he audition room in KNX's new $250,000 studio combines the very latest technique in auditory and visual presentation. As the sponsor's program is being auditioned, he has flashed before his eyes... by means of illuminated maps... in color... the coverage story of the Station.

KNX "THE VOICE OF HOLLYWOOD"
John Blair & Co., National Representatives
"—dependable night-time service area shows an increase of about 400%. Daytime service is the approximate equivalent of a 300% increase in power over the old antenna."—says Paul Godley

WRVA's magnificent new tower is interesting because it is the tallest all-wood self supporting structure, and the first radio tower of its type, in America. It is interesting, too, because this spectacular structure stands as a monument to the pioneering spirit of Virginia's favorite radio station...

BUT the most important feature—from the radio advertiser’s point of view—is the tremendous increase in both the day and night service areas... increases made possible by this unique tower and the revolutionary new Godley-La Porte low velocity antenna system.

Advertisers report more sales per advertising dollar as the natural result.
WHEN you try to cover New England with one station or a small group of stations, you are getting only a slice of the pie.

You leave a substantial portion untouched.

The reason for this lies in New England's many separate and large centers of population, where local stations command the large audiences. New England listeners, in other words, are decidedly a split audience—so much so that important markets are definitely beyond the sales influence of any one station or small group of stations.

If you want a New England-wide audience—New England-wide sales, this can be accomplished in only one way. Buy Yankee Network's blanket coverage.

The Yankee Network's 12 stations give you the largest possible New England audience. They reach the greatest purchasing power in the major trading areas from Bridgeport, Conn., to Bangor, Maine.

When you buy Yankee Network's 12-station coverage, you sell all New England.
"Let's start small, Mr. F J & F!"

We DON'T care a tinker's tink whether your appropriation is large, small, or medium-size. Nor whether you want to start with a test campaign on one station, or one hundred. What we are interested in is to show you how your dollar can pay you big returns through the intelligent use of a spot radio campaign.

Free, Johns & Field, Inc.

Associated with Free & Steining, Inc.

Radio Station Representatives

New York
110 East 42nd St.
Lexington 2-8660

Chicago
180 N. Michigan
Franklin 4373

Detroit
New Center Building
Trinity 2-8444

San Francisco
Rut Building
Sutter 5415

Los Angeles
C. of C. Bldg.
Richmond 6184

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

WMBD . (CBS) . . . . . Pec
WPTF . (NBC) . . . . . Rale
WDAE . (CBS) . . . . . Tam
KTUL . (CBS) . . . . . Tu
KALE . . . . . . . . . . . . . . Portia

Scripps-Howard Enters Broadcasting Field

By SOL TAISHOFF

will Seek Radio Affiliations in Its Publication Cities; Bickel to Be President and Hanrahan Vice President

POWERFUL Scripps-Howard organization, long in the forefront of American newspaperdom, has decided to enter the broadcasting field in a comprehensive way. The board has announced that it will begin affiliation negotiations, probably with the ultimate object of acquiring broadcasting stations or station affiliations in each of the cities in which it publishes newspapers.

With the filing of an application in the FCC Sept. 13 for assignment of its first station, WFBE, Cincinnati, it was learned on good authority that this would be the forerunner of other station acquisitions or affiliations. Preliminary broadcasting details, including the assignment of its radio executive, have been worked out.

The WFBE assignment application was quickly followed on Sept. 17 with the filing of two additional applications by the Scripps-Howard radio subsidiary for new stations in Columbus and on weekdays instead of a 24-hour-a-day operation.

The board, including 100% of Scripps-Howard newspapers, subject to the approval of the FCC, "simply demonstrates an increasingly strong conviction on our part of the developing opportunity for the use of radio in connection with the newspaper. It seems to us that the benefits of such an association to the general newspaper consumer will be very real."

The decision to invade broadcasting represents a complete reversal in policy by the Scripps-Howard organization. Roy W. Howard, chairman of the board, has been an ardent opponent of newspaper collaboration with radio and of radio generally as an advertising medium. No Scripps-Howard newspaper, it is understood, will ever have an ownership interest in a station hereafter.

THE Scripps-Howard decision, believed to have been motivated largely by Mr. Bickel, who has long displayed an intense interest in broadcasting, comes on the heels of the action of its press-association subsidiary, the UP, which last May began the sale of its news reports to broadcasting stations. This culminated a two-year fight within the American Newspaper Publishers Association, and obviously, had the sanction of the parent Scripps-Howard organization.

The move constitutes another long stride in the trend toward newspaper ownership of broadcasting stations. Some 125 stations, of the 620 licensed, are either owned by or corporately affiliated with newspapers. The Hearst enterprises, controlling a large metropolitan newspaper chain, are competitive in some cities with Scripps-Howard papers, already have acquired the ownership of six stations and are negotiating for or considering the acquisition of others. The Hearst objective, too, is that of ultimately acquiring stations affiliated for each of its two dozen newspapers.

Several smaller newspaper chains, such as the McClatchy group in California and the Gan- nett chain in New York State, are operating stations in connection with their newspapers. More than 30 applications now are pending before the Broadcast Division of the FCC for new newspaper stations, and these doubts will be supplemented by others, now that the important Scripps-Howard organization has launched its campaign to become a factor in broadcasting.

THE Scripps-Howard organization, in addition to its ownership of the United Press and the 24 metropolitan newspapers, owns Newspapers Enterprise Association, a feature service, Acme News-Picture Service, Science Service, and United Features Syndicate. There is no Scripps-Howard corporation, as such, but the Scripps-Howard organization is controlled by Robert P. Scripps Jr., heir of the founder of the organization, and Roy W. Howard. There are 60 corporations controlled by the Scripps-Howard organization.

"Committee of 15" To Plan Steps For Audit Bureau

Will Meet Sept. 15; Networks Provide Preliminary Funds

WITH COMMITMENTS aggregating $20,000, the two major networks for the expenses of the preliminary studies, steps are being taken by the trade associations for the present, to advertise agencies and broadcasters looking toward the creation of a cooperative national station surveys organization. A meeting of the "Committee of 15," equally representative of the three television networks, was scheduled in New York for Sept. 17, when effort will be made to arrive at a definite plan. The project—long espoused by elements in each of the industries—will be launched early this year by the NAB, the project has as its object the creation of a cooperative television network.

Because of the circulation, coverage and listener data factors which make radio the most important tool, there is present a divergence of opinion as to the form the proposed agency should take. It has been tentatively agreed that the network should be cooperative, with the expense borne by each of the agencies affected and with control resting in no one single group.

Uniformity Sought

TO COOPERATE in the discussions are the NAB, American Associations of Advertising Agencies, and the Associations of the broadcasting industries. Each Advertiser. Each has appointed a committee of five to participate in the conversations. These committees formally will pursue the preliminary negotiations of the last few months in which unofficial negotiations have been under discussion. The separate associations have participated.

NAB has offered $20,000—$5,000 from each of the three networks—to help defray the cost of the preliminary studies, while CBS has pledged $10,000 for its member stations, which will be utilized in any manner finally agreed upon by the three trade associations. How long it will take the joint committee of 15 to call its work cannot be forecast. Barring unforeseen developments requiring more time, the separate committees have been vested with full authority to proceed with the project without getting further action from their trade association boards.

The project was suggested as a means of discarding the existing non-standardized methods of measuring coverage and listener data used by stations. Agencies and advertisers have long maintained that the lack of uniformity of these surveys renders them ineffective. In the same example, it has been brought out that three competitive stations in the same market have made independent surveys of the same network, that it ranks first in listener favor, and first in coverage.

As originally outlined, the cooperative Bureau would operate on the basis of developing a method of determining technical station coverage or audience survey data, or both, subject to the approval of the committee of 15. In the preliminary conversations it has been proposed that the NAB President Leo N. Slichter, Mr. W. B. Chamberlain, B. Church, KMBC, Kansas City, chairman; Alfred J. McCosker, Rochester, N.Y., vice-president; H. K. Boice, CBS vice-president in charge of sales; H. K. Boice, CBS vice-president in charge of sales, and J. O. Malm, WHO, Des Moines, where as both the NAB managing director (then Philip G. Loucks) and the new one. James W. Baldwin, who succeeded Mr. Loucks, will carry on, will take the joint committee of 15 into account. The committee's voice cannot be forecast. Barring unforeseen developments requiring more time, the separate committees have been vested with full authority to proceed with the project without getting further action from their trade association boards.

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Concerning Station Surveys

By PHILIP G. LOUCKS

AN OLD pamphlet issued by the National Association of Broadcasters disposed of the technique and program survey question in a single sentence, as follows:

"The best sales data is result data."

Further investigations have borne that out, although it has not satisfied stations on the one hand, nor time buyers on the other.

Broadcasters and networks spend many thousands of dollars annually on surveys of all kinds. The main purpose of these surveys is to determine whether or not the network paying for the completed job has some peculiar advantage over its competitor or competitors. Then advertising agencies and advertisers also purchase a similar service. The main purposes of these surveys are to prove either that one program is more popular than another or that a particular program is not popular at all, in which event the stations, or network, is effectively damaged. Then there is also jealousy among the broadcasters, networks, advertisers and agencies over the minor point of control over surveys. The broadcasters would like to control all surveys; and they offer good reasons. The agencies would like to control them; and they also offer good arguments.

Now if there is established the premise that information about broadcast advertising is essential both from the view-point of the broadcaster and the buyer—and it is essential—then no one group should or can obtain and authenticated and money for surveys best expended if all interested groups cooperate in the establishment of an independent bureau which will serve both lenders and borrowers without prejudice, with partiality and without internal politics.

Cooperation—in the truest sense of the word—will bring success. Lack of cooperation will doom the venture to failure. And failure will result by continued waste of thousands of dollars annually in useless surveys.

Loucks to Contribute

Observations on Radio

PHILIP G. LOUCKS, former managing director of the NAB, and practicing attorney in Washington, has been granted the request of the editors of BROADCASTING to submit from time to time his observations on current problems of the industry of timely interest. In these articles, Mr. Loucks will not necessarily reflect the views of the editors of BROADCASTING.

He will choose his own subjects and write about them in his own way.

During nearly five years as NAB managing director Mr. Loucks was intimately associated with practical problems. Prior to that he was a newspaperman in Pennsylvania and in Washington where he served on the United Press Bureau. He turned from newspaper work to the practice of law and accepted the call to the NAB managing directorship in 1930. The editors of BROADCASTING are pleased to welcome Mr. Loucks as a contributor.

New Cosmetics Sponsor

ROGER & GALLET, New York, has announced that it has made a radio deal for Friday, Oct. 25, 8:15-10:30 p.m. with a weekly program on the NBC-WJZ basic network. W. E. Young, manager of McGraw-Hill & Pratt Inc., New York agency, made arrangements for the show, but an announcement of the sponsor was made by Mr. Loucks. The program is called "Deletion of KFY Is Ordered by FCC; KFYR, Bismarck, N. D., was ordered deleted effective Oct. 29, according to orders recently announced by the Radio Commission." The broadcasting station was licensed in 1930, and in 1938 the order cancelling the license was issued by the Radio Commission. The case was considered by the FCC in the course of reconsideration of the decision of the District Court of Appeals.

Deletion of KFY Is Ordered by FCC

Stepping Up of Power Chart To Station in Bismarck

KFYR, Bismarck, N. D., was ordered deleted effective Oct. 29, according to orders recently announced by the Radio Commission, in a decision rendered Sept. 9 by the Broadcast Div. of the FCC. It marks the third station deleted by the commission since 1930, when the Radio Commission deleted the John R. Brinkley station KFVI, in El Segundo, Calif., and once received the death sentence.

The decision, by a two-to-one vote in favor of the FCC Board Chairman, Judge Sykes, was based, on evidence adduced during the hearing before the Division banc last June, upon the fact that the station had "stepped its power beyond its license permit for a period of several years.

A petition for reconsideration of the decision was filed with the Board Division Sept. 11. Mr. W. E. Young, counsel of the Radio Commission, is counsel for KFYR. Mr. Young's petition seeks to have the grant the station a renewal license or reconsider and grant a relicense with oral arguments, Mr. Young's petition seeks to have the station not only its manager and personnel and should suffer in subsequent proceedings. The station area would be deprived of broadcasting service.

The petition in all probability will be accompanied by the FCC at its next meeting Sept. 17. Resubmission of its decision in this case, is unprecedented in the FCC or its predecessor, the Federal Radio Commission.

Appeal Is Foresworn

THE CASE was regarded as a "test" in that the FCC had stated that there was no law, nor courts, nor technical violations. P. J. Meier, owner of the station, and a prominent broadcaster, had testified to the knowledge of these actions since he is not a technician. Upon notice of the complaint, the matter will be referred to the FCC, and the station is not responsible for the alleged violation were dismissed.

The Broadcast Division has yet issued its statement of reasons and grounds for decision. It probably will be handed down prior to the order, the time on which the decision order is scheduled to become effective.

According to the FCC rules, KFYR have 20 days from Oct. 25 in which to note an appeal to the U.S. Court of Appeals for the District of Columbia. More than that, the appeal will be accompanied by a petition for a stay order, to hold in abeyance the decision of the appeal. The FCC procedure followed by order granting, at least months will elapse before it will be adjudicated.

KFYR, a pioneer station in the Pacific Northwest, was saved by Mr. Meyer. It operates on choice 550 kc. regional channel at night and 550 watts during the daytime. At the same meeting the FCC announced that it has designed for the application for the Farmers Educational and Cooperative Union of America for a station, the use to the facilities of KFYR.
Joint Federal Program Control Likely

FCC and FTC to Get Together in an Effort to Define Respective Duties in Watching Radio Advertising

DEVELOPMENT of a liaison between Federal Communications Commission and the Federal Trade Commission in checking radio advertising and keeping it away from undesirable nature, under which the two federal agencies will clearly define their respective roles in the activity, was assured as a result of the procedure effected last month whereby the latter agency assumed basic jurisdiction over the field.

The first tangible step in this direction was taken by the Broadcast Division of the FTC on Sept. 10 when it adopted a resolution authorizing Chairman Sylvester of the Division to communicate with Annette Davis of the FTC and arrange for a joint session of the two agencies to discuss the entire project. The resolution, offered by Chairman Prall, suggested that the Broadcast Division, constituting a committee of three of the FTC for the discussion.

As a report, broadcasting went to press the meeting had not been arranged but it was expected that it would be held within the next fortnight. The plan was that a joint meeting would be held in early December to discuss the procedure. Asserting that the FTC arrangement with stations under the stipulation procedure was another step in the proper direction, Mr. Prall declared that the FCC would seek to shape its activity to dovetail with that of the FTC.

Right of Waiver

UNDER the arrangement worked out by the NAB with the FTC, stations are given the right to sign waivers and stipulations involving radio commercials or services over their facilities, whereby they are spared from any decision reached by the governmental agency. (See Sept. 15 issue of Broadcasting.) As a result of that procedure they are then eliminated from the process of purging广告 may be taken by the FTC against the advertiser. This is similar to the procedure followed in newspapers, periodical advertising with the publishers.

"I feel that definite progress has been made in cleansing the air of objectionable commercials, and the new arrangements under which stations will be given the benefit of this type of development. This stipulation procedure should prove helpful," said Chairman Prall.

The responsibility of the Federal Communications Commission is to see that the public interest is served by all station licensees, and, as far as possible, to maintain the general content and character of all programs. The Trade Commission, by virtue of the law under which it operates, is in position to analyze and examine into all products advertised in interstate commerce. The results of its labors naturally will be helpful to our Commission in ascertaining whether stations are serving public interest.

"By coordinating our efforts, we shall be able to serve the public and to help broadcast station licensees in a constructive way. Under such a revised procedure, there will be no substantial basis for accepting improper accounts."

The Congoin Case

TIED into the prospective change in procedure has been the case of the Congoin Co. of Los Angeles, distributors of a yerba mate product, similar to tea, bearing the trade-mark "Congoin." It is a South American beverage being marketed actively along the Pacific Coast and is competitive with tea and coffee. The company has been grappling with the problem presented by Congoin because it has provoked international diplomatic repercussions.

The Congoin case grows out of a letter sent by the FCC's law department, written by Andrew Haley, attorney in charge of program investigations, to a number of stations which have handled the Congoin program, questioning the product and asking for information under oath, which plainly indicated that the stations were being placed under investigation as a result of their acceptance of this account.

As a consequence, many of the 100 stations carrying the account promptly cancelled it. Meanwhile, supplies of the product were seized by the Food & Drug Administration of the Department of Agriculture, in Chicago. The company, according to Mr. Woolrich, president, who has been in Washington for a fortnight, is faced with bankruptcy, since it cannot merchandize its product while under the stigma of these Federal actions.

On behalf of one of the stations which had been solicited by the FCC for information regarding the Congoin account, Arthur W. Schafeld, Washington radio attorney, Aug. 23 wrote the FCC that it was his view that the information requested was outside the scope of that agency's authority, and represented a radical departure from procedure previously followed.

Five days later, Charles J. Scharfeld was informed by the FCC that it felt that the inquiries were entirely justified and that they were apparently made "for the purpose of securing information which would enable the Commission to determine whether or not the granting of a renewal license to the station in question would serve the public interest." This letter also was written by the Law Department.

Meanwhile, however, the State Department communicated with the FCC about the Congoin case because of protests it had received from South American governments implying that the action against Congoin has resulted in practically destroying their exports of yerba mate to this country. It is estimated that U. S. imports of this product are valued at about $1,000,000 annually, with the Congoin Co. importing substantially more than half of it.

Charges Persecution

M. WOOLRICH also had addressed a letter to Chairman Ewin L. Davis, of the FTC on Aug. 24, reeling the history of Congoin, described as the Federal government's "persecution" of his company. In the case of the FCC citations, he said it has worked "an almost unbelievable hardship" upon his company. "Firstly because the very tone and breadth of the inquiry itself has struck a note of terror on the part of most of the station owners and they have cancelled our programs or in our efforts to renew or negotiate contracts we are treated as though in some way we had turned into lepers, or developed small-pox or measles; and we are told that one of their desirable time has been contracted for, or that until we receive a 'clean bill of health' from the commission (something for which we can find no procedure or precedent for doing) that they will not even extend a station's license in jeopardy by doing business with us."

"What is even more disastrous, it is feared, is the fact that the very existence, is that through the various stations our competitors in the beverage industry have been informed that we are under a cloud, to so speak, by the FCC, and this news has spread like wildfire. In wholesale and retail trade to such an extent that our orders have been very seriously curtailed and some of our accounts made almost impossible. As a matter of fact, what was a most promising and prosperous company in a few short weeks has been forced to discharge over 50 employees and to keep from going bankrupt to make an assignment for the benefit of its creditors."

The latter has not yet been any further action on the part of the FCC in this matter, an investigation was ordered by the Broadcast Division, and the initial steps will be taken to alter it. It appeared that this case would mark a turning point in the FCC procedure on "questions of advertising," with the Trade Commission stepping into the picture, since it presides over the Congoin Co. and had given it a clean bill of health insofar as its product and its advertising are concerned.

Suggested Procedure

THE VIEW was that, instead of allowing its Law Department to continually continue its investigations every conceivable bit of data, plus samples of the product advertised, and thereby placing the station in jeopardy by indirectly threatening it, the FCC should first procure the findings of a scientific or technological body, as a result of the investigation made by a qualified governmental bureau the Food & Drugs Administration, that the product is dangerous or falsely advertised, then it would have a standard basis of removing or limiting communication to the station and setting it for hearing on license renewal.

Mr. Prall indicated that such a procedure is likely, particularly in view of the new position occupied by the FTC under the stipulation procedure and the checking of radio broadcast advertising. "We will see if the apple is rotten before we bite into it," was the analogy he used.

Also in line with the effort to check advertising, Mr. Prall said, "In the case of the Broadcast Division, the joint announcement late last month of the Mutual Broadcasting System and the National Association of Broadcasters, which has been done by the Proprietary Association in a telegram to the NAB con- (Continued on page 20)
Projected New Plant of WWJ, Detroit

Sunday is Busiest Day for Radio Sets

Psychologist Also Finds News Programs Are Most Popular

The average radio is going four hours and 20 minutes daily, Dr. Frank N. Stanton, president of Radio State University, told the members of the American Psychological Association, in convention early in September in Ann Arbor, Mich.

Using a machine attached to 50 test radios, which showed every 30 seconds whether or not the radio was in operation, Dr. Stanton found that Sunday was the most active day of the week, as far as radio programs were concerned. For Sundays, his records show, the average radio is on five hours and 35 minutes.

Another study was designed to find out just what the radio public prefers. Everyone, according to his findings, liked the news broadcasts most. Men rated comedy and second and sports programs third. Women cast their votes, after the news broadcasts, for drama; and the third choice resulted in a tie between comedy and classical music.

Grouping these figures, Dr. Stanton found that the combined favorites were news broadcasts; first; comedy; second; drama; third; and sports; fourth; and variety and classical music tied for fifth.

On what does the radio listener do while he's listening? This question, too, was answered by Dr. Stanton in his survey. Men confined their activities to three, while women extended the list to six. Listening, in itself, ranked first for both. Second, for the men, was reading, and eating was third. The women expressed themselves as doing, after listening, sewing, cleaning, housework, eating, ironing and reading.

Another complaint, Dr. Stanton found, was centered around unjust advertising claims, also said: "I found a surprising number of housewives who were in arms about children's programs."

Chevrolet Drops G-Men Programs

Chevrolet Motor Co., division of General Motors, will discontinue its G-Men program running on a nation-wide NBC-WN network when the first 13 weeks are completed on Oct. 12, because of unfavorable reaction from women's and civic organizations. Contentions that the program has an improper influence upon children are understood to be the basis for the decision.

