Edgar H. Felix, noted radio engineer, has completed a field intensity survey of the area served by WOR's new 50,000 watt high fidelity transmitter. It took him and his Ford (both are shown here) 6,436 miles and 4 months. Up hill and down dale he mapped the wily millivolt at hundreds of locations along the Atlantic Seaboard. An exhaustive hunt for facts—and an exciting map for buyers of radio time!

Bamberger Broadcasting Service, Inc. Eastern Member of the Mutual Broadcasting System . . WGN, Chicago . . WLW, Cincinnati . . WOR, Newark . . WXYZ, Detroit . . (starting Sept. 29) CKLW, Windsor-Detroit
NBC proudly publishes its list of Thesaurus subscribers as of August 19th, 1935. The service was introduced to broadcasters July 8, 1935. Within a period of 37 working days, 71 station operators decided that they would have NBC Thesaurus recorded programs broadcast over their stations and made available to their clients and prospects.

This decidedly favorable reception is easily explained. NBC Thesaurus Service has what station operators need and want:

1. Outstanding artists, offering original arrangements of the best in music, singing, comedy, etc.
2. Daily continuity that is good.
3. Ready-made program suggestions for sustaining or commercial use.
4. Recordings with fine reproducing quality—the result of RCA Higher Fidelity Recording.
5. The necessary flexibility—and economy.

NBC THESAURUS SUBSCRIBERS

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

NEW YORK • WASHINGTON • CHICAGO • SAN FRANCISCO
WEAF & WJZ • WRC & WMAL • WMAQ & WENR • KGO & KPO

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

KGO San Francisco, Cal.
KPO San Francisco, Cal.
KOA Denver, Col.
WCKY Covington, Ky.
KABC San Antonio, Texas
WRGC Washington, D. C.
WMAL Washington, D. C.
WTAR Norfolk, Va.
WJDX Jackson, Miss.
KSO Des Moines, Iowa
KRNT Des Moines, Iowa
KTBS Shreveport, La.
WMAQ Chicago, Ill.
WENR Chicago, Ill.
WSYR Syracuse, N. Y.
WMC Memphis, Tenn.
KDKA Pittsburgh, Pa.
WTAM Cleveland, Ohio
WPTF Raleigh, N. C.
KJFZ Fort Worth, Texas
WGBB Freeport, N. Y.
KGBX Springfield, Mo.
WBZ Boston, Mass.
WBZA Springfield, Mass.
WREN Lawrence, Kansas
WSPA Spartanburg, S. C.
WALA Mobile, Ala.
WIXBS Waterbury, Conn.
WMCA New York, N. Y.
WGY Schenectady, N. Y.
WHBF Rock Island, Ill.
WTMV East St. Louis, Ill.
WSAI Cincinnati, Ohio
WSYA Harrisonburg, Va.
WRAL Baltimore, Md.
WMBH Joplin, Mo.
WXYZ Detroit, Mich.
WIRE Indianapolis, Ind.
WSB Atlanta, Ga.
KRGV Weslaco, Texas
KWBG Hutchinson, Kan.
GFAC Calgary, Canada
GJOE Lethbridge, Canada
CJCA Edmonton, Canada
KROC Rochester, Minn.
KSTP St. Paul, Minn.
WSMB New Orleans, La.
WMFG Hibbing, Minn.
WROL Knoxville, Tenn.
KTAR Phoenix, Ariz.
WBEN Buffalo, N. Y.
WJBY Gadsden, Ala.
WAPI Birmingham, Ala.
KGBZ York, Nebraska
WAVE Louisville, Ky.
KTUL Tulsa, Okla.
WDOD Chattanooga, Tenn.
WNBF Binghamton, N. Y.
KHO Spokane, Wash.
WIOD Miami, Fla.
WBNS Columbus, Ohio
WHP Harrisburg, Pa.
WIBM Jackson, Mich.
WFDF Flint, Mich.
WLVA Lynchburg, Va.
South African Broadcasting System, Johannesburg, S. A.
South African Broadcasting System, Cape Town, S. A.
South African Broadcasting System, Durban, S. A.
Amalg. Wireless (A'sia) Ltd., Sydney, Australia
Muzak Corp. of Cleveland, O.
PARTICIPATING PROGRAMS over KNX
To Fit the Peculiar Merchandising Quirks of Your Product

WHO WILL BE LISTENING

FLETCHER WILEY
Housewives Protective League

COVERAGE DATA

RESULTS
being obtained for
PRESENT SPONSORS

MAIL BREAKDOWNS

COST

WHAT THEY WILL HEAR

HEAR BEFORE YOU BUY
Each of the KNX participating Programs has a personality all its own. Hear all FIVE—then select the one that best suits your product.

1. "Sharplesville" (7 to 8 a.m. daily except Sunday) conducted by Bill Sharples—the grocers' friend. On KNX for past 8 years.
2. "Eddie Albright's 10 o'clock Family" (10 to 10:30 a.m. daily except Sunday) an intimate KNX program featured for past 10 years.
3. "Fletcher Wiley's Housewives Protective League" (11 to 11:30 a.m. and 3:30 to 4 p.m. daily except Saturday and Sunday) Debunking false advertising claims, rackets, and assists housewives in determining true value.
4. "KNX Dude Ranch" (9:30 to 10 p.m. daily except Friday and Saturday) featuring Loyal Underwood and the famous Arizona Wranglers.
5. "KNX Barn Dance" (8 to 10 p.m. Saturday night) featuring entire KNX Orchestra and Talent Staff. Audience show playing before 1,500 people.

Records of ALL these programs are at the offices of John Blair & Co., our National Representatives. Phone to hear them!

THREE DAYTIME AND TWO NIGHTTIME PARTICIPATING PROGRAMS FROM WHICH TO CHOOSE

A complete folder, like the sample illustrated here—has been prepared for each of KNX's participating programs. You hear the program—you hear how the commercials are given—you see bonafide case histories of present sponsors—you get up-to-date coverage data—mail breakdowns—costs.

KNX
THE 50,000 WATT "VOICE OF HOLLYWOOD"
National Representative
JOHN BLAIR & COMPANY . . . NEW YORK . . . CHICAGO . . . DETROIT . . . SAN FRANCISCO

September 1, 1935 • BROADCASTING
One of the finest things about our relationship with our agency and advertiser friends is the constant exchange of ideas which keep the sales-machine humming.

Coming in contact, as we do, with almost every successful (and unsuccessful) radio campaign in America, we are in a rather unique position of helpfulness—both creative and critical.

If you have not yet sampled this phase of "F & S service", we hope you'll do so, soon. All it takes is an invitation. May we be invited into your confidence?
FTC Takes Control Over Radio Advertising

By SOL TAISHOFF

Stations Given Right to Sign Stipulations By Which They Agree to Abide By Rulings on Questionable Accounts

IN THE BIGGEST stride yet taken toward clearing up the confusion that has existed over acceptance of radio advertising accounts in the "questionable" category, the Federal Trade Commission on Aug. 27 approved a procedure by which it will assume basic jurisdiction, through an arrangement with the FCC.

Instead of shooting entirely in the dark and imperiling their licenses when they accept proprietary and confused to a degree under the Federal Communications Commission has frowned, broadcast and television operators will be newly approved procedure, will be accorded the same privileges as newspaper and magazine publishers in having the opportunity to follow the so-called "stipulation" procedure. Under it, in advance of any action by the FCC, broadcasters will be allowed to sign stipulations whereby they agree to abide by any stipulations or cease-and-desist orders issued against the advertisers, and as a consequence are not made parties to the litigation.

Effect of Ruling

IN SUBSTANCE, the adoption of the procedure means that accounts on the air which may be under surveillance of the FTC will not be developed a liaison between the stations which sign the waiver and stipulation. During the negotiations between the FTC and the advertiser and its agency to ascertain whether the product is falsely or fraudulently advertised, the account remains on the air, and the station simply agrees to abide by any rulings made by the government agency.

Since the FTC, by law, is given jurisdiction over advertising in interstate commerce insofar as its character is concerned, the new procedure more clearly defines its position as related to that of the FCC, which does not have any direct jurisdiction but which early this year hurled itself pell mell into this sphere, precipitating uncurbed and was criticized for its action. The new procedure will develop a liaison between the FCC and the FTC, under which the latter agency will be in position to report to the station licensing authority the results of its investigations into commodities advertised over the air.

Consummation of this procedure comes at a time when advertisers, their agencies and stations are in a quandary because of the sharply increased activity advertising proprietaries and other products which were stigma-
ized by the FCC early in the year in its advertising clean-up crusade. At present more than 100 stations are under investigation because of such program appearances and face temporary licenses served on, in extreme cases, the threat of loss is waiver and stipulation by the broadcasting stations.

The stipulation procedure, which has been followed with highly satisfactory results among the printed media, was devised by James W. Baldwin, newly appointed managing director of the NAB, with Chairman Ewin L. Davis, of the FTC, and members of its special board of investigation. The FTC early in 1934 began to scrutinize broadcast advertising activities and has been enthusiastic in its commendation of the way in which stations have cooperated. The new stipulation procedure is the second step in the exercise of its powers over radio advertising

Procedure Outlined

FOLLOWING the preliminary negotiations, which have been in progress intermittently since Mr. Baldwin returned from the NAB convention in Colorado Springs on June 12, he addressed a letter to Chairman Davis Aug. 23 in which he outlined the stipulation procedure as he understood it. He asked that stations be given the opportunity to sign a "publishers' stipulation" as now offered to other advertising media and said he was confident that the nearly 400-station members of the NAB "will contribute toward the same success in the field of radio advertising."

This request was approved by the FTC at its meeting Aug. 27, and steps were taken within the organization to send to all stations the participating stations (as published in full on this page) whenever an account on the air is placed under investigation.

By coincidence, at the very time the stipulation arrangement was negotiated, a new incident developed in the NAB's long-standing conflict with the FCC over the so-called "publishers' stipulation" and the Commission's actions in this field. The NAB is pressuring the FCC to take action against advertising stations for alleged violation of rules.

The NAB met with the FCC on Aug. 13, and was later sent a letter by the FCC in which it was stated that the NAB's charge of "advertising stations' violation of rules" was not expected to be disposed of at a single meeting. The letter ended: "The question of violation of rules will be given the due consideration it demands, and will be disposed of as soon as practical.

S. E. Woolrich, president of the company, in a letter to the Trade Commission, criticized the FCC procedure. He said that his company, because of the same letter, was facing bankruptcy, since practically all of the stations, which he declared totaled over 100, were reluctant to carry his programs. The company, he asserted, had subjected its product to every character of test and analysis and had come through with a clean bill of health. It has relied entirely on radio advertising, he pointed out, and has met with substantial success. Since stations are hesitant about continuing their Congoin accounts because of the FCC action, he said, distributors and retailers

FTC Waiver and Stipulation Form

THE FORM of waiver and stipulation to be offered to all broadcasting stations in the future in the case of advertising accounts which are under investigation, and under which stations, upon signing the stipulation, will be eliminated from possible punitive action, follows in full text:

The Federal Trade Commission, acting in the public interest, pursuant to the provisions of an Act of Congress approved September 26, 1914, entitled "An Act to create a Federal Trade Commission, to define its powers and duties, and for other purposes," ordered that an application for a waiver or stipulation be made by (hereinafter called the advertiser) based upon charges of false and misleading advertising by radio broadcast in violation of Section 5 of said Act.

The Federal Trade Commission directed that any party participating in the broadcasting of said advertisements be afforded the opportunity of settling the matter by stipulation; and the undersigned, being the operator of Radio Station , over which, on or about such advertisement was broadcast, hereby tenders to the Federal Trade Commission this waiver and stipulation as a means of closing the proceeding in so far as they may affect this broadcasting company (hereinafter referred to as the broadcaster).

(1) The broadcaster disclaims any interest in the business of the advertiser, or the subject matter, or the continued broadcasting of said commercial continuity which the broadcaster desires to defend in the proceedings proposed against the advertiser; waives all right to be joined therein as a respondent; and to such end asserts and stipulates as follows, to wit:

(2) That the broadcaster accepted and broadcast the said continuity as advertised.

(3) That the broadcaster is now and was operating said radio station at the time and over which such continuity was broadcast; and

(4) That the broadcaster hereby agrees to observe and abide by the terms and provisions of any cease and desist order based on such advertisements and charges which may hereafter be issued by the Federal Trade Commission; and also agrees to observe and abide by the terms and provisions of any stipulation or other agreement between the said advertiser and the Federal Trade Commission in this matter of which the broadcaster has notice.

This stipulation is tendered to the Federal Trade Commission for its consideration and approval, and upon its acceptance is to be entered of record, at which time it shall become binding upon the undersigned.

In Witness Whereof, the broadcaster has duly signed and executed this waiver and stipulation this day of A. D., 1935.
find no occasion to stock the merchandise and the company within the last month, has been forced to release some 30 employees.

Protest to FCC

THIS MATTER was brought to the attention of the FCC on Aug. 23 in a letter from Arthur W. Scharfeld, Washington attorney, who brought out that a broadcast station client carrying the Congoin program had forwarded the FCC letter seeking the information about the account to him.

"It appears," he wrote, "that the Commission's request as embodied in the letter is a radical departure from the paramount mark..." He requested in the past, he said, usually sought information about the entire program, from the product, names and information about retailers, distributors, and, the like, appeared "immaterial to the determination of the matters under the Commission and beyond the scope of the Commission's regulatory authority," as defined in the Communications Act of 1934.

Mr. Scharfeld contended further that the FCC is by "clear implication" attempting to determine issues of fact falling within the purview of the Federal Trade Commission and the Interstate Commerce Commission, and that certain of the data requested "falls clearly within the jurisdiction of the Federal Trade Commission."

At the FCC it was learned that the whole matter has been taken under advisement and will be considered at an early meeting of the Broadcast Division of the FCC. The letter had been written by one of the attorneys in the FCC law department.

Letter of Mr. Baldwin

MR. BALDWIN's letter to Chairman Davis of the Trade Commission concerned the entire project relating to the subscription agreement, follows in full text:

This letter is addressed to you as a result of the circulation agreement we have with members of your staff concerning the procedure of the Federal Trade Commission as it relates to your request indicating your examination of advertising copy.

In order to understand this procedure may be summarized as follows:

1. Any commercial continuity or a published advertisement which has been examined by the preliminary review of the Commission is referred to the Board of Investigation. If the Board decides there is prima facie evidence of false or misleading advertising, a questionnaire is sent to the advertiser.

2. Upon the information called for in the questionnaire together with samples of advertising copy, such as print and the formula, for example, in cases of drugs and cosmetics is submitted to appear before the Board of Investigation for opinion. The Board then considers the matter in the light of scientific evidence and fact.

3. If the statements contained in the advertisement are not justified, the matter is reported to the Commission for filing without action.

4. If the statements contained in the advertisement are not justified, the matter is reported to the Commission for filing without action and the advertiser may be required to insert an advertisement clarifying the complaints.

FIRST STATION CELEBRATES — Executive staff of WWJ, Detroit, poses for BROADCASTING on occasion of gala celebration in studios Aug. 20, marking its fifteenth anniversary. Founded Aug. 20, 1920, WWJ is one of oldest broadcasting stations in the world and still on the air. On the table is the original WWJ transmitter (note telephone "Mike"). Left to right in the picture are C. C. Bradner, Walter Hofman, Wynn Wright, Tyr Tyson, Harry Bannister, Herschell Hart, Detecting advertising and programming of WWJ, James E. Scripps, president of the Detroit News, Warren S. Booth and Herbert Ponting.

Board forwards to the advertiser a list of the statements in question and a copy of the scientific opinion relating thereto, and the advertiser is afforded the opportunity to produce all the evidence he can to support his case.

When this has been done, either by correspondence or by personal reference, the advertising copy is again reviewed in the light of new evidence. If any, and those statements which have not yet been justified in the opinion of the Board are thereafter reported to the Commission accompanied by all evidence in the case with the recommendation that an application be filed, but that before further action is taken the matter be referred back to the floor to negotiate a stipulation with the advertiser in settlement of the matter.

If the Commission concurs in the recommendation of the Board a stipulation is prepared reciting the objections and the provisions wherein the advertiser agrees to cease and desist publishing such copy.

If, however, the Commission is of the opinion that the statements contained in the advertisement are justified, the case is referred to the Executive staff of the Commission for action.

The effect of the publishers' stipulation is not to stop the advertising forthwith, but to place the publisher on notice and get his agreement that he will abide by the outcome of the investigation.

When the terms of the advertisers' stipulation have been accepted by the Commission, copies of the same are available to the medium.

In the few cases where the advertiser and the Board cannot agree that a stipulation is necessary, a complaint is prepared and served by the Commission and the Russian procedure of litigation is taken.

Before the stipulation as agreed upon is tendered and accepted by all parties, it is treated as a settlement of the matter and the parties enter an order closing the proceedings.

Your procedure in this matter has been summarised for two reasons:—

First, that our understanding of the matter may be verified, that we may be able to assist in any legal action that may be taken.

WITH only 27 stations of the requisite minimum of 120 having satisfied the intention of participating in the organization, the NAB project for creation of an advertising agency for NBC was doomed for failure as BROADCASTING went to press with this issue.

Although more than a month has elapsed since the NAB sent out its subscription agreements, together with a covering letter urging members to enroll, the number of stations which signed the agreement was so disappointing that it was felt the entire project would go by default on Oct. 1—the deadline set by the trade association, James W. Baldwin, NAB's managing director, declared he had not yet given up hope that the required number of stations would subscribe prior to the line, but he was pessimistic over the showing thus far.

Mr. Baldwin's letter of July 24 was sent pursuant to the mandate of the NAB convention at Colorado Springs earlier in the month, at which time a resolution was adopted endorsing the agency recognition bureau project. In it Mr. Baldwin said that the bureau would be created only when the costs of operation for the first year, estimated at approximately $16,000, had been underwritten. A minimum of 125 subscriptions at $125 per year therefore was necessary to cover the first year's operation.

Summer Vacations Hurt

MR. BALDWIN found some solace in the fact that during the summer most of the station operators are away on vacations. He was hopeful that before Oct. 1 arrives he will have the required number of stations enrolled. Neither of the networks definitely have signed the agreements in behalf of their own and operated stations.

WBS TO TAKE OVER FORMER NBC OFFICE

FORMER headquarters of NBC at 15 Fifth Ave. New York City will be occupied by the World Broadcasting System, which name the building will carry, about Oct. 1 according to an announced agreement dated Aug. 24 by Percy L. Deutsch, president of WBS. Lease of the building will include, among other things, negotiations with NBC, which still has rights to the premises.

The 13th, 14th and 15th floors will be occupied by WBS, its recording subsidiary, Sound Studios of New York Inc., and a recording unit of Province Records Inc. Complete recording facilities embodying the latest improvements in sound reproduction, together with all modern equipment for processing, are being installed at the new location.

With these agreements, the new studio and engineering equipment at the new building are completed Mr. Deutsch said, WBS will have the "finest recording studios in the world." New quarters were necessary to provide additional studio and recording space, he declared the new location in the heart of New York's radio and advertising districts offers a more convenient address.

Plans for Agency Recognition Bureau Headed for Failure; 27 Stations Sign

Page 6  BROADCASTING • September 1, 1935
Does Radio Now Need a Shot in the Arm?

By LEO B. TYSON
Manager, Al Pearce and His Gang

Audience Said to Be Losing Interest in Air Programs; possibilities of Television in Stimulating Listeners

Mr. Tyson's charge that radio is losing audience is disputed by his own admission that top-notch talent continues to be so popular; more than that, any number of surveys can be produced to refute his statement that radio interest is waning. We don't agree with that thesis, but his warnings against the dangers of lethargy, especially in accepting new ideas and keeping on your tiptoes with regard to production, merit attention. The author formerly was a prominent Pacific Coast station manager and impresario. His popular radio troupe recently came East and, after a short period on sustaining, has just been signed by Pensodent for a new NBC series.

Mr. Tyson

The radio audience as an advertising medium is hand such a heart beat for the last years, you will agree with me, I think, that the industry, paradoxi
cally, is doing an excellent job but not necessarily in using itself to a state of lethargy, at least as far as any material and standing program is concerned. The industry is rapidly approaching the dition in which the motion pic
ture industry found itself in 1926 at the advent of sound
situations. The public had com
fortably lost interest in silent pic
tures. They had seen old faces fall into rather and plots parallel before their eyes until they felt, almost to a man, attending cards. The industry itself, mildly, was desperate and quickily realized that something new and revolutionary must be ac
tained to, if the sick horse was to survive.

