information concerning the whereabouts of one Old Philosopher. He is an old man with young ideas. When last seen he was wearing burlap, sandals and no hat.

We want him because he helped us prepare the first coverage story of WOR's 50,000-watt, high-fidelity transmitter—based on a field intensity survey and day and night mail analyses. His rock-bound conservatism will be appreciated by the whole industry.

You will want the information in his book which is now on the press. If you run into him send him back to our New York office, 1440 Broadway—at Times Square. He is a good fellow to have around.

WOR
Member of the
Mutual Broadcasting System

WANTED

I want a copy of WOR’s new coverage story, IT’S A SMALL WORLD, as soon as it comes off the press. Hope you find the Old Philosopher. He sounds interesting.

Name
Title
Firm
Address
TWO PROMISES

WJR
DETROIT

CBS
50,000 WATTS
To bring to the people of Detroit the finest programs on the air is the promise WJR once made to its public. Yesterday that promise was brilliantly fulfilled. Yesterday WJR joined Columbia, began to broadcast the programs which have made CBS America’s favorite network.

Columbia too has been on record with a pledge...to make available for its advertisers the most desirable stations and the most effective coverage throughout the vast sweep of American markets.

Yesterday Columbia again made good its word. It proceeded to deliver to CBS clients incomparable coverage in the nation’s fourth largest market where WJR, expanding to 50,000 watts, now broadcasts with greater power than all other Michigan stations combined.
The audition room in KNX's new $250,000 studio combines the very latest 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 KNX, both daytime and nighttime.

DAYTIME or NIGHTTIME

KNX's Coverage Story is Entirely Different

Buyers of KNX now know that their nighttime service area is the eleven western states. They also know that their daytime service area is the eleven southern California counties. One or the other better suits their merchandising needs. Consult KNX's agency file folder for the complete story before you buy any Pacific Coast stations.

KNX "THE VOICE OF HOLLYWOOD"
John Blair & Co., National Representatives
THE GOODWILL STATION

NOW!
50,000 WATTS

"More than ever
MICHIGAN'S GREATEST
ADVERTISING MEDIUM"

WJR

CLEARED CHANNEL
750 KILOCYCLES
MEMBER OF C.B.S.

G. A. RICHARDS
PRESIDENT

LEO. J. FITZPATRICK
V. P. and G. M.

www.americanradiohistory.com
One of our customers was very much surprised, the other day, when we recommended several stations not on our list... He considered it a "new and refreshing attitude" on the part of a station representative.

As a matter of fact, it was rather typical of the way we operate here at F & S. Our big idea is to make radio profitable for you... which ultimately makes it profitable for us, too.

Radio is our life work. We know the ropes. If you can use this knowledge, it is yours for the asking... regardless of whether or not it means an immediate return to us.

FREE & SLEININGER, INC.
Radio Station Representatives

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

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8444

SAN FRANCISCO
Ross Building
Sutter 5615

LOS ANGELES
C. of C. Bldg.
Richmond 6186

WHO  .  .  .  (NBC)  .  .  Des Moines
WCAO  .  .  (CBS)  .  .  Baltimore
WGR-WKBW  (CBS)  .  .  Buffalo
WIND-Gary — WJJD-Chicago
WHK  .  .  (CBS)  .  .  Cleveland
KMBC  .  (CBS)  .  .  Kansas City
KFAB  .  (CBS)  .  .  Lincoln-Omaha
WAVE  .  (NBC)  .  .  Louisville
WTCN  .  .  Minneapolis-St. Paul
KOIL  .  (NBC)  .  .  Omaha
KSD  .  (NBC)  .  .  St. Louis
KFWB  .  .  .  .  .  .  Los Angeles
KOIN  .  (CBS)  .  .  Portland
KOL  .  (CBS)  .  .  Seattle
KVI  .  (CBS)  .  .  Tacoma
Facsimile Looms as Press Rushes Into Radio

Four New York Publishers Study RCA Image Transmission; More Newspapers Now Eyeing the Broadcasting Field

BY SOL TAISHOFF

WASHINGTON, D. C. OCTOBER 1, 1935

Facsimile broadcasting, regarded by many radio experts as the next important step in the radio transmission of intelligence as well as a potentially powerful advertising medium, is being studied in a preliminary way by four important New York newspapers after discussions with RCA, which holds some of the basic patents on the system.