In deciding to terminate G-Men, however, Chevrolet, through its agency, Campbell-Ewald Co., Detroit, has renewed for the time over NBC on Saturdays, 9 to 9:30 p.m. No program feature has yet been selected.

The Chevrolet transcription feature Musical Moments will conclude its second 13-week run over some 300 stations during the week of Oct. 14, and may be renewed for another 13 weeks on approximately the same list of stations, it was indicated. The campaign, should it run another 13 weeks, will entail an expenditure of approximately $1,500,000—the biggest spot campaign ever placed.

In all, the campaign would include a total of 117 programs on more than 300 stations over the three 13-week schedules. The programs have been transcribed by World Broadcasting System.

New Vacuum Campaign

AIR-WAY ELECTRICAL APPLIANCE Corp., Toledo (vacuum cleaners), on Sept. 2 began three 15-minute transcription programs weekly, daytime, over WJR, Detroit and WSPT, Toledo. The account is handled by Campbell-Ewald Co., Detroit.

Strictly modern in design and incorporating the latest in high-fidelity equipment will be the new exclusive facilities of WWJ, Detroit, which announced on its 15th anniversary Aug. 20 that it was preparing to build an entirely new radio plant this year. The buildings were designed by Albert Kahn, Detroit architect.

The studio house will be located just across from the Detroit News building, and the transmitter will be near those of the suburban stations now housed in the newspaper building. The studio house will cost $50,000 and the transmitter plant $150,000.

The first floor of the broadcasting house will contain a studio set, $50,000 worth, for the performers. It will also have a fully equipped stage. The second floor will be devoted to business offices. On the third floor there will be four studios, each "floating" and treated with the latest acoustic methods.

Also on the third floor will be the main control room, a sound effects room, a lounging room for artists and offices for those in charge of programs. On the fourth floor there will be observation rooms for the third floor studios and a private audition room.

Buick Plans Radio Drive To Present New Models

BUICK MOTOR Co., has acquired exclusive broadcast rights for the Max Baer-Joe Lewis prize fight in New York Sept. 24, starting at 10 p.m., EDT. A combined NBC network, coast to coast, will be used, including Canada and Honolulu. Commercial announcements will be made by the sponsor, a brief announcement at the beginning of the contest and another short one during the bout. The entire contest and a summary will be broadcast, regardless of the number of rounds fought, with Edwin C. Hill in charge over CBS as descriptive announcer. Erwin, Wasey & Co., Inc., New York, is now handling the Buick account, which on Oct. 1 will go to Arthur Kudner Inc., new York agency. The broadcast is coincident with the announcement of the 1936 Buick line.

Buick will also use spot announcements over 50 stations, from Coast to Coast Sept. 23-28, inclusive. Four announcements will be given each day, two on even days, during station breaks. The sponsor is using these spot announcements to announce the new 1936 Buick which will be on display Sept. 28, Erwin, Wasey & Co., Inc., New York, is the agency.

Local Radio Urged In Oyster Campaign

OYSTER packers and distributors in the 19 oyster-producing states will operate an intensive advertising campaign to revive oyster consumption which has fallen off 70% since 1910. Although radio will use the $100,000 national campaign of the Oyster Institute of North America, which is about to break, every effort will be made to encourage individual members of the Institute to use it in local and state campaigns.

This announcement was made early in September by Lewis Radcliffe, chairman, and R. L. D. C. Fairbanks, executive secretary of the Oyster Growers & Dealers Association of North America Inc. Mr. Radcliffe, former deputy commissioner of the U.S. Bureau of Fisheries, is directing the whole campaign and acting as advisor on the local and state campaigns.

The $100,000 will be spent largely in class magazines and newspapers, Mr. Radcliffe said, with N. W. Ayer & Son Inc., New York, handling the campaign.

The Oyster Institute's membership ship, he said, is now 120, representing about 80% of the oyster business of the country. Mr. Radcliffe will furnish material to local operators who want to make spot announcements by radio.

Chesterfields Return

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) returns to CBS Oct. 2 with a sponsored program, "The Musical Moment," in 91 stations. The programs will be heard Wednesday's (with Lil Pons, soprano) and Saturdays (with Alma Martine, tenor), 9:30-10 p.m. The Andre Kostelanetz orchestra again will provide music background.

David Ross, winner of the dicto medal of the American Academy of Arts and Letters, engaged exclusively to announce the series.

Koppers on Inter-City


The sale, according to WMCA, makes a total of 17 hours a week of sponsored programs, including the program on both WMCA and WIP, the main links of the Inter-City Group.
A Year of Homecasting – The Story of FHA

BY GEORGE T. VAN DER HOEF
Chief, Radio Section, Federal Housing Administration

Government Bureau Turns to Radio and Quickly Attains
Osteal Success in Campaign to Rehouse a Nation

WHEN FHA set out last year to boost the durable goods industry and install the nation in more durable houses, it naturally turned to a new medium to sell the public on the job at hand. Now FHA is rolling along smoothly and swiftly; for proof, drive around any residential section and listen to the ham-
ners and saws. To the cooperation of radio stations goes much of the credit for the success of the housing drive, says Mr. Van der Hoeft.

MR. VAN DER HOEF

THE MASTER BUILDER — Hil-
mar Bakhage, radio commentator,
who appears on the FHA pro-
grams on an NBC-WJZ network
Saturdays at 6:45 p. m. (EST).

established radio programs. Among the programs with which tie-ins were effected were Clara, Lu and Em, Benton and Bowles Inc.; Myrt
l, Jan, and Muriel, and Wern erts House, agency; Betty and Bob, of Gen-
eral Mills Inc., Blackett-Sample,
Rommel Inc.

Another type of program arising
from cooperation in the radio-
housing field is that of straight
merchandising. A FHA radio pro-
gram. This type is being put
on the air by concerns realizing
the outstanding merchandising op-
portunities which are being de-

(Continued on page 54)
All Advertising Is Sold Short
By ANPA in Effort to Hit Radio

INACCURATE DATA PRESENT FALSE PICTURE OF RENEWALS;
BROCHURE LOADED WITH "BALLOT BOX STUFFING"

ONCE more the newspapers have sold advertising short. In characteristic fashion Yardsticks on the Air, the American Newspaper Publishers Association's publication regarding radio, seeks to promote the sale of newspaper advertising by attempting to discredit a competing medium.

The principal conclusions of the ANPA publication are (1) that the medium is used wastefully among advertisers using radio prior to 1934, and (2) that radio is extensively expensive when examined from the viewpoint of the listeners reached per dollar expended.

The latter contention is based upon deductions made from the results of a survey conducted by the Chicago-Hooper organization, and similar to the highly controversial one conducted earlier in the winter for the Periodical Publishers Association.

Sells Advertising Short

ASIDE from the bias, inadequacy and insufficiency of the ANPA procedure, it is unfortunate that the newspapers should continue to sell advertising short. It is silly to imply that any one advertising medium has the monopoly on sales effectiveness. If one has, so do the newspapers.

If one does not, there is no question as to how effective any medium actually is. Each medium has its own qualities, of which the intelligent advertiser must use in making his particular sale. The law of comparative advantage is the only sound basis for the purchase of merchandise.

Viewed from this angle, the continued attacks of the newspaper on other media can have but one effect, and that is the shattering of the confidence in all advertising. If radio is so costly and wasteful, how can one be certain that newspaper are any less so? Moreover, there is homely truth in the observation that people instinctively distrust anything that perchances itself too much with running down his competitor. The short sale of advertising is the only result which can emanate from efforts such as those of the ANPA.

Radio Mortality?

THE ANPA study is an excellent example of why promotional research of this type is so distrusted by business men. The procedure used in achieving the 70% mortality can only be described by recounting the old terminal word "stuffing the ballot box". Every conceivable device has been used, wittingly or unwittingly, to swell the returns.

ANPA tabulations have been based upon users of national network or competing national network, whether employing it but once, or using but one station affiliated with a network, has been most distressing. Under the ANPA procedure and the number of companies reported in the present instance, the result is that a number of types of advertisers which should hardly be included in a mortality study, have been included. Political parties and similar occasional advertisers are included, despite the fact that they may only require radio or any advertising every two to four years. Each time they discontinue their radio efforts, though, they are listed as a mortality.

Groups such as religious bodies, now accorded free time rather than being charged at a rate such as in the early work days, are included among the mortalities.

Companies using radio for special purposes also are included. Organizations such as the U. S. Treasury, chambers of commerce, and conventions, especially in the early days, are in this category.

Mergers also have been disregarded. Seemingly when a company has lost identity by merger, it has been considered a mortality, despite the fact that the absorbing company has continued radio.

Each brand of a company also seems to have been considered as a separate account. Consequently when companies have shifted their radio funds to another brand to another it has been considered a radio mortality, even though the company in question may be spending more money than ever on radio.

No Measure of Mortality

COMPANIES discontinuing all advertising or dropping out of business have not been treated in a logical fashion. They have been included in the mortality, though the ground of the entire publication is that this mortality represents finding radio unsatisfactory, and, by implication, a shift back to other media. In this regard it would be more than interesting to see the proportion of radio and newspaper advertisers either dropping out of business or discontinuing business during the period 1928-1933. Considering that newspaper advertising volume dropped more than 50% from its pre-depression peak, as compared to a 20% drop on the part of radio, it is indicated that newspaper would make the poorer showing.

The tabulation also disregards companies, such as laxative manufacturers, which have been requested to discontinue national network broadcasting.

One of the most serious discrepancies in the ANPA tabulation is that it has failed to take into account the radio advertisers who, though discontinuing national network advertising, have either shifted or persisted on regional networks and in the use of individual stations in spot advertising.

Though complete information is not available, a tabulation which includes the more prominent national spot radio advertisers revealed that of those advertisers using national networks in 1928, 37.8% were still on the air in 1935, using either national networks, national spot or regional networks. The proportion for national network advertisers was 55.6%, 1928; 30%, 1930; 1931, 45.1%; 1932, 40%; 1933, 67% and 1934, 82.1%. It would be interesting to see how many of these advertisers using national networks in 1928 and 1934 are still on the air in 1935. It is safe to say that more than 45% of the national networks advertisers starting between 1928 and 1934 were still on the air in 1955.

The Radio Audience

THE ANPA contention that only 58.4% of those advertisers are equipped with radios is an example of poor arithmetic. A figure of 19,001,592 for the number of families in the United States is used instead of the U. S. Census Bureau estimate of 30,914,360; while 19,001,652 radio families are considered. The 24,451 radio families tabulated by CBS-McGraw Hill and used by the Encyclopedia of the 1928 national newspaper advertisers was still with the press in 1935. It is safe to say that approximately 80% of that number of radio families are users of radio. In the case of NBC renewals accounted for 97% of its networks' revenues.

The Radio Audience

THE ANPA study is an example of the national network, whether discontinuing national network advertising, approximately 80% of which are advertisers using national networks.

Likewise, the ANPA finds that in an unnamed Eastern city 20% of the homes are equipped with one or more radio sets.

The ANPA conclusion that the average national radio program Advertising 1.1% of radio families—1,102,606 homes—should be looked upon with delight by the broadcaster. More than one million homes are able to cooperate. It would be interesting to know the extent in which such stations are carrying on national network advertising.

(Continued on page 57)

Priority in House
For Food-Drug Bill
Committee Plans Many Changes
Declares Chairman Chapman

Mr. Chapman's prediction, made to Broadcasting Sept. 3, came simultaneously with his release of a letter he had received from Edgar Kobak, NBC vice president in charge of sales and chairman of the House food and drug subcommittee. Mr. Kobak has been an advocate of the bill hanging fire in Congress for more than two years and has been rewritten a dozen times to satisfy its opponents.

Changes to Be Made

THE MEASURE, Mr. Chapman declared, is amenable to changes again rather sweepingly by his subcommittee, before which it still has to go. While he was not more positive as to whether or not any of the other proposed substitute measures pending in the House, will be used as the "back up" measure if the measure to be reported out of committee, he said. He would not discuss the additional amendments, declaring his committee meet again before that can be done.

Mr. Kobak's letter follows in full:

Frank Woerner of RCA has told me about his interesting conversation with you earlier concerning the activities of your sub-committee in investigating the food and drug situation. I think we should cooperate with each other. I am working on a substitute to the radio message, though Starch has found that 96% of all radios will be used for advertising.

The ANPA tabulation also disregards advertisers only those programs in which the product advertised is known to be free from criticism by the Food and Drug Administration.

It is our belief that none of the products now advertised over either NBC network or an NBC station is subject to such criticism. If by some chance the information should come to you which might raise doubt as to any advertising through us, we shall appreciate advice to that effect from you.

Indiana S-O on CBS

STANDARD OIL Co. (Indiana) of Chicago, Ill., October will go on CBS through (WABC) network (including WABC) with Jack Hylton's orchestra, popular British combination, in condition. A committee of about 30 members, is scheduled to arrive in this country on Oct. 21. The program is heard Sunday from 10:30 to 11 p.m. (EST), keyed from WBBM, Chicago, where a theatre is to be used. Hylton is a pianist and master of ceremonies for McCann-Erickson Inc., Chicago, the agency.
The School Broadcasts of Standard Oil Co.

By E. J. McLahanan
Manager, Sales Development Department, Standard Oil Co. of California

Blazing an Educational Trail in Pacific Coast States

Sponsor Creates Thousands of Friends for Its Products

ADIO undeniably occupies an important part in the lives of every family in the United States and if it were to make the best possible use of it, the industry must be subjected to intelligent use. Discrimination could be practiced in planning programs which continually pour into the home through the loud-speaker.

Great care should be given in planning programs. Educational as well as entertainment values could be taken into consideration. A good program sells itself as well as the sponsor's product and it creates that very important good will.

The Standard Oil Co. of California, trail-blazer of education-by-radio in the West, with foresight, took all these thoughts into consideration when planning its ether campaign. As a result, we have two of the most popular programs on the Western airways, and the first radio-educational features accorded widespread acceptance by Pacific coast schools—the Standard School Broadcast and the Standard Symphony Hour, a course of music appreciation. Although separate presentations, they are linked into a unified educational project by means of special musical numbers, common to both programs. These broadcasts, hand in hand, and are a means of making new friends for the company.

Equipping Schools

When Standard first presented its Standard School Broadcast over NBC in October of 1928 there were only 72 schools on the west coast equipped for radio reception. In seven years this number has grown to more than 2,000 stations. Our present audience numbers 50,000—a quarter of a million children, plus uncounted thousands of adult listeners. These figures give the enthusiastic acceptance which Pacific Coast educators have given to the Standard School Broadcast and also the good will it has created for our company. Heard very Thursday from 11 to 11:45 a.m., over the Pacific Coast stations of NBC from San Francisco, each school broadcast is divided into two 20-minute lectures, one elementary and one for advanced students. Each lesson is complete in itself and devoted to a single topic, but part of a school year's course. The series are illustrated by the Standard Ensemble, a group of talented NBC announcers.

All broadcasts are supervised by Arthur S. Garbett, NBC's Western Division educational director. A Manual of printed lessons, covering the entire year's work, is sent to all accredited teachers who request them.

TEACHING BY RADIO—Before they listen to the Standard School Broadcast, pupils do preliminary studying. Here is the Teacher's Manual” in use during a broadcast.

through their principals, as well as to the heads of adult listening groups.

The constant cooperation of Pacific Coast educators, parent-teacher associations and others has been most gratifying to Standard in its endeavor to present in the Standard School Broadcast a thoroughly acceptable course for classroom reception. Chiefly responsible for this cooperation are the authenticity of the material presented and the rigidly maintained policy of the company to present its radio educational program entirely free of objectionable advertising. No effort has ever been made to sell anything during these broadcasts.

The Standard Symphony Hour begins its ninth consecutive year of uninterrupted weekly concerts in October is broadcast on Thursday, and it is closely affiliated with the Standard School Broadcast, through rendition of musical numbers that have been studied during the course of the forming's broadcast. During their regular seasons, the services of the Los Angeles, San Francisco, Portland and Seattle symphony orchestras are utilized. Otherwise the concerts are given by the Standard Symphony Orchestra under the leadership of such eminent conductors as Alfred Hertz, Vincent Tracchi and Gerardo Merola. The programs, which originate in San Francisco, consist wholly of the finest symphonic music and include both light and more severely classical compositions. An outstanding feature of the program is the absence of advertising.

After being on the air 341 consecutive weeks, Standard Oil Co. in spring of 1935 asked listeners to indicate whether they wished to have the hour of music continued. Inquiry was made as to whether the programs should be continued just as they were, or in some different manner; also whether vocal selections should be added. Listeners were invited to write letters, or go to a service station for a ballot card. The result of this survey was extraordinary. Approximately 30,000 replies were received. More than half came from people who took the trouble to go to the service stations and ask for the ballot card. Radio experts know that only a small percentage of the listening audience will respond to a request for letters, estimates range from one in ten to one in twenty. Hence the return from the survey, believed to be among the most valid ever taken on an issue of this type. Among those who expressed their opinion on singing, the vote was two-to-one against vocal music, hardly an indication of public disfavor for singers but rather a sign that the demand for vocal music is fully supplied elsewhere. A most striking feature of the survey was the number who were only interested in the absence of advertising. Some listeners, apparently apprehensive that the program might be discontinued, offered financial support for the program.

Each year the company receives thousands of unsolicited letters praising the Standard Symphony Hour and the Standard School Broadcast—stating that in appreciation only Standard Oil products are used in their households.

Associated Oil Captures the West Coast Sports Fans...

By Harold R. Deal
Advertising Manager
Associated Oil Co. of California

BECAUSE sports fans are "good sports" and because they make up the most exclusive audience a radio advertiser can appeal to, the Associated Oil Co., San Francisco, is now embarking on its tenth year as sponsor of the Pacific Coast football "sportscasting".

Football is but one of 16 sports that have been covered by Associated's staff of trained sportscasters over the Pacific Coast airwaves in recent years. The list includes tennis, track, golf, basketball, skiing, ice hockey, baseball, swimming, bicycle races, horse races, outrigger canoe races, crew races, amatur boxing and rugby. All these sports have their followers, but football of the good old American collegiate variety is still king, insofar as the size of the listening audience is concerned.

Associated pioneered football broadcasting six years ago, and this year tenth as sponsor of the Pacific Coast's principal football games, we are asking half a million radio fans to help us formulate its 1935 broadcast schedule. Our aim is to please the public, and our questionnaires, in the form of a football, have been circulated by "Smiling Associated Dealers" and company employees, asking the fans to name the teams they want to follow, the stations, affording the best reception, and their favorite announcers.

This is the biggest sports radio survey ever attempted, and will be used in lining up the biggest sportscasting assignment and attempt to attract one sponsor in the entire West. Last season Associated sponsored 311 station game broadcasts of all principal Pacific Coast Conference and major independent school games, paying $75,000 for exclusive broadcasting privileges, and an additional $75,000 for the network and station time and announcer services. That schedule provided the listeners with the most sentimental broadcast of the Stanford-California "Big Game", which was also sent to Honolulu and Manila.

Why does Associated Oil Co. spend this money on football broadcasting? In the first place sportscasting is an important tool of advertising on the Pacific Coast that is practically non-competitive. If an advertiser sponsors a musical program, they are also sponsoring other musical programs that are on the air at the same time. When Associated Oil puts a sports event on the air it is going to get the attention of all sports fans. We are serving thousands of shut-ins and are exposed to people who we possibly get to see the games. We are reaching countless alumni, team boosters, students who for some reason or another, cannot get to the stadium, and we are appeal-
Morgan Education Group Loses Funds
Payne Endowment of $200,000
To Cease at End of Year

THE NATIONAL Committee on Education by Radio, at its 1930 annual conference, has become the advocate of government ownership of broadcasting and a complete change in the present method of broadcast licensing. If the sponsored program line, lapses into the limbo of reform organizations which have failed on Dec. 31, 1935. At that time, it has been ascertained, the Committee's endowment from the Payne Fund expires and there will be no new monies.

Disclosure of the fate of the Committee came almost coincident with the announcement that Joe Whitney, Jr., F.C., the present chairman of the Board of Directors, has resigned his chairmanship of the Committee to devote full time to his editorship of the Journal of the National Broadcasting Association. Wil- lis A. Sutton, superintendent of schools of Atlanta, past president of the NEA, has taken his place on the committee for its remaining days.

Mr. Sutton has been a resident of Atlanta, for educational purposes. Whether the work of the Committee will be absorbed by the NEA or the NAEB has not been decided. Prior to the expiration of the Payne endowment, however, some renewed interest may have been taken on this point.

The Payne Fund of $200,000 for the Committee in December, 1930. Mrs. Frances Payne Brown, widow of the late Mr. Payne and trustee of the Fund, made the endowment.

With the demise of the Committee, it is presumed will close its Washington headquarters, of which Tracy F. Tyler is secretary, and also, has been announced by Armstrong Perry is the head.

The Committee has repeatedly opposed commercial broadcasting in nearly a dozen Congressional committees and before other government agencies. Mr. Morgan has continually voiced the sharply critical of broadcasting.

Atwater-Kent Guests

ATWATER-KENT MFG. CO., Phila., has arranged for one of its house advertising Iceland, guest artists to appear on the first five of the companies concerts, starting Sept. 15. 8:30-9 p.m. on a CBS network. The Sept. program will mark the tenth anniversary of the Atwater-Kent concerts. Artists scheduled to date are: Jessica Dragonette, Sept. 19; Frank Parker, Sept. 26; Grete Steckgold, Oct. 3; James Melton, Oct. 10; Leon Erwin, Oct 17; William Davis, Sept. 14; Henry Velez and his orchestra will provide musical support. It is planned also to have guest artists with Reginald Wyrennen as guest soloist. Mr. Wyrennen opened the first series a decade ago.