When Dope Wears Off

Unfortunately they came up with just what the doctor ordered, sound pictures. The public's desire for entertainment and immediate entertainment was immediately awakened and the inustry was the recipient of an
other tremendous shot in the arm along its life. But one of the fortunate reactions of dope is that it wears off, and the picture industry in a few more years may find itself in the same
bed it was in 1926, wondering where its next big umm-mph will come from.

The situation that radio is face
g is analogous to the one silent
tures faced. When radio first came out in the ether there was a
family that did not spend one
in the valley looked upon every word or
the crystal set picked up. As
eight of the receiving sets were through
mired on a car," as an
was in 1926, wondering where its next big umm-mph will come from.

There is no denying the fact that the size and interest of the
radio audience has dwindled in the
last few years. True there are "highlights" programs that still attract tremendous attention from nation-wide audiences. But the number of people listening, and the percentage of those radio listeners are on, has unquestionably diminished. Surveys by questionnaire,
personal canvass and telephone have proved this. It isn't the fault
of the radio audience. It is just that in the industry we have been too
darn lazy to get in and dig up something new to attract and hold
interest.

But radio's effectiveness as an advertising medium cannot rest entir
ely upon a few "highlight" pro
grams. There must be a consistent seven-day-a-week
evening interest if radio is to achieve its potential height as a commer
cial medium. It is gratifying to note the outstanding improvement that the networks have made re
cently in their daytime programs, both sustaining and sponsored. Ad
vertisers should share some of this credit, however, as a number of
them, unable to purchase evening
time because of its scarcity, were forced into daytime hours and insisted upon good programs and talent. They discovered too, that
daytime programs could be productive if the entertainment was at
tractive.

Search for Talent

There are more advertisers on the air today than ever before and approximately 70% of them will continue during the summer months. The problem is: Where to find sufficient, qualified talent? This and top-notch talent is being used up at an alarming rate. The Benny's, the Joleys, the Gospels, theINGS, Allen, Wynn's, and others, are carrying the torch at present but they can't be expected to last forever.

In view of the situation that is arising, radio, it appears, has a
very definite assignment. It must bring about a "talking picture" era
in its existence just as the silent picture did. New talent, new meth
ods of presenting it, new ideas for the listener are becoming more and more imperative.

All this in the business, and fortunately most of the laymen, realize that radio operates under well-defined technical handicaps. But these ought not to be used as
skirts to hide behind. Most of radio's present-day shortcomings can be charged directly to poor production, lack of imagination or talent, bad taste in some of the prod
ucts accepted and a growing tend
ency towards over-commercialism. The pendulum has swung just about as far as it can afford to in this direction.

Reality in Programs

Radio has one outstanding quali
fication. It can do things quickly. It is not yoked with any complex
or procedures that take a long time to consummate. It can win an
interested audience or lose it in a
day, and can do new things and toss out old ones overnight.

Because of this flexibility, radio has always kept itself fresh and interest
ng.

There is no room for improve
ment in program presentations. They should be more human, friendly and down to earth. Radio has been and always will be too inclined to favor "make-believe" rather than reality. No one dared mention the word "depression" on the air yet when Father Coughlin came on from Detroit, discussing ways and means of remedying this condition, he
overnight attracted a tremendous audience. How? Not because he was a Catholic, or a good speaker or partook his hair in the middle, but because he was perceptive to listeners that were near and dear to every listener, things that were vitally effecting their lives.

These programs that immedi
ately built up a large following dealt with solutions of everyday
problems of social and moral ethics. They were real, live problems
that a perplexed world wanted an
swered. The radio audience has changed in the past few years, but
radio hasn't kept in tune with this transition. We've got to get back closer to our home.

There is vast room for improve
ment, too, in the technique of radio advertising. Too often we knock
out hurrily with the result that
they are verbose, misconceived, fail to advance the story and depend too much on clever phrasing as situation development to put them over. The definite establishment of
radio needs to develop new talent without waiting for it to come and jump in their laps. A
radio program should be typed, of speech, diction and voice should be a functioning part of every major sta
lion.

The Sales Message

Announcers should be familiar with at least the fundamentals of salesmanship. Too many of them are more interested in how impressive their voice sounds than how effective their sales message can be made. They continue to come in our living rooms, den
ning to make the story, to be altogether enjoyable. A little more thought and ingenuity on the part of advertising agencies in prepar
ing material for radio, where the commercials could not hurt any.

Radio contests should be cur
tailed. If any advertiser would take the risk of the results of a contest, other than the number of replies received, he could discover that he has lost a lot of goodwill on the part of the public for his product. It is only human that anyone entering a contest firmly believes his solution a winner. When he finds it isn't, he is quite often antagonistic toward the sponsor and feels the contest was not on his level.

But the far more important con
sideration is that radio, which has done such an amazing job in public
ering, should not be continually asked to prove itself. Closer co
operation and understanding between advertisers and the radio
ments would not only assure bet
er programs, but more satisfac
tory results.

Stunts in radio have become pa
thetically ludicrous. "Ice man kasser
ing," contests, frog-jumping events and the like are not only 
zero in broadcasting and certainly reflect no credit upon the industry. The time devoted to events of this kind is
Continued on page 42.
ASCAP Trying to Boost Rates By 40% In Rider to Contract Charges Would Be Boosted by That Amount in Case Warner Bros. Houses Withdraw by Dec. 31

FEAR that the American Society of Composers, Authors & Publishers has broken faith with the broadcasting industry in its recent pledge to renew all outstanding contracts for the performance of its music under their present terms—an incident that caused a furor in the industry. These organizations signed the extensions, however, with the definite understanding that other station contracts would be extended on the same basis. This, it appears, ASCAP now does not propose to do.

Meanwhile, with two states already having taken legal action to prevent the renewed contracts, the ASCAP catalog might be facing its most severe legal test. In Washington state ASCAP was thrown into receivership by the state courts, with users of copyrighted works specifically enjoined from paying tribute to it. In Wisconsin the legislature has passed a bill placing a 5% tax on the gross receipts of "music brokers" for the preceding year, and imposing other rigid restrictions which will have the effect of preventing what state legislators have characterized as a "well developed, organized and extensive racket which should be actively suppressed."

Per Piece Basis

MOREOVER, within ASCAP's own house, signs of disorder. The Warner Bros. music publishing interests, registered with the ASCAP, noted that ASCAP's performance catalog is insofar as radio is concerned, adheres to its announced intention of withdrawing from the pool on Dec. 31. More important, in response to a specific inquiry A. M. Wattenberg, as executive-in-charge of the Warner Bros. Copyrights Holding Corp., representing Warner Bros. publishers, has indicated that the corporation will pay a per piece or "per program" fee for the music and for their influential programs using music, and by WCAU, Philadelphia, which pays on a per piece basis and is allowed certain discounts, are being sought, is indicated.

Mills Tours Country

E. C. MILLS, ASCAP general manager, has been making a swing about the country conferring with broadcasters, motion picture exhibitors, hotel executives and other copyright users. In Portland early last month he discussed conditions with users both in Oregon and Washington. It is reported that he declined to cross the state line because of the possibility that he would be arrested under the terms of the injunction against ASCAP issued by the state courts. Later in the month he was in Dallas and discussed licenses with Mr. Loucks, among others.

In Wisconsin, according to Walter J. Damm, manager of WMJU, Milwaukee, the legislative action against ASCAP was prompted because of the onslaughts of ASCAP against owners of small dance halls and other amusement places who had been harrassed with suits by Assemblyman Frank Grass, of Sturgeon Bay, fostered the legislation against what he described as the "biggest racket in the state."

C. Griffl, however, said that the collection of cop rights on music for all operators, whether or not music users, and especially the places, is a business that runs into hundreds of thousands of dollars a year and it is operated through prompt and informal letters who aid in placing the victim on the spot. The Assem blyman was assured that a bill in their neighborhood of the state, he must also give consideration to the operators, the company, their salaries, or charged the player and fees paid under the ASCAP license for any person who requests performance of a copyrighted composition in order to start an infringing business. This would also apply to radio stations courts to enjoin this and other practices.

In the Washington action grew out of a finding by the Attorney General of the state that its constitution is a price-fixing restraint of trade. Judge Ed. W. Sturges, of the state court found that ASCAP fell in that category and issued an injunction against ASCAP from doing business in the state until its operation was terminated. The court ordered that the case be heard and restrains the station owners and other copyright users from doing business with ASCAP until the court permits it. After the court declared the ASCAP in temporary receivership and appointed Mr. F. A. Brink, Seattle and Perry T. E. Giffin, Seattle to serve as "Actors of Opposition".

The ORDER of Judge Ed. W. Sturges, of the State of Washington, upon pointing a temporary receiver to ASCAP, was sweeping and gave the receiver, Mr. Griffl, authority to take control of ASCAP and to wind up its operations. The court found that ASCAP was doing business in Washington without having a license and is alleged to have "by various acts of oppression and by means of the monopoly which it enjoys" engaged in "infringing operations in the state in the Washington oppressive agreements in violation of the civil and criminal laws of this state."

The appointment of Mr. Griffl and the implementation of Judge W. Sturges, in issuing an injunction against ASCAP, the court specified the jurisdiction under which he would be held at which officers of ASCA are asked to appear to show cause why their receiver's privileges shall not be made permanent. As Broadcasting went to press it had not been decided whether or not ASCAP officials appeared.

PADERBESKI, Polish pianist, will make his first American tour in 1932. He will open the concert this fall over an NBC network from 10:30 a.m. to 12:30 p.m. over WJZ network from 10:30 a.m. to 12:30 p.m. He will be heard in this country through his home in Morges, Switzerland and his tour performance for the year for the U. S. audience.
Radio Undisturbed As Congress Adjourns

Dozen Measures Affecting the Industry Must Await Action in 1936; Copeland and Copyright Bills Fail to Pass

(4) BROADCASTING industry revived the first session of the 74th Congress, which adjourned Aug. 26 after being in session for only one third of the time of the last, with a single legislative surge, but with a few battles scars and only a moderate degree of enthusiasm in the atmosphere of their verbal onslaughts. An inventory disclosed that a men measures affecting the industry were introduced, with several getting only close to enactment. All of the bills hold their places on the docket for the second session of the 74th Congress, which convenes n. 3.

The most important measure to die the Congressional adjournment in the House was the D. of California, introduced a series of far-reaching amendments to the Communications Act dealing with radio broadcasting, which are rather illusory in scope. In addition he offered a resolution for the creation of a "Congressional Radio Commission" the function of which would be to decide the fate of the broadcasting industry with national, not local, view to the feasibility of setting up a government-owned or controlled network.

While the proposals had the earmarks of having been sponsored by practically all of the anti-commercial radio and reform groups, with a smattering of the educational-religious ideas along with those of the American Civil Liberties League, Rep. Scott said he had drafted them himself and that they were not introduced at the behest of any particular group. Introduced on Aug. 23, the proposals were published in the Congressional Record along with "remarks" explaining them. In introducing them, Mr. Scott said he desired to see some action in the next session and that meanwhile members of Congress would have opportunity to look them over.

At the session just ended it became increasingly evident that radio was of little interest to Congress this year. Members of Congress have learned of the importance of broadcasting as a means of mass communication and entertainment only too well in the past action on it. They have been lobbied by educators, belligerent newspapers, labor organizations, sectarian church organizations and individuals advocating preferential treatment, and several of the measures introduced reflect the culmination of these campaigns.

The bills introduced during the current session unquestionably will be augmented by the Department of Science, Art and Literature, with its legislative program, during the remainder of the year. Because of the controversial nature of the more important of these measures, it is likely that they will die, too, since the 1938 session is likely to be short-lived because 1936 is a presidential campaign year.

In the category of lobby measures which grew out of the efforts of the Department of Science, Art and Literature, were introduced in the House. The first is the Rudd bill (HR-8475) which would introduce at the very outset of the session by Rep. Rudd (D.) of New York, which would cancel all existing station licenses and would make the licensing of the entire spectrum, with one-fourth of the facilities to be assigned to non-profit organizations. This in effect is what the Paulist Fathers, operating WLWL, New York, sought repeatedly from Congress after they had failure after failure before the FCC and its predecessor, the Radio Commission, to procure a high-power full-time station in their area. The Paulists sponsored this bill.

Federal Operation

THE SECOND is the measure introduced by Rep. Monaghan (D.) of Montana, (HR-8475) which would set up an investigation into the broadcasting network, and do various other things of an illusory nature. This measure, it is understood, was introduced at the instance of Michael Flynn, legislative contact for the American Federation of Labor, who has been pressuring the House Commerce Committee. The bill is a system to regulate broadcasting on a non-commercial basis.

At the end of the session the Federal Communications Commission received a request to investigate the broadcasting network, and do various other things of an illusory nature. This measure, it is understood, was introduced at the instance of Michael Flynn, legislative contact for the American Federation of Labor, who has been pressuring the House Commerce Committee. The bill is a system to regulate broadcasting on a non-commercial basis.

(Continued on page 38)
**EXPLodes A Theory**

—Mrs. Page—Runs Period Entirely
—Devoted to Sales Talk

THE THEORY that listeners universally do not care for eight sales talk is exploded insofar as a sizable feminine listening audience in Detroit is concerned, according to Louis L. Kaufman, general manager of WJR, Detroit, and newly elected NAB president. One program, which has been running on the station for less than six months a week, is practically 100% sales talk for 15 full minutes, he points out.

The program is conducted by "Mrs. Page," and she calls it "Advertising in Curl Papers." Over the past few months Mrs. Page has held a wide range of products, from cosmetics to washing machines, with sponsorship both by national and local companies. The program always has opened with the briefest of identifying recorded theme songs, then Mrs. Page runs for a quarter-hour of direct selling.

The appeal, according to Mr. Kaufman, is entirely in the ease of delivery. Mrs. Page has worked on the theory that much of the radio advertising of today is old-fashioned, and she says she can make the product names stick better. She warns: "Call a spade a spade and a tomato a tom-ay-toe."  

**CBS May Change Cincinnati Outlet**

CONVERSATIONS looking to a possible change in the CBS outlet in Cincinnati, reports The Cincinnati Enquirer, have failed. The two primary CBS stations, WCKY and WLW, have failed to find a workable solution to the problem.

WCKY, it is learned, has conferred with Herbert V. Akerberg, general manager of WLW, that has been in talks with CBS but that nothing has come of it. WLW's president, Mr. Kaufman, said that a change would be made.  

Mr. Kaufman said that a change in the outlet would be made. WCKY, which has been in operation for several years, is a much older station than WLW, which is newer. WLW has been in operation for several years, and it is believed that WCKY will continue to operate under its present management.  

**Stations for Ex-Lax**

FORTY-ONE of the 60 stations which are to carry the transmission series of Ex-Lax Inc., Brookline, Mass., have been se- lected, with the rest to be picked before the series starts in mid-September. Ex-Lax will use two quad-hour transmissions each week, a title "Strange As It Seems" and based on the John Hix cartoons. The transcriptions are being pre- pared on the WBBK transmitter under the direction of Joseph Katz, presi- dent of Joseph Katz Co., Inc., New York.  

**KNX Feeds Mutual**

THE FIRST Mutual Broadcasting System program to be keyed to KNX, Los Angeles, was broadcast from KNX, Los Angeles, Aug. 22 when the memorial services for the late John H. B. Rogers, Jr., who was president of Will Rogers, were fed to the net- work from the Hollywood Bowl. It was the last transmission from KNX, San Diego, to the network, and it was the first program to be fed by the station to the CBS network. The program also was fed by KNX to the Yankee Network and to stations of the Canadian Broadcasting Commission.
The ONLY
NBC BLUE NETWORK RADIO
STATION BETWEEN DENVER AND
ST. LOUIS—900 MILES

AN AUDIENCE OF 4,000,000
LISTENERS IN WREN AREA. LET US
SEND YOU "Amazing Facts"

5000 WATTS

"The Greatest Advertising Bargain in the Middle-West"

September 1, 1935 • BROADCASTING
Tour Abroad Convinces Royal That Interest in Broadcasts Is Growing

JOHN F. ROYAL, NBC vice president, which turns 49 on Aug. 19, on the Normandie from a European tour, which carried him through 17 countries, concluded, said he came to the conclusion that the healthiest thing he saw on the continent was the average size of the audiences for the programs he listened to. The hour and a half he listened to the program from the studios during the 12-hour day was the toughest experience of his trip. He said that of whether individual countries’ programs are sponsored or are under government monopoly, the public interest in the type of entertainment they provide, and the results in the hours during which it is available, has never been higher, Royal told the story of a reception on his return. Mr. Royal was convinced that this was the result of the number of American programs sold in other countries and the widening of the range of European events relayed here.

NBC Hollywood Shows WINTER schedule for the NBC studios in Hollywood will start in Sept. with an augmented list of productions. New transcontinental shows which will include the return of Jack Benny for Jello, Grace Moore for Vicky’s and Jimmy Fidler for Tangee. Remaining NBC programs which will continue on schedule will include Shell Chateau, featuring Al Jolson, Ruth Etting for Kellogg’s and Eddie Duchin for Texaco. Rudy Vallée will broadcast for Fleischmann while doing a picture and there is probability that Ben Bernie will broadcast from the Coast again for Pabst.

ANA to Meet Oct. 27 THE annual meeting of the Association of National Advertisers will be held Oct. 27-30, probably at the_consumer’s club in Atlantic City, scene of last year’s annual session. President Allyn B. McIntire, of Pepperell Mfg. Co., Boston, is looking up his second year in that office.

PINAUD Inc., New York (cosmetics) is signed for anew series of programs over Mutual Broadcast Network—Sept. 4-Dec. 31, 7:15-7:30 p.m., five days a week. The Detroit outlets of the MBS will not be used. Entertainment will consist of a feature program featuring a girl singer and will be keyed from WLW, Cincinnati. Lord & Thomas, New York, is the agency.

“BUSTADAWN” Program in Early Morning—Highly Popular on WPTF

PRACTICALLY every radio station has its Musical Clock, its Good Morning show, and the like, but at WPTF, Raleigh, the “Bustadawn Society of the Air,” from 7 to 8 each week day morning, under the direction of Al Fowler, the Society meets in any and all towns within WPTF’s broadcasting range, appoints an imaginary host or hostess from the list of those who have requested numbers, and then proceeds to spend the broadcast period playing request numbers, discussing community events and having a good time.

Already the program has broken all records for mail response. The program itself is entirely varied, ranging from popular numbers to hillbilly tunes, and includes weather forecasts, events of state-wide interest and other general information. While musical items are the main interest of the various towns are made entirely on the basis of fan mail, and a running score is kept and announced each day. Rivalry between towns and communities is intense, and in some cases special local cooperations have been announced to increase the score of the entire population.

The “Bustadawn Society of the Air,” from small beginnings, now has a membership running into the thousands.

WOR Summer Increase INDICATIVE of the widespread development of summer radio business is the announcement Aug. 16 of WOR’s business during June and July was 70 per cent greater than for the same period last year. During the period in question, WOR registered an increase of 22% over last year. Daytime commercial hours totaled 226, or 71% ahead of the 1934 average of 132. In all-night time commercial hours aggregating 127½, for a 69% increase.

Radio Helps Baseball Club Attendance at Minneapolis Games Is Increased as a Result of Broadcasts Promoted by Civic Body

PROOF of the fact that broadcast building rather than reduces attendance at baseball games is graphically shown by the radio campaign promoted by the Minneapolis Civic & Commerce Assn., sponsor of the ball club and WCCO, of that city.

When the plan was discussed last spring the attendance angle was pointed out for the benefit of the baseball club asked to be shown. As a result the “On-to-Chicago” schedule was performed with invitations being sent out to nearby towns and cities inviting them to Minneapolis on certain days when the ball club was at home. Minneapolis breweries provided free Dutch lunches and MCC members, who operated hour evening program after the game for each town. So popular was the idea that plans are being made to extend it to three towns are crowded on the same day to meet the demand.

An official program of the campaign has greatly increased attendance at games on special days, and found that many come back to see other games. Minneapolis hotels report a decided increase in business, as do merchants. All the projects of the Civic & Commerce Assn. is laying plans for a similar series next year, with most civic groups and service clubs participating.

WCCO Football Sponsors TWO sponsors, Chevrolet Motor Co. and General Mills, will use football activities of the University of Minnesota for program material this autumn. Chevrolet dealers in the Minneapolis zone will sponsor play-by-play broadcasts of Minnesota games, including both home and foreign contests, over WCCO, Minneapolis. General Mills Inc. (Wheaties) will present Bernie Bierman, coach of the team, Wire services of 16-18 hour broadcasts Tuesday evenings over WCCO. He will be interviewed by Charles Johnson, sport editor of the Minneapolis Star. The sponsor presented the coach in a similar series last year.