Disclosures of the facsimile conversations come at a time when the quest of newspapers for radio stations, chiefly for regular sound broadcasting, has reached an all-time peak. In the fortnight that has elapsed since Broadcasting in its Sept. 15 issue exclusively reported the decision of the Scripps-Howard Broadcasting department organization to enter the broadcasting field, activity among newspaper publishers for the purchase of existing radio stations or for the acquisition of new stations has been accelerated.

The FCC, especially its engineering department, has been stumped by a steady stream of publishers seeking information about the licensing of applications for radio stations.

While far from the consummation stage, the facsimile development nevertheless represents the first tangible step toward commercial introduction of facsimile broadcasting. Optimistic radio engineers envision the day when complete newspapers, including display advertising, will be "radio-holographed" and delivered via radio to the home.

Cost of Receivers

CA EXECUTIVES, it is learned, have discussed the introduction of facsimile with the heads of such New York newspapers as the Times, Herald-Tribune, World-Telegram, and American. The report was that one of the proposals involved the manufacture of some 2,000 facsimile receiving units by the newspaper with the cost of $30.

In the event of fact it was ascertained that a working model facsimile receiver is now being built by RCA. Estimates covering the cost of the experimental unit are in the neighborhood of $150, but it is thought that if mass production is attained the cost might be as low as $30.

The conversations with the newspaper executives are believed to have covered several possible methods by which facsimile could be introduced under newspaper auspices. For RCA they have been carried on by Henry Kitttridge Norton, executive assistant to RCA president and chairman of the board of NBC.

Asked by Broadcasting about the development, RCA said officially Sept. 24 that the reports of a definite development "are evidently premature. These reports, the statement said, "are based, it is understood, on investigation by various leading newspapers of the possibilities of radio facsimile as a commercial service to newspapers. While no definite steps toward developing this type of service have been taken by RCA, the company has made no secret of the demonstration of facsimile in Washington and New York last winter.

Newspaper Service

WHILE already in limited commercial use for the transmission of weather maps to ships at sea and similar services, the development of a facsimile service for the newspapers has been the principal goal of RCA research engineering. It has been optimistically envisioned that the day will come when complete pages of newspapers may be reproduced by facsimile at a cost.

"While still in the preliminary stage some of the discussion has centered around a suggestion for providing technical facilities for newspapers which might then maintain a news and editorial service for their subscribers. RCA engineers have not a definite plan of action at present, but it is hoped that such projects may be achieved in the near future.

Facsimile receivers, several de-

PHOTORADIO—Here is C. J. Young, son of Owen D. Young, and RCA facsimile experimenter, with a model of the reproducing apparatus he has developed. (See next page for sample of facsimile.)

WINS, New York, none of the newspapers involved in the negotiations has any ownership affiliation with a broadcasting station. For that reason New York is regarded as a fertile field for the introduction of facsimile.

An Advertising Medium

ENORMOUS advertising potentials are envisioned for facsimile. While still experimental in newspaper style and format, for example, conceivably can be reproduced in the home during the early morning hours at a negligible cost to the listener or "looker."

In facsimile, it is not a case of sitting in rapt attention and "looking" into a facsimile set, as is necessary in television. Instead, the "home printing device" reproduces an exact likeness of the newspaper page or photograph, inch by inch, across the 8x11 inch page. "Facsimile" advertising, sponsoring printed newspapers or program presentations, for example, could procure a check on the audience receiving their programs by sending into the home facsimiles of coupons which the recipient would be asked to mail in.