G. M. Symphony Returning

GENERAL MOTORS, DETROIT, will resume its Sunday institution. The Detroit Symphony Orchestra, under the direction of a national-wide NBC-WEAF network. The first concert, starting Oct. 6, was learned Sept. 9. The program will be for one hour, from 10:30-11:00 P.M., on a network. The Detroit Symphony Orchestra is being conducted by Erno Rapee, with guest artists. The program will be broadcast, with options for renewal, and is expected to run for 26 weeks. Campbell-Ewald Co., Detroit, is the agency.

RADIO REACHES ITS MATURITY

Commercial System of Broadcasting Now Enjoying the

Sincere of Federal Government

By LEO J. FITZPATRICK
President, NAB; Director, WJR

This is something in that term, "The Luck of the
Ireland," for after all, I feel that the presidency of the National Associa-
tion of Broadcasters devolves upon the most fortuitous Mr. Fitzpatrick for nineteen years since the inception of the industry. It is a year in which pleasures, problems, and obligations are great and those new problems which confront us are of such a nature that they point to development and progress, and as such are an inspiration, more than a labor.

It may come as a shock to some of the advertising men to be re-
mindeed of the fact that American broadcasting, as it now exists, was con-
tinued, was not completely sanc-
tioned until a few months ago. Broadcasting has suffered for years due to a lack for the sharpness of both official and self-appointed critics. Our recent con-
ference of the National Association at Colorado Springs, was the first official occa-
sion upon which station managers and operators might feel that their efforts were endorsed by govern-
ment authority and by the listen-
ing public.

I do not, for a second imply that radio is beyond criticism; or that many of the barbs levelled at it were not correctly aimed. However, our sins as broadcasters were neither eliminated nor washed. They were simply put down and recognized as permissible errors, legitimately to be charged to experience and development.

But for the first time, a young man has been permitted to wrestle with its own problems, minus the repeated ne-
cessity of justifying itself on a case-by-case basis. Broadcasting criticism of its varied uses as a me-
dium of advertising and entertainment.

With Flying Colors

THIS beloved acceptance of the American system of broadcasting, sponsored and maintained by ad-
vertising, came as the result of a thorough and careful study and analysis of the past year by the government itself. This survey was based upon the actual record of broadcasting as a program medium of innumerable programs, and took into account the reactions, favorable and unfavorable, of thou-
sands of listeners and of the critics.

In the month of May, 1935, hundreds of station managers, clergy, college profes-
sors, and representatives of educational institutions, responsible persons from all walks of life, were sum-
mioned to Washington, there to go on the record with their opin-
ion of the stewardship of broad-
casting, at the hands of the asso-
ciated station operators and ad-
vertisers.

From this gruell test, radio emerged with colors flying. It was proven beyond a shadow of a doubt, that to have maintained a clean, wholesome form of enter-
tainment, and to have disseminated instruction and entertainment in a manner which suggested unlimited future possibilities. Its mistakes were in proportion to the task accomplished, the uncharted path which had to be followed and the lack of standards subordinated to the industry as a whole.

And what a splendid thing it is that the public is now favorably disposed to broadcasting, after the hampered step. This freedom from depressing criticism and constant fear of censure to broadcasting at the psychological moment. Due to gigantic strides made in both engineering and pro-
duction, it will be easier than ever before to attain new level of quality and brilliance. Competitive spirit is keen. The search for ideas will be more vigi-
lant than ever before. Efforts to produce will be unceasing. The use of radio as an advertising medium has passed the testing ground, and results must be obtained for every account placed. Recall that radio now is mature; and maturity will be for failure except failure itself!

Honest Advertising

AS FOR merchandising, which plays such an integral part in every broadcast advertising cam-
aign, the term "swoop emporor" prevails. Radio has forced a new degree of "truth in advertising" upon the advertisers, and now demand for proper advertising cannot carry a banner "let the buyer beware." It must offer value, commensurate with its own pleasing presence, and with the gracious welcome afforded by the listener.

Procter & Gamble Co.

PLANS HEAVY SCHEDULE DURING FALL AND WINTER

A HEAVY radio schedule has been arranged by Procter & Gamble Co., Cincinnati, for that portion of the advertising buying season which starts in October. Blackman Adv. Inc., New York.

In the interest of Ivory soap a new series of the O'Neil series, "Great Events," gav-ing its last hearing October on NBC-WEAF basic network, five days a week, 3:45-4 p.m. This program will be presented over 70 stations Monday through Friday. The exact starting is undetermined due to the base world series which will be broadcast during the next few days in October. The sponsor plans to begin the program a sort of a "radio parade." The current Ivory Stamp Club co- WJZ and WBZ-WBZA on Mon-
day, Wednesday, and Friday 5:45-6 p.m. will be sent to the entire WJZ basic network begin-
ing Monday, Sept. 30. The time of the program will be 10:30-11:30 a.m. for its broadcast, 7:15-7:30 p.m. but days will re-
main the same.

Another dramatic show Vie and Same will be unchanged. The product advertised on this quarter-hour is Crisco.

Jake & Leno Sponsored

IN WHO SAFETY CAMPAIGN

HAVING completed a recent en-
agement for Gillette Safety Razor Co., on the networks, Gene & Glenn (Gene Francis Carroll and Glenn Blackman, Jr.,) will be seen their comedy act, Jake and Lena, to WHO, Des Moines, where they are under contract to work the news show daily. In addition on Sat-
urday mornings they have a chil-
dren's program, "Silverton Safety Patrol." This show, produced by B. J. Stearns, is being presented by Rich Rubber Co., Akron, in which local school children are featured in songs, dances and drama, with the aid of Polic. Of Des Moines are cooperating in this show and participated in a welcome party for the pairs who started the broadcast this week.

Network School Programs

BOTH CBS and NBC are planning to resume their popular educa-
tional programs designed for school children, with the opening of fall. WGN will resume the Music Appreci-
ation Hour on a combined NBC-NBC-WEAF network 4:30-5 p.m. on Monday, Thursday, and Friday. The program is heard by 220 million school children—the world's largest music class, plus 200,000 teachers. WOR will renew its American School of the Air program during the fall period, Mondays through Fridays. The series was started in Feb-
uary, 1936. Programs are planned by Helen A. Safegren and both teachers' manuals and class room guides are distributed.
Clear Channel Stations Study SuperPowerPending FCC Rule

What the FCC declaration of policy actually will be is not known. Officially it is stated that the Engineering Department is still engrossed in the task of analyzing the mass of data collected since last fall through the use of automatic recorders which picked up the signal in hundreds of locations in every part of the country.

But the indications, based on the FCC's dispositions in the past, are that there will be recommended a reduction in the number of clear channel stations, perhaps with a minimum power of 500,000 watts allowed to remain.

That the FCC has in mind a reduction of power outputs also was shown when it denied the application of KSTP, St. Paul, for authority to operate with 25,000 watts on the 1,460 kc. channel, a high-power regional, reversing one of its examiners. Presumably, until such time as it is prepared to adopt new regulations governing the use of station power, engineers do not intend to disturb the status quo.

KWKH, Cincinnati, operating on another of the high-power regions—1,490 kc.—also contemplated an application for an increase from 250,000 to 500,000 watts, but its chances, should it be filed, would be reduced in view of the KSTP action, it is feared.

At present, the maximum power permitted under the regulations, is 50,000 watts, allowed on clear channels, and 50,000 watts under its regular license and 450,000 watts additional under a specialexperimental license. The present power is regularly, and to allow other stations to use that amount of energy, the FCC would have to revise its regulations.

WLW claims that as a result of its tenfold power increase, with which it has been operating for a year, its signal intensity has increased about 325%. Stated another way, the tenfold increase in power has barely more than a threefold increase in coverage. It invested more than $500,000 in its giant plant at Mason, O.

Substantiating the indications that some stations contemplate an application for increase, it is the fact that leading transmitter manufacturers, notably RCA Mfg. Co., have been queried about the availability of such equipment, and asked the time that would be required to turn out the giant plants contracted for entire WLW plant, under specifications drafted by Joseph A. Chambers, technical supervisor for the Crosley Radio Corp.

Florida Capital Outlet

TALLAHASSEE, Florida's capital, has announced its broadcasting plans, with the recent inauguration of WTAL, 100-watt licensee to Florida Capital Broadcasting Co. Its president is Gilbert Freeman, of Tallahassee. (Pla.) Highlands County Pilot and Twin Cities Sun, weekly newspapers, under whose auspices, the station director is Charles L. Boykin, formerly with WFLA-WUSN. Richard Kingston is program director.

New Buffalo Local

A NEW local station for Buffalo, on application of Roy L. Albert, Buffalo, was granted 500,000 watts for the 1,210 kc. WEBB, of that city, was authorized Sept. 10 by the FCC Broadcast Division in reconsidering a former decision in which it designated the application for hearing. The station will operate on 1,210 kc., 100 watts night, 250 watts day, and share with WSYS, Buffalo.

WOOD-WASH SIGNED AS NBC STATIONS

WITH the switch of Detroit station's to affiliations Sept. 29 WOOD-WASH in the Detroit Rapid, will be add to the NBC and made available an optional station on both the Red and Blue lines. Richard C. Patterson Jr., NBC executive vice president, announced Sept. 10. At the same time it was learned that Jack Greenspan, former commercial manager of WBAL, Baltimore, and lately with WCAO in that city, has gone to Rapid to take charge of the station.

On Sept. 29 WXZY replaces WRJ as the Detroit 13 (Blue) outlet, with WRJ becoming a basic CBS station and CKLW taking the place of WXZY on the Mutual Network. The NBC arrangement with WXZY also called for serving the remaining seven stations of the Michigan network including WOOD-WASH, with NBC sustaining service on a no-pay basis at least until June 1, 1956, under WXYZ's contract for network affiliations with the Michigan Network.

The Michigan Network will be maintained as before with WXZY as key station. The latest NBC move, however, gives the Kunsky-Trelawny group at WXZY and WOOD-WASH, two new NBC commercial outlets. NBC stated that any stations for operation with 500,000 watts on 1,210 kc. will be sold to its Red and Blue advertisers at $120 per hour evening.

KNET is the call assigned by the FCC to the station at Palestine, Tex., for which Palestine Broadcasting, Azan, was granted a construction permit on 1420 kc. 100 watts daytime.

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GUSHER BROADCAST KWKH Uses Make-shift Remote

WHEN the Lawton No. 1 oil well in Louisiana gushed forth with a roar, Sept. 4, KWKH, Shreveport, broadcast its program for the first two hours of desperate engineering activity.

At an hour William Anthony, KWKH chief engineer, and Steadman Gunning, an assistant, strung three miles of No. 14 single strand black iron wire from the nearest telephone, a party line in a negro cabin nine miles from Ida, La. Subscribers on the line agreed not to use the telephone during the broadcast. From the Ida exchange, privately owned, the line went to the nearest Southern Bel lines to Shreveport.

Using only a single wire, it was necessary to ground out a connection box on remote equipment. Two iron wire was strung through pine trees and over fences and cotton bolls, through the haste and engineering difficulties the reception was good. Jack Keasler, loaned by KXBS, Shreveport, for the occasion, announced the debut of the actress, nouncer of KWKH, were at the microphone.

Col. Brown Upheld In Pacific Ruling

FCC Sustains Reports Filed; KFBI Action Is Protested

SUSTAINING the recommendations of Commissioners Young and H. Brown, who held hearings on their cases in Los Angeles, and for all the FCC Broadcast Division on September 10, FCC full license renewals to KFWE, KGFI, KMPC, KRKD and KIEV, all in the Los Angeles-Waltz area, were granted in connection with the account of the Alhambra Electronic Institute and for various Broadcast Division violations of the radio regulations, including several failures to record in their logs the political affilia-

The Broadcast Division, from which Col. Brown later was shifted to the Telephone Division, upheld Col. Brown's conclusions that all the stations deserved license renewals for their deletion of the "electronic" address, and for their promises to adhere more rigidly to regulations in the future. The division also sustained Col. Brown's recommendation for a daytime increase to 5,000 watts in the power of KFWE.

Protest by KFBI

COL. BROWN'S other recommendation, favoring denial of a license renewal to KFBI, Abilene, Kan., a station licensed in San Antonio, Tex., last March, awaits FCC action after oral arguments were held in the case in July. The station has vigorously protested Col. Brown's charges that it had contravened FCC regulations by Dr. John R. Brinkley wired from his Mexico studios and other questionable programs by Dr. John R. Brinkley's "Mormon Koran" Dr. Ford's Van Nae, reducing tea.

Oral arguments also have been set for September 15 in two reports recommending denial of the Universal Adv. Agency, of Laredo, Tex., seeking authority to wire programs for broadcasting over XENT, the Norman Baker Mexican station just across the Rio Grande. Arguments will be heard on the same day on a recommendation against permitting the Hotel Eagle, Eagle Pass, Tex., to use its terrestrial holdings for broadcasting over XEPN, Piedras Negras, Mexico.

Chateau Cheese Spots

BORDEN SALES Corp., New York (Chateau cheese), will begin a series of five-week outdoor campaigns, once a day, five days a week, beginning Sept. 23 in participation programs appearing on the femaline network. The announcement will be broadcast from Monday to Friday inclusive on 16 stations. The spots are: WLS, WGAB, WFIL, WNAC, WEAN, KDKA, ESD, WREX, WFXE, WHC, WERT, WJZ, WHEC, WOKO, WSYF, WXZ Young & Rubicam Inc., New York, is the agency.

www.amplifyinghistory.com
Radio News Builds Reader Interest in Daily Newspapers

Milwaukee Contest Reveals How Broadcasts Are Aid to Press

By WALTER DANN
Director, WTMJ

An interesting sidelight on the continual controversy between press and radio over the broadcasting of news was unexpectedly revealed when WTMJ, the Milwaukee Journal station, conducted a question game over the air. If the reactions of Milwaukee listeners are a criterion, newspaper publishers should welcome, rather than resist, radio news bulletins.

Milwaukee people do not subordinate radio news for the daily newspaper; instead, they tend to become more careful newspaper readers, according to their own statements. The radio bulletins whet their appetites for a detailed account of the highlights to follow. A majority who follow the broadcast news series, use the bulletins as a guide to the reading of their favorite newspapers.

All this information was developed quite by chance. The WTMJ question game contest was not conducted with the thought of making a survey of listener preferences or opinions. The primary reason for the contest was the desire on the part of the station management to increase the afternoon listening audience and to secure data to prove to advertisers the potential possibilities of afternoon time.

How It Was Done

CASH prizes were awarded each week for a period of three weeks to the listeners who submitted the best sets of answers to 36 questions, six of which were broadcast each week-day afternoon. Contestants were required to state which WTMJ program they liked best and to give the reasons. The statement was included primarily to facilitate the judging of the contest.

There was no expectation at the beginning that the statement would prove of any great value, but an inspection of the first week's entries showed such interesting information that the statements of program preference for the entire three weeks of the contest were carefully compiled and analyzed.

Listeners nominated the Journal News Highlights their fifth most popular program. When considering this relative popularity, it must be remembered that listeners had to select the one WTMJ program which they liked better than all others. The competitive popularity of the WTMJ news bulletin is evident therefore of the news broadcast such may not mean very much, but the reasons given for preferring this program was a distinct surprise and should be of considerable interest to newspaper publishers as well as to the broadcasting stations who are stealing their thunder.

Typical of the comments which appeared again and again are the following: "Journal news highlights give me a complete outline of what things to read later on!" "We know what to look for when the newspaper comes." The new broadcasts make us so much more anxious for our Milwaukee Journal!" "Guides me in the choice of selections later on." Has made my 100% Journal reader!" "Point out the most interesting new items on the evening Journal!"

Apparently many people who used to read their newspaper in a haphazard fashion are now getting more out of it because the new bulletins help them to organize their reading. Those whose tim for reading is limited know in advance what they want to read! They are regular followers of the news broadcasts. There is evidence that reasons given are not negligible readers have had to turn to the newspaper to satisfy their curiosity about further details of the news than they have heard. Anyone and all give definite indication that the news bulletins have increased reader interest in the newspaper.

New Owners Make Shifts in KLZ Operating Staff

Although the management remains the same under its new owners, various changes in the operating staff of KLZ, Denver, have been made during the last month. The station was purchased recently from Mr. Naomi Bengston, manager, and P. W. Meyer, commercial manager, by the interests owning WKY, Oklahoma City, and publishing the Oklahoma City Oklahoman. Mrs. Bengston and Mr. Meyer, however, have retained their posts.

Thomas McClelland, former chief engineer of WDAF, Kansas City, has been appointed KLZ chief engineer, with Larry Reed, Ed Pray and Melvin Williams as his transmitter and staff and William Beauchamp and Howard Johnson at the studio. Ms. McClelland, formerly with KPRC, Houston, has been named head of the continuing department, and Arthur Wuth has been transferred from salesmen-announcer to program director. Matthew McEniry has been named senior announcer while Les Wellens has joined the staff of announcers.

Fred Fleming, former Associated Press editor in Denver, has taken charge of the four daily news broadcasts, with Mark Hansen and Jack Fitzpatrick, announcers and former newspapermen, as his assistants.

United Cigar on Mutual

United cigar stores del aware corp., New York, operating a chain of stores, will make its MBS debut on the 24-hour series on WOR, Newark, and WGN, Chicago. The program, produced by the Indian Jones and his orchestra, Eton Boys, and Lorett Lee, will be keyed from WOR. The series will be heard Tuesday, 9:30-9 p.m. Account was placed direct.

Radio City studios of WNB were visited by 483 persons on the day before Labor Day, a new record, with 5,262 paying admission on the holiday.

BROADCASTING • September 15, 1935
To a program-service widely known for the excellence of locally-produced features, Station WHO adds another headline act of radio — Gene and Glenn.

Beginning September 7, the famous radio team conducts a weekly program series for Goodrich — broadcasting the Silvertown Junior Safety Police Club every Saturday morning from WHO studios.

Gene and Glenn are also available for sponsorship in daytime or evening broadcasts, Monday to Friday, by any company desiring to strengthen its sales situation in the extensive midwestern territory served by WHO.

The selling record of Gene and Glenn for Quaker, Gillette and Spang is well recognized.

The selling record of WHO has been equally remarkable on a score of closely-checked accounts.

The combination of Gene, Glenn and WHO is a "natural" for building business. Wire or phone for details on cost and availability.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr.
DES MOINES, IOWA
Phone 3-7147
National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME
RADIO PROVIDES STORM NEWS
Fast and Complete Service Provided by Broadcasters
During Destructive Florida Hurricane

BOTH in informing the public what was happening and in organizing relief work, radio played a prominent part in the recent hurricane that swept part of Florida and tossed the SS Dixie on the rocks off the Florida Coast. With first warnings that a hurricane was approaching, Florida stations began to send out warnings. As the gale began to strike, they continued to keep the public posted as long as they were able to stay on the air. Destruction of power lines in several cases shut down stations.

Networks and press associations mustered all available personnel for the task of feeding bulletins to broadcasters, and heroic news gatherers in many cases risked death to obtain information and send it to their offices.

Activity at Miami

WQAM, Miami, prepared for the blow as in past years, with a double watch at studios and transmitting gartharpauling covering every-thing; windows lashed; and a full force of phone girls answering the usual frantic inquiries of "Will I hit Miami?"

Failure in power lines due to high winds put the station off the air at 8 a.m., but the broadcast was not restored until 1 p.m. the next day. Covering the storm for Transradio Press and aiding the staff kept the staff of the jump night and day.

At 11:30 on Monday night a hurricane was reported to be approaching the Florida area. The Red Cross on the control room speaker reported it to Inspector Joe McKinney, U. S. Radio Inspector for Florida, and he arranged for the Naval Reserve short-wave outfit to communicate with the stations. He was able to keep the WQAM representative to the scene of the disaster. All day and evening broadcast storm bulletins and relief requests received by short wave direct from the key were broadcast and supplied to Transradio.

Programs for CBS

At 6 a.m. Wednesday a call from Paul Wagner, CBS public event chief, requested a network broadcast reviewing the storm. WQAM went on the air with air pilots, police, Red Cross representatives, WQAM representatives from the keys and two little girls orphans by the storm. WQAM arranged to meet the survivors from the Dixie and broadcast their arrival over CBS as the boats did not get in until after midnight. As the station was of the air, it consented to interview passengers by long-distance telephone for WJTL, Atlanta. A description of the storm and effects was given by phone broadcast over the same station the night before by Ron Jenkins and Les Harris, WQAM announcers.

On Wednesday at noon WQAM went on the network with the rescued passengers. Jack Thurs- ton, m.c., requested volunteer performers from the audience of 500 and more than enough responded to fill the hour.

On Thursday WQAM broadcast a call for workers to help round up the missing area and 400 responded in two hours. A Red Cross missing persons bureau was set up and broadcast information for anxious relatives on regular schedule.

WDAE Is Silenced

UPON being advised by the United States Weather Bureau that a tropical disturbance was heading toward the Bay area and the lower Gulf Coast area, WDAE, Tampa, began to broadcast weather bureau advisories, concerning the progress of the storm together with advice to people in the near-by inland resorts as to the desirability of their moving into the mainland.

This service was continued each (Continued on page 53)
She could have bought any CAR.

... BUT THE suggestion TO BUY THIS PARTICULAR CAR CAME OVER*

The ability of WLW to create a brand preference is realized fully by two groups—those who themselves use WLW and those whose competitors do. In its "logical" territory, WLW is unquestionably the station in popularity as well as persuasiveness. Far, far beyond these bounds goes the 500,000-watt voice of WLW to create an "extra" value so definite and tangible that many advertisers have come to consider WLW in the light of a national medium. Ask us to show you what WLW has done to sales curves in lines similar to yours.