General Foods to Cease Certain Coffee Claims

GENERAL FOODS Corp., New York, has agreed into an agreement with the Federal Trade Commission whereby the General Foods Corp. will cease using "missleading and unfair" claims in its Maxwell House coffee program. The company agrees to stop all advertising of the fact that bean coffee loses 45% of its flavor nine days after roasting that the loss of flavor is greater than the flavor of coffee as compared to coffee which is roasted at a faster rate, or less rapid, so that the buying of ground coffee is of little advantage to the consumer.

Charges of false and misleading representations in violation of Section 5 of the Federal Trade Commission Act, in the Maxwell House coffee program, have been made by the Federal Trade Commission against the Pioneer Maple Products, St. Paul. The complaint charges that the company, in its advertising and radio-ventising, has used such terms as "tangy maple syrup," "sugar-maple syrup," "rich, molasses maple," "in advertising its product, implying that said product is pure maple syrup from Canada, the United States, or approximately 70% cane sugar." The respondent is allowed until Sept. 16 to show cause why an order should not be issued.

Ralston Discs, Network RALSTON PURINA Co. Inc., St. Louis, Mo., will return to an NBC network schedule starting Sept. 16, 5:30-6:45 p.m. Sept. 16, in the eastern time zone. Fourteen stations have been selected as the network from the more than 100 stations that have expressed interest. Each episode broadcast over the network will be transcribed and broadcast two weeks later. The sponsor will use the same program as last year, except that it has been re-personalized. Contracts are for 10 weeks. Gardner Advertising Co., New York, is the agency.

Henley KGFK Manager DAVID B. HENLEY, publicity director of WDNY, Fargo, N. D., is expected to take over the management of KGFK, Moorhead, Minn. He succeeds Manny Margot, who became commercial manager of WDAY, Bismarck, N. D., last week.

Dick Tracy Discs STERLING PRODUCTS Inc., New York (Cal. Syrup of Figs) will sponsor a series of WBS transcriptions of the "Dick Tracy" comic strip starting Sept. 16. The series will be based on the "Dick Tracy" comic strip. Four episodes per week are planned with the series expected to run 26 weeks. Stack-Goble Ad Agency, Chicago, has the account.
Wha-d-ya mean... 

EAR CONDITIONED?

FIVE EAR CONDITIONED RADIO PROGRAMS

1—A dramatic skit, “Mrs. Dean’s Daughter.” Fifty-seven women the jury; four 35-minute episodes the testimony. Verdict 54 ayes, 3 nays. Sixteen apparel items were mentioned in commercials; an average of eleven items remembered.


3—Al and Pete. Close harmony, hot piano, and gags you haven’t heard before. Been on all three networks. Voted Cleveland’s most popular act in poll conducted by another local radio station.

4—“Tinker Kids and Liza.” Children’s show, okched by Parent Teachers’ Radio Committee. Has proved child interest on successful sustaining schedule.

5—“Pin and Willie,” juvenile “Amos and Andy” team. Now sustaining. Tremendous child and adult popularity ready to be turned to commercial advantage.

RADIO acts that merely look good on paper are not good enough for WGAR! And we think a sponsor is entitled to more than a batch of ballyhoo and a double order of hazy hopes when he buys a radio program.

That’s why we’ve built a number of ear conditioned, air conditioned programs... tested and proved not by our ears, mind you, but by those of Mr. and Mrs. Public, and even those of little Junior.

Conditioned for the air by the ear, if you please. Five programs are ready. And one of them may be the wedge you need to drive deeply into the Northern Ohio market. If you think so, we’ll gladly tell you more.

WGAR "CLEVELAND’S FRIENDLY STATION"

Member N. B. C. Blue Network
John F. Patt, Vice President and General Manager
Edward Petry & Co., Inc., National Representatives
Equipment Purge Considered by FCC

Engineering Staff Recommends Tightening of Regulations

IX A NEW effort to require broadcast stations to maintain equipment consistent with good engineering practice, and also to insure maximum protection from the safety standpoint, has been launched by the FCC, the Engineering Department of the FCC has drafted for presentation to the FCC-broadcasters a series of proposed new regulations. The Broadcast Division will consider the proposal, but the Broadcast Section, Engineering Department, of which Assistant Chief Engineer A. D. King is the head, at a meeting within the next two or three weeks. Favorable action is highly probable.

It is expected that the proposed new regulations will require about one-third of the some 600 stations licensed to make improvements in their electrical installations, including minor repairs to major changes in installations. The entire project has been labeled an "equipment clean-up", which in effect will invoke new standards so far as installation and operation are concerned, with particular emphasis upon the safety of life factor. The effect will be improved technical operation of all stations.

Modulation Meters

THE "equipment clean-up" will encompass such factors as proper shielding and wiring of all apparatus, elimination of spurious emissions, suppression of harmonics, and related steps. More than likely all stations will be required to install equipment that is not uncooperative, even though they have oscillographs.

Proposes the safety of life factor is foremost, that its attention called to the fact that there have been nearly a dozen deaths among radio engineers and operators over a period of several years, because of "hay-wire" apparatus and wiring. In many cases it has been found that a "hay-wire" installation, highly dangerous, has been exposed, and that improper shielding and installation of apparatus produces not only static hazards, but well as fire hazards. Under the proposed new regulations such faults in installations would be prohibited.

Atlantic Refining Hookup

ATLANTIC REFINING Co, Philadelphia (White Flash gas and oil) has completed its hookup of a new sales area for a special CBS network beginning Sept. 14, 7-7:30 p.m. The program will be broadcast over all CBS Atlantic stations and as far west as Columbus. A number of non-network stations will be included in the program, which means of special wire connections, with total of 37 CBS stations being used. The title for the show has not been disclosed. Thematic program with Frank Parker doing the vocals. The broadcast will be handled by WCAU, Philadelphia. N. W. Ayer & Son Inc, Philadelphia, is the agency.

DON AMECHE, lead in the NBC "First Nighter", arrived in Hollywood late in August for a screen test.

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LITTLE COLONELS
Leo J. Fitzpatrick II Sworn
Also John Shepad 2nd

YOUNGEST of the recent recruits to the fast-expanding ranks of radio's Kentucky Colonels is Leo J. Fitzpatrick II, 16, resident of the NAB and director of WJR, Detroit. Little Leo, 18 months old, recently commissioned from Govt. Ruby Lane of the Blue Grass State recently, at the suggestion of L. B. Wilson, Cincinnati's general manager, for his "contribution to radio."

Not the youngest but the newest of the Kentucky Colonels is John Shepad 3rd, president of the Yankee Network. Col. Shepard, likewise an L. B. Wilson recruit, received commissioning from Govt. Laffoon, informing him of his appointment as an aide de camp from L. B. Wilson.

And similar military honors were bestowed late in August on James Baldwin, NAB managing director, also a recruit of L. B. Wilson.

Standard Disc Library Acquires Nine Stations

STANDARD Radio Advertising Co., Hollywood, transcription organization which has a number of stations with transcription libraries, has changed its name to Standard Radio Inc., a name considered more in keeping with its activity, according to an announcement Aug. 23 by Seth Ely, president. Some of the holdings of additions for the Standard Radio Inc., was announced Aug. 24 by Mr. Ely. The stations are WJBK, Detroit; WJW, Cleveland; WATL, Atlanta; KWKW, Shreveport; KRGV, Weslaco; KTAJ, Fort Worth; WJW, Akron; WBNH, New Bedford, and XEAW, Reynosa, Mexico.

Mr. Ely also announced that beginning Sept. 1, 12 additional quarter-hours of continuity will be added to the station's broadcast program schedule, for a total of nine hours. A manual covering every phase of the service, prepared by Philip G. Last, general manager, was sent to San Francisco, for use of his sales staff, has been adopted by Standard Radio for its subscribing stations, and shortly will be sent out.

Philo's Dealer Discs


Vie for Fight Rights

NBC and Mutual Broadcasting System are competing for the purchase of Hugh McVicker's play for the Baer-Louis fight in New York Sept. 24. MBS tentatively signed on a 24-station coast-to-coast schedule under sponsorship of Schenley distributors, Inc., should it procure the rights, owned by Jean Buck, manager of the show, from producer. Lord & Thomas is the Schenley agency. NBC, it is understood, has an unnamed sponsor in prospect.

MIKE FRIED—Not a bit scared was this egg as it faced the microphone for the first time in a broadcast of an egg-frying contest by the RTB Broadcast Corp. The rays of a Louisiana sun supplied the heat—122 degrees. The heat was increased as it was discovered that he coagulated the albumen in 15 minutes. B. G. Robertson, KTBG program director and announcer, and Jack Keasler, announcer, pictured here, wasted 30 minutes before their egg began to frizzle around the edges.

WMFG, Hibbing, Minn.,
First Iron Range Station Starts Operating Sept. 4

THE FIRST broadcasting station on Minnesota's Iron Range will go into operation Sept. 4 with the inauguration of WMFG, Hibbing, licensed to the Head of the Lakes Broadcasting Co., Duluth-Superior. The station is the second of three proposed for complete Northern Minnesota coverage. Erection of the third—at Virginia, Minn., is waiting FCC action on three stations from WECB, Duluth-Superior. The station is the second of three proposed in Duluth-Superior and the third of three stations in Duluth-Superior. WMFG will operate with 10 watts on 1210 kc. and will be on the air over a network of WECB. All national and regional non-network accounts on WECB will be made on a premium without charge until the end of daynight savings, time which the stations will be sold on a joint rate amounting to about 75% increase over WECB's rate.

Gov. Floyd Olson, speaking from St. Paul, extended congratulations at the WMFG inaugural, with WCCO, Minneapolis, and several Duluth-Superior programs also, and with 2,000 people expected to attend the ceremonies in the local high school auditorium. Manager of the Duluth-Superior community, in charge of the new WMFG is Harry S. Hyatt, formerly with WECB and former advertising manager of the Superior (Wis.) Telegram, which owns a large interest in both stations.

The staff was recruited almost entirely from WECB, and includes James Payton and Kenneth Gagerlin, announcers; Ruth Coe, program director; T. S. Jorgenson, chief operator, and Thomas Hall, commercial man at Virginia. C. B. Persson, WECB chief engineer, is supervising the installation, which includes a 165-foot tower atop the old Galaxie hotel, fabricated by American Bridge Co., Pittsburgh.

Tests on 3 Stations

MERCIREEX Co., Milford, Dela. (Mercree skin cream and soap) is using 100-word spot announcements five times weekly for six weeks on WPG, Atlantic City, and WTNJ, Trenton, N. J., while also using 100-word spot announcements five times weekly for six weeks on WPG, Atlantic City, and WTNJ, Trenton, N. J. Lees Loeb, advertising agent, Southern Bng., Washington, handles the account.

Daytime Audiences Are Studied by NBC

New Data Round Out Figure Provided in "Network Airaces"

Rounding out the data contained in Network Airaces, which rounds up the daytime audience for their respective networks, is a study entitled "Sales Begin With Radio," which is ready for distribution. It consists of detailed breakdown of the present radio audience for every half-hour of the day, from breakfast to bed-time.

In a letter announcing the publication of the report, Col. A. Burch, in charge of sales for NBC, pointed out that "radio circulation is unlike that of other media. Their circulation begins before 6 a.m., and the first month, from week to week, or day to day. Radio circulation, however, fluctuates even within the hour.

Variation by Hours

The DETAILLY "time-table" now available was designed to make possible exact measurements of the available audience for sponsoring programs, making it possible for those programs, who were, however, anxious for data corresponding to those already compiled for the evening hours.

Market Research Corp. of America made the nationwide survey of daytime radio listening in the 30 major cities.

Colgate Turns To National Advertising Press Release

COLGATE - PALMOLIVE-PEET Co, Jersey City (Superdose), is returning Ciera, Lu and Em to radio advertising next fall.

The program will be a 5 times weekly daytime NBC show, but not times slotted, turning to an hour upon.

Colgate-Palmolive-PEET Co, for Colgate toothpowder has also renewed the Mystery Minutes over WYTV, Pittsburgh and WMZT, New York, providing the program from Friday to Monday night 8:30-9 p.m. The program now is a 30-minute continuous program instead of the former 15-minute periods as here to before. Benton & Bowles Inc, New York, is the agency.

Offer "Helpful Harry"

WASHING MACHINE MFGRS ASSN, 80 E. Jackson Blvd., Chicago, is making available its series of 26 WBS travelling transparencies titled "Helpful Harry's House- hold Hints" for sponsorship by local radio stations and dealers. In the national campaign started last month 28 stations started carrying the program, and agents in behalf of H. F. Feyto, Cleveland agency, but it is also being offered for sale to individual stations.

EIGHT Inter-City Group stations will carry a new series of detective short stories based on Fitzpatrick's "Postman's True Detective Stories," under sponsorship of Finlay Strauss, Inc., New York (jewellers), five nights weekly starting Sept. 16.
STARS COME OUT OF STANDARD RADIO

SIGNIFICANT!
Time and again, talent presented to the listening public via Standard Transcriptions, finds its way into the top flight of radio and the movies.

Let's call the roll!
KAY KYSER—Ranks third among orchestras in a recent nation-wide poll!
THE KING'S MEN—Another Standard origination—now the country's outstanding quartette with Paul Whiteman!
SONS OF THE PIONEERS—Standard picked them—the radio public took them to its heart—they're in the movies now!
JIMMY GRIER—His smooth, sparkling dance rhythms need no further praise to radio and movie audiences!
JACK JOY—On the coast they swear there isn't a better band!
GENE AUSTIN—His phonograph record sales and continued radio popularity tell the story!
BETTY JANE RHODES—A very young lady—a very big success—she's singing in Paramount Pictures now!

And so it goes! The freshness, the originality, the sparkle of Standard Transcriptions is assured by the constant addition of new talent, with that "certain something" that quickly makes them the nation's favorites.

Write for details on the Standard Library and other features.
APPLAUSE AND THE AMATEUR

It’s the Decibels That Count When Neophytes Appear
On the Weekly “Town Hall Tonight” Program

A SQUAT gadget plays an important role in deciding the fate of a dozen amateurs every Wednesday evening on the “Town Hall Tonight” amateur hour broadcasts over an NBC-WAFL network by Bristol-Myers Co., New York. It is the decibel machine that places yesterday’s master-of-ceremonies, who stood on the stage with hand cupped to ear and decided which amateur added up the most thunderous handclapping.

It is, in reality, a sound meter, such as Mayor LaGuardia used in determining the focal points in his attack on Manhattan noise. It was supplied by the acoustical department of the Johns-Manville Corp., New York. Enclosed in its black outer box is a microphone that picks up the sound and transforms it into electrical energy. This, in turn, is amplified and lengthened so that it operates a meter. A slender needle on this meter moves along a scale divided into decibels, or units of sound, determined by the intensity of the applause.

Prolonged applause may have the effect upon the steely strength of the needle. It registers the sound’s greatest intensity and sticks there. The scale of the meter is graduated so that measurements run from zero to 150. Zero, however, is the very “threshold of hearing”—to be found only in a sound measured in one hundred and fifty maximum is a theoretical maximum. The highest recorded sound is an airplane in flight, when the combined racket of motor and propellers runs the needle up to about 120.

Between these extremes lie the applause range on the “Town Hall Tonight” program. Results since the program began last January show a low recording of 70 and a high of 90. Usually the readings are very close. To make certain that winners are fairly chosen, the four best acts are voted on a second time at the close of the contest.

and contains an opinion clause. INS, however, is understood to have given notice of its intention to terminate its Reuter’s contract. The California Association’s action, unfortunately, came after the San Francisco Press-Telegram, and the morning daily of the Hearst organization, adopted its position. Copies, of which, it is understood, were sent to news services and newspapers as well as to FCC members, folks in full text:

The directors and advisory board of the California Newspaper Publishers Association, assembled in executive session, hereby strongly disapprove of and protest the use of news broadcasts over radio stations.

Also proposed that by federal enactment a start be made to return to the people, the airwaves now exclusive to the public’s best interests, similar to the plan now in effect in England, which was used only for the benefit of the people as a whole.

The wanton further action to be taken by the CPNA has not been learned it expected that it will be aggressive and probably militant. The NBC broadcast it seven minutes later, with a half hour to 40 minutes, a local and an out-of-town competitors caught up. Transadio, however, claimed credit for the first positive acknowledgment of the deaths, as asserting that the count originated in its Seattle Bureau and was carrying 11 minutes and 29 seconds, which it branded a “rumor.”

Reports current in New York that 80 of 800 stations on the European news service, are terminating their contract, were emphatically denied both by Herbert Moore, Transadio president, and A. Bernard Moloney, of Reuters. The contract has some time to run

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T HE LIST of newspaper owned and corporately affiliated radio stations published on page 12 and 13 of the Aug. 15 issue suggests that WNBC could be sold to KGKL, San Angelo, Tex., a substantial portion of whose stock is owned by the San Angelo Standard-Register Co. 

The purchase of the Standard-Register Co. by the Fargo (N. D.) Forum was similar to the sale of WDAY, Fargo. The Moorehead station is under a purchase option to private owners for removal from the air, a decision on which awaits court decision.

During the last fortnight it also developed that Amon Carter, publisher of the Fort Worth Telegram, and Gazette, and owner of WBAI, purchased KGKO, Wichita Falls, which operates with 200 watts night and 1,000 watts day on 570 kc. Authority is being sought from the FCC for the transference of the station from Forth Worth where it would be operated as a second outlet for Mr. Carter’s newspapers. After the removal of new radio facilities, also published Aug. 15, should be added the plans of the Armstrong Co. of Portland, Ore., for the purchase of the St. Paul Daily News, seeking a 100-watt full-time station there on 1520 kc.

From reliable sources it also learned during the last fort night that the Omaha World-Herald is in the interest behind Lloy C. Thomas, operator of WROK, Rockford, Ill., who has taken purchase options on various Transadio stations. Thomas, owner of KGKZ, York, Neb., to the Nebraska Broadcasting Co., is also interested in East Coast stations, and the company is still negotiating for WJAG, Norfolk, KMMJ, Clay Center, and WAAV, Omaha.

The first affiliation of the Scripps-Howard newspapers with a radio station in recent years was in New York where the World-Telegram began to broadcast New York Stock Exchange reports. The newspaper’s financial editor started five daily weeks over WMAA New York.

Charlie Chan on Discs

CHARLIE CHAN, famous Chinese detective of fiction and the films, will havea late night serial in the fall. According to Biggers, will furnish the locale and title for a transcription series that will start production in September and probably would be carried by American Radio Features Syndicate, Los Angeles, in the Hollywood News. The show will be 78 fifteen-minute discs in the initial series. Arrangements for serial were made by Frederick C. Dalquist, president of the radio syndicate, with the author of the author.
Presenting

10 PRE-TESTED HITS
SELECTED FROM 75 OUTSTANDING PROGRAMS

Test your live talent broadcast plans in Buffalo. Choose your show from one of the greatest talent arrays to be found anywhere outside of network headquarters. For Buffalo Broadcasting Corporation talent is experienced...

ADAPTATIONS OF CLASSICS . . . 13 half hour episodes of some of the most effective dramatizations ever brought before the microphone. Classics like Oliver Twist . . . David Copperfield . . . Tale of Two Cities that had the audience calling for more. Try this Sunday evenings 10:30 to 11:00.


THE GREEN FAMILY . . . Real family life as it is lived from day to day in the average American home. We think it's more "down-to-earth" than "One Man's Family". Successful run of forty weeks to date.


CIRCUS BOY . . . All the thrills of the Big Top with circus color and romance injected into a clean, humorous, adventurous serial story for children with the original Bobby Benson in the leading role. Bozo the Clown will draw a host of followers—the show will earn the endorsement of Parent-Teachers. A completely dynamic kids' show!

trained under network direction . . . yet it is available at local talent rates. And remember as you glance over these shows that they are pre-tested and that they are only ten out of an array of 75 topnotch programs now available.

JACK AND GIL . . . Livewire two piano harmony team. All numbers specially arranged. Boys have unusual ability to do comedy characterizations. Songs are interspersed with pleasing, witty patter. Act aired four a week for 20 weeks to date.

THE SCHMALTZES . . . A real human interest show that makes you laugh and cry at the fortunes of the Schmaltzes after Herman Schmaltz "invents" a prepared mustard. Riotous scripts authored by Howard Reed who wrote the successful, now electrically-transcribed "Krausmeyer & Cohen" scripts.

DAVID CHESKIN'S ORCHESTRA . . . Buffalo's one NAME band . . . member MCA . . . has played principal nighteries in Western New York. Style . . . sweet rhythm strings . . . saxes . . . single trumpet . . . with Cheskin the best violinist this side of New York City. Sponsored 13 weeks by Pure Oil.

