizations—all are part of a carefully planned program for reaching every possible group of importance.

The local high school orchestra appeals to four or five hundred homes—parents, grandparents, relatives, and friends of the performers—in a way in which not even the New York Philharmonic can equal. The same is true with regard to many other community activities and organizations.

Broadcasting stations have carried on a truly remarkable amount of activity of this type. However, it has been too often out of a sense of responsibility, rather than as a circulation promotion program. The time has come to recognize this aspect of broadcasting as a selling asset and to develop it as such. In this development the local non-network outlet should be able to find a unique place for itself; incidentally a place which would be both profitable and socially useful. Showmanship and planning are the principal requisites to its attainment.

Selling Specific Markets

THOUGH the development of station individuality and the viewing of power in the proper perspective are important considerations, they do not represent the only lines of attack which may be taken to improve the economic position of many broadcasting stations. An important possibility is the development of particular listening markets.

This already has been done by stations, large and small. Tri-state and farm stations and the foreign language station are examples. Both types of stations render a distinct service quite keeping with the philosophy of American broadcasting. In the case of certain small stations located in metropolitan centers where national competition is severe, a solution has been found in the development of program catering to the artisan and working class in the housing areas within the city have been capitalized upon and proper merchandise tie-ins developed. The development of a so-called "class station has been only part of what has been done in the broadcasting field.

The logic is just as bad in broadcasting as in the newspaper field. It is based on the false premise that the program possesses the entire audience pulling power. It fails to recognize that a station possesses listener loyalty which holds people with it from program to program and is interrupted only when definitely unsatisfied. The program makes its appearance when an outstanding hit is broadcast. All others fade, and the occasion is more rare when advertisers would like to believe.

Each station, therefore, should tend to command a fair-sized audience of its own. In such a case it may be desirable, if intensively covered is sought, to place programs on several stations, the offerings in each instance being designed to reach the type of audience to which the general program structure of the station gives the greatest appeal. In such a concept, it can be readily seen, a locator station which has become a community or neighborhood institution fills an important role.

Better Salesmanship

A SURPRISING amount of knowledge exists regarding the value broadcast advertising. Unfortunately its dissemination has not been as wide as might be desirable. A greater knowledge of one particular value of the medium, presented in a useable form, should add materially to the sales effectiveness of the average broadcasting station. Especially is this true with regard to a knowledge of the problems involved in retail broadcast advertising, which field is of particular importance to the local station.

The broader dissemination

THE SOBY YARDSTICK OF AUDIENCE VALUE

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

Write for information and prices.

BFNOM VOKY AND ASSOCIATES
1620 Wallace Ave. Wilkinsburg, Pa.
A general knowledge of broadcasting broadcast advertising would if service in the same direction. The program clearing house adopted by the NAB several years ago was a step in the right direction. In spite of its discontinuance reason of lack of interest on part of stations. Development manuals on participation technique, merchandising service, sta-promotion, servicing of retail units, announcement copy tech-sp and similar features, would of marked value in this direc- were the resources and interest present for carrying them out.

Finally, broadcasting is still strong enough that it must be sold a whole, rather than the em-sis being placed merely upon one or specific phases. A concerted and led promotion of broadcasting as a medium, for both national local advertising, is highly practical.

Practical Steps

CEPTS such as the preceding are interesting conversation and useless would be profitable if adopted and widely applied. Unfortunately this occurs but sporadically and considerable time elapses of the principles involved find general utilization. The ques-tion is therefore one of practical present themselves, much with the qualification that realization will demand capacity and time and effort, as well as no ill measure of ability.

The first of these is that of finding available, to a degree greater than is even now the case, inscriptions or recorded programs for local stations. Splendid steps already have been assumed in this direction, but further extension of service and reduction of costs to stations are necessary. The recorded program, well-prepared and performed, is essential to the smaller station.

A second practical step is the possibility of joint sales promotion by the various units of the medium. The difficulties involved in such an undertaking admittedly are many. The wreckage of numerous attempts is ample witness to this. Nevertheless the logic behind such a move is sound and oly remains for a combination of the requisite skill and capital to make the idea a working one. The activities of the station representative have filled this need to some degree, but the broadcasting structure is still too embryonic in this respect to permit the generalization that the representative will constitute the complete final solution of this problem.