THE CROSLEY RADIO CORPORATION, CINCINNATI
POWEL CROSLEY, JR., PRES.

IS WLW SUGGESTING YOUR BRAND?

September 15, 1935 • BROADCASTING
HAWAII BUYS American

Did you know that only six countries of the World—United Kingdom, Canada, Germany, Japan, France and Italy—make larger purchases of American products than the Hawaiian Islands? Hawaiian imports from the mainland, and that means practically all of the standard brands, aggregate $70,000,000 a year.

Are You Getting Your Share?

Here are some pertinent facts about KGB, Hawaii's Premier Station:

A survey by the Honolulu Chamber of Commerce, completed in January of this year, revealed that KGB, operating with an output of 250 watts, had 56 of the "radio circulation" of this rich market. To increase this circulation by better serving the islands, KGB has:

1. Increased power four-fold to 1,000 watts.
2. Installed new RCA high fidelity studio and transmitter equipment.
3. Constructed a new building housing offices, studios and equipment.
5. Installed new Western Electric 78 and 33 1/2 r. p. m. vertical and lateral cut reproducing equipment.
6. Installed new sound-on-film reproducing unit.
8. Installed permanent remote control connections 24-hour service with all important Army and Navy posts in islands.

KGB represents the best advertising buy in this typically American Market.

By HOWARD J. LONDON

PROMOTING PROGRAMS BY SPOTS

Sponsored "Trailen" Suggested as an Economical Method

Of Informing Public of What Is to Come

MERCHANDISE is sold widely and successfully by spot announcements. Why not sell spots to advertise a product? A measure of introducing the audience to new radio programs or changes in current series, just as motion picture producers introduce coming pictures by "trailers."

In any case the public must be taken through the well-known steps: Attention, interest, desire and action. For a decade radio advertising has used the printed word to attain this end: car cards, posters, spotlight ads in newspapers and magazines, window posters, display pieces, etc. But spot announcements have not been used to any marked degree for this purpose.

The power of movie trailers is admitted. The same thing can be done with spot announcements, appealing to the least variable of the eye. Movie producers know they cannot sell a picture without a lot of advertising, and so they swing through get through the printed word. Radio is selling the same thing—entertainment.

Taste of What's Coming

BY NO STRETCH of the imagination can the word tell what kind of entertainment will be heard on X's hour which starts next week. True, the newspapers will list the talent in their program schedules and perhaps give a few leads in the radio column, or even a second page of the entire schedule. Yet this does not indicate what kind of entertainment the listener will receive, except in the case of a few leading performers, who are scarce and expensive. However, the question can be answered with a 30- or 60-second spot announcement.

Suppose the sponsor plans to use an orchestra, tenor and girl trio. The listener may get a complete musical selection, with each group doing its specialty.

Opening and closing announcements can be readjusted to station, date and time of the inaugural broadcast. No commercial copy should be used except to mention the sponsor, since the sole issue is to get the attention of the listener and arouse his desire to tune in on the debut.

Cost of program promotion by spot announcements will be less than the cost of a spotlight campaign in printed media. Every radio executive has been amazed at the expense involved in a spotlight schedule.

Some 200 stations carry a good share of the national advertising that is broadcast. In this same area there are about 1500 newspapers. To take a spotlight advertisement in every one of these papers would involve prohibitive expense, yet the area can be covered by radio at a fraction of the newspaper cost.

Talent for the spot announcements would cost nothing. A series of transcriptions could be made, and staggered among the stations. Thus stations carrying the series would have a different musical offering for each announcement.

After the initial campaign, these discs could be used in regions where the program is not commanding the attention desired because of some local condition. It would be more informative of course, to use only the musical portions of the discs, accompanied by local announcements.

Costy Spotlights

A BIG RADIO sponsor recently changed the day and hour of his broadcast and used a newspaper campaign to inform the public. Two hundred newspapers from coast to coast were used, each paper carrying 1000 lines for a series of six insertions over a period of four weeks. The cost was around $50,000, probably the amount spent on the sponsor's next four broadcasts, and the program is one of the best of its type on the air.

Now suppose this sponsor had used spot announcements. In his network he uses about 60 stations. Had this newspaper appropriation been divided among these stations it would have allowed $900 for each station. And $900 will buy a lot of five-minute announcements.

These spots could have been placed at the old time used by the sponsor, and habitual listeners surely would have been tuned to the new hour. A check of the network schedule shows the former spot is not being used by any commercial account.

Of course changes in program time were announced by all stations carrying the program, but five - second spot announcements say nothing about the entertainment, the main reason for tuning-in.

Further, spot announcements can be used on stations other than those over which the program is heard. Take the 200 stations signing off at sun down! They have their quotas of listeners and no doubt would be glad to take these spot announcements for evening programs on competitive stations.

Still more, competing stations may be willing to run the spot announcements promoting programs on rival stations. This is being done in every city used in printed media.

At intervals the New York Post advertise in the New York Sun to tell Sun readers why they should read the Post. Both are evening newspapers.

The analogy fits the spot announcement idea. The sponsor as large an audience as possible, and radio "trailers" will give him a maximum audience at minimum cost.

29 for Agency Bureau

ONLY two additional stations—KJBS, San Francisco, and KFI, Los Angeles—have notified the NAB during the last fortnight that they would subscribe to the projected agency recognition bureau. This makes a total of 29 as against the minimum of 100 stations required by Oct. 1 in order to underwrite the initial $16,000 that would be necessary to launch the bureau. (See the issue in Sept. 1 issue.) More than ever now, it was evident, the project is headed for failure.
You've heard about Milwaukee

WISN gives you FACTS about its MARKET in a NEW study just published.

Let this new booklet help spend your RADIO DOLLARS most ECONOMICALLY for MAXIMUM RESULTS... WRITE

WISN
MILWAUKEE
CBS STATION
AFFILIATED WITH THE WISCONSIN NEWS

You Sell Maryland When You Buy
WBAL • BALTIMORE
MARYLAND'S ONLY CLEAR CHANNEL STATION
BASIC NBC (BLUE) NETWORK 10,000 WATTS

WCAE expands
THREE TIMES as big — a brief description of our new quarters in Hotel William Penn, Pittsburgh.
FIVE TIMES the power — WCAE is going on 5,000 watts to give you a million more listeners — free!

Most of the Best
That's why the Pittsburgh radio audience consistently prefers WCAE's programs — and THAT is why program sponsors click on WCAE month after month, year after year — a grand success parade!

BIGGER and BETTER
in every way!

WCAE
PITTSBURGH
Basic NBC Red Network

FINE BUSINESS
And lots of it!

HEARST RADIO

Representing

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

Hearst Magazine Bldg. 959 Eighth Ave.
NEW YORK COLUMBUS 5-7300
Hearst Building 326 W. Madison Street
CHICAGO, ILL. CENTRAL 6124
Hearst Building Market at Third
SAN FRANCISCO, CAL. DOUGLAS 2536
BIRDS OF A FEATHER
Different as these radio stations are—in markets served, in operating power, in program structures—they have this one thing in common:

*They get results for their advertisers.*

That ability has caused the most experienced Spot Broadcasters to “flock together” on these stations.

Join this group of successful advertisers who are daily proving the selling power of these stations.

---

**Also**

**YANKEE NETWORK**

**TEXAS QUALITY NETWORK**

**NORTHWEST TRIANGLE**

*Represented throughout the United States by*

**EDWARD PETRY & COMPANY INCORPORATED**

NEW YORK    DETROIT
CHICAGO   SAN FRANCISCO

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*September 15, 1935 • Broadcasting*
ANSWERS by all the numerous defendants in the suit brought by Transradio Press Service and the Radio News Association have now been filed in the U. S. District Court for Southern New York, and unless further action is taken by the plaintiffs in the meantime, the next development in the case is to be expected when the calendar is called in October.

The two plaintiff companies, of which Herbert Moore is the head, suing NBC, CBS, AP, UP, INS and the American Newspaper Publishers Association and individuals connected with them for $1,170,000 in damages claimed to have resulted from a conspiracy (the press-radio agreement) in violation of the anti-trust laws.

The last answers to be filed, which were delayed until early September as a result of motions by the defendants, were those of BS and William S. Paley (jointly) and NBC, Merlin H. Aylesworth and Frank E. Mason (jointly) and INS, Joseph V. Connolly and J. D. Gortenswally (jointly).

In the CBS answer it is pointed out that the operation of its own news bureau in 1933 and early in 1934 (when General Mills Inc. sponsored the reports) was not "done at a profit." When the suit was filed, Moore expressed the belief that the News Bureau would have developed into a profitable enterprise but for the adoption of the Press-Radio agreement.

Called a "Program"

The CBS answer makes no reference to the manner in which the agreement was arrived at, and refers to it as a "program." It says: "This program was devised to terminate the friction previously existing between the press and the radio, and the news so furnished by the defendant press associations is available to any broadcasting station which desires it." It is conceded that CBS "advised several of its subsidiaries on several

He's Still Hoarse

WHEN the organist failed to appear for a 30-second network break in the studios of WOR, New York, Paul Gregory, announcer, barked into the mike like a whole pack of puppies, thus appropriately introducing the dog-food program which followed.

If he is not present, that means neither Transradio nor Radio News Association is engaged in interstate commerce and that "as a result of the abstention by INS from selling its dispatches to other stations, advertisers are enabled to sell a large amount of alleged news in their possession to various radio stations which desire to use such suitable safeguards as would ensure the dignified and objective presentation of the news gathered and written by INS.

It is charged that the plaintiffs prospered exceedingly, or represented to the public that they prospered, as a result of the experiment of INS and other press associations in not selling news for a year, and that this policy, far from being an unlawful combination, was in fact the very condition which enabled the plaintiffs.

To combat the idea that private press associations have entered the field to secure Transradio out in a rate war, the INS answer declares: "Prices charged by INS for its dispatches are such as to assure it of a fair profit on its large investment, good will and skillful management, and are in no way dictated by such prices as plaintiffs may charge for their greatly inferior service, which prices are to these defendants wholly unknown and of no interest, and are the aggrievement of these plaintiffs, if any they have, is a result of the competition [since April, 1935] by INS and UP."

NBC Expands in Chicago

NILES TRAMMELL, vice president and manager of the NBC central division, announces addition of three new studios to the Chicago headquarters. An organ chamber, two echo rooms and additional office space, occupying about 11,500 square feet of floor space, will be constructed in previously unoccupied space in the tower section of the Merchandise Mart. This will give the Chicago NBC headquarters a total of 75,600 square feet floor space, and 11 studios. When the Chicago headquarters were opened in 1928 only two studios were needed and the entire staff was limited to less than a dozen people. Today's staff numbers more than 300. Of the 1,748 programs originating in each month for a total of 536 hours, 1,402 are for the networks. Each of the new studios will be 17 by 30 feet in size with an adjoining control room and adjoining storage room.

Transradio Adds Four

TRANSMIT A PRESS SERVICE on Sept. 9 announced the signing of two more Southern stations for its full teletype service under arrangements with G. Richard Shaffer, manager. The stations are WIS, Columbia, S. C., and WCSC, Charleston, S. C. With the addition of these stations, Transradio will open its own bureau in Columbia, the capital. Transradio has also signed WCEP, Chicago, and WHBC, Canton, O.
When It's News — The World Stops to Listen

Few radio features command such a large and attentive audience, every day, as the Transradio Press Service—now available for sponsorship over WTIC.

Back of its popularity is a long record of spectacular beats: the NRA death decision — the Louis-Carnera knockout — the Hauptmann trial — the killing of John Dillinger — and dozens of others.

Note well these two important facts about this program. First, people simply cannot listen to hot news with their ears half open. They drink in every word. Second, WTIC gives you a tremendous audience. 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area (Jansky & Bailey Survey figures).

Transradio Press Service is given daily at 8:00 A.M., 1:00 P.M., 6:30 P.M. and 11:00 P.M.—15 minutes each time. It may be purchased in whole or in part. First come, first served.

WTIC
50,000 WATTS
HARTFORD • CONNECTICUT
The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks
PAUL W. MORENCY, General Mgr. JAMES F. CLANCY, Business Mgr.
NEW YORK OFFICE, 220 EAST 42nd STREET J. J. WEED, Manager
CHICAGO OFFICE, 203 N. WABASH AVENUE C. C. WEED, Manager
HUEY LONG'S DEATH
On WJSV Minute After Word
Is Sent From Hospital

EXACTLY one minute after the hospital authorities in Baton Rouge announced that Senator Huey P. Long had died as the result of an assassin's bullet, the radio audience in Washington, D.C., was aware of it. It was at 5:10 a.m. (EST) on Sept. 9 that newspapermen in the Baton Rouge hospital were informed of the Senator's death and the flash went instantly over the United Press leased wires.

Ted Church, assistant manager of WJSV, Washington, was at the microphone with the UP telephone broadcasting bulletins on Senator Long's condition, between transcription offerings which had been carried through the night. Just one minute elapsed between the time the flash was received in Washington headquarters of the UP and the message went broadcast. The station stayed on the air all night.

DON LEE STATIONS ACQUIRE INS NEWS

EIGHT Don Lee Network stations, including the four owned by Don Lee Inc., have signed for International News Service during the last fortnight, according to an announcement by INS headquarters in New York. Signing of this contract follows the signing of KFJ and KECA, Earl Anthony stations in Los Angeles, and The United Press, KNX, Hollywood, which buys Transradio Press for sponsored service, also buys UP for sustaining news.

The INS deal brings to well over 60 the number of station clients now served by that press association. The Don Lee contract included KJII, Los Angeles; KFRC, San Francisco; KDFR, San Diego; and KGB, Santa Barbara. Don Lee-owned stations—the others being KFBR, Sacramento; KJMJ, Fresno; KFWB, Stockton, and KERN, Bakersfield. The latter four stations are all owned by the McClatchy newspapers. INS also reported the signing of WJBL, Decatur, Ill.; and WATD, Quincy, Ill. UP reported no new clients during the last two weeks, its deal for service to NBC-owned and operated stations still pending an agreement.

Transradio Press expanded further into the newspaper field. Herbert Moore, president, announced that Transradio has added to the five newspapers previously reported in BROADCASTING, Transradio has signed the Harrisburg (Pa.) Telegraph, morning and evening editions, which are also clients of AP, UP and INS. The deal involves publication rights to the Transradio reports and also their broadcasts over WHP, which is owned by the newspapers. Transradio has also signed the San Francisco Post, a projected new morning labor paper.

KFWB, Hollywood, has adopted a new method of limiting advertising copy for spot announcements. Instead of specifying the maximum number of words, it has drawn up a ruled form. Sponsors are allowed as many words as they can squeeze into the space.

Mississippi is Calling You!

Smart advertisers are heeding the call of Mississippi—the very heart of Dixie.

Why? Because times are good in Mississippi and Mississippians are buying as they haven't bought in years. Retail sales are 10 per cent over last year, and last year was a good year. New building is more than double the quota set for the state by the Federal Housing Administration.

And to top it all Mississippi has just begun to gather a $8 million dollar cotton crop.

Throughout this rich market WJDX has always been the favorite station of radio listeners. Carrying the famous programs of NBC, WJDX offers the prestige and coverage you need to sell this great market.

WJDX
"THE VOICE OF MISSISSIPPI"
JACKSON, MISSISSIPPI

BROADCASTING * September 15, 1935

Finch Resigns Position
With FCC to Practice As Consulting Engineer

WILLIAM G. H. FINCH, who as assistant chief engineer of the FCC has been directing the engineering phases of its sweeping $750,000 investigation of the American Telephone and Telegraph Co. and the Bell System, has resigned from the FCC, effective Sept. 15, to return to his private career as communications and radio consulting engineer.

Mr. Finch will reopen his laboratories in New York to be known as the Telecommunications Laboratories and will engage in experimental investigations in the automatic record communications field. He will specialize in press, aeronautical and police communications work, including the development of his mobile printer and facsimile receiver for broadcasting sets, which he had invented prior to joining the Commission a year ago.

Regarded as one of the most able members of the FCC staff, Mr. Finch had organized and supervised a comprehensive investigation of the engineering phases in the telephone industry, including patents, manufacturing methods and operating practices. He had formed a large staff of engineers to conduct the inquiry. Prior to entering the FCC service, he had been the vice president and chief engineer of Hearst Radio Inc., the broadcasting and press communication subsidiary of the Hearst newspapers and had been ranked as one of the leaders in the American wireless world, havin served as a delegate for his country at several important international radio conferences.

Richmond Station Asked; Hartford Petition Urged

CLOSE on the heels of the FCC Broadcast Division's approval of acquisition of WPHR, Petersburg, Va., by John Stewart Bryan and his colleagues, publishers of the Richmond (Va.) News-Leader, an application for a station was filed with the FCC on Sept. 4 by the Richmond Times-Dispatch for a new 100-watt full time station there on 1500 kc.

FCC Examiner Dahlberg has recommended that the Broadcast Division grant the Hartford Times' application for a new 100-watt station on 1500 kc. in that city, and has recommended denial of similar applications by the Worcester Broadcasting Co., seeking the same facilities for both Worcester and Hartford. The latter companies are headed by A. S. Moffat, operator of WMAS, Springfield, with 25% of the stock pledged for sale to John Shepard 3d. Examiner Bramhall has recommended granting a new 100-watt full time station on 1500 kc to the Muskogee (Okla.) Press.

THORTON FISHER, veteran sports writer and broadcaster for Briggs tobacco on NBC, has been signed by Fox Films as commentator in a series of sports-news reels.
Use either WMAQ or WENR to sell this second greatest market in America. Two powerful, 50,000 watt NBC Network stations ... and both "tops" in Chicago.

WMAQ, the famous NBC Red Network station in Chicago, is now a powerful 50,000 watter.

Always a prestige station with excellent local and network programs, and wide circulation, the installation of its new transmitter of advanced design makes WMAQ more attractive to the Chicago advertiser than ever before.

Today WMAQ offers a wider market of thousands of added listeners. Its improved broadcasting equipment hits a new high in program reception. Distortion has been greatly reduced, disturbing background noises minimized ... and its old loyal audiences now enjoy programs of greater clarity.

These are the facts of the new WMAQ. These are the reasons why WMAQ is now one of the very best advertising buys in the entire country.
Merchandising Notes
Identifying “March of Time”—Atlantic Refining’s Setup—
Camel Promotion—Prizes for Cartoons

REMINGTON-RAND Co. is using novel merchandising helps to identify itself with the March of Time program. This company, with Time Inc., is sponsoring the daily March of Time radio broadcasts on CBS. The Remington-Rand house organ, Broadcaster, printed an extra edition to announce the program to employees. The copy told what type of program was to be broad cast and also something about the cosponsorship idea. All dealers and branch offices have been provided with window display posters. A second poster will be sent to the same offices after the end of daylight saving. Both cards feature a candid camera shot taken at an actual March of Time broadcast. The time and days of the broadcasts are displayed in prominent type. Time Inc., is also mentioned as being the cosponsor. Bidders, who are exact replicas of the window posters, are distributed to all customers and prospects by salesmen. In 80,000 statements, which the company sends out monthly, inserts will promote the program and the manufacturers products. All Remington-Rand letter heads and inter-company memos will carry a special March of Time seal in two colors. This seal has been combined with the company’s established trademark. All mail sent out by Remington-Rand will have these words across the front of the envelope, “Listen to the March of Time”. This is being accomplished by the use of a postal meter stamp machine. All magazine ads will have a special box calling attention to the radio program. Time Inc., is using single and double-page spreads in Fortune and Time to promote listener interest.

**THROUGH its agents, William Esty & Co., New York, the R. J. Reynolds Tobacco Co. (Camel cigarettes) will promote its new series of radio programs by window stickers which will be distributed to all cigarette dealers throughout the country. The dealers will see that each individual store receives an allotment. The signs will feature the stars of Camel Caravan, Walter O’Keefe, Deane Janis, Glen Gray, and Ted Hussey. Spot light ads will appear in about 1000 newspapers. These ads will continue for the first few weeks after the program makes its debut to the radio audience on Oct. 1. Space will also be taken in college and trade publications to announce the series. At present there is no plan to include any mention of the program in Camel ads.

We Sell RESULTS
That’s What You Get on WLS

WLS always has sold its advertising services on one basis—results! After all is said and done, power, transmitter, studios mean nothing—unless results follow! 80% of WLS advertisers renew—proof of results! In the nation’s second city—Chicago—and this great midwest market—you should use WLS for the same reason.

Here are examples—a few

6:45 A. M.
Overalls
13,000 letters—13 weeks.
Big “jump” in sales.

7:00 A. M.
Candy
53,000 five cent candy wrappers—13 weeks.

7:45 A. M.
Cereal
266,000 box tops—725 programs. 5,000 new Chicago dealers in 6 months.

9:00 A. M.
Food Products
6,500 letters—one announcement.

11:30 A. M.
Stoves
39,000 letters—12 programs.

1:00 P. M.
Drug Store Item
53,000 photograph requests—one program.

2:15 P. M.
Yarns
20,000 ten-cent pieces—5 announcements.

7:30 P. M.
Drug Store Item
35,000 photograph requests—one program.

10:55 P. M.
Drug Store Item
12,000 replies—one program.

Advertising results follow listener interest!

Detailed information will be mailed on request.
A few of the spots mentioned above still are available for Fall sponsorship.