GREAT MEDICAL MYSTERY . . . Completely divorced from ordinary blood and thunder mysteries. More than subtle enough to fascinate listeners . . . cause comment everywhere. Authored by writer of successful mystery "909" sponsored 26 weeks. Effective 15 minutes three per week.

NEW MUSIC—NEW COMEDY . . . Exclusive spectacular pretentious program to command a major audience. Hilarious original scripts prepared for British Broadcasting Company. Audience will love the new melodies . . . excitingly funny dialog. Sample: "Only a Mill Girl—Or Doings Up At The Hall."

Complete details and prices of these and 65 other outstanding shows are available at any office

OWNED AND OPERATED BY BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N.Y. REPRESENTED BY FREE & SLEININGER, INC.

September 1, 1935 * BROADCASTING
Radio Attacked by Commissioner Payne For Its Alleged Commercial Domination

INVA DING a branch of FCC activity which falls outside the scope of the division to which he was assigned as a member of the FCC, George H. Payne, vice chairman of the New York Division, declared in an address before the American Association of Broadcast Editors at Cornell University, Ithaca, N. Y., Aug. 21, that radio in this country is "practically enthroned as the Fifth Estate of our government.

"It is because the people through their government will not tolerate the creation of a Fifth Estate that they have, in the name of sovereign control, taken over the control of the air and have passed the laws regulating the use of the air," he said. "It is not the exercise of a radio political power that the FCC was brought into existence."

Regulatory Power

"THEY ARE no doubt that if the government had been lax in exercising its rights or if it should cease to exert its power of regulation they might arise and another estate that would be more powerful than the people's government and that estate through which an unfettered and free press has been in the right arm in the development of democracy and popular institutions."

Mr. Payne, a Bull-Moose Republican of New York, and a former newspaperman, was appointed to the FCC in July, 1934, for a two-year term.

In comparing radio to the press, Mr. Payne said that in this country broadcasting has outstripped the newspaper in its contact with human beings, having more listeners than the press has readers, although the press has been in existence for 500 years as against some 15 for radio. It has the advantage that many can listen who cannot read, he added.

"This is all very thrilling, dramatic and impressive," he declared, "but when is another estate that the radio in this country is practically entirely in the hands of those interested solely in its commercial aspects too. It has its faults and its defects, but when it has, it has a splendid picture of a fight for human rights, its war against political corruption, its battle for liberty of the oppressed and its stand against every attempt to be intimidated by either power or wealth. The radio battles for no reason, for New Deal or National Division.

Mr. Payne quoted from a report on broadcasting which he said was prepared for Senator Wheeler (D.) of Mont., chairman of the Senate Interstate Commerce Committee, by S. Howard Evans, for several years the Washington representative of the New York Times, an ardent radio government-ownership advocate. Mr. Evans returned such pernicious lobbying activities for this cause.

Among other things, he said the report and related verwendet a complete realocation of broadcasting facilities" and a "market pool for all radio patents." Declaration of Evans had been given him permission to quote from the report which he said had been regarded as "confidential," he quoted a section in which was suggested the establishment of a bureau of standards on character of radio. The report, the proposal was that procedure having to do with programs be established similar to that which the F.C.C. is currently using with technical station operation.

For example, the Evans report said, the competition might compel every station in the country to have a license, to submit not only evidence of its financial and technical qualifications, but also a statement of the standards which it would require programs to meet. It would be compelling the chains to hold a license, to apply to every hour of their operating schedules the same kind of standard as the agency has adopted concerning radio and the public interest and the public interest."

Atwater Kent Continues High Musical Standards

WHEN Atwater Kent Mfg. Co. of Philadelphia presented its annual entertainment Sept. 19, the occasion will mark the tenth anniversary of this sponsor's debut on the air. In the days when WEA was located at 195 Broadway, New York, and when the show was presented from both the uptown NBC building, to policy of presenting the best concert music in the country, that is., known soloists was followed, and this will be continued now that the show is going to CBS.

The program is usually extraordinarily credited with having taken a leading role in maintaining high standards in music, educational and entertainment purposes, and with having set the example for later sponsors of quality programs" to follow. For the last season, Miss Jessica Dragonette will be the soloist, and Josef Pasternek will conduct the orchestra. Batten, Barton, Durstine and Osborn Inc., New York, is the agency.

"Radio Franklinstein"
An editorial from the Republican, New York Herald Tribune, was commenting on the speech by FCC Commissioner Payne, reported in adjoining columns.

THE REDOUTABLE George Henry Payne, who has been on so much of the radio war drama, is now "sitting pretty" as one of the FCC commissioners. He has conjured up horrendous visions of a "fifth estate" in our government—the radio. But the people of this land have been so uneasy, and now the government is taking the liberal prodding of the FCC, and a lot of people, including the FCC, are happy.

For years the FCC has been trying to get the radio stations to organize, and now it seems that the FCC has been able to get them. For years the FCC has been trying to get the radio stations to organize, and now it seems that the FCC has been able to get them.

American Radiator Discs Scheduled on 28 Stations

AMERICAN RADIATOR Co., New York (heating and air conditioning equipment) began a spot announcement campaign over 28 stations in the United States Sunday, Aug. 26, using five-minute transcriptions once a day, six days a week. Some of the spots are morning, others afternoon, but the majority are given during the evening. The initial contract is for three weeks, but it is possible to extend it to 10 or 12 weeks. Dale Carnegie is the talent and the programs are entitled Little Known Facts About Radiator Stars. The series promotes the prize contest announced on the Arco Sunday network on Aug. 9, soliciting 2,000-word letters on "Why I Want an American Radiator Heating System." The weekly winners will have the heating plant up to the value of $750. This contest is scheduled for announcements on five days a week over 28 stations. Transcriptions are: WIBA, WOVO, WCHS, WHAM, WJSY, KMBC, WIBX, WFLF, WCAE, WCKY, WCHB, WHK, WIAU, WXXY, KCHB, WBNM, WOOD, WKZO, WBCM, WORC, WLCN, WNIT, WKN, WST, KSTP and WHO. Marchal & Pratt Inc., New York, is the agency.

Political Criticism Allowed in Canada

Col. C. H. Chauveau Appointed As Vice Chairman of CRC

BY JAMES MONTAGNEs

WITH the Canadian federal election announced for Oct. 14, broadcasters are beginning to find time for their own political campaigns. Some are spending hours over nation-wide hook-ups. In the last few years numerous candidates have been heard on the radio that when an election was in the offing, Canadian Radio Commission rulings were that only the government party in power to speak over radio stations. Now that an election is definite the contentious regulations are being changed so that the air is available to any political party able to pay its way. The rules were made however only after a heated session in Parliament towards the end of June, and the new regulations to replace Commission regulation number 90, have just been announced. It reads:

"No broadcasting station may produce, broadcast, produce material or program containing defamatory, libellous or obscene statements, or statements that would constitute an incitement of violence or incitement of violence, or statements that would constitute an incitement to promote change by unlawful means, or statements that would incite to breach of the peace, or any advertising matter containing false or deceptive information."
WTAM's potential circulation as determined by the New NBC Method of Audience Measurement, by areas. Copies of this map are now available and will be sent to you at your request.

WTAM
50,000 WATTS
CLEVELAND

TOTAL POTENTIAL CIRCULATION
1,017,600 RADIO FAMILIES*

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

September 1, 1935 • BROADCASTING
Advertising Gross For July Advanced 50% in Two Years

First Comparisons With 1933 Reveal Remarkable Gains

FIRST statistics available for a two-year comparison of broadcast advertising indicate that the medium registered a gain of 50% in July, 1935, as compared with the same month in 1933, the last year in which the NAB. The gain for July, as compared with last year, was 33.2%. Collection of broadcast volume doubled by the NAB in July, 1933.

Radio showed the greatest gain of 75.8% in the last year whereas the gain in newspaper advertising was unchanged from the same month in 1933 while newspaper volume gained only 5% for the month as compared with local business.

Department store broadcast volume in July was 27.6% ahead last year whereas the gain in newspaper department store line was only 4%. National network business in July was 50% above that of July 1933. Regional network business leaped to a new high figure and nationally has been produced as an attempted answer to the NRDGA study as well as to counter the rapidly growing interest in broadcast advertising on the part of retailers throughout the country.

Sources Withheld

AS TO the material itself, the more-than-casual reader will be greatly handicapped in forming a conclusion about it. The report does not go into the study by the utmost lacker of documentation, and by the deep pall of anonymity which obscures the average run of practically every fact presented.

Though it undoubtedly is advisable at times to withhold sources of information, it is necessary to keep from the reader the name of the Western city in which the study was made. The name of the advertising media was taken, to keep secret, except upon request, the name of the nationally known store which initiated the study of radio versus newspaper circulation, and to present practically every opinion published in the booklet without any indication of the size of the store in question, its actual radio experience, etc. In short, every measure of its competence as a qualified judge of radio as a medium.

One likewise is at a loss to evaluate the statistical data of the survey, except for the recorded fact that advertising, when used properly, is effective in selling and in getting business from the good. The results show the strength of advertising and that price is merely a hurdle which desire must overcome, not a positive force.

The comments of advertisers published in the booklet are excellent from the perspective of the point of view that they say nothing that is good of radio. At times they incorporate unconscious humor, as in the case of the retailer who in order to maintain an open mind on the subject experimented with radio "to prove my contention that the average run of radio is 35% of the expenditure in comparison to the returns obtainable from newspaper advertising." The results of his experiments and the questions asked, thus violating the tenets of sound, scientific advertising makes a fine study, and is a definite answer to this aspect of the booklet.

Rural broadcast of the generalizations are delightful. The comparison of 3429 listeners, out of 24,945 radio families, who actually got an ad with the total circulation of a newspaper ad will charm any one who has studied the question of the actual number of people who read the average newspaper advertisement by its naivete. On the radio they actually got the ad. The question of how many the newspaper ad reached on the basis of the people who got a given ad in the newspaper and over the radio—also is overlooked.

Circulation Data

THE CONTENTION that the average ad is exposed to roughly the average number of persons and/or families who are exposed to that paper, but not nearly so many who read and in all of it every day— is a mere definite measure of circulation than the potential radio audience as measurer, either by field intensity coverage surveys, or the NBC or CBS methods, requires considerably stronger than what it is given in this booklet.

There has been entirely too much buncombe concerning the falsity of figures by themselves. It is the inability of radio to supply comparable data that has isolated it in the ability to measure the number of people who actually got the ad, and who did something about it.

It would also seem as if the newspapers were still acting upon the outlook that the future and the price are the alpha and omega of retail advertising. They forget that the stimulation comes in the form of a definite result of advertising and that price is merely a hurdle which desire must overcome, not a positive force.

Some figures by themselves have shown that attractive copy, supported by sound illustrations and featuring the utility of goods rather than mere price, produces the best sales.

Does Advertising Pay?

THIS fundamental fact means a great deal to radio, since its power of dramatization, its ability to de-

Broadcasting as an industry is leading the country out of depressed economic conditions, Chairman Ann S. Prall of the FCC says, received an addresses at the dedication of WCOI. The station.

"BROADCASTING as an industry is leading the country out of depressed economic conditions, Chairman Ann S. Prall of the FCC says, received an addresses at the dedication of WCOI. The station.

"The report of the president of the NAB (at the last annual convention) was that figures with respect to the improvement of radio broadcasting. The figures are for the six months ending in July of this year, shows an improvement of approximately 18% over the period of last year, and was to prove that other gains as the people of the country recover their confidence in the fundamentals of our strength."

WCOI, Boson, new station licensed to the Massachusetts Broadcasting Corp., of which Mr. Kirby business man of that city is president, was inaugurated Aug. 26 with an inaugural program that included numerous national and state celebrities. The principal speaker was Chairman Ann S. Prall, of the FCC.

Gerhard H. Slattery, for seven years radio director of the Harry F. Frost Co. Inc., Boston advertising agency, has assumed general management of the station. Arthus W. Silver, general manager of the Yankee network, is production manager, with Stanley Schulits, organist, and H. W. Atwood, an engineering consultant, with the Yankee Network and WMEX, Boson, program director. C. N. A. and Hillis W. Holt, chief engineer.

The station operates on 600 watts, daytime, on 1120 kc.

vending is of any value at all, and this while spending time and money attacking other media, would sell their wares on their constructive merits with the same confidence that one would, say, drive a car of advertising as a would be greatly benefited. The promotion of the radio station and the medium is far more fundamental than the ultra-competitive promotion of any medium. It is high time media stopped their conflict and remembered that constructive selling which they advocate for their advertisers.

PHILLIP BARRISON, dramatic director of WNBC, New York, tells pictures of the Dionne quintuplets, having more than 100 different poses on his office walls.

Page 20
WBAL
Time marches on at WBAL and WE SELL IT!

91 local and national accounts (exclusive of network) have found WBAL a profitable investment from February 1 to August 1. A large percentage of these contracts were renewals—renewals mean satisfied clients. A few good periods open... Why not make your reservation for Fall now?

WBAL
MARYLAND'S ONLY CLEAR CHANNEL STATION
BASIC STATION NBC BLUE NETWORK

---

**WCAE Pointers**

1. MORE than two-thirds of all national spot broadcasting business being placed in PITTSBURGH comes out of WCAE studios.

2. THAT the nearest NBC Red Network Station is WTM located in Cleveland.

3. THAT there are still a few choice spots left for Fall and Winter Schedules.

4. THAT station WCAE will soon have its 5,000 watt transmitter and new studios in operation.

5. THAT your message will reach 1,000,000 MORE population with our new transmitter.

6. **And—**
   
   THAT BUSINESS IS GOOD in PITTSBURGH.

---

**WCAE**

PITTSBURGH
Basic NBC Red Network

---

**HEARST RADIO**

<table>
<thead>
<tr>
<th>Representing</th>
<th>PITTSBURGH</th>
<th>WCAE</th>
<th>BALTIMORE</th>
<th>WBAL</th>
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<td>NEW YORK</td>
<td>WINS</td>
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<td>SAN FRANCISCO</td>
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<td>LOS ANGELES</td>
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| HEARST MAGAZINE BUILDING 929 EIGHTH AVENUE NEW YORK COLUMBUS 5-7300 | HEARST BUILDING MARKET AT THIRD SAN FRANCISCO, CAL. DOUGLAS 2536 | HEARST BUILDING 326 W. MADISON ST. CHICAGO, ILL. CENTRAL 6124 |

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*September 1, 1935 - Broadcasting*
New July Records Made by Networks

NBC Red and CBS Both Reach High Points for the Month

OF THE THREE nationwide networks, NBC’s Red link and CBS both set new high records in July. NBC’s Red network, July, compared with previous years, and the NBC Blue network came within 3% of its previous best.

The NBC groups, with the Pacific coast stations added, took in $2,058,930 last July, an increase of 18.5% over the $1,864,420 grossed in the same month of 1933. The Red network’s share this year of $1,360,643, represents a gain of 12.3% over last year’s figure which itself showed an improvement of about 25% over the 1932 mark.

The Blue network, though dealing in smaller totals (for July, 1935, the income from $1,093,749), out-ranked the Red in the matter of percentage gain, showing an improvement by 38% over the 1934 total.

CBS, with 90,470 income during July, chalked up an even larger per centage gain than the Blue network—45.5%. Both CBS and the Red hook-up have now to their credit, for the first time in the history of commercial broadcasting, totals of more than ten million dollars for the first seven months of the year.

Detailed analyses and comparisons with previous years are shown in the accompanying table:

<table>
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<th>Networks’ Gross Monthly Time Sales</th>
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<tr>
<td><strong>NBC-WEAF (Red)</strong></td>
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<td><strong>CBS</strong></td>
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<td><strong>NBC-WJZ (Blue)</strong></td>
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Pacific AAAA to Meet

A CONVENTION of Pacific Coast members of the AAAA will be held at Del Monte, Calif., in October. Specific date and general chairman to direct plans for the convention will be voted upon within the next few days, it was announced. Attendance of several Eastern officers of the AAAA is expected. Regional Executive Walter A. Burke, San Francisco, stated that all sessions of the convention this year will be invitational. Publishers, representatives and non-member agencies will be invited to attend.

NIAA to Meet Sept. 18-20

THE National Industrial Advertisers Association will meet Sept. 18-20 at the William Penn Hotel, Pittsburgh, with one of the features to be drawings by spokesmen for various media to a meeting where on how a fictitious $300,000 appropriation for air conditioning should be allocated. E. F. H. Jamieson, advertising sales promotion manager, will speak for radio.

H. V. KALTHORN, journalist and author, back from a European tour, will return to CBS Sept. 18 with interpretations of world events.

BROADCASTING • September 1, 1935
McClatchy Newspapers Find Definite Value in Ownership of Stations

WHY THE McClatchy Newspapers, operating four stations in California and one in Nevada, entered the broadcasting field was related by G. C. Hamilton, general business manager of the newspapers and executive in charge of the stations, in an address last month before the Rotary Club in Sacramento.

"The original newspaper-owned radio stations," he said, "were installed for the building of good will and not for profit. In the early days of broadcasting there was no profit to be made. Pioneering newspapers in the radio field were motivated largely by the idea of service to the public. The enterprise was a promotion, an extension of its own field, which was then, as it is now, the delivery of information, entertainment and interpretative comment."

"What was more natural for a progressive paper than to take advantage of this new method of communication, and to add to the circle of readers a supplementary audience of listeners? If the fostering of good will was the chief motive, leading to the operating of such broadcasting stations, the objective was certainly realized. The call letters of a radio station in connection with the name of the newspaper going out over the air for a good part of each day and night, could not help but build up kindly feeling and prestige for the publisher who sponsored this new toy for the public."

"Later as the radio industry developed as a supplementary service, more definite and tangible value accrued to the newspaper owner."

Stations operated by the McClatchy Newspapers are: KFBK, Sacramento, holding a construction permit for a 5,000 watt station on 1480 kc., now under construction; KJY, Fresno; KGW, Stockton; KERN, Bakersfield, and KOH, Reno, Nev.

Anniversary Spots

GOLDEN STATE Co., Ltd., San Francisco (dairy products) is celebrating its 30th anniversary this month with a comprehensive campaign. Besides special events on the NBC-RPO Monday and Friday, "Golden State Menu Flashes," one-minute dramatized announcements, keeping with the celebration are being heard six times weekly on KKL, Oakland; KQW, San Jose; KGW, Stockton; KTA, San Francisco; KFBK, Sacramento; KJY, Fresno and KERN, Bakersfield. Golden State Co. also sponsors a news broadcast on KIEM, Eureka.

Shillinglaw Heads KFI

H. L. SHILLINGLAW, general manager of Earle C. Anthony Inc., Packard distributors in California, has taken over management of the broadcasting operations of the organization, including the KFI and KECA, Los Angeles, it was learned Aug. 19. He has been connected with the Anthony organization for 22 years and will continue his general management of the automobile business.

New WSPD Transmitter

Is the Last Word in Broadcasting Equipment

WSPD is the ONLY radio station in Toledo and Northwestern Ohio, and for the past ten years has served this market efficiently and effectively. Now we add new territory and increase our prestige by installing a 5,000 Watt Western Electric High Fidelity Transmitter, using a 3/8 Wave Blaw Knox Vertical Self-Supporting Radiator. This new transmitter is housed in a modernistic building of the latest construction, and is advantageously located 3 1/2 miles from downtown Toledo.

More than doubles our daytime power and greatly improves our nighttime coverage

WSPD's potential market is over 1,000,000 people, and national advertisers know from experience that WSPD produces results at an unusually low cost.

2500 WATTS DAY - 1000 WATTS NIGHT

September 1, 1935 - BROADCASTING
Composite Photographs
never find Missing Men

The magazine editor with two pages still to fill, and only one day to do it, can always fall back on that Classic Surefire Idea...the composite photograph...in which pictures of two or more movie stars, heavyweight wrestlers, Pulitzer poets or parachute jumpers are superimposed to create a mythical World's Greatest.

The result is usually funny and fuzzy. It has too many eyebrows and too little outline. It helps the reader shed his boredom, but it wouldn't help the Bureau of Missing Persons find either of the persons compositied, should they disappear.