A third practical step is that of the institution of a program of general industry promotion, a field lying especially within the province of the NAB. Again the requisite financial resources are necessary before the step can be taken in any practical and lasting manner. A beginning has been made in the NAB trade statistics and special studiess, but this is but a small portion of the entire task. Undoubtedly, as time progresses, some of these solutions will find their way into general practice. The result should be an improved economic stability for the medium and an improved service for the public.

REMOTE AMPLIFIER B94-S

You can pipe your remote programs in for less money when using GATES Remote program amplifiers and yet have the finest of equipment manufactured by the industries largest remote equipment manufacturer.

Amplifier B94-S is for three dynamic or inductor type microphones having wiping contact controls, 80 Db. gain, indicator and unusual compactness.

Write for Bulletin 9 or better yet the entire GATES catalog.

GATES RADIO & SUPPLY COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILL., U.S.A.

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $300 Postpaid

(Your name in gold 25c extra)

BROADCASTING

870 National Press Bldg. Washington, D. C.
Times Sales 19% Ahead of 1935

(Continued from page 7)

parred with the first half of 1934. This was slightly more than double the rate of growth on the part of national non-network advertising as a whole. Transcription volume, on the other hand, declined 2.4%. Announcement volume rose 17.6%.

Trends during the past year in this field have brought about a shift in the relative importance of various types of rendition in the national field. The continued and steady growth of live talent volume during the past twelve months has resulted in an increase in the proportion of national non-network volume represented by live talent business from 39.7% during the first half of 1934 to 44.7% during the same period of the current year. Transcription volume has declined during the period from 40.0% to 34.6%.

Sponsor Trends

IN ADDITION to showing marked increases in advertising volume in all portions of the medium, a number of highly important trends toward new business are reflected in the statistics for the first half of 1935. Automobiles, clothing and accessory housefurnishings, convenience, soaps and kitchen supplies, and tobacco products were advertised over the air to a markedly increased degree as compared with the corresponding period of 1934.

Of particular interest has been the marked use being made of regional networks and of national non-network advertising by tobacco concerns. Regional network volume in this field amounted to $61,223 during the first half of the current year, whereas there was no advertising of this type during the corresponding period of 1934. National non-network advertising by tobacco companies amounted to $25,549 during the first six months of last year and to $322,795 during the first half of the current year.

In the housefurnishing field, national network advertising experienced a gain of 24.6%, national non-network volume 35.5% and local advertising 58.5%. Regional network advertising rose nearly five-fold. National network soap and kitchen supply advertising increased 47.0%, national non-network volume in this field nearly doubled that of the first half of the preceding year while regional network business increased materially.

Confectionery Gain

IN THE confectionery field, national network volume increased 46.6%, regional network advertising rose to nearly four times the level for the first half of last year, national non-network advertising gaining 15% and local advertising tripled.

Clothing advertising over national networks rose 57.6% as compared with the same period of 1934. Regional network business increased nearly five times, national non-network volume gained 18.6% and local advertising 56.2%.

Gains in the automotive field were as follows: National networks, 26.5%; regional networks, 22.6%; national non-network business, 32.5% and local broadcast advertising, 42.5%.

Increases in these fields have been due principally to two sets of causes. One of these has been the revived buying and consequent business optimism of fields such as housefurnishings, automobiles and clothing. With buying of this type having been held to the bare minimum for practically six years, fur-

Write now for samples, complete details and prices. Get a sample and try it during the Professional - All Stars game, Aug. 28 at Soldiers Field, Chicago.

NORTHWESTERN
ENGRAVING CO.
MENASHA, WISCONSIN

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

BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING - PITTSBURGH, PENNA.

INSULATORS
for every Broadcasting Requirement
LAPP INSULATOR CO., INC.
LROY, NEW YORK

INSULATION CO., INC.

K-AX
PATENT PENDING
LEAR ANTENNA EXCITATION SYSTEM
Used on new Airways Radio Range Beacon Stations
Recent K-A-X installations
WKC, WORC, WQEN, WPRO, WORK, WIXBS
A STABILIZED DIRECTIVE SYSTEM WHICH WILL:
- Reduce interfering signals with neighboring stations on same channel
- Increase service area in non-interfering zones
Designed, constructed and installed to meet your requirements.
WASHINGTON INSTITUTE OF TECHNOLOGY
McLachlan Building
Washington, D. C.

BROADCASTING • August 15, 1935

www.americanradiohistory.com
1. Complete AC operation.