IGA Series in Iowa
INDEPENDENT GROCERS’ ALLIANCE (North Central Division) on Sept. 13 started a series of listener contests and reporter programs, with Fred Perkins, over WMT, Cedar Rapids, and KENT, Des Moines. The programs originate from IGA stores all over Iowa, with the reporter using a traveling microphone to interview crowds which assemble in the stores for the broadcasts. 1:30-2:00 three days and Saturdays.

CONSIDER the case of Trade Hicks. Two years ago he had on small store in Macon, Ga. T. timidity contracted for daily 7½ minute spots on WMAZ, Macon. Today he has four store buildings and a thriving busi ness.

The Hicks programs start with a trombone smear with the announcer identifying the program as that of “the Trading Post where they buy, trade or sell”. After a recording, a sound effect is introduced, and it is repeated daily. To the announcer ad libs to fit the effect. The sponsor then chats about his business.

A BREAKDOWN of the number of participants in the recent Cot e-Palmolive-Powder prize contest revealed this information: Of all the entrants to the contest only 70% complied with all the rules of entry; most of the contestants failed to include the name of the dealer from whom they bought the Palmolive soap; others failed to enclose the wrappers from 3 cakes of Palmolive soap; women outnumbered men 7 to 1; of the final prize winners, 14 were women, 6 men.

ATLANTIC REFINING Co., Philadelphia, is using window posters in all their service stations in an on going promotional campaign to attract listeners to their radio program with 100 prizes each. All customers will receive information about the program in the form of theatre tickets, letters sent through the mail, and in other customers’ offices. Broadsides were sent to all customers asking them to interest their friends, also to check with their friends for comments regarding the program. Newspaper spotlight advertisements will be used throughout Atlantic territory.

NORTHAM-WARREN CORP. (Cutex Nail Polish and Lipstick) is using a quarter hour prize contest on its NBC quarter-hour, based on a 50-word letter “Why I like to match my nails and lips with Cutex.” All entrants must send in a top from a Cutex polish carton with their letter. Prizes to the public each week will consist of a $100 first prize; and 20 other prizes of $5. The next 100 letters will receive a regular size cutex lipstick.

YOUNG listeners to the Sunday morning “funnies” on KEX, Portland, Ore., were offered prizes for the best cartoons they drew. Prizes consisted of a scout knife for boys and a camera for girls.

THE PRAIRIE FARMER STATION
1230 Washington Blvd. Chicago, Illinois
BURRIDGE D. BUTLER, President - GLENN SNYDER, Manager
NEW YORK OFFICE; Graham A. Robertson, 925 Park Ave.
SEATS ARE FILLING UP!
GET ABOARD WHILE THERE'S STILL ROOM!

Passenger List So Far...

<table>
<thead>
<tr>
<th>NAME</th>
<th>NUMBER OF FLIGHTS PER WEEK</th>
<th>TOTAL TIME IN AIR PER WEEK</th>
</tr>
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<tbody>
<tr>
<td>Adam Hat Stores, Inc.</td>
<td>1</td>
<td>60 minutes</td>
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<tr>
<td>Dentists Supply Co. of New York</td>
<td>2</td>
<td>30 minutes</td>
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<tr>
<td>Finlay Straus, Inc.</td>
<td>5</td>
<td>75 minutes</td>
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<tr>
<td>Fitch Investment Service</td>
<td>5</td>
<td>25 minutes</td>
</tr>
<tr>
<td>Journal of Modern Living</td>
<td>6</td>
<td>180 minutes</td>
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<tr>
<td>Koppers Gas &amp; Coke Co.</td>
<td>6</td>
<td>105 minutes</td>
</tr>
<tr>
<td>Macfadden Publications</td>
<td>6</td>
<td>90 minutes</td>
</tr>
<tr>
<td>Rev. Donald Gray Barnhouse</td>
<td>1</td>
<td>30 minutes</td>
</tr>
<tr>
<td>Rev. George A. Palmer</td>
<td>6</td>
<td>360 minutes</td>
</tr>
<tr>
<td>St. Christopher's Inn</td>
<td>1</td>
<td>30 minutes</td>
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<tr>
<td>Young People's Church of the Air</td>
<td>1</td>
<td>60 minutes</td>
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</tbody>
</table>

*Obviously this list does not include the many advertisers using these stations individually—a list that is greater than ever before!*

"New York's Own Station"

September 15, 1935 • Broadcasting
Humps in cats’ backs are induced by playful puppies, passing motorcycles, photographers with flashlights, flirtatious male cats who won’t take “No” for an answer, and just plain orneriness. Humps in sales curves spring from special deals, price cutting, Reports of Recovery, enlarged sales forces, increased advertising appropriations or merely a switch to radio advertising via CBS. Measured by permanency, profit or prospects the last way is the best way to hoist a Hump-That-Keps-On-Humping. Advertisers who’d like to see their sales curves zoom upward are invited to scrutinize the case histories of CBS clients. They will find again and again such provocative examples as these, taken from the current year: A toothpaste whose sales began to spurt ahead of the industry’s by 35% two months after it began broadcasting. A breakfast food, now in its third year of CBS radio advertising, that has jumped from eighth place to third. An automobile that is doubling last year’s sales. Such significant successes explain why Columbia’s sales last month show a 71% increase over last year, why CBS is used exclusively by twice as many of the 100 largest advertisers as is any other network.
Seeing the Light
WHEN such leading publishers of newspapers as the Scripps-Howard group follow the example set by Hearst, Cowles, McClatchy and about 100 other publishers in going into radio on their own, rather than fight it as an allegedly competitive news and advertising medium, the oft-cited "war with the press" can really be called a myth.

For a half dozen years or more certain elements professing to represent the thought of newspapermen have tried to fan into flame the antipathy of these short-sighted publishers who have felt toward radio. Their efforts were idle and sometimes stupid, and during the interim enough publishers saw through them sufficiently to gather to themselves more radio franchises—until the number of newspaper-owned or corporately affiliated stations today numbers about 125.

Radio has proved itself able to go forward with or without newspaper support, but naturally it welcomes the press as a friend and partner rather than as a carping critic. Radio has won its fight on all fronts—program listings, purchase of press association news and refutation of pin-prick arguments against its efficacy as an advertising medium. Many radio executives don't want to see the business of broadcasting looked upon as a mere adjunct or step-child of the newspaper business, nor do we. But we think there is scant chance for such an attitude when big organizations like Scripps-Howard go into radio with the recognition that it is an important public service and business institution per se as well as a splendid hand-maiden for their publishing businesses.

Exit Mr. Morgan
FEW CONNECTED with radio, including many we know among the colleges and universities directing educational radio stations and programs, will regret the passing from the kilocycle scene of Joy Elmer Morgan, the militant reform head of the National Committee on Radio in Education. Mr. Morgan devotes himself henceforth to his National Education Association duties, and his tirades against the present broadcasting system will presumably end—or at least will no longer bear the imprimatur of educational officialdom. He was the sort of person who had to be fighting something all the time: power trust, liquor, cigarettes and then radio. Coming from the ranks of primary school men, he was hardly the man to head any organization for the furtherance of education by radio, and many from institutions of higher learning resented his unreasoning sort of crusading.

His place on the Radio Committee is taken by Dr. Willis A. Sutton, superintendent of Atlanta schools and former president of NEA, a man of considerable standing in his profession and a man who has said he has locally obtained every cooperation from Atlanta stations. But the NCRE itself, losing its backing from the Payne Fund is slated to go out of existence at the end of this year, which also will not be regretted.

While we think the $200,000 of the Payne Fund has largely been wasted under Mr. Morgan's policy of destructive attack rather than constructive research effort, we take this opportunity of thanking Messrs. Tracy F. Tyler, secretary of the NCRE, and Armstrong Perry, its service bureau manager, for their consistently friendly cooperation in a news way. We disagreed with them frequently, but we always found them firm opponents. They were under a distinct disadvantage in that they often had to subordinate their own views of desires to those of the professional reformer who was their superior.

The RADIO BOOK SHELF
AN AGENCY'S own survey of station popularity for the guidance of local and national spot advertisers has been completed for the Twin Cities by Addison Lewis & Associates, Foshay Tower, Minneapolis. The survey consists of 1,000 interviews taken at the peak season of radio and completed at the beginning of the summer. Questions as to the popularity of each station within the listening area at all times of the broadcasting day, thoughts of listeners as to the broadcast features and the results of the second broad surveys of radio set ownership are contained in a portfolio furnished to advertisers. It was prepared by Edward Shurick Jr., radio director.

IN THE SHORT span of modern radio's existence, there have been few if any histories of radio as an art and science to command the attention of all of the layman and the person "on the inside". Such a history, simply written and with the technical phases fully understandable, has been produced by Orrin E. Dunlap Jr., radio editor of the New York Times. His Story of Radio (Dial Press, N. Y., $2.75) is actually a revised edition of the book under the same title he produced in 1927, but the new edition has an enlarged chapter on television and three new chapters covering the ultra-short waves, pictures by radio and the expectation of American vs. European radio. Here is a splendid book, thoroughly indexed and accurately and expertly written by an outstanding American authority, that answers the questions frequently faced by nearly every radio executive—whether he needs source material for speeches or for the countless high school and college students who constantly besiege his offices or studios for data on the subject of radio as a whole.

WRITTEN both as a technical reference and text book, Prof. Frederick Emmons Terman of Stanford University, has published Measurements of Radio Engineering, a comprehensive 400-page volume devoted to measuring methods and measuring apparatus (McGraw-Hill Book Co., N. Y., $4). The book is amply illustrated with diagrams and carries complete tables, making it a valuable companion volume to the author's Radio Engineering, which deals with general principles of radio.

Clean Copy
ORDE finally seems to be emerging from the ch's occasioned by the objectionable advertising drive instituted by the FCC early this year. With the basic purpose and intent of the FCC effort, directed by Chairman Prall, no one has had any real quarrel. Much good has come from it. But stations, advertisers and agencies have been in a quandary about what to do in ascertaining beforehand whether a product or the accompanying continuity was acceptable. It was a question of how to proceed and where to draw the line.

Much of the difficulty developed from the work of subordinates in the FCC's Legal Department, who with seeming abandon have sent letters to stations questioning every conceivable type of account. These letters, it is
We Pay Our Respects To...

HARRISON HOLLWAY

WHEN KFRC, San Francisco, celebrates its eleventh birthday on September 24, Harrison Hollway, manager of the Don Lee station, will be among 24,000 radio fans as master of ceremonies for the CBS Blue Monday Jamboree, also he observes his eleventh anniversary of his station.

Although under 35 years of age, having been born in San Francisco, Dec. 3, 1900, Hollway is a pioneer in Pacific coast radio and is recognized as one of the best shown men in the industry. He has earned the title of the West's "Grand Old Man" of radio, having been on the air continuously since 1920.

Back in 1911, when only 10 years old, Hollway started what was to prove a brilliant career in radio. There was no broadcasting then. The ether waves carried only the crackling dots and dashes of wireless telegraphy.

The young Hollway, as a hobby, started experimenting with a crude forerunner of radio. He constructed various contraptions for his own at home, much to the dismay of his family. This youngster, with his enthusiasm and vision, saw the possibilities of radio. Not only did he plan to become a radio expert, but he planned to earn the money himself to buy the equipment necessary to start his own station.

In 1920 Hollway had constructed a short wave receiver which picked up a Canadian station 1,800 miles away. It was a great accomplishment at the time. Newspapers and magazines throughout the country carried his picture and articles on the event. Emboldened by this recognition, he started a radio broadcasting station all his own, with little hope of any income for the venture.

In 1922, when the San Francisco Emporium department store, started its radio station KSL, this 21-year-old youth was called in to construct, operate and manage the station.

Broadcasting was still looked upon as an experiment, but with possibilities. Those early days were days of one-man stations. Program were mostly phonograph records, but Hollway did something different. He began introducing prominent personalities who came to San Francisco.

The public sat up and took notice in 1924, about a decade ago. On Sept. 24, he came into his own. Young Hollway was called to start KFRC in the Hotel Whitcomb. He literally built KFRC from the ground up, taking in easy stages, from a hotel room experiment to the sponsorship of a large department store, the City of Paris. Big names were being continually added to its daily programs.

KFRG, under management of Hollway, became an important factor in the life of the community. When the station was sold to the late Don Lee, Hollway went along with the deal.

In 1927 Hollway organized the Blue Monday Jamboree as a sustaining feature. This variety show was an instant success with himself as master of ceremonies, the show was broadcast every Monday night from KFRC and later piped to KHJ, Los Angeles. It was the first variety show of its kind, two hours in duration, to be released by any network in the United States.

Under his guidance, this program, a host of formerly unknown performers have sprouted wings which have carried them out over the ether waves to success in their own rights. His discoveries include such prominent radio stars as "Cheerily of Yabut" and "Cheerily of the Shell Show"; Al Pearce, who is master of ceremonies on his Al Pearce Gang Frolic; Tommy Harris, the little "King of Song"; Frank Warranbe (Eddie Holden), whose Japanese dialect monologues are known to millions of radio fans; Hazel Warner, noted...
Before my company can consider radio
I want to know:

How can radio advertising be used like local newspaper advertising? Our distribution is spotty. How can we pick the markets we want to advertise in and then use only those markets, tying up with our dealers there?

How can we be sure of uniform quality in our programs, without a network hook-up which is not justified for our distribution? Even though we use the same program over each individual station that we pick, won't they broadcast it with a variety of equipment and skill?

And finally—there is the question of cost. Putting together a first class program to compete with the best on the air is a big undertaking. That appears to be a large obstacle from an economic standpoint. Is there any way to overcome it?

130 STATIONS IN EVERY IMPORTANT MARKET FOR

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Those are fair questions, I'm glad you have raised them—

Mr. Executive, let me bring you up-to-date. A new system is available to you today, which gives you complete freedom of choice of markets. This embraces every important market in the United States (there are 130 in all).

You can go on the air anywhere or everywhere, without one market depending on another. You can be sure of uniform quality because each World station, wherever it may be, has installed special equipment for the sole purpose of broadcasting World programs.

There are over 1,000 separate selections in World Library. These are first class materials out of which you build your own distinctive and individual structure. This makes the cost of your program so nominal that it is only an incidental consideration.

LOCAL, REGIONAL, OR NATIONAL ADVERTISING

<table>
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<tr>
<th>N. Y.</th>
<th>N. Mex.</th>
<th>WGBI Scranton, Penn.</th>
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<td>Syracuse, N. Y.</td>
<td>WFAA Dallas, Texas</td>
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<td>WBAP Fort Worth, Texas</td>
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<td>KTSM El Paso, Texas</td>
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<td>KXYZ Houston, Texas</td>
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<td>Muncie, N. D.</td>
<td>WOAI San Antonio, Texas</td>
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<td>WCX</td>
<td>Cincinnati, Ohio</td>
<td>KGKO Wichita Falls, Texas</td>
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<td>Cincinnati, Ohio</td>
<td>KDYI Salt Lake City, Utah</td>
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<td>KOMA Oklahoma City, Okla.</td>
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<td>WFCN Greensville, S. C.</td>
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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

Doctor Pratt* Tells Why WHB Is the "Dominant Daytime Station" In the Rich Kansas City Market Area

If I may be so bold, I'd like to come right out right now and say that WHB is daily presenting an agglomeration of programs which for consistent excellence are probably not surpassed by any other radio station anywhere. WHB has a magnificent market area, and has a management staff which results from the professional productions with skillful showmanship.

Best known nationally, of course, is WHB's famous Municipal Court broadcast, now copied in many cities, but don't overlook WHB's superb newsworthy Network News, the United Press dispatches. Small City's largest interest which accrue to local programs produced with powerful shows.

With material such as the "Hour of the Voice of Kansas City" and the "Quirky Quiz"-- two great "street reporters"-- broadcast; the daily Police Bulletin is the mid-afternoon "Staff Frolics;"

WHB HAS NO SPECIAL REPRESENTATIVES in the National Field Address inquiries to WHB, St. Louis, 6823 E. Kansas City, Mo.

*DR. RUSSELL PRATT, former member of the radio team "The Two Doctors" (WBBM-Chicago), joined WHB's staff last April after 10 years with MAQ, KYW and KMOX; and numerous sponsorships on NBC and CBS.

JACK VINCENT, formerly with WOR, New York, and former student of ABC, replaces George Barrie, now with the "March of Time," on the announcing staff of WHB. Jim Brook, from University of Michigan, also has joined the staff

LOUIS KATZMAN, well-known director, and former general manager of WIN, New York, under an exclusive contract for the metropolitan area. He has been in charge of the successful symphony division Oct. 1. The director has been licensed to two network programs in the last four years.

ROD EMEL, formerly manager of the NBC western division artists bureau, has been appointed manager of the Kansas City WHB subsidiary, to increase the 400 watts power, and the Kansas City and the area.

OWEN (Pete) PETERS has resigned from the announcing and program staff of WWJ, Detroit, both of whom will join the CBS New York

FRANK W. WILLIAM WIFE, veteran commentator, has started his first year of broadcast with the new WHB, which is in its 400th hour, with the renewal of his CBS series 6:01-10:15 p.m. Saturdays.

BONT VAN CLEVE, formerly associated with "Tea Market," Chicago, and "The Mountain Passengers," is a hillbilly entertainer, sponsored for approximately four years on WEAF, New York, and is now covering the free lance continuity in Los Angeles.

FRANK C. (Duke) CHAMBERLIN, continuity writer at KROW, Oakland, Cal., has been placed assistant program manager. Scott Weakley, comes from the program manager. Kenneth (Ken) Barks, former announcer of WHB, has been appointed the new program manager of KLOS, Oakland, to KROW, with a similar capacity, the taking of the place of Robert Allen who resigned to join KYA, San Francisco.

DON HAMRICK, program manager at KKE, Berkeley, Cal., was married to Miss Florence Tuttle of San Francisco, Sept. 1.

JOHN BAKER, formerly heard on Eastern stations, has joined the announcing staff of WHB, Chicago.

WORTH KRAMER, singing announcer, has been appointed program manager of WHB, Chicago.

LEONARD F. WINSTON, program producer, has moved to new offices in Salton Tower, 11 W. 42d St., New York.


WALTER PATTISON, who portrayed the character of the famous Fort and has joined the staff of WHB, in NBC's One Man's Family before being written out of the script, has gone to KYA and has been put in charge of dramatic producer and continuity writer.

RICHARD HOLMAN, former program manager of KYA, San Francisco, has been made free lance radio publicity and also a writing column for a Pacific Coast radio fan publication.

GENE SHUMATE, sports announcer, the three-time nominee of KFRR, Columbus, Mo., is a third-year student at the University of Missouri. Elvin Imes has joined the staff.

JAMES F. CLEMENS, announcer of WAC, New York, and Miss Dorothy L. North, of New York, have been married Sept. 7 at Norwalk.

LENNIE TRENT, announcer of WAC, Philadelphia, resigned Sept. 14 to enter radio in England. His father, L. V. BULLINGTON, traffic manager for CBS at its Charlotte, N. C. station, has resigned. He has been replaced by Reginald L. Acker, formerly with Western Union.

MENEN'S Returns To Air

THE MenENNCo., Newark (cosmetics, etc.) will start a new series of programs over MBS starting Sept. 10, Sundays and Mondays, 10-10:30 p.m. The "MenEN'S Famous Court Trials," will be keyed from WLW, Cincinnati. WOR will not carry the program. But at 8 o'clock Transradio new broadcast will be sponsored by this client around Oct. 1. H. M. Kiesewetter Adv. Agency Inc., Newark, handles the account.

Du Pont. Going on CBS

E. D. DU PONT DE NEMOURS & CO., Wilmington, Del., will sponsor a new series of historical programs over CBS stations starting Wednesday, Oct. 9, 8-8:30 p.m. Commercials will be devoted to institutional copy. "Battles, Barons, Durstine & Osborn Inc., New York, is the agency.

MUSICIANS' wages for broadcast in Los Angeles will change scale Sept. 15 because of new rules and regulations set forth by Musicians Local 47, A. F. of M. Though still lower than in New York, the new rates increase from the previous scale in Los Angeles.

HOWARD LANG, vice president of the Ivan Khan talent agency, Hollywood, resigned early in September to form his own organization.

WALLY ROSS has joined the Radio and Television talent agency, Hollywood, as an independent producer, with the Ruth Colley Agency, now known as Colley-Weller-Todd.

LUCILLE SELLEY, formerly of KFRC, Houston, has also held an independent agency experience, has joined the talent department of WGST, Atlanta. At KFRC, she conducted a daily gossip column and wrote Skips and the Sess, a sponsored child serial.

AAO HERSHET has joined the announcing staff of WOOF, Fort Wayne. He was formerly with WSMK, Dayton, and the old WBW. Fort Wayne.

GUY THOMAS STEWART, Jr., formerly of the Nashville Banner, has joined the WHB management as a staff writer.

ROBERT WALDROP, San Francisco NBC announcer, has been transferred to NBC network stations. Jay Sims, formerly of KXY, San Francisco, has joined the NBC staff there.

FRANK NORTON has been transferred to full-time duties in the production department of KOIL, Omaha.

WWNC
Operated By The
Citizen Broadcasting Company, Inc.
ASHVILLE, N. C.
-191-
Of Ashville Homes
-91%-
have Radio reception, and in WWNC's listening area, the percentage of Radio-equipped farm homes is the highest in the Southeast!

WWNC
Broadcasting, Sep 15, 1935

Page 34
ANNOUNCING WMFG
"THE IRON RANGE STATION"

A NEW DEAL for 100,000 people living on and near the great Iron Range of Minnesota, into which millions of dollars are flowing for new homes, new cars—all the necessities and luxuries of life.