The radio coverage map which merges night and day broadcasting into a single representation suffers from similar shortcomings. Like the composite photograph, it presents a blurred and foggy distortion. It fails to show either the nighttime or the daytime broadcaster what his coverage is really like. CBS has just published

196 MAPS SHOWING SEPARATELY THE NIGHT AND THE DAY COVERAGE OF EACH OF 97 COLUMBIA STATIONS AND OF THE ENTIRE CBS NETWORK

Based on reports sent in by 700,000 radio listeners, these maps provide the CBS advertiser with information of great practical value in the planning of marketing maneuvers. The research department of the Columbia Broadcasting System is always glad to plot, at the request of interested advertisers, special day or night maps, showing the coverage of any possible hook-up of CBS stations.
A Dismal Showing

IT IS rather a sad commentary on radio that the project for an agency recognition bureau seems headed for the scrap-heap by default. After more than a month, about one-fifth of the requisite 120 stations have signed the subscription agreement to support this proposed non-profit organization which, it seems to us, would provide a valuable service for stations and help them to do business on equal footing with other major media.

Unless the necessary 120 stations sign up by Oct. 1, the entire plan will become null and void. It isn't so much the crying need for the service this proposed bureau would render as it is an indication of the unwillingness of most stations to spend a little money in an activity that will help the industry as a whole. Of course stations can get by without such a bureau. They can also get by without an audit bureau to authenticate station coverage and listener data—an infinitely larger and more important project now being planned. But if the stations won't go for an agency recognition bureau which is so reasonable in cost, can they be expected to contribute to the support of an audit bureau which will be far more expensive?

There is still plenty of time for stations to enroll in the agency recognition bureau. There are 394 NAB station members to draw from for the necessary 120 subscriptions. We repeat what we have said before editorially: The proposed bureau should have the active support of every station dealing with advertising agencies.

More Reform?

EARLY this year there was formed the Women's National Radio Committee, an organization which claimed as its objective cooperation with the broadcasting industry in the interest of women and juvenile listeners. It pointedly disclaimed any intention of "reforming" radio and openly espoused broadcasting by the American Plan, rather than government ownership or operation.

The committee, just a name at the time, was given impetus when, at the instance of Chairman Prall of the FCC, a conference of broadcasting leaders was held in New York with officers of the Committee. The results were satisfactory to all concerned.

Now, however, the committee appears with Vol. 1 No. 1 of a publication it calls Radio Review, a pamphlet affair criticizing programs on the networks and over independent stations in New York. Its editor is Luella S. Laudin, who also is executive secretary of the committee.

The pamphlet seems to go far afield of the stated objective of the committee. It calls radio a "public utility", in the face of the law and established legal precedent. And it states that radio, instead of providing the best of the arts, is giving listeners "a parade of vaudeville".

We have received letters critical of the Committee and its newest venture as another "reform" movement. The broadcasting industry has never turned a deaf ear to bona fide, honest criticism reflecting the views of any sizable group of listeners. Program schedules of today, for the most part, reflect the program tastes of listeners as shown in fan mail and by other tested methods.

In the case of the Committee's newest venture, it might be described as "one woman's opinion", for it certainly does not attempt to reflect the reaction or any sizable group. We have only one suggestion to make to the Committee, and that is that it adhere to its original objective. That doesn't mean instituting "reform" methods.

Exit, Hay-Wire

THE DAYS of the hay-wire station are numbered. Under constant urging from its Engineering Department, the FCC, soon is expected to adopt regulations requiring all stations to "clean up" their equipment, and replace faulty or obsolete apparatus which endangers the lives of engineers or operators, or which results in poor station performance.

According to FCC records, more than a half-dozen technicians have been electrocuted during the last few years because of hay-wire apparatus. We, ourselves, have seen stations that are veritable junk-piles, bolted together so as to emit signals, and without regard to safety of life.

Any station qualified to hold a license certainly should be financially competent to install safe, efficient equipment. If it cannot, it should forfeit its license. Only a handful of stations will be affected by the FCC move to clean up equipment from the safety-of-life standpoint. But it is necessary to get at that handful, and for that reason the FCC will be entirely justified in adopting the regulations it has in mind.

Your Knitting, Sir!

IN AN ADDRESS remarkable for its grammatical accuracy and factual error. George H. Payne, from his doubtful vantage point as a telegraph commissioner, warns against the dangers of radio becoming a "political power". Coming from one of Mr. Payne's political background this is rather refreshing. But don't take our word for it—let's tune in on an editorial in the New York Herald-Tribune, arch-Republican organ, which knows the former New York tax commissioner and Bull-Moosser far better than we do:

"The redoubtable George Henry Payne," says the editorial, "who has been on so many sides of so many political fences and now is 'sitting pretty' as one of the New Deal's radio 'czars' has conjured up horrendous visions of a 'fifth estate' in our government—the radio."

Then the newspaper advances the suspicion that "Czar Payne" has an "Ethiopian" in the woodpile. [See text of New York Herald Tribune editorial on Page 18.]

In his speech, Mr. Payne in one breath warns a group of agricultural college editors against the dangers of radio becoming a "political power"; and in the next he says radio "battles for no rights". The inconsistency is too manifest for dispute. After all, Mr. Payne should not be expected to know much about broadcasting, because he happens to be a member of the Telegraph Division. One can't very well dramatize the telegraph activities of the FCC when addressing a group of youthful editors.

The speech was an obvious attempt to raise an issue where none exists, to make headlines by disparaging broadcasting, which he declared is almost entirely in the hands of those interested solely in its commercial aspects. But Mr. Payne should understand, as every fair-minded person who has studied the subject knows, that broadcasting is first and foremost a medium of entertainment and culture; that it has preferred to be the hand-maiden of politics and social welfare, not a crusader per se, lending its facilities alike to Mr. Roosevelt and the Democratic party, to every shade of opinion in Mr. Payne's own Republican party from Col. Knox through Senator Borah, through Senator LaFallette, to Father Coughlin, and all the way along to Norman Thomas, and to every bona fide group of opinion and purpose; that Uncle Sam has decreed that broadcasting must support itself without subsidy, which means it must be operated as a business; that the character and ideals of the men who operate American radio are every whit as high as those who publish newspapers—and they have only a scant 15 years of history behind them; and finally, that all of the foregoing elements, curiously enough, including even the press in recent months (newspapers themselves now control 125 of the nation's stations) have not taken occasion to assail radio on the scores raised by Mr. Payne.
EARLY in 1929 a young advertising man came into the Chicago office of the NBC with a crazy idea. The company of which he was advertising manager wanted to go on the air, which was fine, but it wanted to sponsor a 15-minute dialogue act, which was ridiculous, and it also wanted to broadcast it six nights a week, which was unheard of.

Patiently the network executives explained that their time was for sale only in hour and half-hour units, that they had never broad cast quarter-hour programs and to do so might establish a bad precedent, that nobody would listen to the same program night after night, that no other advertiser was putting on a program six times a week, and that it was all a silly idea and what was really wanted was an hour of nice music, broadcast once a week just like everybody else was doing.

Just as patiently the advertising man who had the full support of his company in his stand, explained that his company did not want advertising of this type, that their type of advertising, that something else, that it wanted to be different, that if the idea was a flop it was his loss and not the network's, and that if he couldn't use radio the way he wanted to he wouldn't use it at all, thank you.

This went on for months, until finally NBC decided that the only way to convince this company that its plan wouldn't work was to try it out. And so on Aug. 19, 1929, a new advertiser went on the air, with the first 15-minute commercial program ever broadcast over the network and the first commercial program ever broadcast over a chain six nights a week.

The program was Amos 'n Andy. The sponsor was the Pepsi- dent Co., Chicago toothpaste manufacturer. Their advertising man, who had just won his first argument with the broadcasters—although he insists that W. W. Templin, Pepsi dent's vice president and general manager at that time, deserved most of the credit for putting the plan through—was Harlow Pliny Roberts.

Born on Sept. 28, 1892, in Racine County, Wis, young Roberts grew up in this rich farm country and after graduation from Racine high school entered the University of Wisconsin's college of agriculture with the idea of becoming a livestock expert. But his natural talents led him to specialize in the marketing of farm products and when, after two years of war service, he dropped his title of captain of infantry and returned to civilian life, he accepted the position of advertising manager of the Emerson-Brantingham Co., of Rockford, Ill., manufacturer of tractors and farm machinery, and later merged with the J. I. Case Co.

On March 1, 1922, Roberts came to Chicago as advertising manager of the Pepsodent Co. Even then he was interested in radio, not of course as a means of advertising but as a hobby, and most evenings he found him tinkering with his homemade set and listening through earphones to the wireless code messages or to the programs of KDKA, the only broadcasting station then in existence.

As broadcasting developed and the first sponsored programs began to be heard, Roberts' interest in radio took on a professional tinge, and he pondered over the possibilities of this new medium for his company's advertising. "But when Pepsodent was first approached on the idea of using radio," Roberts says, "musical programs were the vogue. There was little else on the air and although we listened to many auditions and considered many ideas we couldn't get very much enthused. If Pepsodent was to use radio at all—and we weren't so certain it wanted to—we wanted something different."

"This went on for about three years. Then, right under our noses in Chicago we found a program that I thought might be the thing for us. It was a dialogue act, a serial story built around the lives of the two colored boys, Amos and Andy."

Then came the struggle to get on the network. But once on, the rest was history, because when the original hour of 11 o'clock in the East seemed too late and the program was moved to 7 o'clock, the midwestern listeners, who now received the broadcast at six, before many of them were home from work, raised such a howl that Pepsodent was forced to find another radio trail by putting on the first double broadcast, one for the East and another for the West; and so the Pepsodent half-hour has maintained its popularity, while the flood of imitators that followed have all sunk to their well-deserved doom; how Pepsodent sales have gone up and up. The story is too well known to need repeating here. The program's tremendous popularity has made the station breaks preceding and following it much sought after by advertisers using radio primarily for making sales. It was necessary for Roberts to maintain a constant check to keep his radio time free from interferences."

He says, "That many stations need the revenue they get from spot announcements, and tech- nically it is sometimes better to put whatever they do as long as they do not cut into the time Pepsodent has paid for. But when I get several proposals from Eastern stations to an Eastern station informing me that since Pepsodent has sold part of its time to advertise a product they won't use as long as we use our products, or when another station fills the break immediately preceding ours with advertising for a competing anti-"
GEORGE PATTERSON, announcer of WAVE, Louisville, has been made program director. Reginald Billin, formerly holding that post, has gone to England. Patterson entered radio last summer as a relief announcer at WAVE, receiving a permanent assignment in the fall.

THOMAS J. RILEY, former reporter for the New York American and other metropolitan papers, has joined the press department of NBC in New York.

IRWIN BINGHAM, formerly of WNAD, Norman, Okla., and KOMA, Oklahoma City, has joined the announcing staff of KGKB, Honolulu.

WILLIAM J. DAVIDSON, formerly of KFRC, San Francisco, in a similar capacity, and along with his duties is conducting the daily morning Rise and Shine program.

ROBERT M. BURTT and Willfred G. Moore, of Chicago, co-authors on the Jimmy Allen transcription series, arrived in Hollywood late in August to write a film for Paramount on the Adventures of Jimmy Allen. It will not duplicate any of the radio script.

FROM ONE WKY BROADCAST

HERE is concrete evidence of WKY popularity in Oklahoma that no statistics can express, no pie chart reflect, no map convey. WKY's potential circulation in its primary area is 177,700 radio families, yet 30,138 persons took the time and trouble to cast votes by letter and card for their favorites in one amateur broadcast of one hour sponsored by a local women's apparel shop.

WKY's listener preference and response has made WKY a known quantity in any selling program in the Oklahoma City Market.

LILLIAN MALTZ, for four years secretary of the sales department of KJJ, Los Angeles, resigned in August. Joseph Oatman and Amory Eckley, salesmen, also resigned.

EMERSON SMITH, for the last year on the announcing staff of KOIL, Omaha, has been transferred to the sales staff.

MARTIN PROVENSEN, announcer at KJJ, Los Angeles, resigned in August to free lance.

GENE HANDSAKER, radio editor of the Los Angeles Post-Record, resigned in August to join the announcing staff of KPI, Los Angeles.

HARRY SEYMOUR, formerly at WSMB, New Orleans, is the announcer in the film Broadway Gondolier.

JOSEPH DE NATALE, 1935 graduate of the University of Nebraska, and Robert Moon, who has been conducting a Believe It or Not column on the air with the participation of Bob Ripley, have joined the regular announcing staff of KFOR, Lincoln, Neb. Richard Smith, who left KFOR last summer to teach dramatics, has rejoined its announcing staff.

STEPHEN SLEISINGER, Jr., 29 Park Ave., New York, has been appointed radio representative for Zane Grey, the author.

R. CLIFTON (Cliff) DANIEL, 22-year-old announcer of WKY, Oklahoma City, has joined the announcing staff of WCAE, Pittsburgh.

HOWARD SANDERS, St. Louis, has joined the announcing staff of KWK, that city.

MARY O'CONNELL, for seven years program director of WPTF, Raleigh, has been appointed continuity head of WHK, handling also some studio productions under John Vorse, production manager. She succeeds Walter Moore, whose resignation was effective Aug. 31.

CLINTON (Bud) TWISS, NBC announcer and programmer, who covered the story for Rush Hughes on the Langendorf-Pictorial Review while the commentator was East hemmymoaning, has been given a commenting spot of his own on the network. TWISS, now heard five days weekly in Studio Chatter during the Woman's Magazine Air, giving five minutes of what goes on behind the microphone.

LANCELOT PATRICK (Lanny) ROSS, radio singer, and Olive White, his business manager, were married quietly in Chicago. The two, they revealed to friends in August.

R. B. MORGAN CO., Hollywood program producer, in August began handling shows, radio and television, for Republic, with two series, one a week in the network, the other in the middle.

VERNE W. THOMPSON, music director of KGU, Honolulu, was in Southern California the middle of August on a brief trip to the mainland.

P. W. EARNshaw has joined the staff of Earnshaw Radio Productions, Hollywood transcription firm, as assistant stage director for productions to be broadcast. A recent graduate of the University of California, M. Rimm, is in its ROTC, he is a son of Harry A. Earnshaw, who established the organization.

RALPH EDWARDS, announcer of KSFO, San Francisco, has been transferred to Oakland, Calif., and has been made production supervisor of the station's auxiliary studios in that city. M. Rimm has been added to the staff as announcer, succeeding Robert Dumm, who is now doing straight announcing.

MARVIN YOUNG, of NBC's production staff in San Francisco, wrote a short play in which Anne Seymour and Don Amache starred during the Grand Hotel program of NBC Aug. 4.

TED WEBBE, announcer of WNEW, Newark, has been named program director. Walt Watson, formerly of WHAS, White Plains, N. Y., has joined the announcing staff.

PERRY KING, formerly announcer of the national Adult Star Final and later with WIS, Columbia, S. C., has been named program director of KFOR, Pittsburgh, Pa. formerly of KPO, San Francisco, and KVOA, Tucson, Ariz., has joined the announcing staff.

V. EUGENE MOSER, former production manager of KMOX, St. Louis, now the production manager for the Southwest Broadcasting System, has joined the production staff of KFOR, Pittsburgh, Pa.

DON WILBUR, formerly on the announcing staff of KPFN, Shenandoah, has been added to the staff of KGEC, San Francisco, as news announcer.

TALENT QUEST—George Biggar, program director of WLS, Chicago, and Earl Pelham, advertising manager of Mantle Lamp Co., are here snapped at Atlanta during one of their forays into the Southland in search of hillbilly talent, highly popular with the WLS farm audience.

REBECCA CAMPBELL, hostess of WGAN, Cleveland, was secretly married in July to Sergeant Fred Lush of the Army Air Corps, and will follow her husband to Honolulu where he is stationed.

BILLY SANDIFORD, KOIN announcer, and Ruther Messmer, blues singer of the station, were married Aug. 5 in Portland, Ore. They moved to New York for their honeymoon.

LEON U.SERRY, formerly of XEPN, KPFO, KGKB and KFYO, has been named program director and chief announcer of WKEU, Gainesville, Fla. He began his radio career with WKEU two years ago.


PEM DAVENPORT, former staff pianist and composer of WFAA, Dallas, now in New York, returned to Dallas and appeared on the Dr. Pepper Co. program, playing his latest tune, "Nonechalan!"

JAMES WAIL, formerly of KGL, Honolulu, has been named program manager of KGMB, Honolulu, and Tom Harren of the same station has been named production head.

DON WILSON, NBC announcer on the Jack Benny programs, was operated for a while by一段格内西·特松·丹佛, the middle of August while on vacation. He is reported to be on the air.

SCOTT PERKINS, production manager of KJJ, Los Angeles, during the past nine months, resigned in August to take over managerial duties connected with the "Country Church of Hollywood" in its radio activities on chain and transcription. William Goodwin, chief announcer, succeeded him temporarily.

MILESTONES ON WBNX

FIRST—Increased space—additional studios.

SECOND—High Fidelity Speech Input Equipment.

NOW—NEW 190 FOOT 1/4 WAVE ANTENNA!!!

WBNX—New York

Write For Booklet "Market Coverage"

These events show why WBNX gives you the New York market intimately, intelligently and inexpensively!
TO MAKE MONEY
—Go Where the Money IS!

TO MAKE SALES
—Go Where the Audience IS!

KSTP is the only Northwest Station offering the Star Programs of NBC's Red and Blue Networks—the programs that attract the nation's greatest audience nightly!

No wonder KSTP continues to dominate in the 9TH U. S. RETAIL MARKET where 74.3 cents of every retail dollar in Minnesota are spent!

For Market Facts and Sales Data, write or call
General Sales Office, KSTP, Minneapolis, Minn., or to our

NATIONAL REPRESENTATIVES: ... in New York—Paul H. Raymer Co., ... in Chicago, Detroit, San Francisco—John Blair Co.

DOMINATES THE 9th U. S. RETAIL MARKET

September 1, 1935 • BROADCASTING
POPE PIUS XI BROADCASTS—This is how His Holiness appears before the microphone in the Vatican during his short wave broadcasts over the Vatican's own station and also during his occasional personal relay broadcasts to the whole world. The photo is later and shows Pope Pius as he addressed the Eucharistic Congress at Buenos Aires. Standing behind the Supreme Pontiff is Rev. Father Filippo Soccorsi, director of the Vatican radio station.
Vox Popped

CONSIDER the embarrassment of Perry King, while broadcasting the Man Down on the Street program of KQV, Pittsburgh, when an employe of KDKA, Pittsburgh, happened to be one of those interviewed. The KDKA employee observed that his station was the world's oldest and carried the KQV Pop, inferring that the KQV idea was a steal. King ad libbed furiously to extricate himself from the situation.


Renewal Contracts

J. A. FOLGER & Co. Francisco (coffee) on Sept. 19 for 13 weeks. Lee R. Roberts and His Old Time Oarsmen on 8 NBC-KPO stations, Thurs., Sat. 7:45-8 p.m.; on Oct. 1 for 10 weeks same program on 5 NBC-KPO stations, Tues. 7:45-8 p.m. Agency: Raymond R. Morgan Co., Los Angeles.

AMERICAN RADIATOR Co., New York on Sept. 15 renewes Fireside Re- 
citals on 20 NBC-KWEAF stations, Sundays, 6:30-7:30 p.m. Agency: Blakely Adv. Agency, N.Y.

BI-SO-DOL Co., New Haven (proprietary) on Aug. 28 renewed Broadway Varieties on 36 CBS stations, Wednesdays, 8:30-9 p.m. Agency: Blackett-Sample-Hummert Inc., N.Y.


EMERSON DRUG Co., adds 7 stations to N79 and His Girls; Swift & Co. changes program to Swift Studio Party.

AMERICAN HOME PRODUCTS Corp., New York (Kolynos toothpaste) on Sept. 30 renewes Just Plain Bill on 26 CBS stations, Mon. thru Fri. 11:45-12 noon. Agency: Blackett-Sample-Hummert Inc., N.Y.

AMERICAN HOME PRODUCTS Corp., New York (Vista soap), on Sept. 30 renewes Mrs. Wiggs of the Cabbage Patch on 11 CBS stations, Mon. thru Fri. 11:30-11:45 a.m. Agency: Blackett-Sample-Hummert Inc., N.Y.

NOW Exclusive UNITED PRESS WORLD WIDE NEWS SERVICE

Reaches 60% of Washington State's population 277,300 radio families

THE IOWA BROADCASTING SYSTEM The Des Moines Register and Tribune

For complete details EDWARD PETRY COMPANY

Mr. Hart Johnston,
The Wander Company,
Chicago, Ill.

Deer Mr. Johnston:

Why not ask Charlotte dealers if your programs on outside NBC stations influence WANDER sales in their stores. Also ask them about the sale of products now being carried on WSOC. That's one good way of getting the whole story about one of the best stations in one of the best towns in the South.

STANDING BY! Ready NOW to plug you in!

NEW BUSINESS


DELWARE, LACKWANNA & WESTERN Coal Co., New York (Blue coal) on Sept. 35 starts From Texas to Texas, 3 Futuro stations, Tue., Wed., Thurs., 11:15-11:30 a.m., Sundays, 2:30-3 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.