In the field of regular sound broadcasting the current influx of applications and the more or less wholesale purchases of stations by newspapers actually got under way early this year when the matter of news broadcasting to the entire country was brought before the FCC. Then, last March, when the bars were let down on the sale of press association services to broadcasting stations, the activity reached unprecedented proportions.

Today there are 134 broadcasting stations owned or controlled by or affiliated with newspapers through stock ownership, as against less than 100 at the start of 1934. There are 35 applications pending for new newspaper stations. An undetermined number of newspapers in all parts of the country are planning new station applications—perhaps as many as 20. This is indicated in calls made at the FCC seeking information to be used in filling out the requisite application forms.

Scripps-Howard's Move

THE SCRIPPS-HOWARD decision to acquire broadcasting station affiliations in cities in which it publishes newspapers was the most significant step in this field since the UP and INS began to sell their news services to stations. The decision to invade broadcast-
COOPERATION

Aside from new station applications filed in recent weeks, it was learned the Cleveland Plain-Dealer, a daily newspaper, Cleveland, and WAIU, Columbus, also has a controlling interest in WJAY, Cleveland, and a 40% interest in WOIO, Cleveland. There is now pending before the FCC applications for assignment of control of both WJAY and WJAG-WJRU, to the U. Corporation, controlled by the Plain-Dealer.

On Sept. 24 the FCC granted a station license for the Nimick Improvement Co., Inc., Kansas City, Kan., thus presumably paving the way for exercise of the purchase option on that 100-watt station held by Senator Capper’s Kansas City Kansas.

More Newspaper Stations

ADDITIONS to the list of applications by newspapers for new stations included those of the Portland (Ore.) Oregonian, the Times-Dispatch of Richmond, Va., the Cleveland Plain Dealer, and the Cincinnati Enquirer.

Newspaper stations are contemplating invasion of radio by means of radio calls, frequencies, above 30,000 cycles, for broadcasting. These channels are in what is known as the “no man’s land” of radio.

Bank Studying Media

COOPERATION of bankers in an intensive study of media has been asked by A. R. Gruenwald, chairman of the Committee of the Financial Advertiser's Association and advertising manager of Marshall & Ilsley Bank of Milwaukee. The study is under the direction of L. E. Townsend, advertising manager of the Bank of America, National Trust & Savings Assn., San Francisco.

New Stratosphere Flight

To Be Broadcast by NBC

ROBERT M. MORRIS, NBC development engineer, and a special events staff of NBC will again establish ground contacts, including pickups by network member stations, when the National Geographic Society-Army Air Forces Undertakes another stratosphere flight some time in October. The NBC has once more obtained exclusive rights to the broadcasts from the gondola in flight, which furnished one of the greatest feats in radio history during the first successful attempt and was scheduled for the second ill-attempted.

Engineer Morris has shipped his equipment to the Strato-Camp at Rapid City, N. D., and has gone there to handle the setup.

Radio Fasimile—Here is a sample of a facsimile portion of a newspaper page transmitted by the system developed by Charles J. Young, of the RCA Manufacturing Co., New York. The system is one of several developed in recent years.

The most widely prevalent idea about facsimile use in the home is that of an attachment for the ordinary receiver, which would wholesale at perhaps $50. This receiver would work while its master slept, for example, on a week day night, and would be held to have it “propelled” by the newspaper company, so that in the morning there would be laid down in a basket under the set a series of “films” of tissue-paper texture carrying all of the pictorial illustrated material in the paper. It would be sent by radio, with headlines, comics, fashions and display advertising.

Principles of transmission are not very different from “sound” broadcasting. For example, a broadcasting station now sends electrical impulses down a long line of copper pipes which the sound waves. These impulses are picked up and transmitted to the receiving station, where they are reproduced through a loudspeaker.

In the future of broadcasting, even facsimile transmission, a number of newspapers are contemplating invasion of radio by means of what is known as “no man’s land” of radio.