WMFG provides these people with their best radio reception; toward this station they turn an attentive ear; an ear receptive to your sales message. For rates and program suggestions, write to

WMFG

AN UNUSUAL STATION IN AN UNUSUAL TERRITORY

• • A MEMBER OF THE ARROWHEAD NETWORK

September 15, 1935 • BROADCASTING
Committees Are Named For Foundation Awards

A COMMITTEE of five prominent broadcasters to cooperate with the Radio Manufacturers Association in the creation of a Radio Industry Foundation for Program Awards was named Sept. 12 by Leo J. Fitzpatrick, NAB president. The purpose of the Foundation will be to make a series of awards for conspicuous public and program service rendered by stations and figures in the industry, which would be analogous to the Pulitzer awards in the journalism and literary fields.

The committee named by the NAB president consists of Lambdin Kay, director of WSB, Atlanta, and a prime mover of the project; chairman; W. H. Ayersworth, NBC president; Burdette D. Butler, president of WLS, Chicago; Leo J. Fitzpatrick, director WJR, and William E. Paley, CBS president. The RMA, which has announced through its vice president, Bond Geddes, that it will contribute $5,000 to $20,000 for the program, named this committee: Dow Crosley, president, Crosley Radio Corp., chairman; E. P. Muter, Muter Co., Chicago; E. P. Muter Jr., president, Zenith Radio Corp., Chicago; Geo. A. Scoville, president, Stromberg Carlson Telephone Mfg. Co., Rochester, and N. P. Bloom, Adler Mfg. Co., Louisville.

Both the NAB and the RMA passed resolutions at the last conventions espousing a foundation.

New Independent Group Seeks National Accounts

IN LINE with plans to perfect a national representation and sales arrangement for independent broadcasters, officials of National Independent Broadcasters Inc. have in New York Sept. 12 to discuss the matter with interested organizations.

En route to New York Sept. 11, Edward A. Allen, WLVA, Lynch- "er, president; of NIB, and W. Wright Gage, WMBC, Detroit, secretary, stopped off in Washing- "n. They informed Broadcasting that organization plans were proceeding favorably and that the current negotiations have to do with the association's objective of procuring national business for non-network stations in favor of NIB.

Thus far, Mr. Allen said, NIB, which was formed at the NAB convention in Colorado Springs, last July, has acquired a membership of 37 independent stations, the majority 100-watts. Each has paid the initial membership assessment of $100, said Stations which did not measure up from the standpoint of equipment and market have not been admitted to membership, he asserted.

WMAQ Panoramic Program

CHICAGO'S newest transmitter, for its old station, WMAQ, takes a bow Sept. 15, in a three-hour program when the new 50,000 watt power plant located at Bloom- "dale, Ill., 25 miles west of Chi- "ago, goes on the air. A spectacular program has been prepared, presenting in panoramic review memorable events and personalites heard over WMAQ during its 13 years. Among the group to be heard are Mary Garden, for hers is the first voice broadcast on radio in Chicago--Armistice Day, Nov. 11, 1918, when she spoke over the tiny 50-watt transmitter intro- duced to Chicago by KYW. On that occasion Edith Mason sang one song, both performing from the stage of the Auditorium, where the opera Samson and Delilah was performing.

WIND, Gary, Ind., was authorized to increase its day power from 2,500 to 5,000 watts until local sun- set in a decision of the FCC Broadcast Division on Sept. 10, sustaining the recommendation of Examiner Dalberg. The station operates on 560 kc., and its night power remains at 1,000 watts.

Watch

October 1 Broadcasting

For Important

SBS

Announcement of Interest To Every
Advertiser Desiring To
Cover the Southwest

SOUTHWEST
BROADCASTING
SYSTEM

General Office--Fort Worth

For complete details
EDWARD PETRY
COMPANY
National
Representatives

Page 36
LITTLE STORIES of RADIO ADVERTISING

"Hi Yo Silver!"

Sehl Advertising Agency, Inc., handles the Gordon Baking Company account. Gordon Baking Company means "Silvercup, the World's Finest Bread" and Silvercup means The Lone Ranger and his white horse, Silver, principals with Tonto the Indian, in that great radio drama of the old west, produced by WXYZ, the key station of the Michigan Radio Network.

Harry Sehl is so filled with Lone Ranger plots and plans and deeds of daring that he sometimes suspect that he yips like a coyote in his sleep and disturbs the neighbors with the well-known "Hi Yo, Silver, Away!" in the wee small hours of the morning.

But no wonder, with the kids in all the vacant lots in town riding broomsticks and urging imaginary white steeds on to new deeds of daring and romance, and with every special call bringing a fresh reminder of the popularity and productiveness of this excellent program.

For example, Harry called on his friends, the George Reeds, the other evening. Mr. Reed runs a motion picture theatre and usually arrives home from the office at one-thirty or two a.m. instead of the conventional six or six-thirty p.m.

After dinner George Reed said, "Harry, I don't mind having our children make us change grocers because our old one did not handle Silvercup Bread—the new one is probably better anyway. I don't mind having to eat Silvercup Bread every meal I get at home—it's damn good bread. I don't mind our youngsters riding broomsticks all over the place and shouting 'Hi Yo, Silver, Away!'—after listening to the program I am tempted to join them myself—but I do think that a fellow who gets home from work at two a.m. should have some protection against all the kids in the neighborhood gathering under his window at seven a.m. and starting a hullabaloo about which one will be the Lone Ranger and which one will be Tonto, the Indian, etc., and then the whole gang yipping 'Hi Yo, Silver!' down the street."

Our sympathy and condolences to Mr. Reed for annoyance and loss of sleep, but boys will be boys and the Lone Ranger must go on riding his great white horse Silver down the airwaves into the hearts of hundreds of thousands of youngsters and grownups too.

Lone Ranger was just another "audience-tested" program on the Michigan Radio Network until Mr. Everett Wilsher, president of the Gordon Baking Company, saw its possibilities as a business builder and put the "mysterious rider" to work selling bread.

Increased sales, new plants and a dominant position in the bread business testify to his good judgment and to the effectiveness of the job performed "single handed" by the Lone Ranger.

So, may you miss the fun of being "angel" to a brand new radio show, and take on an "audience-tested" program that will pay dividends from the beginning. Let us tell you about MANHUNTERS, for example, a detective drama, twin to LONE RANGER, or THE MIXING SPOON, or THE DAILY NEWS OF THE AIR, or well, you get the idea.

For a safe advertising investment—for a ready made audience—for immediate dividends and happy stockholders—for moving merchandise now—we suggest the "audience tested" program. Radio for action!

September 15, 1935 • BROADCASTING
The Business of Broadcasting

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

WOR, Newark
Jones & Dahn Inc., New York (Gunga-Din food products), 5 weekly.
B. C. Remedy Co., Durham, N. C. ( proprietary), 2 weekly t, thru Charles W. Hoyt Co., Inc., N. Y.
Borden Co., Inc., New York (food products), weekly sp, thru Young & Rubicam Inc., N. Y.
Carlshad Products Co., Inc., New York ( proprietary), 2 weekly sp, thru H. M. Rogers & Co., Inc., N. Y.
KFRU, Columbia, Mo.
Carter Medicine Co., New York (Liver pills), 3 weekly fs, thru Street & Finney Inc., N. Y.
Watchtower Bible & Tract knees, 2 weekly t, thru	
KFRC, San Francisco
WMAQ, Chicago
Kremola Chi. (cosmetics), 52 sp, direct.
Lee & Schiffer Co., New York (Rolls rubber tires), 12 weekly sa, thru Ballard & Powell Inc., N. Y.
WKRC, Cincinnati
Auburn Automobile Co., Auburn, Ind., 6 weekly, thru local dealers.
Pure Oil Co., Chicago (Puro), 6 daily.
Dow Drug Co., Cincinnati, 120 sa, direct.
Julep Tobacco Co., Boston (Julep cigarettes), daily sa, thru Mark O'Dea & Co. Inc., N. Y.
WLS, Chicago
Chamber of Commerce, Berrien Mich. (peach crop), 6 sa, direct.
American Radiator Co., New York, 15 t, thru Marschak & Pratt Inc., N. Y.
Union Pacific System, Chicago (transportation), 6 sa, thru Caples Co., Chicago.
Bernard Perfumery, St. Louis, 3 weekly sa, thru H. M. Rogers & Co., St. Louis.
WSPD, Toledo
KFDB, Hollywood
WGST, Atlanta
General Mills Inc., Minneapolis (Wheaties), 5 weekly t, thru Blackett-Sample-Hummer Inc., Chicago.
Julian & Kokenge Co., Columbus, O. (Foot Saver shoes), 5 weekly sa, thru local distrib.
Cremonia Co., Inc., Atlanta (Cremonia), 2 weekly sp, thru.
ITC Co., Elyria, O. (rubber soles, heels), 5 weekly sp, thru Carr Liggett Inc., Cleveland.
KGO, San Francisco
American Association of Washing Machine Mfrs., Chicago (washing machines), 6 weekly t, thru Meldrum & Feiswitz Inc, Cleveland.
Federal Outfitting Co., San Francisco (clothing), 1 weekly sa, thru Frank Wright & Associates, Oakland, Calif.
WTMJ, Milwaukee
WDAY, Fargo, N. D.
Republican Coal Co., Minneapolis, 79 weekly sa, thru Westergard Co., Minneapolis, 2 weekly sa, direct.
WSB, Atlanta

WWL, New Orleans
Drug Trade Products, Chicago (Caledo-derm), 6 weekly t, thru Benson & Doll Inc., Chicago.
Drug Trade Products, Chicago (Pe- rufa, Acidia, Kedg, Germex, etc.), 6 weekly t, thru Benson & Doll Inc., Chicago.
Crazy Water Crystal Co., Mineral Wells (mineral gels), 6 weekly sp, direct.
Procter & Gamble Co., Cincinnati (Olive Oil), 5 weekly sp, thru Sample-Hummert Inc., Chicago.
J. W. Marrow Co., Chicago (Mar-O-Oil), 3 weekly sp, thru Heath-Seech Inc., Chicago.
General Mills Inc., Minneapolis (Blackett-Sample-Hummer Inc., Chicago.
Willard Tablet Co., Chicago (proprietary), 6 weekly sp, thru First Advertising Co., Chicago.
Naco Medicine Co., Indianapolis (proprietary), 6 weekly sp, thru Naco Medicine Co., Indianapolis.
Bulova Watch Co., New York, 3 daily sa, thru Bulow Co., Inc., N. Y.
KFCO, Chatham, Ont.
Imperial Tobacco Co., Montreal (Dominion tobacco), 3 weekly sp, direct.
Lettuce (lettuce), 2 daily fs, thru R. C. Smith & Son Ltd., Toronto.
Lettuce (lettuce), 2 daily fs, thru Hiller & Co., Toronto.
Scott & Bowlie Ltd., Toronto (Scott's Emulsin), 5 weekly sp, thru Connell & Ferguson Ltd., Toronto.
Purina Mills, Woodstock, Ont. (chick feed).
WINS, New York
Carter Medicine Co., Chicago (liver pills), 3 weekly fs, thru Street & Finney Inc., Chicago.
General Mills Inc., Minneapolis (Gold Medal Flour), 5 weekly sp, thru Blackett-Sample-Hummer Inc., Chicago.
General Mills Inc., Minneapolis (Blackett-Sample-Hummer Inc., Chicago.
General Mills Inc., Minneapolis (Wheaties), 7 weekly sp, thru Blackett-Sample-Hummer Inc., Chicago.
WBBM, Chicago
KQW, San Jose, Cal.
White Cross Laboratories, San Francisco (toothpaste), weekly sa, direct.
WLW, Cincinnati
General Mills Inc., Minneapolis (Gold Medal Flour), 5 weekly sp, thru Blackett-Sample-Hummer Inc., Chicago.
WBBM, Chicago
New Business


SPERRY CANDY Co., Milwaukee (Chicken Dinner, Denver Sandwich candy bars) on Sept. 14 started musical program on 9 CBS stations (without WABC), Saturdays, 6-6:45 p.m. Agency: Neusser-Meyerhoff Inc., Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on Oct. 2 starts Andre Kor- netzke Orchestra, Lily Pons (Wed.), Vito Martini (Sat.) on 91 CBS stations, Wed. & Sat. 9-9:30 p.m. Agency: Newell-Emmett Co. Inc., N. Y.


BUICK MOTOR Co., Flint, Mich. (autos) on Sept. 24 broadcasts (one time only) Max Baer-Joe Louis box- ing match on NBC-WEAF networks including Canada, 10 p.m. Agency: Erwin, Wasey & Co., Inc., N. Y.


PINAUD Inc., New York (cosmetics) on Sept. 23 starts Pinaud Program with Paul Pearson orch. and Jeannine Rom, on 3 NBC stations, Tuesdays, 7-15-7:30 p.m. (EDST). Agency: Lord & Thomas, N. Y.

UNITED CIGAR STORES DELAWARE Corp., New York (starches) on Sept. 21 starts Isham Jones Orchestra on 2 Mutual stations (WOR, WGN), Tuesdays, 9-30-9 p.m. Placed direct.


PRESIDENT CO., Chicago (Pepo- dent tooth powder, Juani cosmetics) on Oct. 7 starts Al Pearce & His Gang on NBC-WEAF network, Mon., Wed., Fri., 5-5:30 p.m. Agency: Lord & Thomas, Chicago.

BETTER SPEECH INSTITUTE OF AMERICA, Chicago, on Sept. 29 starts Words to the Wise on NBC- WJZ network, Sundays, 3-3:15 p.m. Agency: Auspice & Lee, Chicago.

AMERICAN ROLLING MILL Co., Middletown, O., on Oct. 28 starts Arnebo From Master on NBC network, Mondays, 10-30-11 p.m. Agency: Gardner-Greath Co., Chicago.

Renewal Contracts

SHELL EASTERN PETROLEUM PRODUCTS Inc., New York (gasoline) on Oct. 5 renews Shell Chateau, Al Johnson, on 38 NBC-WEAF stations, Saturdays, 9-30-9 p.m. Agency: J. Walter Thompson Co., N. Y.


PROCTOR & GAMBLE Co., Cincinnati (Oxydol) on July 1 renews Oxydol's Own Ma Perkins on 34 NBC-WEAF stations, Mon. thru Fri., 7-30-6:30 p.m. (EDST) starting Sept. 30 at 7:15-3:30 p.m. Agency: Blackett-Sample-Hummitt Inc., Chicago.

PROCTOR & GAMBLE Co., Cincinnati (Crisco) on July 1 renewed Vic & Sade on 34 NBC-WEAF stations, Mon. thru Fri., 7-30-6:30 p.m. (EDST), starting Sept. 30 at 7:15-3:30 p.m. Agency: Blackman Adv. Inc., New York.

PROCTOR & GAMBLE Co., Cincinnati (Chipsol) on July 1 renewed Home Sweet Home on 19 NBC-WEAF stations, Mon. thru Fri., 7-30-6:30 p.m. (EDST), starting Sept. 30 at 10:15-10:30 a.m. Agency: Blackman Adv. Inc., New York.


CARRIET CANDY Co. Inc., Oakland, Cal., on Oct. 1 renews Night Editor with Hal Burdick, narrator, on 5 NBC-KPO stations, Tuesdays, 7-30-8 p.m. Agency: Tomashke-Elliott Inc., Oakland, Cal.

LANGENDORF UNITED BAKERIES Inc., San Francisco (bread & pastry), on Sept. 30 renewes Langen- dorf Pictorial with Rush Hughes, commentator, on 3 NBC-KPO stations, Mon. thru Fri. (5 days), 4-45- 5 p.m. (PST). Agency: McCann-Erickson Inc., San Francisco.


COCOMALT Co., Hoboken, N. J. (chocolate milk) on Sept. 30 extends contract for Buck Rogers on 15 CBS stations, Mon. thru Thurs., 6-6:15 p.m., repeat at 7 p.m. Agency: Ruthrauff & Ryan Inc., N. Y.


PACIFIC COAST BORAX Co., New York (20 Mule Team borax) on Oct. 3 renews Death Valley Days on 18 NBC-WJZ stations, Thursdays, 9-9:30 p.m. Agency: McCann-Erickson Inc., N. Y.


COLGATE-PALMOLIVE-PERT Co., Jersey City (Palmolive soap) on Oct. 4 renews Palmolive Beauty Box Theatre on 59 NBC-WJZ stations, Fridays, 9-30 p.m. with repeat at 11:30 p.m. Agency: Benton & Bowles Inc., N. Y.


7 out of 10 Listeners to BUFFALO STATIONS
tune in WGR or WKBW
between 5 and 7 p.m.
says Ross Federal

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by FREE & SLEINGER
AGENCIES AND REPRESENTATIVES

C. L. SLEININGER, vice president of Free & Sleiningcr Inc., radio station representatives, left Chicago Sept. 13 on a four-week tour of West Coast stations represented by them. He will visit KOIN, Portland; KOL, Seattle; KTV, Tacoma; KFBB, Los Angeles, and Free & Sleiningcr offices in San Francisco and Los Angeles. Mrs. Sleiningcr will accompany him.

BOWMAN - DEUTE - CUMMINGS Inc., San Francisco, has moved to larger offices in the Matson Bldg. Clifford Gesser is being transferred from the Honolulu office of the agency to San Francisco, assuming his duties Sept. 23.

GERALD J. NORTON has resigned as account executive at KJJBS, San Francisco, and established a radio advertising agency at 1628 Russ Building, under his own name.


WPPB, Hattiesburg, Miss., has named Albert Publishing Inc., New York, as its representative in New York area.

C. A. BURPER, for four years auditor with Freeman Long sound studios, Hollywood, late in August resigned, and joined the staff of the Walter Budick Co., Los Angeles station representatives, in a similar capacity.

FURGASON & ASTON Inc., Chicago radio station representatives, have established a branch office in Detroit under the management of S. M. Aston. Offices are at 810 Stephenson Bldg. Eleven stations in the East and Southeast are represented by the organization.

CALVIN KUHL, head of the radio department of Lord & Thomas, Los Angeles office, is the father of a girl, Ann Grey, born early in September.

ARTHUR KUDNER Inc. will be located in the new International Building (Rockefeller Center), 830 Fifth Ave., New York, on Oct. 1.

OFFICIAL YANKEE—Gov. James M. Curley, of Massachusetts, designates Yankee Network stations as the state's official radio medium. Here he is placing a future duplicate of the Seal of Massachusetts on the entrance to Yankee headquarters in Boston. The ceremony was broadcast over five Yankee stations.

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

5000 WATTS
NATIONALLY CLEARED CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Dwight S. Reed, formerly with Batten, Barton, Durstine & Osborn Inc., and prior to that with Critchfield & Co., has been added to the Chicago sales staff of William G. Rambeau Station representatives, Mr. Rambeau announced Sept. 11.

F. WALLIS ARMSTRONG Co. Inc., Philadelphia, has opened a New York office at 44 Madison Ave. to service the Campbell soup radio accounts. Henry F. Hayward will be in charge.

C. L. SLEININGER, secretary-treasurer of Free & Sleiningcr Inc., radio station representatives, left Chicago Sept. 13 on a four-week tour of West Coast stations represented by them. He will visit KOIN, Portland; KOL, Seattle; KTV, Tacoma; KFBB, Los Angeles, and Free & Sleiningcr Offices in San Francisco and Los Angeles. Mrs. Sleiningcr will accompany him.

HARRY BERCOWITCH has been promoted from the publicity department director of radio of J. Stirting & Co., New York, succeeding Tom Everett.

DAVID BROWN has resigned from the radio department of McCann Erickson Inc., New York.

LAWRENCE HOLCOMB has resigned as director of radio for Mitchell & Co., New York, to become continuity chief of NBC's Chicago office Sept. 16. Jerry Cady will succeed him. He had served as assistant radio director for the last two years.

MARION PARSONNET, in charge of radio for Leinen & Mitchell Inc., New York, has been transferred to the West Coast to supervise the new Eddie Murray show for Zippo which starts on CBS Sunday, Oct. 6.

GEORGE COREY has joined the radio department of Lord & Thomas, New York, where he will work on radio continuity. Mr. Corey formerly was connected with the publicity department of Walter Thompson Co., New York.

VANCE C. WOODDOX, formerly director of advertising and sales promotion for Kellogg Corp., Detroit (refrigerators), and more recently with Montgomery Ward & Co., Chicago, has been named to manage the Detroit office of Geyer, Cornell & Newell Inc., New York. The Detroit office will service the Kellogg account.

T. L. CHRYST has been appointed director of publicity for Geyer, Cornell & Newell Inc., New York.

A. M. LEWIS has been promoted to director of advertising for Benton & Bowles Inc., New York, succeeding Mr. King who resigned to join A. H. Kudner Inc., New York. Mr. Lewis was formerly assistant newspaper space buyer for Benton & Bowles Inc.

WILLIAM D. EDUARDBE has been named head of the radio department of AW-Advertising Inc., New York.

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

Dear Mr. Johnston:

You've had experience with stations that don't and stations that do a job. The bad and the good alike have glowing stories to tell. WSOO wants to prove its worth. It is a sales producer and profit maker, but you may WONDER until you let it prove what it can and will do for WANDER! That's why we urge you to ask NBC to add WSOO IMMEDIATELY!

Wander Station
Chi. Ill.
WINE INSTITUTE. San Francisco (wines), has appointed James Hoel- 
han Inc., San Francisco, as advertising 

RADIO ADVERTISERS 

WINE INSTITUTE. San Francisco (wines), has appointed James Hoelh 
counselor. An intensive merchan 
dizing program for California wines 
handel advertising.