TASEY PRODUCTS Inc., New York (Best toothpaste, Kremol, Dr. edward’s olive tablets, Musteralone) on Oct. 1 starts The Landscape on 3 Futuro stations, Tue., Wed., Thurs., 11:15-11:30 a.m., Sundays, 2:30-3 p.m. Agency: Erwin, Wasey & Co., N. Y.


ALSTON PURINA Co., St. Louis (cereal) on Sept. 15 starts From Your program on 16 NBC-WJZ stations, Mon., Wed., Fri. 5:30-6:15 p.m. Agency: Gardner Adv. Co., N. Y.


CALIFORNIA BREWING ASSN., San Francisco (Acme beer) on Sept. 1 starts for 13 weeks in Woman's Magazine of the Air on 8 NBC-KPO stations, Fridays, 2:45-3 p.m. (PST) Agency: Emil Brissacher & Staff, San Francisco.


KJR

Washington’s most progressive station.

KJR presents for sponsorship

THE TOTEM NEWS REPORTER

First News Reporter in Seattle . second only to New York in percentage of radio equipped homes

97.4%

NOW

Exclusively UNITED PRESS WORLD WIDE NEWS SERVICE

Reaches 60% of Washington State's population 277,300 radio families

For complete details EDWARD PETRY COMPANY

IOWA NETWORK gets the TOPS

Reaches 60% of Washington State's population 277,300 radio families

For complete details EDWARD PETRY COMPANY

ách treated with the best of the best stations in one of the best towns in the South.

STANDING BY! Ready NOW to plug you in!

WSOC

Charlotte, N.C.

Whether it's bottle tops or can top caps, we can get them for you. Right now we are doing a bang-up job for Budweiser.

Let us tell you more--

THE IOWA BROADCASTING SYSTEM

The Des Moines Register and Tribune

National Representatives
Balanced Coverage

In Northern California you get exactly that from one outstanding independent station . . . .

KSFO
SAN FRANCISCO - OAKLAND
560 k. c. - 1,000 watts - full time

Listener mail reveals KSFO's program popularity, but that's old news. Here's something new! KSFO's mail comes in amazing direct ratio with the population in every important Northern California county. And that is the balanced coverage you need.

The reason? KSFO is the only independent station in Northern California operating on a really steady frequency. Remember that.

THE ASSOCIATED BROADCASTERS - INC
RUSSELL BLDG., SAN FRANCISCO, CALIFORNIA
Philip G. Lasky, General Manager

TRANSCRIPTIONS

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

Bethlehem Steel Co., Bethlehem, Pa. (Steel galvan)
Cleveland Manufacturing Co., Inc., Cleveland (U. S. tires)
Drudgys Ltd., Chicago, Ill. (Drewry's Ads)
General Ice Cream Corp., Schenectady, N. Y.
LeRoy F. Keeley Co., Dwight, III. (Keeley treatment)
L. Laboratories, Los Angeles (hair oil)
Schlue Baking Co., Chicago C. S. Welch Co., New York (Hathaway)


CARLOS F. BOROSQUE, 2418 Chicago Ave., S. L. Angeles, foreign language director for film companies, in last quarter month arranged to send to Radio Belgia, Buenos Aires, a weekly transcribed program of Hollywood film gossip. Talks will be airmailled to be on the air six days after recording.

MacGregor & Sollie, Inc., San Francisco transcription producer, is recording a 15-minute 2000 episode radio comedy-drama series Home Folks written by B. B. Welman, the feisty-pointed production manager. The series is a sequel to his Memory Lane series, which was distributed by the NAB division network from San Francisco, for approximately one year. MacGregor & Sollie is also cutting a quarter-hour 260-program serialized comedy series.

STANDARD RADIO Inc., Hollywood, has formally opened its new Chicago office at 1519 Lake Michigan Bldg., with Milton X. Lind in charge. Additional to Standard Program Library Service include numbers by Jimmie Grier's orchestra, Gene Austin, singer; Jennie Dunn and Delmar, vocalists; Lee Roy Toland and Bill Lee, vocalist; Rythm Rascals, male trio, accompanied by Jimmy Grier's orchestra.

KASPER-GORDON STUDIOS Inc., Boston, has released a series of syndicated transcriptions for Christmas entertainment, titled Adventures in Christmas Tree Grove. The series is based on promotion which broke all sales records for three large department stores. The 19 quarter-hour programs include radio plays and stage productions including a puppet show, magic stunts, vaudeville acts, and continuity announcements. The program is a full production.

AN ANNUAL meeting of the field managers of Radio Transcription Co. of America was held last week in Hollywood. Present were 125 radio managers from 31 stations. Those present included Frank Zamboni, Midwest; J. M. Hayes, East; Jim Carpenter, South and H. D. Ainsley, Pacific Coast. Mr. Zamboni, who has been in San Diego during the summer, will return to resume charge of the Chicago office Sept. 1.

R. U. Mcintosh & Associates, Los Angeles transcription producers, in August sold its 65-series Adventure Bound to Wood, Grand Rapids; and 20 series, a children's program, to KIXM, Durango, Cal., and KTAG, Madison, Wis., for sponsorship by Toytee Bread.

WTAL, Tallahassee, Fla., new station, has subscribed to the World Program Service. Manager of the station is Charles L. Boykin, formerly with WTAL-WSVN, Miami, and sponsored by Richard Kingston as program director.

STANDARD RADIO Adv. Co., Hollywood transcription producer, this Fall will release 100 items by the Boys of the Pioneers, KFWB Hillbillys. It will not be a part of the Standard Library Service.

SCOTTIE DOWNIE, staff writer at Midwest Broadcasting Co., electronic transcription producer of Minneapolis, has become the fourth new post in Hollywood, but will continue on the staff of Midwest. He is author of the Big Bob series, a children's program sponsored by Chocolate Products Co., Chicago, over WCCO, Minneapolis, which will continue to win future installments.

SAMUEL J. HENRY, Jr., public relations director of World Broadcasting System, and editor of its house organ World News, will be married Sept. 7 to Miss Charlotte May, Washington, D. C.

New York Disc Concer
Awarded FHA Contract
To Record New Series

A CONTRACT for production of a series of electrical transcriptions, probably to total five million, took place on June 19 and is to be awarded by the Federal Housing Administration. It is to be produced by a New York firm. The company has been the lowest bidder of that which filed sealed bids, along with sample recordings. Other bidders were H. A. M. Co., and Jenie Grombach. The transcriptions, which we expect will be used for placement of stations, as a part of the FIL radio campaign, and may be expected on all other Federal agencies, according to George T. Van de Hoeve, chief of the FHA radio section. Radio and Film Methods Corp. is headed by A. Ralph Steinberg of New York, a pioneer in broadcasting, and Mr. Steinberg submitted the lowest bid, as he is president of the company, and explained that it speculates in long-playing records, has a mobility production of 30-minute transcriptions on a 71/2-inch disc of 1 3/4 r.p.m. He is associated with Frank L. Dyer, a recording engineer, and a leading book for the 盲 blind, who holds title of chairman of the corporation, which also produces industrial films synchronized with sound.

The corporation has records from the air several of President Roosevelt's latest radio chats and addresses. Mr. Steinberg, a New York acquaintance of President Roosevelt, while he was Governor of New York, is regarded as one of the President's radio advisors. The company is planning to open a Washington office.

THE DAILY quarter-hour of piano music, broadcast over WBBM, Chicago, under the sponsorship of the Federal Housing Administration, is regarded as one of the President's radio advisors. The company is planning to open a Washington office.

BUTTE
Center of Population
in Montana!

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BROADCASTING • September 1, 193

WESTLAKE MFG. Co., Canton, N. Y., has purchased 26 episodes of Krausmeyer and Cohen to introduce their new fuel-saver device. The broadcasts will be heard over WBRIL, Syracuse, three times a week, at 10:30 p. m. This company is depending entirely upon radio advertising to introduce their product. Program was sold by Robert Crotzer, station salesman.

CLYDE VANDEBURG, radio director of the California Pacific International Exposition, San Diego, in August left for Dallas to be associated with the forthcoming Texas Centennial Exposition there, which will use radio extensively. His place in San Diego was filled by Gary Breckner, chief assistant.

PINAUD Inc., New York (cosmetics) has transferred its advertising to Lord & Thomas, New York.


RADIO will be used in promoting the Cuban and West Indies Exposition the week of Nov. 18 at Hotel Pennsylvania, New York.

**PRODUCERS!**

United Gas Company's Young Number One well, with a daily potential of 25,000 barrels of high gravity oil is a top notch producer! Located 32 miles from Shreveport and 21 miles from KWKH's 10,000 watt transmitter, this new well marks the discovery of another major oil pool, producing from a depth of more than 6,000 feet in trinity deep sand! Other wells are being drilled! Thousands of acres have been leased! Overnight, 1,100 men were put to work by one oil company! Oil means money! And money means business! Today there's more optimism in the area of one hundred miles surrounding Shreveport than anywhere else in the entire United States!

**THE BIG 3**

**WLW CINCINNATI.** The Nation's Station

**WGN CHICAGO.** Intensive coverage in 5 States

**WOR NEW YORK.** Dominating New York and Philadelphia

**BECOMES THE BIG 4 ON SEPTEMBER 29th AS CKLW**

SERVING THE GREAT WINDSOR-DETROIT AREA JOINS THE MUTUAL BROADCASTING SYSTEM

Effective September 29th, CKLW JOINS THE MUTUAL BROADCASTING SYSTEM, adding new Sales making power to your Advertising Message in the fourth Market!

**KWKH, 10,000 WATTS, CBS**

is producing sales for an ever growing number of local and national advertisers! Columbia's latest released survey shows that within the combined primary and secondary coverage areas of KWKH live 7,370,806 people; among these are 810,800 radio homes. It shows KWKH as fourth in coverage of CBS stations in the entire South. Within 100 miles there are over 19,000 oil wells — the world's largest oil field — and one of the world's largest consistent payrolls!

Represented By

JOHN BLAIR AND COMPANY

**The Shreveport Times Station**

SHREVEPORT • LOUISIANA
AGENCIES AND REPRESENTATIVES

RENTON & BOWLES Inc., New York, has moved into larger offices at 444 Madison Avenue, taking the entire eighth and ninth floors. This is the fourth time in the six years the agency has been in business that larger quarters have been necessary.

FULTON DENT has resigned as radio manager of Frank Presby Inc., New York.

FRANK KILLINGER, formerly with Screen-Art Poster Co., Oakland, Cal., has joined the Jean Scott Frielke- Adv. Agency, San Francisco, as account executive, and will handle radio accounts along with other accounts.

HOWARD H. WILSON & ASSOCIATES, Chicago station representative, has been transferred to Wilson-Dalton since the affiliation of T. W. Dalton, formerly of Pepsi-Deout, Chicago.

WHITTIER WELMAN, former advertising manager of J. C. Millot Co., San Francisco importers and manufacturers, has joined the Sidney Garfinkel Adv. Agency, in that city, as production manager.

RAY WESTOVER, for 15 years in the advertising field serving industrial accounts, has joined the staff of account executives of Jimm Daugherty Inc., St. Louis. He will serve a number of established accounts and represent the agency in solicitation of new business.

R. C. A.

Food Marketing

KGGC, San Francisco, has inaugurated a unique daily feature, the "Housewives Market Guide," heard daily at 9 a.m, the broadcast informs dialers what commodities are especially abundant and least expensive on the market that particular day. Heads of all food supply groups in San Francisco are cooperating by phoning KGGC at 8 a.m., and reporting the supply and demand for perishable commodities. Dr. J. C. Geiger, head of the San Francisco health department, assisted in working out details.

E. J. SHIFFER was appointed production head of the Hallman-Shane Adv. Agency Inc., Los Angeles, late in August and Paul H. Lamport became an account executive at the same time. The majority of Hallman-Shane accounts are in the radio field.

R. F. LUSK and William R. Baker Jr. have been elected vice presidents of Benton & Bowles Inc. Mr. Lusk joined the agency in 1923 and serves as account executive on General Foods accounts. Lucien King, former advertising manager of Goodyear Rubber Co., has resigned to join the new Arthur H. Kudner Inc., agency where he will handle the Goodyear account. Theodore L. Bates, formerly of Batten, Barton, Durstine & Osborn Inc., also has been named a vice president of Benton & Bowles.

Murphy Agency Merges

CARROLL DEAN MURPHY Inc., Chicago, has merged with Erwin, Wasey & Co. of that city with Mr. Murphy becoming vice president and copy chief of the combined agency, which will operate at the Erwin Wasey offices, 230 N. Michigan Ave. Mr. Murphy had been president of A. C. Murphy agency since 1917 and now becomes an Erwin, Wasey stockholder. Among accounts he brings to the agency are: the Illinois Bank Card System Co., B. & O. railroad (western division), American Seal Co., Wilson & Co., First National Bank of Chicago W. Frank McClure, vice-president of the Murphy agency, will have offices at 35 Wacker Drive, serving accounts which have been under his personal supervision. The Philadelphia Murphy branch is to be converted into an Erwin, Wasey branch. H. D. Sulcer, vice president of Carroll Dean Murphy Inc., remains with Mr. McClure.

Burnett Accounts

BURNETT Co. Inc., new Chicago agency formed by Leo Burnett, formerly vice president of the Chicago office of Erwin, Wasey & Co. in Chicago, has been servicing the following accounts since Aug. 1: Real Silk Hosiery Mills, Indianapolis; Rayonette, Inc., Chicago (vacuum cleaners); Minnesota Valley Cannin Co., (Del Maiz products) Leupp, Minn., and Fine Foods of Canada Ltd., Woonsocket, Ont. The agency will begin to place Real Silk radio programs and copy Oct. 1. Mr. Burnett has been appointed vice president in charge of all creative work for the new agency. G. J. Thomas is comptroller and secretary and S. Cary is in charge of service details.

Log Cabin Coming Back

GENERAL FOODS Corp., New York (Log Cabin syrup) will begin a new weekly series over the NBC-WEAF basic network Sept. 25, 10-10:30 p.m. No talent has been picked as yet. Benton & Bowles Inc., New York, is the agency.

R. C. A.

America's Most Popular Detective Character, Earl Derr Biggers' Charlie Chan

Charlie Chan

Now Available for Broadcasting

All the wit and humor, the mystery, thrills, romance and adventure of this master are vividly dramatized in a manner that appeals to everybody—regardless of age, sex, income. Hailed as one of the greatest scripts shows ever released.

First broadcast release September 15. Available on 13 week contracts, with option for renewals. 15-minute transcriptions, 3 per week. Recorded by R.C.A. Victor. Unique method of introducing commercials insures audience attention to advertising.

Audition programs (2 for $5) available now. Wire for details (costs, merchandising, promotion, etc.) and territories open.

AMERICAN RADIO FEATURES SYNDICATE

FREDERICK C. DAHLQUIST, President

555 South Flower Street, Los Angeles, California

18 HOURS!

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

18 HOURS!

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

TULSA
APPLAUSE AND AIR AUDIENCES

By LEW P. BOTT Jr.
Advertising and promotion handling
Atlanta

QUESTION for radio advertisers: What is my status as a listener? Have I a seat in the orchestra or am I merely one of the gallery and thankful I can at least hear the show? Aren't radio performers, announcers, advertisers and agencies not making grave mistake by playing up to mere handful of people, in comparison, in the studios, instead of the millions of listeners scattered throughout the land? I contend that they are.

I am second of all, the Mary Browns, the Mary Browns, the Mary Browns, the families of one scattered far from the Manhattan or the other studios and cores of thousands more who actually buy your coffee or apply our salve, don't fully understand why there is so much applause without a definite reason. The announcer raises his voice and introduces "Joe Penner", for example, and there is an outburst of applause. Why? Where did it come from? (Remember there are millions of listeners with thin minutes of meaningless humdrum. A nother thing-take Jack Benny's program. There's a laugh after every joke or remark-even it seems, by the performers themselves. That detracts considerably. A good humorist doesn't laugh at his own jokes. And while on the subject I also consider it a weakness that there is too much self-laudation of players.

on the advertiser's time (as well as the listeners') and to his ultimate expense. "This is Joe Zilch announcing" (Do the millions care?). "I am making a picture in Hollywood" (Free puffs for the movie producer). "Today is Mary's Birthday". (Followed by presentation of gift. Applause. Words of Thanks. Applause.) So what? And the small stations follow suit.

Mackay-Spaulding Formed

H. E. LESAN ADV. AGENCY, in business for 34 years in New York, on Sept. 1 is to change the firm name to Mackay-Spaulding Inc. Control of the firm, since the death of Harry Lesan in 1932 and of Francis H. Sisson in 1933, has been held by James Mackay who now becomes president, Howard E. Spaulding who becomes vice president, and Eugene W. Spaulding, who becomes secretary. F. J. Coleman is treasurer. Offices will be in the Graybar Bldg.

Fletcher Sells Interest

SHERMAN K. ELLIS succeeds Frank Fletcher as president of Fletcher & Ellis in New York, agency. Mr. Fletcher having sold his interest although continuing with the firm as an advertising counsel. Richard Barrett, manager of the Chicago office, and Charles E. Staudinger, of New York, have been elected vice presidents and directors. Arthur Munn remains with the firm as vice president. There will be no change in the firm's name.

WXYZ JOINS THE NATIONAL BROADCASTING COMPANY BLUE NETWORK

SEPT. 29TH

IMPORTANT NOTE:

WXYZ will continue the operation of the Michigan Radio Network as key station presenting a full time schedule of sustaining and commercial programs. Many sustaining NBC programs will be carried over member stations.

KUNSKY-TRENDLE BROADCASTING CORPORATION

180 MADISON THEATER BLDG. DROIT

WM. G. RAMSEAU CO., Representatives
HOME OFFICES: Tribune Tower, Chicago

Eastern Offices
507 CHAIN BLDG. NEW YORK

Western Offices
Douglas A. Newall, Mgr.

Approximately ½ Million Coverage

September 1, 1935 - BROADCASTING
Now booming as a result of high gold and silver prices...

**PROGRAM NOTES**

"THE WEAVER of Tales" by Lee Matron Housen, a book of short stories and dramatic vignettes from life, which was published last spring, (Lions Press, New York; $2.50) is proving to be a success on WHN, New York. The author, who also wrote ten other published works, prepa-

res the scripts himself and acts the title role in the dramatic presentations. So popular has the series become, in its 15th week on WHN, that the pro-

gram is now being recorded for trans-

scription syndication.

TO ASSIST Chicagoans returning to the city after a week-end in the coun-

try, WBBM, Chicago, has started a

series of Sunday evening reports on traffic conditions on all highways lead-

ing into the city. Broadcast from 7:30 to 7:40 p.m. each Sunday, the programs are interviews with Herbert H. Burns, chief of Cook County high-

way police, immediately following his inspection of traffic conditions from the air.

INMATES of the New York State Reformatory at Elmira broadcast a half-hour program weekly on WDSL, Elmira, N.Y. Officials of the establishment furnished remote con-

trol equipment.

TO SOLVE the problem of requests for trivial announcements, George D. Wolf, station manager of KBRW, KCMX, Springfield, Mo., has started The Chatterbox, daily quarter-

hour feature.

**BUTTE**

Largest City in Montana!

**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.
Stratosphere Bust

KFOR, Lincoln, Neb., inspired by the collapse of the National Geographic Society balloon, staged a "Stratosphere Bust" of its own on its Man on the Street program. With a big crowd around, Emmerson Smith and Foster May, who handle the program for the O'Shea Rogers Motor Co., made phony weather observations waiting for the take-off of a hydrogen-filled weather test balloon, which had prize coupons in the gondola. A good corn weather sun exploded the balloon, the crowd was tickled, coupons were scattered, and the flight was a huge success.

D L & W on Two Networks

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York, (Blue Coal) will begin its radio campaign on a CBS network Oct. 30, and an NBC WEAF network Oct. 1. The two programs will be heard only in the Middle Atlantic states. Contracts are for 26 weeks. The NBC show will be broadcast three times a week on Tuesday, Wednesday and Thursday, 11-15-30 a.m. The CBS program will be broadcast on Monday and Wednesday, 6:30-55 p.m. Jack and Loreta Clemens will be the talent on the NBC show, to be entitled Studio Seven. The title of the CBS show will be Danish Voices, Ruthrauff & Ryan Inc., New York, is the agency.

Radio Dealer Series

STEWART-WARNER Corp., Chicago (Ferradyne and Craft-built radios) has recorded a series of 15-minute transcriptions in the Chicago studios of WBS to be made available for local dealer campaigns. Program is titled The All Star Radio Roundup. Blackett-Sample-Hummett Inc., Chicago, is the Stewart-Warner agency.