2. High-fidelity — audio frequency response within ±1 db from 30 to 10,000 cycles.

3. The r. m. s. of the audio frequency harmonics, in the important middle frequency range, is less than 2½% at 85% modulation — less than 5% at 100% modulation.

4. No radio frequency harmonic greater than .03% of fundamental.

5. Less than one watt of audio power required to modulate transmitter 100%.

6. Carrier noise reduced to extremely low level — better than 70 db (weighted) below 100% modulation.

7. Low tube cost — uses a number of inexpensive tubes rather than a few larger and more expensive ones.

8. Quick acting switches permit each pair of final amplifier tubes to be disconnected individually, enabling power reduction or the location of a defective tube without interrupting transmission.


10. Equipped for fully automatic or semi-automatic control.

11. Carrier frequency maintained well within ±10 cycles by heated AT cut quartz plates.

12. Spare crystal oscillator always ready for instant switching into service.

13. Complete transmitter in one cabinet.

14. New construction makes all tubes accessible from front.

15. Removable sectionalized side and rear panels with quick acting clamps provide easy access to all parts.

Western Electric

Radio Telephone Broadcasting Equipment

August 15, 1935 • Broadcasting
**EASTERN CORRESPONDENT**—Dr. Max Jordan, Central European representative of NBC, is shown handling one of the 118 broadcasts from Europe which were relayed during the last year. The American networks are the only ones now in contact with the countries to the east, although the British are reported considering stationing a man in New York also. Dr. Jordan works out of Basle, Switzerland, while his colleague, Fred Bate, is stationed in London for NBC. Columbia's European representative is Cesar Saerchinger, stationed in London.

**EXAMINERS' REPORTS**

WDRC, Hartford—Examiner Hill recommended (1-10) that application, increase in WDFR, 100 kc to 150 kc. located.

WQIM, St. Albans, Vt.—Examiner Berg recommended (1-20) that application, increase in WQIM, 1000 kc to 1020 kc. located.

**APPLICATIONS...**

JULY 30

WEAN, Providence, R.I.—Modified, H to 500 kw. D, located.

WAW, Grand Rapids—New or higher frequency, 1300 kc to 1400 kc. located.

WADC, Akron—New or higher frequency, 1500 kc to 1600 kc. located.

WFBR, Hattiesburg, Miss.—Modified, H to 5000 kw, D.

WCAU, Carthage, Ill.—New or higher frequency, 1300 kc to 1400 kc.

WEDC, Bridgeton, N.J.—New or higher frequency, 1300 kc to 1400 kc.


NEW, KNOX Broadcast Co., Fresno, Calif. — Application rejected.

NEW, Paul Company, Inc., New York City—Application returned.

**REFERENCES...**

OUT OF 56,247,429 radios in use in the world today, 25,551,569 are in the United States, reports the Department of Commerce.

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Signing of New Clients In Golden Gate Region Indicates Busy Autumn

With many new advertisers inquiring about the possibilities of broadcasting, independent stations in the San Francisco bay region of the networks, express a general feeling of optimism for the fall season. NBC western division sales executives, San Francisco, have been working closely with Don Ireland's KFRC, the CBS outlet in that city, state that prospects for radio business are excellent and predict a big year ahead.

Present difficulty is not so much finding clients as finding enough of the nation's advertisers to have the radio managers point out. Time already sold and reserved precludes any possible slump during the coming season's high spots. It was said that there is a task of selling additional daytime spots to improve further the season's receipts and also the business of continuing to sell late evening hours, such as 10:30 p.m. and after, which is no sure business for all years, in view of other sponsors than night resorts.

Independent stations such as KFYA and KSFO, both in San Francisco, are using the new method of reporting a decided increase in business and are laying plans for a big increase in the next quarter. Stations of lesser power, such as KJBS and EGDC, both in San Francisco; KROW, Oakland, and KRE, Berkeley, Calif., also are that prospects for fall are very bright.

Gruen Watch to Sponsor Merry-Go-Round Series

SPONSORED by Gruen Watch Co., New York, Drew Pearson and Robert S. Allen, co-authors of the famous book "Washington Merry-Go-Round" and writers of a widely syndicated newspaper column under the same title, will discuss Washington affairs in dialogue in a new program starting on the Mutual Broadcast System Oct. 1. The 10 new radio stories per week and 115 will be heard Tuesdays and Thursdays, 7:45-8 p.m. Their talks will be relayed from Washington where they will be announced by Louis Dean. Henry Souvaine is agent for the two writers and DeGarmo-Kilborn Inc., New York, is the agency handling the account. As Broadcasting went to press it was still undecided whether WGN, Chicago, would carry the series because of Chicago Tribune news policies.