PONTIAC MOTOR Co., Pontiac, Mich. (automobiles), has made up lists in 

SHACKLETON INHALOR Co., Grand Rapids, Mich. (inha 

ARMOUR & Co., Chicago (food), makes up lists in September. Agency: 

J. FLYNO & Co., Kansas City (radio), makes up lists in September. Agency: 

JOHN H. WOODBURY Inc., Detroit, has appointed James 

W. E. MCCLAIN & Co., Kansas City (radio & television), makes up lists in 

JOHNSON 

NASH MOTORS Co., Kenosha, Wis. (motor cars), has appointed J. 

TABER & CO., Cincinnati, Ohio, handles Vannay 

BARNES & CO., Inc., New York (specialties), has contracted with Redfield 

BUTTE BAKING CO. Inc., Butte, Mont. (bakery products), has 

R. C. GRIFFITH & CO., Kansas City (general store), handles Stou 

Granite City (furs), including radio. Agency: 

BAILEY & CO., Inc., Detroit, has appointed John 

OFFICE COMMERCE. Los Angeles (Melba Toast), is 

B. E. FISHER & CO., Los Angeles, is 

AMERICAN CLINICAL LABORATORY 

MARKS THE SPOT 

These events show why WBNX 

WBNX — New York 

WBKB — Chicago 

WBKB — Chicago 

CNX-1, 1000 WATTS 

WBKB — Chicago 

WBKB — Chicago 

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Associated Music Publishers Planning New Disc Library for Radio Stations

A NEW transcription library service to the broadcasting industry is sought in current negotiations between Associated Music Publishers Inc. and Electrical Research Products Inc. In a letter to Western Electric recording adjunct, it was declared Sept. 11 by AMP.

The negotiations are the completion of a contract with ERPI under which AMP, a subsidiary of the North American Co., will be authorized to license its recorded library, now totaling more than 50 hours, to broadcasting stations.

At present, it is understood, ERPI has an exclusive arrangement with World Broadcasting System for the sale of transcriptions recorded under its patents.

The AMP transcription library, featuring well-known bands, artists and ethnic stars, was recorded earlier this year in preparation for the introduction of wired radio to that community's subsidiary, Wired Radio Inc. Plans for introduction of the latter, an entertainment service designed to become a "ether" broadcasting, however, are moving slowly and AMP has in mind the sale of its recorded library until such time as it may get its own wire project under way.

Present plans, it is learned, include sale of the AMP library to vertical or hill-and-dale recordings, to stations on a non-exclusive basis. Preliminary negotiations, contingent upon successful completion of the ERPI arrangement, are in progress with the Yankee Network in New England, for the complete library, it was learned. At the outset AMP plans to offer a library of 50 records.

Contracts will be offered for one year, with extension, and in the Wired Radio gets under way in particular territories, AMP will want the transcription service for its own subsidiary. Arrangements with Music Publishers Protective Association on performing rights and recording and performance fees already have been completed, AMP said.

No plans have been made to invade the "library" field for production of programs for sponsors themselves.

TWO HIGHLIGHTS of the broadcasts of WHO, Des Moines, at the Iowa State Fair were: the rooster crowing and barker's contest.

The dauntingly technical as known as the "rooster," brought before the microphone those verses of verses and sentences of sentences that the ringleaders, the "editor," had to squeeze into the opening titles of the "rooster" of the "rooster." When a minimum of 

50 minutes are acquired, the size of the basic library may be increased, under the plan. Recordings are to be made on a new disc material called Vinolite, said to have a quieter surface.

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No plans have been made to invade the "library" field for production of programs for sponsors themselves.

THE GREAT BRIGHT SPOT MARKET

Syracuse pays more U. S. taxes than any one of 22 states.

In Syracuse it's...

WJSY...WSYR...

Radio Station Representatives
Walter Biddick Co.
509 Chamber Office Bldg., Los Angeles
125, 127 & 129 S. Sutter St., San Francisco, California
1128 Exchange Bldg., Seattle, Washington
413 Charles Bldg., Denver

"Plug" Kendrick says:

"Fidelity? The listeners of Indianapolis, more than 2 to 1, give the best rating * to..... W

FORMERLY WKBF IN INDIANAPOLIS


Affiliated NBC Station

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

BROADCASTING • September 15, 1935

195% INCREASE IN BUSINESS IN AUGUST • REASON: RESULTS

WLBC - Munic
Gannon With Kudner

WITH the split-up of Erwin, Wasey & Co. and Arthur Kudner, its chairman, who is organizing a new agency under the name of Arthur Kudner Inc, the latter agency will take over Charles Gannon as director of radio. Lewis Amis, Mr. Gannon's assistant at Erwin, Wasey & Co., becomes that agency's radio director. Mr. Gannon will continue working on the McFadden radio account. His assistant will be Eric Barnow. Arthur Kudner Inc. begins its independent operations Oct. 1, with headquarters in the International Bldg., Rockefeller Center, New York.

World Series Pending

WORLD SERIES baseball games next month may go unsponsored this year, it was indicated as BROADCASTING went to press Sept. 19. Ford Motor Co., which sponsored the series last year by paying $100,000 for the broadcasting rights, has made no plans for sponsorship this year, according to N. W. Ayer & Son Inc, New York, the Ford agency. No other negotiations are in progress, so far as known, primarily because of the difficulty of time clearance.

New Educational Series

IS SPONSORED by Squibb

by E. R. Squibb & Sons, drug manufacturers, in cooperation with World Peaceways, of New York, a series featuring statesmen, educators and concert artists will begin Sept. 16 over a 51-station CBS network 9:30 to 10 p.m. (EDST). It is designed to promote "realistic thinking about peace," said World Peaceways, a non-profit and non-political organization. Squibb will use institutional copy primarily. The account is handled by Geyer, Cornell & Newell Inc., New York.

The first broadcast will feature Senator Borah and Lucrezia Bori, with skits from the play "Journey's End." Howard Barlow and symphony orchestra will provide musical support with Deems Taylor as narrator. Others to appear include Senator Nye, Alfred E. Smith, Dr. Glenn Frank, and William A. Green. Guest soloists will include ascha Heifetz, Edward Johnson, Bright and Lucrezia Bori, Richard Crooks, Albert Spalding, Lotte Lehmann and Richard Bonelli. Writers' contributions are made by Sidney Howard, Humphrey Cobb, Fannie Hurst, Rupert Hughes, Zoe Akins, Maxwell Anderson, Zona Gale, F. Scott Fitzgerald, John Erskine, Heywood Broun, and S. Van Dine.
STUDIO NOTES

WJIM, Lansing, Mich., celebrated its first anniversary late in August with a two-hour program with 4,000 attending the event and another 3,000 trying to get in, although a circus was in town that evening. Gov. Frank D. Fitzpatrick, of Michigan, and Mayor Max Templeton, of Lansing, among the speakers, praised Harold F. Grosse, manager, and the WJIM staff for the year's progress. Congratulations telegrams were received from Leo Fitzpatrick, manager of WJR, Detroit, and NAB president, M. A. Hollinshead, of Campbell-Evendale Inc., Detroit; C. L. McCree, president of Ohio Motor Works, Lansing; Don Bates, president of Reo Motor Car Co., Lansing; U. S. Senator A. H. Vandenburg; George W. Tredell and H. Allen Campbell, of WXYZ, Detroit; Jefferson Webb, manager of WJ, Detroit; W. Wright Gelso, manager of WMBC, Detroit, attended the broadcast, which was followed by a party at the Hotel Oids.

WLIC, Muncie, Ind., on Sept. 1 adopted a new program policy, eliminating the use of phonograph records.

KSFO, San Francisco, has purchased four new RCA transcription turntables for its new studios and two for the auxiliary studios in Oakland.

Get Business in Montana
Use-KGIR
Only Station in Butte
Montana's Largest City

WKY Sells for its advertisers by persistently selling itself!

BCEASE WKY never lets up selling itself, there's never a let-up in its pulling power for advertisers.

Alert showmanship keeps WKY sold to Oklahoma and holds the largest, most attractive, most responsive radio audience in the state.

With WKY's trained and experienced staff to create and produce programs of special local appeal, and with WKY's ability to deliver them into more of the 177,700 radio homes in this area than any other Oklahoma station, WKY advertisers can depend on getting response fully proportionate to the sales possibilities of this market.

Let WKY analyze your Oklahoma selling problem and suggest a broadcast plan that will click at the box office.

WKY
Oklahoma City
Affiliated with the Daily Oklahoman, the Times and the Farmer-Stockman.

WKY's experienced management and advertisers can depend on
WKY's service, equipment, and facilities are
WKY's listeners are the people who will respond to
WKY's listeners are the people who will respond to
WKY's listeners are the people who will respond to

A RADIO baseball league has been organized among San Francisco stations, orchestras, press agents, and radio news agencies. Already in the series of competitions at KPDR and NBC with the former amassing the network "all-stars" under a barrage of base hits by a score of 24 to 7. In addition to KPDR an XMP, teams from the field include KSFQ, KYA, EDDIE Fitzpatrick's "towers"; Paul Pandervis's "base-hitters" and Grill Williams's "spin-outers," the latter three teams consist of orchestra heard on the air. Radio editor and press agents have joint forces in organizing their team games.

JACK Frost, KATZ, and NAB Representative:

LET'S HELP TO GET BUSINESS IN MONTANA AS QUICK AS POSSIBLE-
WE ARE ALL IN THIS TOGETHER-

FAST ANNOUNCING—Leo Bolley, sports announcer of WFIL, Syracuse (left) broadcast from a racing car travelling between 85 and 100 miles an hour during the New York State Fair Races at Syracuse. Leo described his sensations in roaming around a dirt race track in the car of Fred Frame (left) winner of the Indianapolis race in 1952, during the time tests, with Bob Allen, WFIL engineer, at the controls.

KXX, Hollywood, held a preview Aug. 30 for its new studios at Sunset Blvd. and N. Gordon St. for sponsors, agencies, civic leaders, and other invited guests. A few days later, without ceremony or announcement, the transmitter connection was switched to the new location.

WNJ, New York, claims to be the leading news broadcaster in the metropolitan area, carrying six such programs every day. The latest is Tele-type of the Air, using two voices, one for headlines and the other for the news.

WEAI, Boston, has installed an auditorium which is located in a new sales office on the eighth floor of the Edison Bldg., with air conditioning and latest engineering equipment.

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CENSUS WALKER, editor of WJ Hanman's Magazine of the Air, upheld the honor of the radio profession. The Salmon Derby held at Elliott Bay, Washington, Sept. 1. The only radio personality entered in the Derby Walker finished in eleventh place. An outboard motor and an expensive re and reel, which he won as prizes. It caught a salmon weighing 15 pounds. More than 200 persons were entered in the Derby, which was broadcast over NBC.

WOR, Newark, has acquired more than two complete floors at 144 Broadway for its New York City offices. A reception room is being decorated in the modern mode an offices will be completely rearranged. Sales offices are being expanded, as well as MBS offices.

WMZ, Macon, Ga., has issued a illustrated brochure depicting marks data on its Central Georgia coverage. Programs, services, equipment and advertisers are included in publication, as well as complete breakout of every business an population in its area.

WFIL, Philadelphia, has installed speaker's studio in the Benjamin Franklin Hotel. It was formally dedicated Sept. 2 by Gov. George H. Earle in the first of a series of three special sessions of a state-wide network, keyed from WFIL.

WCKY, Cincinnati, is taking bids on a new 600-foot wooden tower, with two short towers on the top, expected to quadruple the power of the station present 5,000-watt signal. Announcement was just been made by L. Wilson, WCKY president, that plan for the new tower have been approved. It will be erected between two twin steel structures, and will be the tallest wooden radio tower in America.

WDGY, Minneapolis, with its increase in power, is installing new Western Electric equipment for control room to antenna, the new tower is designed to improve the ailderness of its height in the count
Scripps-Howard Enters Radio Field

(Continued from page 3)


Disclosure of the Scripps-Howard move threw definite light on the reason for Mr. Bickel's resignation as president of the UP, post he had held since 1923. He succeeded by Hugh Baillie, executive vice president, but retained as a director.

Mr. Bickel added in his statement to Broadcasting: "We are ready in admitting that we are resuming in the broadcasting end of the newspaper business. We acquired WCPO for exactly that reason. It is one of the oldest, if not the oldest stations in Cincinnati. Cincinnati is one of the most interesting radio cities in the United States. It is the home of four splendid stations, including "WLW, the world's highest-powered station, all of whom are excellently operated by men whose policy for sound and talented management has often been demonstrated. It will be a real privilege for us to work with them and deepen our experience in this field." Scripps-Howard's purchase of WCPO most emphatically does not mean that Scripps-Howard is planning any extensive investment in the broadcasting industry. It does not mean that Scripps-Howard is considering a station in each of the 24 Scripps-Howard cities. It does not mean that Scripps-Howard is planning a transcontinental radio chain system of its own. It does mean that we feel that there are possibilities in radio for the development of a closer and more intimate contact between the readers of Scripps-Howard newspapers and the men and women who produce the papers. We feel that we should give these possibilities careful study and hope that we may find ways and means of increasing the effectiveness and value of both of these great instruments for social advancement."

Mr. Bickel, who began his newspaper career as a reporter of the San Francisco Daily News in 1906, joined the UP in that city the following year and won rapid promotion, serving as its business manager from 1916 to 1922, its general manager from 1923 to 1925 and its president since that year. He became greatly interested in broadcasting a decade ago and was one of its champions. He saw the newspaper-radio controversy was fanned to white heat only a few years ago. About five years ago he wrote a book on broadcasting, peering into its future as a journalistic medium. The book was titled "New Empires and Old" and the book's admissions of the journalistic powers of radio.

Much of the growth of the UP organization, which was a second-rate press association a score of years ago, is attributed to the leadership and resources of Mr. Bickel. It now ranks as the world's largest international press association, privately controlled, serving clients in all portions of the world. Since the UP began sale of its newspaper report to broadcasting stations last May, it has acquired a radio clientele of approximately 50, including many of the country's leading stations. Opening of the UP newspapers to stations was fathered by Mr. Bickel for several years.

Mr. Hanrahan also is a newspaperman of prominence who has turned to radio. Still in his early thirties he served as a writer and editor of the Register-Tribune for several years, and then became the executive in charge of radio about three years ago. For the last six months he has been stationed in the East handling business contract negotiations for the newspapers and the three stations. He left the Register-Tribune organization, effective Sept. 1, on which date he has spent nine years of continuous service.

TRANSCRIPTIONS

STANDARD RADIO, Inc., Hollywood and Chicago, has completed sales of the Pioneers, augmenting its library with this group of 102 units, to be released in mid-September on new semi-flexible stock, which is said to minimize surface noise and lengthen life of discs. New stations signed for the Standard Program Library Service are WSAX, Hamilton, Va.; WTVB, Columbus, Md.; WLBC, Muncie, Ind.; WSAT and WFAJ, South Bend, Ind.; KEIR, Bakersfield, Cal.; CFSC, Calgary, Alta.

RADIO PRODUCTIONS, Inc., Hollywood, has completed several of the 12 weekly-hour series of transcriptions it will syndicate to stations under the label of "Quality Network Programs," reports a radio client of the firm.

The serial will be syndicated to stations for sustenance and repute to sponsors.

H. C. CONNOLLY, executive manager for MacGregor & Scott Inc., Chicago, says that the Francisco transcription producers, has returned to his desk after illness.

G. O. SERRICE, for several years sales manager of Earnshaw Young Inc., Los Angeles transcription firm, resigned in September to take a long vacation in Tahiti.

Here's Why NEBRASKA

belongs on your Spot Radio Advertising Schedule

1. Nebraskaans enjoy larger incomes than the folks in most other states!
2. Few other states rank so high in so many leading crops as Nebraska! It is . . .
3. FIRST in cattle production, per farm
4. FIRST or Second in per capita farm production
5. SECOND in sugar beet production
6. Third in corn production
7. THIRD in wheat yield
8. THIRD in hogs and beef cattle
9. FOURTH in butter

Reach these big earners with Spot Radio Advertising — more effectively — at slight cost. Cover the "State" or any section. For ample proof of quick, profitable results, write to the Association office, or any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

-AD-
A Lasting Advertising Medium at No Increase In Rates!

The contents of the 1936 YEAR BOOK will make it a ready reference throughout the year, for agency executives, radio advertisers, station executives, and others interested in the business of broadcasting... It will be the most complete compilation of factual information and trade statistics of radio advertising ever produced.

Every progressive concern associated with the business of broadcasting will find it a profitable investment to advertise in the YEAR BOOK... It will be a lasting medium for their advertising messages.

There Will Be No Increase In Rates

Single insertion rates are: Full page, $160; three-quarter page, $125; half page, $90; quarter page, $50. Contract rates apply for longer term advertisers.

The Year Book Will Be Published On or About February 15, 1936

The YEAR BOOK will be sent without added cost to all subscribers to BROADCASTING. Copies to non-subscribers and extra copies will be $2.00.

Final Advertising Forms Close December 15, 1935

MAKE YOUR SPACE RESERVATION TODAY!

BROADCASTING

NATIONAL PRESS BLDG. WASHINGTON, D. C.
Questionnaires for Data for the 1936 Year Book of Radio Advertising... are now being mailed for the purpose of correcting and completing this compendium of information covering the year in the business of broadcasting.

The Cooperation of
Advertising Agencies  Broadcasting Stations
Radio Advertisers  Equipment Manufacturers
Program Producers  Transcription Producers
National and Regional Networks

... in replying promptly to our questionnaires will be appreciated by the editors of this important edition, who are beginning thus early to gather material for a bigger and better reference book that will be of year-round value to everyone connected with radio.

WE GRATEFULLY ACKNOWLEDGE the enthusiastic reception accorded our first Year Book Edition (1935) and assure our subscribers that the next Year Book will be even more comprehensive, including many new directory features. Your cooperation is needed to maintain it as thoroughly accurate as possible.

Radio's Only Annual Directory
... will again be completely indexed to serve as a ready reference for radio account executives, advertising managers, station operators and others seeking quick and accurate information.

Final Editorial Forms Close December 15, 1935

PLEASE FILL OUT AND RETURN OUR QUESTIONNAIRES PROMPTLY!

BROADCASTING

NATIONAL PRESS BLDG.  WASHINGTON, D. C.
Spearman Opens Offices
Paul D. P. Spearman, who resigned as general counsel of the FCC June 30 to resume private practice of law, has opened offices in the National Press Building in a practice of his own. Upon leaving the FCC he became associated with the law firm of Littlepage & Littlepage, but as of Sept. 1 left that firm.

Associated Oil in West
(Continued from page 11)
ing to the greatest audience of them all — Joe Public and family. It costs money to broadcast these games. It represents a tremendous expenditure of time and effort on the part of Associated. And it must pay dividends to Associated to enable the company to continue year after year. But in handling these broadcasts we try to minimize the commercial part. Some months ago a comment was created when a network announced that henceforth commercial announcements would be limited to 10% of the program interrupted at night and 15% during the day. Compared to this, our use of time is extremely modest — with announcements during a three-hour sport broadcast totaling less than five minutes. That is less than 3% of the time used for advertising.

And we believe this is the best policy. For Associated has learned without question that sports lovers are good sportsmen, sympathetic and appreciative. They "play ball with Associated", and that's all we can ask.

Preparing and presenting the most entertaining and captivating programs is "duck soup" compared with Associated's football job. Last year 556,000 fans in 11 Western states took the trouble to go to a "Smiling Associated Dealer" and express their appreciation of the broadcasts. Those 92,000 persons and hundreds of thousands more were pleased by the broadcasts. Think of the work involved to satisfy the innumerable and critical audience! Every team in the West has its supporters in every part of the West. Every listener has his favorite team that he wants to hear his favorite team on. Every fan has his favorite announcer to give all of these fans the games they want, over the stations they want, and with the announcers they want, is a real task. And once the schedule is arranged for the football season, there is still the job of clearing 900 hours' time for more than 300 individual station broadcasts and making countless other necessary arrangements.

Naturally, the phase of sportcasting most open to general criticism, good and bad, is the actual announcing itself. The fan sitting by his radio little realizes the problems of the announcer. We have to keep tabs on 22 announcers for football alone. I have learned that some sportscasters are born, others are made; some are ex-football players who have learned announcing; others are announcers who have learned football. The announcers are under constant check by our associates who observe the games in the stands watching the game, at the same time listening in to the announcer through a headset. Each announcer has his own attention called to weak spots in his work.

In most stadiums, the announcer sits in the top row of the stands. He is aided by an observer, a technician, and field observers. Field observers are rabid fans, hampered often by weather — fog that hides the players and makes quick identification impossible, rain that obscures player numbers. And during some crucial moment, depending on some extraneous factor, the spectator will stand up and block the announcer's view. And when the game is over and voice is gone, he will try to hail the bird for everything that has gone wrong, sometimes even to be blamed for something that his favorite team being defeated.

The strictest kind of rules regarding commercials during a sportcast, are enforced by Associated to avoid resentment. There are no "plugs" during the action of the game, and no effort is made to tie advertising into the action, except in connection with going to the games. Commercial are scheduled at the rate of three to a quarter, a total of 12 to 18.

Eight of these are regular commercials, averaging 31 seconds each. Four are Associated identification commercials, averaging 30 seconds each. That's how in a three-hour broadcast, the listener hears less than five minutes of advertising.

Associated makes less advertising and more entertainment pay dividends. It increases hundreds of thousands of friends each year; appreciative, loyal friends who "Play Ball With Associated".

Californians Organize
Following several conference between executives of the Northern California Broadcasters' Association and those from Southern California stations, plans are underway for a state-wide organization of broadcast stations are rapidly being completed.