Harmonica Spots

M. HONNER Inc., New York (harmonicas & accordions) is using a 18-week series of 15-minute transcriptions over a few stations in the West. Atherton & Currier Inc., New York, is the agency.

THE ODDS ARE 3 to 1

IN YOUR FAVOR

Spending power of Memphis and trade area of 2,196,212 is 33% above Nation's average. National advertisers — note Dept of Commerce survey (July 31). Memphis ahead of Atlanta, Richmond, Birmingham and New Orleans in both retail and wholesale trade activity.

How To Win

Use WBNR — favorite of the Mid-South. WBNR does offer more complete coverage for your dollar — remarkably low rates — a regular, faithful audience because of its consistently "local-interest" programs — (ball games, local news, Trans Radio, visiting BIG bands, most popular local amateur hour, civic events, etc.) Reserve choice spots NOW.

WNB

Memphis Broadcasting Co.
MEMPHIS, TENN.

PRESTO

INSTANTANEOUS RECORDER

Large — bulky — unwieldy apparatus. Tolerated in the days of radio's infancy — Obsolete in this age of modern broadcasting.

Today — the trend is to flexible equipment. Equipment that can be used for more than one purpose. Equipment that reduces the initial expense — that quickly amortizes the original investment.

The "PRESTO" universal instant recorder is constructed to meet the requirements of modern broadcasting. Sturdily built with all the quality characteristics required for high fidelity reproduction — flat from 30 to 15,000 cycles within ±1.5 db — the "Recorder" can be carried from position to position without fear of damage to the delicate apparatus.

Portable — the Presto Recorder is built scientifically for compactness as the design of the airplane and submarine. One man can carry the complete unit.

Flexible — sturdy and compact of structure — simplified manipulation — only two controls for operation, and a price consistent with quality merchandise — but well within the reach of the broadcasting station and electrical transcription laboratory budget. The "Presto Instant Recorder" fills countless jobs around the studio which otherwise would require expensive installation and equipment.

Presto manufactures the famous chemically coated discs that have revolutionized instantaneous recording.

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

Consult our engineering department on your particular requirements — Engineering consultation and advice gladly supplied with no obligation to you.
Radio Untouched By Congress

(Continued from page 9)

19 to Chairman Dickstein (D.) New York, of the House Immigration and Naturalization Committee. The measure failed of enactment and goes over to the next session.

A variety of measures designed to restrict certain types of advertising and programs over the air were introduced, and did not even get committee consideration. The most significant is the Capper Bill (S-541) introduced Jan. 8 by Senator Capper (R.) Kansas, to prohibit the advertising of intoxicating liquors in interstate commerce, including broadcasting. A companion measure (HR-8404) was introduced in the Senate June 7 by Rep. Culkin (R.) New York, who previously had assailed Ben Bernie because of his paraphrase of Lincoln's Gettysburg address during one of his Pabst Blue Ribbon broadcasts and in which he advertised his sponsor's beer and malt products.

Foreign Broadcasts

AS AN OUTGROWTH of the now-famous Mexican broadcast over NBC last spring in which an allegedly lascivious poem was broadcast in Spanish identical bills were introduced in both houses during July to amend the Communications Act by requiring all stations to get a permit from the State Department to do a program broadcast by or for a foreign government. In the Senate, a measure was introduced by Senator Walsh (D.) Mass., while the companion House measure was introduced by Rep. McKeough (D.) Ill. After this broadcast a delegation of Congressmen went to the FCC and asked that the licenses of all BOC stations which carried the programming be cancelled because of it. An investigation was demanded.

Another measure which would affect acceptance by broadcasters of certain kinds of banking and loan programs was that (HR-3526) introduced Jan. 8 by Rep. Sauthoff, Progressive, Wisconsin, to prohibit the use of the mails, periodicals, and broadcasting stations to the advertising of loans for which interest in excess of 15% a year is charged and providing a fine of not less than $50 or more than $2,000 or imprisonment for not more than one year, or both, for violations. A hearing was held on this measure on March 8 but it was never reported out of committee.

Also introduced early in the session was a bill by Rep. Buckley (R.) Illinois, to prohibit untruthful, deceptive, or misleading advertising through the mails or in interstate commerce. It passed both Interstate and Foreign Commerce Committee, it nestled there without any action whatsoever.

Legislative efforts to get Mr. Davis Amendment to the original Radio Act (now a part of the Communications Act) repealed, failed during the session. Upon reconsideration of the FCC, made in March of this year, Chairman Wheeler (D.) Montana, of the Senate Interstate Commerce Committee, introduced on March 15 a bill to repeal this amendment and allow it to allocate facilities on a basis which is not affected by the terms of the old law. Ti Davis Amendment prescribes that facilities shall be allocated equally among the five radio zones, an ideal which is not achieved anywhere, according to population. A revised the FCC would make sure allocations "as to provide an equitable distribution of service to the states and communities.

If the Davis amendment is repealed, the quota unit system adopted by the former Radio Commission to measure the distribution of facilities would be scrapped, and new way would be opened, in the FCC's discretion for the assignment of additional facilities where it proved technologically impossible without raising the quota; heretofore a decided limiting factor even though yardstick has not been rigidly applied.

Losers Would Pay Costs

A MEASURE which won bipartisan support from broadcast stations but which has never gotten out of committee is the Neele Bill (S-820), introduced Jan. 1 by Senator Neely (D.) West Virginia, providing that losing applicants in contests before the FCC over existing radio stations pay full cost of the proceedings. As not constituted, the law permits an individual or organization to tack any existing licensee by attacking his facilities, however futile his case may be, and the license must defend himself at substantial cost.

Also pending before the Senate Interstate Commerce Committee are petitions by Senator Bachtell (R.) Idaho, Davis (R.) Pennsylvania, Thomas (D.) Utah, Bone (D.) Washington, Copeland

Northern New Jersey

NORTHERN New Jersey is a territory of closely knit, large, and small communities appreciating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! Equivalent to the populations of Boston, St. Louis, Pittsburgh and St. Louis all put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells!...

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and State Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively listen to two stations at the one time!... WAAT has its own large and loyal audience that can be made profitable for you.

WE HAVE THE FACTS!

For instance, take:

CASE HISTORY #7
Nationally-known packer of Bottled Fruit Juice—advertised menu chart—limited edition to a family—over 1,200 cards were made available for distribution—yet eight, two minute “plugs” brought over 2,000 letters containing labels from his product.

CASE HISTORY #12
Manufacturer of hair preparation introduced 1,450 requests for bottles on a free of the hair—after one minute, “plugs” close follow up on ten thousand listeners who received booklets showing 105 had purchased his product—396 during the period of January 9 to February 26, 1932.

CASE HISTORY #19
Local retailer with seven stores, using WAAT exclusively, showed over 500,000 break increase in sales for the first six months 1933 over the same period in 1932.

Specific details on request.

Radio Station

Jersey City, Northern New Jersey

WWW

ASHEVILLE, N. C.
Western North Carolina's
Only Radio Station

Ask 'Em for Our Story!
in NEW YORK:
HIBBARD AYER
350 Madison Avenue
in CHICAGO:
FURGASON & ASTON
100 N. LaSalle Street

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

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www.americanradiohistory.com
The first amendment proposed by Mr. Scott (H. R. 9230), which along with its companion bills was referred to the Interstate and Foreign Commerce Committee, proposed that each station licensee be required to set aside regular and definite periods at desirable times for "uncensored discussion on a non-profit basis of public social, political and economic problems, and for educational purposes." Under it the licensing authority would be ordered to set up an "advisory committee" of representative citizens. There would be no censorship and station licensees would not be subject to liability for any remarks made on these broadcasts.

In his explanation Mr. Scott declared the present political section is "unsatisfactory". He attacked commercial broadcasting stations for refusing to accept political broadcasts "with the growth of profitable advertising." Under his proposed amendment he said the American system of private ownership, control profit and responsibility would be continued except that during periods reserved for public discussion there would be no revenue to the station and no responsibility by the station to the Commission or the public.

Mr. Scott's second bill (H. R. 9231) would provide that each licensee keep complete and accurate records open to reasonable public inspection of all applications for time, of all rejected applications and the reasons, of all additions and changes requested in arranged programs on public, social, political and economic issues and on educational subjects, and of interference with and substitution of programs on these subjects. This, he said "represents a further attempt to limit censorship by network companies and by station owners."

As his third bill (H. R. 9229) Mr. Scott proposed deletion of the anti-censorship program of the existing law (Section 326) and substitution for it of a section which he said would clarify the provision by adding language which will expressly protect station owners against actions, civil or criminal, in the state and Federal courts for broadcasts on public questions. The suggested addition, he said "will put an end to the danger of punitive action against the networks and stations and thus obviate the necessity for editorial treatment of public discussion. It will not, of course, free the speaker himself from responsibility for his remarks."

The resolution (H. Res. 370) offered by Mr. Scott, is particularly far reaching. Briefly it would provide that the President set up a "Broadcasting Research Commission," headed by a chairman at $15,000 per year, "to investigate the industry and the proposals of outside groups and to lay down a policy and program for the future."

When the last dance band goes off the air at night, telephone men on network service start the job of getting ready for another day. General maintenance comes first. Amplifier tube tests. Line noise measurements.

This done, each control office measures volume and frequency transmission in its own section. Spare program circuits are similarly tested. Then headquarters transmits testing power at various frequencies over the entire network. Terminals and intermediate offices measure received power and report. Adjustments are made as necessary, all through the night.

Fifteen minutes before the new day's first broadcast, a test program is fed through the network. And by the time music begins for the opening programs, every station has reported "ALL OK" on both quality and volume of reception.

This careful, continuous checking is typical of the 24-hours-a-day teamwork between two great industries—a teamwork in which 74,000 miles of telephone wire and nearly $20,000,000 of special telephone equipment help to make possible the miracle of modern broadcasting.
STUDIO NOTES

AFTER a dozen years at one site, WCAE, Pittsburgh, has opened elaborate studios occupying the three top floors of the William Penn Hotel, 11,000 feet of floor space in all. Decision to move was made by Manager Ford Hilling when the station was granted an increase to 5 kw. While moving equipment, Harry Bixbee Sr., chief engineer, installed remote apparatus in the old studios. Dedication ceremonies are planned. Joe Story, WCAE sports commentator, recalls that WCAE took the air in 1922. The first sound effect attempted was simulation of a dirible by pressing card board against an electric fan. Also he recalls the time the station was blasted off the air when an actor snapped his fingers too close to the "mike", as well as the time a bass drummer did the same thing by swinging too hard on his instrument.

WFBL, Syracuse, capitalizes on its tie-up with the New York State Fair for merchandising value. A large display room is built adjacent to the station's studios in one of the main buildings at the Fair to display pictures of CBS and local radio artists. The studios are built with one entire wall of glass so that visitors to the Fair may watch broadcasts as they go on the air, and local artists are employed during Fair Week to keep continual entertainment going during the network programs. This year Robert Soule, of WFBL, has worked off a band contest with the State Fair Commission that is to stimulate interest throughout the entire state. Bands from all parts of the state have been entered and cash and trophy prizes offered.

A NEW POLICY adopted by KMKX is announced by J. L. Van Volkenburg, president of the station. Laxative advertisements or other products including laxatives will be excluded. The policy also excludes the discussion of deplorables, deodorants and other broadcasting which, by its nature, presents questions of good taste in radio listening. Children's programs will be carefully edited so that the exalting of gangsters, criminals and racketeers, disrespect for parents, cruelty, greed, selfishness and dishonesty will be entirely avoided.

KTSN, El Paso, observed its sixth anniversary Aug. 25 with a special broadcast. Karl O. Wyler, who started in with the station as program director and announcer but with the new station director, acted as master of ceremonies. In the six years the staff has grown from three to 12 and the floor space from a single room to the entire quarters on the roof of the Hotel Paso del Norte and office space on the ninth floor.

WPAA, Dallas, on Aug. 15 announced increases in rates varying from 7 to 20% to become effective Sept. 15. Martin Campbell, WPAA manager, said the rate revision is designed to bring the costs of the station's facilities more closely in line with the service provided, and also took into account the NBC rate increases of several months ago.

W4CAR, Cleveland, has announced increases in rates, effective Sept. 1. Rates for program periods from five minutes to one hour have been boosted 15¢ during certain periods and a fourth schedule has been added. Announcements for all periods have been increased by approximately 25%.

OVER 200

New contracts were signed during the first ten days of July.

We modestly suggest that national accounts make early reservations for five and fifteen minute spots —The price is right—we believe the demand will be great.

WMEX

1500 kc — 250 v L.S. — 100 v N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Bos. 157

FIVE STAR FINAL in Railway Transportation

★ Genuine air-conditioning
★ Radio-equipped Lounge Cars
★ Tavern Dining Cars
★ "Sleep Like a Kitten"
★ "Arrive Fresh as a Daisy"

THE GEORGE WASHINGTON

The most wonderful train in the world

THE SPORTSMAN • THE F. F. V.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it!

BUTTE

The Largest Payroll in the Rockies!

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Broadcasting • September 1, 1935
Activities in Ultra-High Bands Continue on Experiment Basis

FCC Finds Definite Progress Has Been Made but Not Enough to Warrant Commercial Allocations

PENING of the ultra-high frequencies for commercial pursuits, including broadcasting, television and facsimile, is at least a year away, the FCC disclosed Aug. 22, announcing that the licenses of 991 experimenters in the bands above 30,000 kc. had been extended until Oct. 1, 1936, on a purely experimental basis.

Despite definite progress made toward harnessing of these frequencies in the spectrum that is destined to become the domain of many kinds of radio communications, the FCC held that available material is not sufficient to warrant an allocation to commercial services. It asked all experimenters to intensify their efforts in the hope that the experimental restriction may be lifted by next year.

Additional Research

A LETTER to all experimental licensees, Herbert L. Pettypet., FCC secretary, notified them of the decision. Attached was a memorandum from the Engineering Department telling of the experimental work and the additional information required before steps toward licensing of the commercial frequencies could be taken. Among the services now operating experimentally in the range from 30,000 to 300,000 kc. are Atlantic City, municipal police, state police, broadcast pickup, broadcast, visual broadcast, special emergency, geophysical, a proposed service for railroads for maintenance of communication between engine and caboose, and for train dispatching, a proposed service for forestry, fixed public and public coastal, fixed public press, and coastal and ship harbor.

The conclusion reached by the Engineering Department was that the "data at hand are still believed to be insufficient to permit an equitable distribution of the frequencies to radio seekers for commercial use at this time." Its purpose in issuing the statement on the status of the experimentation, it said, was to explain the need for the material and to outline briefly the kind of data sought. The statement covered for various sorts of technical information, together with data on the availability of receivers for reception both of broadcast and visual broadcast transmissions.

In the following paragraphs, the FCC gave its appraisal of the ultra-high-frequency problem:

"The Commission appreciates the desirability of allocating all or a part of the ultra-high frequencies for commercial use as soon as this can be done in such manner as to best meet the needs of all services. Such would probably release frequencies in the lower frequency bands, thereby relieving the congestion which now exists in some services, thus increasing the efficiency of these services. It would in all probability also provide many new services by reason of which the public would receive many benefits."

"On the other hand, the deleterious effects of an allocation prematurely made are apparent. The allocation must be based on a firm foundation of engineering facts, in order that it may stand the test of time. There should be no necessity if such can possibly be avoided — for revision of the plan at some later date, requiring shifts of the frequencies among the services and consequent redesign or replacement of equipment. Such would retard rather than accelerate the progress of the radio communication art."

In order to avoid such contingency it has been the Commission's policy to proceed with caution and to strictly maintain the experimental status of the frequencies until such time as the experimental information becomes available. At the same time it has also been the policy to encourage all experimental licensees in their efforts to find practical applications for the frequencies, to the end that the desired information may be brought forth as soon as possible."

Financiers to Meet

PLANS to revive proposals made for several years that the American Bankers Association sponsor a cooperative educational program will be brought up at the annual convention of the Financial Advertisers Association, to meet Sept. 9-11 at Atlantic City. A subject of discussion will be "How to Sell the Public on Banks", with radio scheduled to figure prominently. ABA recently started a copy service for member banks. Among speakers will be G. Munro Hubbard, president of Doremus & Co., New York agency; and Wilfred W. Fry, president of N. W. Ayer & Son Inc., Philadelphia. Robert Sparks of Bowery Savings Bank, New York, vice president of PAA, is expected to be chosen as president.

WELCOME HOME — Lambda Kay, general manager of WSB, Atlanta, presents Pat Padgett (Mo-lasses of Molasses' publicity) with the key to Atlanta, his home town, as the comedian returns for a visit. Ernest Rogers, radio editor of the Atlanta Journal is reading a letter from Mayor James L. Key: Standing in left, to right, are Martin Luther, brother-in-law of Molasses, and O. B. Keeler, Journal columnist, who participated in a round-table interview.

NIB Meeting Set

A MEETING of officers of National Independent Broadcasters Inc., independent station organization formed for national business purposes at the NAB convention last July, will be held in Washington shortly to consider concrete plans for setting up a tangible organization, according to a report received Aug. 23 from Edward A. Allen, WLVA, Lynchburg, Va., its president. Mr. Allen reported that good progress was being made and that preliminary plans are well along.

Sell The Southwest with SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

SOUTH WEST BROADCASTING SYSTEM

General Office — Fort Worth

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs. Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES

THE SOBY YARDSTICK OF AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs. Write for information and prices.

September 1, 1935 - BROADCASTING
The Ideal Test City ATLANTA
Key Market Down in Dixie

As ATLANTA GOES, SO GOES DIXIE—Atlanta is the bull’s eye of the Great Southeast and is a dominant market in the entire South. So when you hit this market, you make a big dent in the field, and your efforts in Atlanta will influence your sales throughout the entire section. Atlanta is the metropolitan city of the South, so you can reach all classes. It is of the right size and so located that it is the ideal city for any test campaign.

Your Spokesman in Atlanta!

Concentrate on Atlanta; use WGST. There is no waste "circulation" and the cost is lower. Most important is the fact that the majority of large local advertisers use this station consistently and many do so exclusively. Retail stores must get dollar for dollar value. They know by experience what pays and their advertising must actually sell goods. So they say, finding constant use of WGST should be an excellent guide post for the national advertiser.

WRITE OR WIRE US ABOUT THE ATLANTA MARKET AND HOW TO TEST IT.

Paul H. Raymer
Representatives
New York
Chicago
San Francisco

WMBG CBS Outlet in RICHMOND
Annual Payroll in Richmond $50,000,000
41,280 or 92.2% of Homes Radio Equipped
Increase your sales AT LOW COST by using WMBG
Representatives NEW YORK Hibbard Ayer CHICAGO Furgason & Aston

Does Radio Need Shot in Arm? (Continued from page 7)

kind certainly could more profitably be spent releasing a program featuring some noted scientists, economist or public figure who might perhaps be able to explain to us how we are going to be fed and clothes next winter. Radio should discontinue making itself ridiculous in the eyes of the very people it is trying to impress.

When Television Comes

THE ADVENT of television unquestionably will bring with it new types of programs and supply a decided stimulus to the broadcasting industry. It will suffer the growing pains of the "crystal set" era but once in full force offers many attractive possibilities for entertainment, education and sales.

The first television releases will, in all probability, originate from regular motion picture film with sound track. As the art and facilities develop the picture and sound will be picked up and broadcast direct from the scene of action. Present methods of disseminating news and pictures will be obsolete.

"How will television affect radio advertising?" is a question being asked more frequently. Projecting ourselves into the future we can see, for example, a woman’s dress shop making a silent film of several of their dresses and supplementing this with a sound track containing a description of the dresses. This is broadcast by television into the home and Mrs. Jones can see and hear a full description of the dresses without leaving the house. This would be far more effective than art work or the printed word in newspapers.

A vending machine or vacuum cleaner distributor could demonstrate via television the particular merits of his products right in the home. An automobile manufacturer could do the same, and so on down the line. The nice part about it for the housewife is that she can get all her information and make her choice without an urgent salesman at her elbow. Her television screen would become an animated billboard bringing her not only actual demonstrations of fashions and labor saving devices, but athletic events, social and welfare gatherings, current events, and all the things that now bid for attention through the ear.

It therefore appears logical to predict that television will attain for radio what sound pictures did for the picture industry. It is the next big milestone for radio. But we cannot afford to wait for television (which may never come). We must profit by the experience of the picture industry, and not let any grass grow under our feet.