COLGATE-PALMOLIVE-PETT CO., Jersey City, N. J. (Crystal White) soap has renewed for 13 weeks the transcription series being used in "family circle" shows. This series, which was given in Broadcasting June 1.

WESO, Elmira, N. Y., has been authorized by the FCC to shift to the 850 kc. frequency with 1 kw., operating under license approving the NAB condition that WESO be asked to act as " Independent broadcast. Authority extends to Feb. 1, 1936.

MRS. C. W. HAYES, wife of the manager of WHBC, Canton, Ohio, who was injured in a fall at the Broadmoor during the NAB convention, arrived safely home. Mrs. Hayes was in Mercy hospital for about three weeks after returning to Canton.

Mr. E. H. Rietzke, President of CREI and an originator of the first thorough coverage of Radio Engineering.

... if you

KNOW RADIO

... you'll appreciate what CREI training can do for you!

The men who are already in Radio

importantly realize that success de-

pends upon adequate training. Men of ambition know they must have

something better to offer than the next fellow if they expect to obtain

better jobs. CREI training gives you the "tools" with which you can

build your own future. The many CREI men who are now holding im-

portant engineering jobs are over 25% of the U. S. broadcast sta-

... are proof that SUCCESS comes

with KNOWLEDGE.

- RIGHT NOW
- WRITE NOW
For Our 4-Page Illustrated Catalog that will answer every question and give full details of all courses.

CAPITOL RADIO ENGINEERING INSTITUTE
Dept. B-8
14th and PARK Streets
WASHINGTO, D. C.

Simplifying Antenna Measurements

The General Radio Type 516-C Radio-Frequency Bridge supplies the radio station engineer with an exceedingly simple and accurate method of obtaining all of the important characteristics of the antenna, a class of measurement which has been badly neglected in the past due to the complexity and unreliability of methods generally available.

In addition this bridge is useful for a number of other measurements around the antenna such as the determination of choke frequency characteristics, and inductance and power factor test on antenna. A number of different types of antenna can be measured.

The Type 516-C Bridge is priced at $225.00 (in the U. S. and Canada)

Write for Circular P-72-B for further particulars

General Radio Company
30 State Street
Cambridge, Mass.
MBS Remote from Zep
THAT Mutual Broadcast System intends to go in heavily for special events, as well as continue to feed sustaining programs along with the regular series of programs, was indicated by the scheduling of a broadcast from South America Aug. 18. John T. McCutcheon, Washington, D. C., technical director, who is aboard the dirigible Graf Zeppelin, will broadcast his observations via short wave to Rio de Janeiro and then via the South American radiotelephone to New York where it will be picked up by WOR at 11 p.m. and also by WGY and WXYZ. Hugh Gibson, American ambassador to Brazil and Cond. Eckner will also speak.

New Dreft Series
PROCTOR & GAMBLE Co., Cincinnati (Dreft laundry powder), Sept. 2 starts Pat Barnes in a program of philosophic and poetic commentary over an NBC network of 7 Midwest stations, Monday, Wednesday and Friday, 12-12:15 noon. Larry Larsen, who will furnish an introduction and background for the programs, will win the organ program for the same sponsor for the three weeks beginning Aug. 12, until Chicago joins the program. Agency: Blackett-Sample-Humphrey.

Football and Baseball
SIREN MILLS CORP., Chicago (Siren chocolate) will sponsor the broadcasts of eight college football games over WBBM, Chicago, during the full season. The agency is Stack-Goble Advertising Agency, Chicago. WBBM also has signed General Mills Inc., Minneapolis (Weetabix) for broadcasts of the Chicago games of the 1935 baseball season. This season's base- ball broadcasts are also sponsored by Sirens Mills, through Blackett-Sample-Humphrey, Inc., Chicago.

Sanka Going on NBC
GENERAL FOODS Corp., New York (Sanka coffee) will start a new series of NBC broadcasts, Oct. 1, using the 9-9:30 p.m. hour Tuesday evenings. A repeat of the broadcast will be given at midnight the following Monday for West Coast listeners. The program will be a dramatic serial, featuring Helen Hayes, stage and movie actress, who will take the lead during the whole series. Young & Rubicam, New York, is the agency.