First Steps Taken For Audit Bureau

Committee of 15 to Meet Again, During Latter Part of Month

FIRST TANGIBLE steps toward the establishment of a cooperative bureau to audit station audiences and revenue were taken at an early meeting of the Committee of 15, equal to the National Association of Advertising Agencies and Association of National Advertisers. No statement was made concerning the meeting but it was understood that another general session will be held toward the latter part of October. A subcommittee was named.

The fact that the conference agreed to continue the immediate future was accepted as meaning that the first session was harmonious and that there was no rift whatever in connection with the basic idea. There has been reports current that all three of the organizations are already in accord on the plan that an independent bureau be set up, to provide for radio data which would be independent of the commercial enterprises in the publications field through the Audit Bureau of Circulations.

The first two sessions of the meeting held in the Waldorf-Astoria, were: For the NAB—Chairman, Arthur B. Church, KCMK, Akron, Ohio, WJU, KFSD, KFSD, Kobak, NBC; Hugh K. Boys CBS; J. O. Maland, WOM; for the ANA—Chairman, Stuart Lashes (chairman of board of ANA), D. P. Smelzer, Procter and Gamble Co.; W. A. Leisten, Sun Oil Co. Harris, Chicago, George Paul, W. B. West, managing director of the AAAA—Charles F. Gammon, Ervin, Wasey & Co., L. D. H. West, WJO-Milwaukee, Inc., George Gallup, Young and Rubicam Inc.; John Benson, president and F. R. Gamble, executive secretary of the AAAA.

NAB Gives Up Proposal

For Agency Recognition

ALL HOPE for creation of an agency recognition bureau for radio at any time in the immediate future has been abandoned by the NAB. The NAB has set a minimum of 120 which would have been required to launch the project. The idea is now to subscribe to it as a broadcasting went to press with its Oct. 1 issue. When the program for subscribing to the broadcast network was announced, W. Baldwin, NAB managing director, declared the plan was to go down the list and the most likely year of approximately $16,000 has been underwritten by subscriptions from 120 stations at $120 per year.

The last subscriptions received by the NAB, as of Sept. 14, were from Trans-Tasman Broadcasting Corporation, London.

These were KMOX, WBBM, WCCO, WOR, WBT, WJSV and WABC. Other subscriptions which have been received are KBRB, KSD, KJBS, KDLI, WAIU, KFSD, KFWSB, WHOM, WFLA, KMBK, WJZ, WWJ, WOR, WOR, KCPY, KGNC, WMBC, KSO, WFG, WGR-WKBW, WBBW, WFBK, WPKP, WHK, WFB, WFB, WFB, WFB, WFB, WFB, WFB, WFB.
CC Continues Scrutiny of Programs
Score of Stations Get Temporary License Renewals; Post Office Department Issues Order on Conoin

SPITE expectations of a sub-
tial let-down in the FCC on-
light against questionable pro-
motions, the FCC has not only 
ized its Temporary License pro-
classification, the Broadcas-
ion of the FCC is continuing to
ment not got off the ground 
ating Sept. 24 issued temporary 
es to nearly a score of sta-
. These temporary grants, it 
ared, had broadcast the pro-
ms sponsored by the Conoin 
 Angeles (herb tea), which 
oted Sept. 20 by the Post 
ive Department in a fraud or 
. Other reasons for the tempo-
licences were broadcasts of 
ment of agencies and the pe-
C FCC authority on station 
, fortune-telling programs, a 
ion of regulations.