For in the meantime radio’s dual responsibility is increasing with each passing day. Not only must it keep up a high standard of entertainment (for the listener) and sales value (for the advertiser) but must continually point for and seek new goals in both fields of endeavor. It must devise new departures in education and religious presentations.

Like other media, all radio has to offer an advertiser is circulation—so many people to listen to his message. If it fails in this respect through inferior entertainment and educational content then it can only expect the inevitable. Its future success as an advertising medium depends solely upon its ability to attract and hold listeners. And this in turn will be in direct ratio to its alertness and ingenuity in providing quality and variety in programs.

TANGNEY - McGINN HOTELS Co., Iowa chain, is using daily programs on WMT, Waterloo, to promote its events at events held in cities where its hotels are located. Among the events promoted are the Iowa State Fair, state Legion convention, football games, etc.

RADIO PREFERENCES OF SCHOOL TEACHERS

SCHOOL teachers prefer new broadcasts above other radio programs, according to a survey conducted by Paul E. Smith, general manager of WOKO, Albany, N. Y., at the summer session of The New York State College for Teachers.

In making the study, 517 of the 1500 teachers at the school were selected at random and asked to fill out a questionnaire on program preferences. The results follow:

News broadcasts 416; popular dance music 361; symphonic music 294; dramas 258; light opera 237; band music 238; educational programs 206; sports broadcasts 201; amateur programs 194; comedy 189; opera 185; singing 167; mixed music and plays 142; Hawaiian music 137; political speeches 97; children’s programs 51; crooning 51; hilly billy music 45; transcription 24; religious programs 20.

New Product of Schenley Makes Its Bow Over WHN

BELIEVED to be the record audience for an amateur hour assembled in St. Nicholas Palace, New York, October 20, when Schenley Products Co. staged a show to introduce a new brand of liquor with 5,000 members, tavern and restaurant proprietors and the company’s own sales force present. The amateur hour is presented every Tuesday over WHN, with Jay C. Flippen as master of ceremonies. For this occasion Louis K. Sidney, of Metro-Goldwyn-Mayer and director of the station, participated in lining up talent and staging the show, which began with the broadcast portion and continued for the visible audience.

The air show was staged in the center of the ring, from which the ropes had been removed.

Sandwiched between the entertainment features was a person appearing by the name of Jerry E. Wilken, dealer of American distillers, and his two sons and son-in-law who are associated with him in the business. "The Wilken Family Brand" was introduced to the trade audience along with an array of stars, including J. B. Knight, Jack Dempsey, Louis Solomon, Ed Sullivan, Thelma Leeds, Rex Webber, Bob Hall, and a series of amateur boxing and wrestling matches. Lord and Thomas is the agency for Schenley.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica) on Oct. 2 will return Fred Allen to the Town Hall program on an NBC WEAF network. The network will be enlarged at that time to include the Southeast, South Central, Southwest and Northwest groups. Benton & Bowles Inc., New York, is the agency.

COMPLETE UNITED PRESS

NEWS COVERAGE BUTTE Home of KGIR

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BROADCASTING • September 1, 1935

www.americanradiohistory.com
WREN Asks Writ

A PETITION for a writ of certiorari to review the opinion of the U. S. Court of Appeals for the District of Columbia in the case of WREN, Lawrence, Kan., against the FCC, was filed in the U. S. Supreme Court Aug. 27 by Paul M. Segal, Washington attorney. The case involves FCC procedure in granting new station facilities when stations already in the community ask the right to intervene. The FCC denied this right to WREN, which procured an injunction from the Supreme Court of the District of Columbia, restraining the FCC from holding the hearing on the application of WHB, Kansas City, for increased time. The appellate court, however, on June 11, by a 3 to 2 decision, reversed the lower court.

Upholds Political Scrutiny

HOLDING that the station was within its rights, the FCC Broadcast Division on Aug. 27 denied a petition of John G. Priebe asking to cancel the license of WCCO, Minneapolis, because Mr. Priebe was denied permission to deliver a speech in behalf of a candidate for mayor of that city unless he would agree to delete certain portions regarded by the station management as objectionable.

There is no place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 points in the United States and 9,000 in Canada*, but it maintains its own telegraph offices, attended by a trained telegraph personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness, with dependability, with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world...through the only combination of telegraph, cable and radio service under a single management in the United States.

* In Canada, through the Canadian Pacific Railway Telegraphs.

Postal Telegraph

Commercial Cables

All America Cables

Mackay Radio

September 1, 1935 • Broadcasting
ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

AUGUST 14 TO AUGUST 28, INCLUSIVE

Decisions

AUGUST 20
WNR, Newport, R. I.—Granted modifi-
cation of station’s license to increase di-
rected power from 500 w to 1000 w.

WROJ, Knoxville—Granted modifi-
cation of station’s license.

WFBG, Groveville, S. C.—Granted modifi-
cation of station’s license.

WISC, Milwaukee—Granted modifi-
cation of station’s license.

WJAR, Providence—Reconsidered the
grant of temporary authorization to ex-
tend the station’s transmitter.

WJEF, San Francisco—Granted renewal
license regular period.

KFXS, Cape Girardeau, Mo.—Re-
Considered action setting appec for hear-
ing and granted renewal regular period.

WPRF, Hattiesburg, Miss.—Granted 30-
day extension on hearing.

KJW, Los Angeles—Granted extension
program test period pending simulcast
21 pending action on license application (8-15).

KWFR, Hattiesburg, Miss.—Granted
temp. auth. until time to hear Order of 8-13 granting CP application.

KJH, Los Angeles—Granted extension
program test period pending simulcast
request, Granted renewal for August 25.

KWOC, Springfield, Co.—Granted CP
extension temp. auth. composite (Exp.
June 1 to 1-2-36).

KJYI, Hagerstown, Md.—Granted extension
temp. auth. 50 w. hours for 30 days.

Radio Booths Air Safety—General Tire & Rubber Co., with the cooperation of CBS and 10 of its member stations, will send Ray W. Brown and his crew to the air on September 7, during which time he will relay short wave broadcasts from the plane in the silk 10 stations. In this picture, beside the company’s President, W. O’Neil, of General Tire (center), his daughter Grace, and Pilot Brown, successively to WOKO, Alliance, Ohio, WHEC, Rochester; WGR, Buffalo, WHK, Cleveland; WADC, Akron, WJAS, Pittsburgh; WJSV, Washington; WCAU, Baltimore; WCAU, Philadelphia, and WABC, New York—all at various predetermined periods between 7 a.m. and 8 p.m.

Applications

AUGUST 13
WHIS, Bluefield, W. Va.—Modifi-
cation of station’s license to increase dir-
ected power from 500 w to 1200 w.

Applications submitted.

CONGRESS is in session

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

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

HAY-ADAMS HOUSE
LAFAYETTE PARK AT SIXTEENTH
NATHAN SINROD, M.G.L.
WASHINGTON, D.C.

KUL, Lawrence, Kan.—Modif. license 1 to 6 kW D, use WPNR transmitter.

PLACEMENTS RETURNED—WMPD, Richmond, Va., N. Modif. license from F plus 6 and 9 kW m. Sundays 10 kW. GCM, Gulfport, Miss.—auth. transfer of same group: WSGN, Birmingham, Ala.—new equip., change from 1310 to 1 kW D, move transmitter locally.

AUGUST 14

FAI, Providence, R. I.—Modif. equip., move transmitter to East Providence.

PLACEMENTS RETURNED—WMPD, Richmond, Va., Modif. license from F plus LE and 9 kW m. Sundays 10 kW.

W, Earl W. Brown, Elroy, Ohio.—CP 100 kw D.

W, C. W. Snider, Wichita Falls, Tex.—CP 100 kw D.

W, Daily News Corp., St. Paul—CP 3 kw D.

PLACEMENTS RETURNED—KPMT, Arcis, license filed in name of west branch, Co.

AUGUST 15

HC, Houston—Extension spec. auth., to 20 kW.

NC, Memphis—Extension spec. auth., 2 1/2 kw D to 3 4/6.

KO, Fort Worth—new equip., transmitter & studio from Wichita to Fort Worth.

W, A. L. Chilton, Dallas—CP 990 kW D.

WKO, Wichita Falls, Tex.—Auth. for control to Amon G. Carter.

W, W. Cullen, West Lafayette, Ind.—Modif. to change spec. hours.

PLACEMENTS RETURNED—WJBK, Detroit—Modif. transmitter from Highbush, Mich., to 400 kw D. Change from 1200 to 1500 kw, increase from 1600 N. W. to 2500 D & N. WAZL, Hazle PA.—CP change from 1420 to 1360 kw. 100 kw to 250 kw from S-WLIM to W. W. Minor, Lakewood, Pa.—1500 kw 100 kw unid.

AUGUST 20

CW, Whitley Furniture Co., Inc., New York, Ga.—CP 1070 kw 100 kw unid.

MD, Wilmington, N. C.—Modif. to W to spec. 100 kw.

CW, W. A. Patterson, Chattanooga, 2000 kw 100 kw unid., amended to 1420 kw.

FAB, Lincoln, Neb.—Extension auth. to WBBM.

MT, Cedar Rapids—Extension spec. 1 1/2 kw D to 6 kw.

MPC, Beverly Hills—Exp. auth. 710 kw 100 kw D unid., amended to 500 kw.

NEW, Eagle Rock Bredstrom, Co., Eagle Rock, Col.—CP 1160 kw 250 kw D, amended to 1200 kw.

NEW, Golden Empire Bredstrom, Co., Red- ditt, Pa.—1070 kw 100 kw unid., increased to 1200 kw.

NEW, J. Lawrence Martin, Tucumcari, N. M.—Modif. to new transmitter, 10 kw D.

KFGA, Greeley, Col.—CO move transmitter from 1340 kw 100 kw D.

NEW, Royal Millere, Sacramento—CP to 5 kw.

KFRG, San Francisco—License for CP as modif. to new station, increase from 1 kw to 1 kw D.

APPLICATIONS RETURNED—WJR, Detroit—CP change equip., increase from 275 kw 500 kw 500 kw D to 560 kw D.

WAR, Grand Rapids—CP move transmitter locally, change equip., increased from 470 kw N 1 kw D.

AUGUST 21

WSPD, Toledo—CP increase from 1 kw 2 1/2 kw D to 1 kw 5 kw D, change equip. KFQV, Youngstown, Ohio—CP move new station extend commencement.

WIBG, Philadelphia—CP move new station change antenna, increase from 1 kw to 5 kw D.

NEW, Christina M. Jacobson d/b Valley Electric Co., San Luis Obispo, Cal.—CP 1090 kw 250 kw D.

KFYY, Spokane—CP move transmitter locally.

APPLICATIONS RETURNED—KDFN, Des Moines—CP new equip., increase from 100 kw 250 kw 250 kw D to 500 kw 1 kw D.

NEW, Fred Hor- ton, pres., KTFI, McPherson, Kans.—CP as modif. new station.

NEW, J. H. Artz, Ashley, Ohio.—antenna, CP all 5 kw D.

KLO, Clinton, Iowa.—CP move transmitter.

KFCN, Kansas City, Mo.—License for CP as new station.

WIBG, Philadelphia—CP change equip., new transmitter & studio to Chattanooga, asks letter to caller, FBA, amended from unid. to D.

KGGC, San Francisco—License for CP change equip.

WBNX, New York, N. Y.—CP move transmitter & studio to Clifton, N. J.—CP change equip.

NEW, F. A. Holmes & F. A. Haffa, Waco, Tex.—CP 1370 kw 250 kw D unid.

AUGUST 23

NEW, Northern Bredstrom, Corp., Water- town, N. Y.—CP 1570 kw 250 kw D, move transmitter for CP change equip.

WCOB, Boston — License for CP as modif. station.

KFWB, Los Angeles—License for CP change equip.

WIBG, Philadelphia—CP move transmitter & studio to Chattanooga, asks letter to caller, FBA, amended from unid. to D.

KFCN, Kansas City, Mo.—License for CP change equip.

KLO, Clinton, Iowa.—CP move transmitter.

NEW, F. A. Holmes & F. A. Haffa, Waco, Tex.—CP 1370 kw 250 kw D unid.

AUGUST 26

WBFR, Baltimore—CP 250 kw auxiliary.

NEW, John E. Fetter, Saginaw, Mich.—CP 250 kw auxiliary.

WPBF, Hatfieldburg, Miss.—CP new equip., change from spec. to unid., move transmitter.

WSGN, Birmingham—CP new equip., change from 260 to 1 kw D & N, move transmitter.

NUTS TO YOU!

Perhaps we are, but to the localities well—Well, Ask them!

WLBC, Muncie, Ind.

NUTS TO YOU!

September 1, 1935 • BROADCASTING

**PIONEERS OF PIEZO ELECTRIC CRYSTALS**

On December 3, 1925, we supplied commercially our "FIRST" crystal, which was the announcement over a network program and simultaneous feeding to transmitter of all network activities, either network or local.

WMT, Cedar Rapids, Ia., is erecting a 412-foot directional antenna purchased from International Stacey Corp., Columbus, O., to be located near the present vertical radiator. WDAS, Philadelphia, is now occupying a new studios atop 1211 Chestnut St. New RCA-Victor studio equipment has been installed.

**PORCELAIN WATER COILS**

Modernize your transmitter with these new Lapp Porcelain Water Coils. Permanent, severe, non-slagging, they eliminate one of the most troublesome pieces of equipment in the modern transmitter.

Write for your copy of the Lapp Radio Catalog describing Insulators for every Broadcasting requirement.

Lapp Insulator Co., Inc.
Le Roy, New York, U. S. A.
AGENCIES STAGING PROGRAMS ON WCAE
TO DISCOVER just what the advertising agencies like in a program, Ford Billings, general manager of WCAE, Pittsburgh, has inaugurated a novel agency-program round robin. At his invitation the agencies select their own talent and music and write their own continuity. All after this is done, WCAE puts the show on the air for them—one each Tuesday and Thursday at 7:15. Each program in case is titled The Standard Revue. The first and second programs were developed by Albert F. Hill Co., Inc. and G. M. Basford Co., respectively.

Among other Pittsburgh agencies to take a turn at programming from soup to nuts are Edward M. Power Co., Charles E. Yost Adv. Agency, Ketchum, MacLeod & Grove Inc., W. Earl Bothwell and F. A. Ensign Adv. Agency. Additional agencies will be included in the invitation. Mr. Billings hopes to "stumble across a few high-class ideas" by this innovation.

RCA-Victor to Resume
RCA-VECTOR Co., Camden (radio sets, tubes) on Sept. 29 will start a series of half-hour programs featuring RCA-Victor recording artists. A coast-to-coast NBC-WJZ network will be used. Honolulu included. Program will be broadcast Sundays 2:20 p.m. Lord & Thomas, New York, is the agency.

What a Market!
In Milwaukee, factory payrolls are up 67% over two years ago—car sales are up 68% over a year ago—home building is booming! There is new business to be had in this good market and WTMJ can get it for you.

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
A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET
NEW YORK, N. Y.

Chair Effects
FOLDING camp chairs have been added to the NBC (Chicago) sound effect equipment. Sound engineers seeking to affect local color and atmosphere in their Road program, after spending a number of days in Chicago railroad yards studying the habits of hobo's, discovered that by giving a violent push to one end of a row of standing camp chairs, they produce a sound effect similar to the clanking of a long freight train getting under way.

Seek Censorship Data
Radio stations were being circularized recently by Minna F. Kassner and Barnett Charles Shapiro, 235 Broadway, New York under Mr. Shapiro's letterhead as an attorney, for information designed to help them prepare "a series of articles for publication dealing with the major phases of radio broadcasting, including censorship and editorial discrimination, their policies and rules with respect to defamation, obscenity and pornography, religious broadcasts, political and party broadcasts, children's programs, astrology and fortune telling, patent medicine advertising, attacks on public officials and the whole body of soliciting business for doctors, lawyers and dentists and programs toống.

FCC to Rule on Ads
(Continued from page 6)

on a subject that has caused very great confusion.

Secondly, if our understanding of the matter is correct then in that event we request that the Federal Trade Commission afford to the members of the radio broadcasting industry the same notice, and opportunity to sign a publishers stipulation, as is now afforded other advertising media. If approval is given this request we understand that the form of the stipulation would be as follows: "I, the licensee of radio broadcasting sta-
tions will be substantially as described in said statement and marked Exhibit "A." The success with which the procedure above outlined has been met in the field of printed media is well-known; and I am confident that our 303 members will contribute toward the same success in the field of radio advertising.

Krueger Discs in South
KRUGER BREWING Co., N. Y. (canned beer) is using a transcription campaign on southern stations with twice weekly broadcasts made by Dixie Records and titled "Krueger Ho Party." The following stations carry the program: WETB, WPHT, WYNE, WTHR, WDBJ, WLVA and WH. The series is scheduled for weeks. Fulsmith & Ross (i. e. New York, is the agency.

CLASSIFIED ADVERTISEMENTS
Classified advertising is BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Help Wanted
Exceptional opening for successful young man who can sell time over the largest local advertisers. Eastern Pennsylvania rubbish. A Drawing account or salary. Please complete experience and references in letter. Box 365, BROADCASTING.

Experienced announcer and contin. writer. Must be able to announce all of programs according news. Knowledge control board operation desirable. To be paid weekly. Box 345, BROADCASTING.

Ad man, experienced, high grade man over thirty preferred. A. L. commission. Local station, best suits. For sale. Terminates competition. Full details to WERE, Muskegon, Michigan.

Situations Wanted
Engineer, eight years' experience, and one-half as chief, temporally places permanent position in progressive station. Dependable, in proven engineer who would comply with station needing technical improvement and high fidelity engineering on an commission basis. Age 37, family, recent record and references. Box 317, BROADCASTING.

Station director or commercial man-A-1 broadcast executive. Twelve years' personal interviews and managing in well known American stations. Exceptional re in station development. Recommend by important radio executives. Local unification in all. Women stations. Two years with age now employed. Interested in station with a real future. Box 337, BROADCASTING.

Program, musical director, contact writer. Excellent references. Excellent references. Co. graduate. Box 367, BROADCASTING.

Young man, five years' experience, ing time, announcing and writing merial copy, available. Please refer to Box 365, BROADCASTING.

Operator, holding first-class Radio License desires position in progressive cation. Box 364, BROADCASTING.

Experienced licensed operator desirous with broadcast or radiotelegraph station. Box 363, BROADCASTING.

Music-Talent
Program Managers, Artists, send list of new songs—available for cast without payment or copyright. In your carnival, Saenger, Salem, Indiana.

For Sale
Western Electric Equipment-AC Ar G6-118 Amplifiers—118 Amplifier—Volume Indicator Panel. Good condition. Best offer for all or part takes it. 346, BROADCASTING.

2-Western Electric 8-15 Input equipment for station wishing to 2 channel setup. Available at once. Complete details enclosure. Edison Electric Illuminating, 39 Boyleton St., Station WEEI, Bos-

Page 46
BROADCASTING * September 1, 19...
*KGO's potential circulation as determined by the New NBC Method of Audience Measurement by Aireas. Copies of this map are now available and will be sent to you at your request.

**KGO**
SAN FRANCISCO

TOTAL POTENTIAL CIRCULATION
482,138
RADIO FAMILIES*

Airea 1
Airea 2
Airea 3

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

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ WRC & WMAL WMAQ & WENR KGO & KPO

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

www.americanradiohistory.com
HIGH FIDELITY
FOR 100/250 WATT STATIONS

Stations operating on 100 or 250 watts, or on 100/250 watt licenses may now give their listeners the same High Fidelity and completely reliable service that is afforded by more powerful up-to-date transmitters. The RCA Type ET-4250 Broadcast Transmitter brings this to the smaller station, plus new simplicity, increased reliability, finer performance, and new economy.

COORDINATED DESIGN
It is important to remember that RCA is the only organization in the radio industry that produces everything from the microphone in the studio to the loudspeaker in the home. All RCA equipment is designed according to a thoroughly coordinated plan for organized High Fidelity, avoiding all difficulties in matching and compensation in the field.

OUTSTANDING FEATURES
The audio characteristics of this new transmitter affords less than plus or minus 2 db. variation from 30 to 10,000 cycles. The hum level is 60 db. below the modulation level. The audio harmonics are less than 4% total arithmetic sum at 95% modulation, and the radio harmonics are well within the requirements of the Commission. All this means high fidelity, and vastly increased listener interest and substantially larger audiences. The improved crystal control circuit employing the new “V” cut crystals does not require critical temperature control and insures less than 10 cycles variation plus or minus. At 250 watts output, this modern transmitter, operating on either 110 volts or 220 volts 60 cycles, draws only 1.7 KW,—which means new economy in power consumption.

Write for Bulletin No. 47 on this remarkable 100/250 watt transmitter.