Directs KFPY News
E. HARVE PARTRIDGE, of the editorial staff of the Spokane Chronicle and a veteran of 20 years in Spokane newspapers, on Aug. 12 joined KFPY, that city, as chief of its news department. T. W. Symons Jr., present chief of the department, declared Mr. Partridge's duties will include editing of Trans- Radio Press service, for which KFPY has been a subscriber for more than a year, as well as the organization of a local news-gath- ering service. Mr. Partridge also will take over direction of a Pub- lic Affairs Forum which has been formed by a committee of 23 leading radio executives to be presented one hour weekly over KFPY. Mr. Symons said the Forum will be open to all sorts of public questions.

Early Political Hookup
A FORETASTE of the big political broadcast campaign to come next year, when national politics and the presidential campaign will get under way, was furnished during the Kentucky primary campaign earlier in August. On the closing night of the campaign, Thomas S. Rhea, adminis- tration candidate for the governorship of Kentucky, bought a full hour hookup on WCYK, Cincinnati; WHAS, Louisville, and WBTS, Nashville. The broadcast was a "front porch" rally from his home in Russelville, Ky.

Sign Up Famous Coach
SPONSORED by Burger-Phillips Co., Birmingham, one of the South's largest department stores, Frank Thomas, head coach of the famous Crimson Tide football team of the University of Alabama, victor over Stanford in the last Tournament of Roses games, has signed for weekly 30-minute appearances over WAPI, Birmingham. He will discuss football generally and the Southeastern con- ference specifically, starting Sept. 24 and throughout the season shortly before each game. Moving or moving in for the remainder of the store, is supervising the program.

H. J. HEINZ Co., Pittsburgh (57 Varieties) is continuing its test campaign on WHK, Cleveland, and WHO, Des Moines, using the 16- minute WBT subscription series titled Flying Stories of Col. Turner and Bud, placed through Mason Inc., Detroit, five days weekly.

Some Premium Offer
(Continued from page 28)
including cap and signs for names; three friends as new members and $25 worth of snacks, plus Cus- tain's badge and secrets, also comp; bottle California Syrup and Figs free.

Stearns-Warner Corp.—$1,000 first p; $25 second p; $50 refrigeration, or $50 in lubricant naming contest.

Telephone Convention bidding booklet 10 cents.

Time Inc.—Names of theatres for Mts of Time pictures wanted.


Wyeth Chemical Co.—Bottle Hill's N. Drops free on request; $50 daily prize 100-word letter re personal experience with J. Adams and top of carton.

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
66 BROAD STREET
NEW YORK, N. Y.

BROADCASTING • August 15, 1935

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ANSKY & BALEY
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasters

GLEN D. GILLET
Consulting Radio Engineer
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Field Intensity Surveys, Broadcast Presentations for Sales Purposes, Allocation and Location Investigations

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Specializing in ULTRA-HIGH FREQUENCY, Time Telegraph, and HIGH FIDELITY PROBLEMS
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BOSTON, MASS.
Telephone Commonwealth 8512
Careful wrapping and proper addressing are essential to the safe delivery of any product.

KOA is the proper "wrapping" for your product when selling the Rocky Mountain Region. By far the most outstanding station in this rich territory, in prestige and power, it reaches and influences the buying of 238,600 KOA-minded radio families.*

*NBC Station Area maps, showing the potential circulation of KOA 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.
THE NEW "HIGH FIDELITY" BROADCAST TRANSMITTER TYPE 5-C

A DE LUXE 5000 WATT EQUIPMENT FOR 1/2.5, 1/5 AND 5 K.W. BROADCASTING STATIONS

FEATURING:

1. High Fidelity Performance
2. Low Operating Cost
3. Complete A.C. Operation
4. Ingenious Hum Compensation
5. Safety and Convenience of Operation
6. Cathode Ray Indicator for Modulation
7. Complete Harmonic Suppression
8. Automatic Overload Protection
9. Mycalex and Isolantite Insulation
10. Strikingly Attractive Modern Design

THE STANDARD OF MODERN BROADCAST PERFORMANCE

RCA MANUFACTURING COMPANY, INC.
A Subsidiary of Radio Corporation of America

TRANSMITTER SECTION CAMDEN, N.J.