Federal Conference

HAD BEEN expected that the 
ulation method devised by the 
 with the Trade Commission, 
er which stations would be per-
ually licensed in September, 
 fully employed in newspaper 
h magazine, clubs, and radio-
der FTC stipulations, the 
 on the PTC stipulations, a 
 was not only that the conference 
 be held within two weeks. 
while, developments affect-
ntive action from the reg-
mental standpoint came thick 
, and it was during the last fortnight. In 
 the Post Office Depart-
 not issued a order against the Conoin 
agers and distributors 
eralized the FCC has sent inquiries 
 number of them in its 
ent of this account.

the coast of Sept. 24, the 
ision postponed the 
ing on the Marmola case (anti-
), which after a preliminary 
emously because Andrew 
y, attorney of its legal staff 
g the program investiga-
 should not be present. Simultaneously it released 
, Kansas City, from the 
the urinal hearing docket because 
it had found after investigation 
 that the station had dropped the 
gram some time ago, and be-
other purchases of the program 
 against it.

Remarking on the Marmola 
cases in Los Angeles and 
aukee, each of which is op-
 operating under temporary 
 s it is not known at this 
ly 30, the FCC cited 21 sta-
 the Marmola program but 
 subsequent to the order it 
 announced that it had ascertained that 
 had dropped the program and 
 otherwise were not under 
vestigation.

Halsey was sent to Los Angeles 
 three weeks ago to take deposi-
in connection with the 
形态 case and others, with 
 icular reference to KNX, it 
 reported. He was also instructed 
 by the Law Department to stop 
 off in New Mexico on his return 
 to make further investigations.

The Marmola case is tempestuous, one, with a half-dozen 
governmental agencies involved. The Marmola case was 
ed in it because of protests 
 it had received from several South 
 American governments, contending 
 their foreign trade with the 
 ates was being interfered with 
 by U. S. regulatory agencies. 
 It has been charged that the 
 iner of yerba mate, exports of 
 which from South America amount 
. It has been charged that the 
 W. S. Woolrich, president of Conoin, 
 been in Washington for a 
 month on the case and on Sept. 24 
 joined by some of his asso-
ciates in Los Angeles. He 
 used extensively by the com-
, and the contention was that 
 er event in that it was also 
 rns in the mail.

Postal Charges

IN A voluminous fraud order, the Post 
 Office Department held that Conoin 
 was guilty of the malpractice to 
 in 
 by false or fraudulent rep-
 resentations as to the merits of 
 product. Specifically it men-
tioned testimonials and literature 
 which purported to show that Conoin 
 had an excellent stimulating 
 effect, that it was better than tea 
 coffee, and that doctors recom-
 mended it as a marching ration 
 soldiers on the ground that it 
 would sustain life without other 
 food, due to its nutritive value. 
 Mr. Woolrich claimed that the Post 
 Office Department has only 
 incidents entirely upon one individual 
 the Food & Drug Admin-
 tion.

Significantly, the Postal order 
 concluded with the statement that 
 such a meritorious product as yerba 
 mate should have been marketed on 
 the basis of exaggerated representa-
 tions. It was also stated that 
 respected product in South Amer-

Mr. Woolrich contemplated a pe-

World Series Again Will Be Sponsored
On NBC, CBS and MBS by Ford Motor Co.

ANTICIPATING expenditures of 
500,000,000 or more for the network 
time and broadcast, Ford Motor Co., Detroit, has signed con-
t to sponsor the World Series on 
 entire list of stations available 
 CBS, 
 W. Ayer & Son, Inc., New York, 
 is the agency. More than 90 outlets 
 irregular outlay, which CBS can assemble during 
 daylight hours, and nearly 70 
 affiliates will be available. 
 will use its basic book of 
 SOR, WGN, WLW and CKLW.

No radical departures from the 
procedure followed last year (when 
 Ford made radio history by bank-
 rolling the series and an increased 
 schedule of entertainment pro-
grams) are expected to be made.

Commercial announcements, so 
 as to amount to little more 
 sponsorship identification, will 
 be made in such a way as not to 
 intrude too much on the listeners' 
 programs, or on sponsors' pro-
 bably will be made be-
 tween all announcings.

For NBC, Hal Totten, Ty Tyson 
 and Graham McNamara, all veteran 
 announcers, will describe the 
 action as it unfolds.