Incorporation papers are being filed; the constitution and by-laws are being prepared for approval, and will be ready within the next ten days. The organization will be non-profit. It is being formed to combat unfavorable legislation and to solve other problems of common interest to California stations. Contact committee includes Guy C. Hamilton, KFBR, Sacramento, chairman; A. H. Greene, KOIT, Stockton; E. Ralph R. Brunton, owner of KJBS, San Francisco, and KQW San Jose.

What a Market!
In Milwaukee, factory payrolls are up 67% over two years ago — car sales are up 58% 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.
Broecker to WIRE

ARTHUR C. BROECKER, for the last 12 years local display manager of the Indianapolis Star, has been named sales manager of WIRE, Indianapolis, it was announced Sept. 9 by D. E. (Plug) Kendrick, vice president and general manager. He will have charge of contacting and servicing local accounts, with supervision over the five salesman and three merchandising men now on the WIRE staff. Before joining WIRE, Mr. Broecker had been with the advertising department of the Indianapolis Star for 15 years. His previous experience covered sales work in Illinois, Ohio and Indiana.

Two Join Petry

APPOINTMENT of two new members to the New York staff of Edward Petry & Co., station representatives, was announced Sept. 8 by Edward Petry, president. Walter V. Bennett, for five years sales manager of the Butterick Publishing Co., for nearly a decade national representative for the New York Evening Journal, and for several years an account executive of Federal Advertising Agency, has been added to the sales division. Miss Constance Peters has joined the Petry organization as head of the Research Department. She has resigned as manager of KTHS, Hot Springs, to accept the new post.

WHBC Enlarges Staff

NOW operating 18 hours daily, WHBC, Canton, O., has enlarged its staff and C. W. Hayes, manager, is devoting his entire time to the station. Additions to the staff include Ralph Bruce, commercial manager; J. E. O'Toole, program director; Harry Royale, continuity; George Beebout, chief announcer; Kenneth L. Sliger, chief engineer. Transradio News service is to begin Sept. 16. Studios and offices will be remodeled and a new antenna will be installed upon completion of a new transmitter.

"PIERRE ANDRE," racehorse named after the well known announcer of WGN, Chicago, came through on long odds recently and enabled the WGN staff to clean up.

TRUSCON STEEL COMPANY
Youngstown, Ohio

TRUSCON SELF-SUPPORTING VERTICAL RADIATORS

are correctly designed—are soundly engineered—and

GIVE GREATER COVERAGE WITH NO INCREASE IN POWER INPUT

From the Atlantic to the Rockies—from Minnesota to Texas...that's where you will find Trusccon self-supporting Vertical Radiators "standing on their own legs" serving the industry. Trusccon offers co-operation to radio engineers and consultants.

900 ft. 1200 ft. 1500 ft. 1800 ft. 2100 ft.

TRUSCON RADIATORS

From the Atlantic to the Rockies—...that's where you

www.americanradiohistory.com
ANPA Sells Advertising Short  
(Continued from page 10)

Our off-the-air recordings and Electrical Transcriptions that we produce under Dyer patents (Frank L. Dyer, creator of long-playing Talking Books for the blind, for which Congress appropriated $250,000) are the best in America.

Coughlin Resumes Nov. 3  
FATHER Charles E. Coughlin, Detroit radio priest, is making final arrangements to resume his Sunday afternoon one-hour broadcasts, starting Nov. 3. The same independent network previously hooking up plus an extension which will embrace certain Pacific Coast stations is contemplated in its tentative plans, thus making the stations with stations calling for a minimum of 26 weeks with a likely extension to 52 weeks in view of the 1936 national conventions and elections.

Without exception—a remarkable advertising value  
KGVO  
MISSOULA MONTANA  
Average Spendable Money per capita, $162.00

Dance Fee Compromised  
DIFFICULTIES which have made it necessary for the networks to pick-up dance bands from remote locations for their sustaining dance music have been settled. The trouble lies in the demand of the New York musicians for a $3 levy for every member of an orchestra broadcasting, the hotel association in New York refusing almost 100% to pay. The compromise calls for $1 a man which the $3 as originally demanded, this money to be used to help unemployed musicians. The agreement goes into effect Monday, Sept. 16.

Federal Ad Control  
(Continued from page 7)

Our two major units in the radio industry are now affiliating themselves with the Promotional Association of New York, the group of the packaged drug products market. A year ago the organization set up an advertising preview committee to voluntarily control the advertising of its members, and this committee is said to have scrutinized nearly $50,000,000 worth of advertising copy for manufacturers, advertising agencies and media of all types. This statement was issued by the ANPA and by Yankee Network executives:

To serve our listeners as well as our clients, we believe that full attention must be given to the problem of commercial announcements, especially those referring to products and services.

We have observed the work that has been done by the Promotional Association's Advisory Committee on Advertising in its efforts to establish advertising standards in the packaged medicine field and we believe this organization should continue to exercise influence in curbing unwarranted claims and generally improve the tone of advertising.

Through its Scientific Section, composed of nationally recognized authorities and scientists, the association has facilities for testing products as to their therapeutic value and its advisory committee works harmoniously with government agencies.

We feel the responsibility to the radio audience and we are definitely in favor of advertising control and fair and reasonable advertising by the radio listener and the advertiser. We believe the information coming to us from such an authoritative source in the advisory committee will aid us in making fair decisions regarding advertising of products in this field.
Chamber Music Contest
Is Sponsored by NBC
PRIZES for original chamber music by American composers will be awarded by NBC, M. H. Aylesworth, president, announced Sept. 3 in a special broadcast. The NBC Music Guild Awards for 1936 will be open to American composers, native or naturalized, and to foreign-born residents in the United States or possessions, if they have received first citizenship papers. The awards will be $1,000, $500 and $250.

In an NBC Music Guild program Mr. Aylesworth explained that the growing demand for symphonic, opera and chamber music created by radio had led to the creation Oct. 1, 1934, of the guild to bring lesser-known masterworks into the American home. All works to be entered in the contest must be received by NBC Music Guild Awards Committee, 30 Rockefeller Plaza, New York, by Feb. 29, 1936. Seven judges, under the chairmanship of Frank Black, NBC general music director, will make the awards. The six other members have not yet been named. Dr. Carl Engel, honorary consultant of the music division of the Library of Congress, said the growth in appreciation of chamber music is reassuring proof that in music as in all other matters, the imperishable standard of quality will prevail.

IRA KOGER, special continuity writer for WCSC, Charleston, S. C., at 21 is a member of the South Carolina Legislature and is said to be one of the youngest elected legislators in the world.

Tom Murray
Tom Murray, 60, bewhiskered stage veteran, known as the "father of Los Angeles hillbillies," died in North Hollywood Aug. 28. He had been ill for a year. Mr. Murray was co-organizer of the original "Beverly Hillbillies" at KMPC, later head of the KTM Ranch Boys and other similar radio groups. For some 25 years Mr. Murray did a hillbilly act in vaudeville circuits and then entered the films. He was with the Charley Chaplin company four years, and his last silent picture was the "Gold Rush".

Two Kolynos Series
AMERICAN HOME PRODUCTS Corp., New York (Kolynos toothpaste), will inaugurate another series of programs beginning Monday, Sept. 30, 8-8:30 p.m., on the NBC-WEAF basic network once a week. Ted Hammerstein, descendant of Oscar Hammerstein, will present a musical program of old and new favorites, the program to be titled Hammerstein's Music Hall. Kolynos also began a new series of programs over WGN, Chicago, Monday, Sept. 2, 12:15-12:30 p.m., five days a week, a dramatic quarter-hour titled Rich Man's Darling, Blackett-Sample-Hummert Inc., New York, is the agency.

GENERAL BAKING Co., New York (Bond bread) on Sept. 30 adds WITAM, WIBX and WGR to the Terry & Ted quarter-hour disc series, five nights weekly. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

Being Used by More and More Broadcasters
Strictly on Merit!

- F-353-A, half wave rectifier illustrated at left, is just one of a long line of Federal Telegraph Company tubes being used by more and more broadcasters strictly on merit.

- Complete shielding of mercury vapor rectifiers has resulted in improved operating efficiency. A special filament core material insures permanency of the oxide coating and prevents flaking.

- Satisfactory performance, long life expectancy and economy in operation—these are the ultimate in any rectifier tube. Federal Telegraph Company has combined all three to a remarkable degree. Write for catalog.

Federal Telegraph Company
200 Mt. Pleasant Avenue, Newark, N. J.

Using Blaw-Knox Vertical Radiators, Station WOR directs its waves to territories having large mass population thus giving their clients the most effective coverage that is possible.

May we send you our recommendations and approximate prices on Blaw-Knox Radiators to increase the effectiveness of your own coverage. There are now 446 Blaw-Knox Vertical Radiators in use.

BLAW-KNOX COMPANY
DECREMENTS

SEPT 3

Westinghouse, N. C., granted extension fee.

WTEM, Washington, D. C., licensed.

WVEO, Yonkers, N. Y., granted extension fee.

WYER, Cincinnati, Ohio, granted extension fee.

WZGB, Gary, Ind., granted new license.

WFTP, Boston, Mass., granted extension fee.

YES! AN ANTENNA—Here is the counterpoise and one of the four lightning arresters of Weaverhouse's KYW, Philadelphia--another new departure in antenna design.

SAFETY has been the keynote in the construction and operation of the new Westinghouse KYW transmitter building, according to E. H. Ginger, plant manager, and J. J. Michaelis, chief operator of the station. The 10,000 watt equipment is housed in a room within a room, which can be entered only through two doors. These doors are closed many days in the main switchboard, opening either of these doors automatically disconnects and grounds all high voltage parts of the various units of the transmitter are mounted in open racks in this room, the high voltage circuits not being screened or guarded in any way.

This method of operation is most satisfactory, the Westinghouse engineers state, as it prevents any operator from getting near high voltage circuits until after they have been disconnected and grounded. Since the station began operation ten years ago, the maximum deviation of the transmitter has been 1 cycle, as against the 50 cycles plus or minus allowed under the regulations.

APPLICATIONS RETURNED—KGJF, North Platte, Neb., modified license fee.

KMO, Tacoma, Wash., modified license fee.

APPLICATIONS RETURNED—KGM, North Platte, Neb., modified license fee.

KMS, Columbus, Ohio, modified license fee.

KCPY, Hill Road, N. Y., modified license fee.

KQML, Biddeford, Me., denied reconsideration and license.

KWB, New Bedford, Mass., denied reconsideration and license.

KWDY, Minneapolis—Licensed.

KWEZ, Rockford, Ill., granted extension fee.

KXOD, Los Angeles, granted new license.

KXPO, Philadelphia, Pa., granted extension fee.

KWTO, New York, N. Y., granted temporary air.

KWUN, Des Moines, Iowa, granted new license.

KWZQ, New York, N. Y., granted temporary air.

KZIA, Indianola, Iowa, granted new license.

KWYO, Oklahoma City, granted extension fee.

KWYX, Albuquerque, N. M., granted new license.

KWZT, Youngstown, Ohio, granted new license.

KZOC, Oklahoma City, granted new license.

KZVA, Boulder, Colo., granted new license.

KZOO, York, Pa., granted new license.

KZQF, Phoenix, Ariz., granted new license.

KWUS, Kansas City, Mo., granted new license.

KZQW, Phoenix, Ariz., granted new license.

KWYX, Albuquerque, N. M., granted new license.

KZQF, Phoenix, Ariz., granted new license.

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KZQW, Phoenix, Ariz., granted new license.
Jolliffe Returns

DR. C. B. JOLLIFFE, chief engineer of the FCC, returned to his offices in Washington Sept. 4 after a seven-week inspection of FCC field offices on the Pacific Coast and in the Midwest. Arriving in Washington July 17, he visited the master frequency monitoring station at Grand Island, Neb., and in the Los Angeles, San Francisco, Portland, Seattle and St. Paul. He was accompanied by V. Ford Heavens, chief inspector, Western area, on the Coast inspection.

Railway Express Account

RAILWAY EXPRESS AGENCY Inc., New York, will launch a spot campaign once weekly over 12 metropolitan stations beginning Sept. 29. The theme will be "The News Parade." The sponsor will be American Telephone and Telegraph services. The time and days of the broadcasts will vary, but all programs will be broadcast during the course of the week for 13 weeks. The following stations will be used: WEEI, WRIE, WMAG, KMOX, WDSU, WFAA, WGST, KGO, KFI, KSTP, KOMO. Caples Co., New York, is the agency.

CBS Medal to Byrd

THE CBS Medal for Distinguished Contribution to Broadcasting will be awarded in special presentation ceremonies over that network Sept. 25 to Rear Admiral Richard E. Byrd in recognition of his short wave radio broadcasts from Antarctica which were sponsored by General Foods Inc. for Grape-Nuts. The medal had previously been awarded to only five other persons—Col. Charles A. Lindberg, Sir John Reith, director of the BBC, M. Earhart, founder of the American Radio Relay League. Eye-witness accounts of the Dixie's dilemma came from the boat E. J., of Jessie Jay, manager of WIOD.

Radio Covers Flood

(Continued from page 16)
half-hour beginning at noon, Sept. 3, and was continued until that night at 8:10 when the force of the wind had destroyed the power lines serving WDAE's transmitter, at which time naturally further broadcasting service could be rendered.

However, as many telephones were still in service, WDAE continued people on duty at the telephone practically all night giving the best reports to everyone calling in.

Gov. Sholtz, of Florida, quickly mobilized the Tampa unit of the 11th Field Artillery by broadcasting a call over WDAE.

Among heroes of the Dixie disaster was Henry Treger, transmitter engineer of WJZ, New York, who was taking a vacation cruise on the ship. When the vessel was blown onto French Reef, her transmitting antenna was carried away by the 130-mile hurricane. Treger and Third Officer Nilson climbed aboard the reef and rigged a broadcast transmitter with equipment from the boat WNSO, 50 kw, to 17,000 kw.

WFLI, Philadelphia, claims it kept several hours ahead of regular press association news by mono- polizing the short wave transmitter of WIOD, Miami, which call was W4X and operates on 6000 kw., and kept in contact with members of the Amateur Radio Relay League. Eye-witness accounts of the Dixie's dilemma came from the boat E. J., of Jessie Jay, manager of WIOD.
Dill Arguing KVOS Case
FORMER U. S. Senator C. C. Dill, now a practicing attorney in Washington, was scheduled to appear before the U. S. Circuit Court of Appeals for the 8th Circuit in Seattle Sept. 13 to argue the appeal of the Associated Press vs. KVOS, Bellingham, Wash. Senator Dill is of counsel for the defendant with Kenneth Davis, Seattle attorney and secretary of the Washington State Broadcasters Association. The case grows out of the Bellingham station's allegedly unauthorized use of AP news and lifted newspapers. John C. Bowen in federal district court previously had held for KVOS in a sweeping decision upholding radio's right to broadcast news after publication.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

GLEN D. GILLET
Consulting Radio Engineer
Synchronization Equipment Design, Field Strength and Station Location Surveys. Frequency planning, Wireless Line Problems.
National Press Bldg., Wash., D. C.

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

FREQUENCY MONITORING SERVICE
Reference frequencies derived from the National Standard or Frequency of the National Bureau of Standards by continuous monitoring service.
For 24-hour Service
Phone Blackstone 2-2134
Washington Institute of Technology
Washington, D. C.

EDGAR H. FELIX
1775 BROADWAY
NEW YORK, N. Y.
Field Intensity Surveys, Coverage Planning, Cable Service, Frequency Identification Investigations

HOLLIS S. BAIRD
Specializing in ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH-PERFORMANCE AMPLIFIERS
70 BROOKLINE AVENUE
BOSTON, MASS.
Telephone Commonwealth 8512
W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

Story of FHA
(Continued from page 9)
supplied without cost, on a rotating schedule, to the various stations.
It has been said frequently that the greatest curse of government is the mass of figures and statistics which emanate from government bureaus. In a sense this criticism is not altogether justified. Figures are merely symbols of reality, with meaning, but humanized figures are the most fascinating things devised by man. And the radio mail of FHA is intensely human. It comes from all types and classes of citizens, whose only common bond is that of a sense of heart-felt interest in their homes. Statistically speaking, one could say that so many people originated so much mail. The figures, if quoted here, would be astounding. But it is the definite feeling of the Administration that such figures are meaningless.

However, if all the programs presented during a given week resulted in only a handful of citizens knowing of and benefiting from the provisions of the National Housing Act, it would consider its radio activity worth while. Fortunately, that hypothetical handful is multiplied a million fold. The opportunities for responsibility of the radio industry for doing public service are too vast to contemplate as a whole. But in the case of at least one Federal agency it can truthfully be said that the radio industry has enthusiastically taken up its opportunities and the public is enthusiastically responding. Industry and government are products of the people—and the FHA is now of the people, a fitting complement to the home. The facts of a year of HOMECATING prove it.

WHEN the U. S. Coast Guard base at Gulfport, Miss., had an emergency call from a ship in distress, it broadcast a summons for the crew of the Pershing. WCCM, Gulfport, and all were on the go within an hour.

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.

Hathaway Bakeries Spots
HATHAWAY BAKERIES Inc., Cambridge, Mass. (bread and pastries) began a series of 100-word announcements, twice a day, two days a week, on the following New England stations. The series began the first week in September and will continue to Dec. 1. A different "Baker's Special" is promoted each week. The sponsor has used spot announcements for this same purpose in the past. The following stations are being used: WEFL, Boston; WBZ-WBZA, Boston; Springfield, WTAG, Rochester, and WEAN, Providence. J. Walter Thompson Co., New York, is the agency.

FHA on West Coast
LOS ANGELES district office of the FHA in August sent to stations south of the Tehachapi 115 spot announcements. The script was prepared by Mel Williamson, head of the radio division, with each announcement to home buyers limited to 50 words. Another radio activity has been the dramatization of a series of radio spots, the FHA loans have been made. Besides California stations broadcasting this series, KGBM, Honolulu, has taken ten. Col. William H. Evans, district supervisor for FHA, speaks weekly on all Los Angeles stations. Additional use of radio for FHA has included use of the program for these stations and a broadcast of announcements over police and sheriffs' radio stations.

Clothing Chain Conducts
Intensive Five-Day Drive
STAR OUTFITTING Co., one of the largest retail radio advertisers in the world, opened its San Francisco store Sept. 5, conducted an intensive five-day campaign using the station's more-than 100,000 listeners. The campaign, which ran daily for 8 hours during each of five days, was promoted through KFRC, KGK, KFSO, KJBS, KGBG, KLX and KWQ, San Jose, Cal. Two quarter-hour broadcasts twice daily were heard on KFRC, KFSO, KJBS, KGK, KLX and KRE during the five day-campaign. Star Outfitting Co. has an option for the next year and a continuous broadcast or eight 15-minute periods daily over KFRC, and 10 half-hour announcements on CBS Thursday afternoon sustaining program.

With stores in Los Angeles and Oakland, as well as San Francisco, the company uses radio almost exclusively. To supplement its present advertising campaign, plans call for the signing of yearly contracts for two quarter-hour periods daily with each of the following stations: KFRC, KJBS, KGK, KLX and KRE. Account is handled jointly by the Allied Adv. Agency in Los Angeles, and Gerald J. Norton Adv. Agency, San Francisco.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 5c per word for each insertion. Cash must accompany order. Minimum 25th and 10th of month preceding issues.

Help Wanted
Opening for successful commercial solicitor and announcer. Must be live wire and able to do good announce. None other need apply. Salary and commission. KMLE, Monroe, La.


Situations Wanted

Man 27, college education, first class telephone and telegraph license, steamship radio operating, telephone company and broadcasting station experience, last employment transmitting operator, also control engineer. $6000 wage. Desires position anywhere. Box 374, BROADCASTING.

Youthful man with second class telegraph license and first class telephone telephone transmission desires position as apprentice operator. Willing to work any place or time for starting salary. Box 375, BROADCASTING.

Young man with second-class telegraph license and first-class telephone telephone transmission desires position as apprentice operator. Willing to work anywhere. Box 376, BROADCASTING.

Announcer—experienced, excellent references; anywhere. Box 377, BROADCASTING.

Program, musical director, announcer—continuity writer, orchestra leader. Years experience. In education now. Desires employment. Box 378, BROADCASTING.

Operator, holding first-class radiophone license desires position in progressive station. Box 379, BROADCASTING.

Technician desires change. Would manage small station. Box 380, BROADCASTING.

Equipment for Sale

Western Electric—Two 88 amplifier sets each; $165, 18; two 88C amplifiers, $210 each. 850 volume indicates a $3500 each. First class condition. WLTE, Brooklyn, N. Y.

Dual 78 and 32 turntable with separate General Radio channels and General Radio turntable. Dual channel input mixer mounted on mahogany steel table. Complete details on request. Write or wire Nolan S. Wallack, 2107 Dubeur Ave., S.W., Canton, Ohio.

WANTED—One Western Electric 105C or equivalent. Write Box 377, BROADCASTING.

www.americanradiohistory.com
A Bird's-eye View
of the New England Market
as the Advertiser knows it...
and as WBZ*WBZA covers it

WBZ • WBZA
50,000 WATTS
BOSTON

1000 WATTS
SPRINGFIELD

Potential circulation of WBZ-WBZA 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
once, upon request.

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

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

www.americanradiohistory.com
Here are two comparable achievements—the famous RCA Building, and the giant RCA-100 kilowatt transmitting Radiotron, the largest commercial tube ever built in the United States.

The ability of RCA to design and construct such a tube as the RCA UV-862 is an indication of the tremendous resources of this organization. Those same resources, that same inventive genius, that same manufacturing skill, are reflected throughout the long line of transmitting tubes down to the very smallest. That is why RCA Transmitting Radiotrons are used as standard equipment by broadcasting stations on all frequencies, at all powers, in all parts of the country.