For CBS, Bill Fox, who 
 the year-old Procter & Gam-
 tives) is 257,078.

For MBS, Hal Totten, 
 radio sports announcer, 
 the AEY, the Mutual, the NBC, 
 the NBC, and the 

AGENCY ORGANIZED

BY E. A. FELLERS

E. A. FELLERS, who as assistant 
 vice president of Mantle 
 Co. of America, has devoted 
 most of his time to that concern's 
 advertising business, has re-
 signed after 11 years to becom 
 one of the principals of a new 
 advertising agency, Fblers 
 Presba, which has offices 
 360 N. Michigan Ave., 
 Chicago.

The other principals are 
 Bert S. Presba, for 23 years 
 vice president of 
 Lamp Co. of America, has 
 devolved his time to that 
 concern's advertising business, 
 the William H. Rankin Co., and 
 and B. Presba, formerly sales 
 of WROK, Rockford, 111.

Presba, Fellers, Presba 
 is placing advertising for 
 Lamp Co. of America, Chicago 
 (Al ad in 
 lamps); The Crest Co., Chicago 
 electric lamps), and Aladdin 
 Industries, incandescent vacu-

A. Fellers, who has 
 1935. BROADCASTING

Page 9

www.americanradiohistory.com
Standard Oil to Use UP News

In Broadcasts on NBC Group

Network's Owned and Operated Stations to Carry Series for 13 Weeks, With NBC Buying the News

A HALF-DOZEN of the NBC-owned and operated stations will break into the constantly growing roster of commercial television with the introduction of sponsored broadcasts on Oct. 7, when Standard Oil Co. of N. J. begins sponsorship of NBC news flashes on the NBC-owned stations East of Pittsburgh. The Standard Oil Co. has been keeping its broadcast activities under wraps for weeks, with strong possibility of release and calls for four-five minute news reports daily except Sunday.

In the purchase of the UP news reports for these stations, however, NBC contracted for the minimum number of cancellable arrangements. Compensation to UP is on the basis of 25% of the rate of the stations which had been erroneously reported that UP had sold its press reports to the Standard Oil Co., instead of to NBC.

Alka-Seltzer Dickering

MEANWHILE, it was learned authoritatively that NBC is negotiating with Dr. Miles Laborato-
ries, Elkhart, Ind. (Alka-Seltzer), for sponsorship of UP news flashes on another group of NBC owned and operated stations, Wade Adv. Agency, Chicago, handles this account. It is understood that these conversations have to do with us of stations other than those on the Standard Oil schedule.

The Standard Oil account, placed by Marschalk & Pratt Inc., New York, is the first using spot network to be placed on NBC stations. The news broadcasts will be at 8:30 a.m., noon, 6:30 p.m. and 11 p.m. This time con-
tracts will run for a regular network news report prepared by the Press-radio Bureau Network will be devoted to a daily feature. The Press radio Bureau service for network broadcasts, however, will be closed by the end of the year.

The time contracts are WEAF and WJZ, New York; WGY, Schenectady; KDKA, Pitts-
burg; WMAL, Washington; WJBZ-
WLBZ, Baltimore; WYOU, Philadelphia, because WBAL, Baltimore, is syn-
chronized with WJZ after 9 o'clock, broadcasting its selected network programs; this station also will carry the late evening broadcast at 11 o'clock.

The contract with these stations also covers a guaranteed minimum to UP should Standard Oil fail to renew after the 13-week schedule and should the stations fail to get new sponsors. This also is iden-
tifically the same guarantee arrangement with WJZ which has signed with 45 other stations since it began sale of its report for broadcasting use last Spring.

NBC executives feel a strong likeliness that Standard Oil would increase the number of stations on this account, which is tied with the territory in which its products (Esso gasoline and motor oil) are marketed. The news reports will be known throughout the Esso Extra and the theme will hit the high spots of both na-
tional and local news. News editors in each station will compose the broadcasts from UP reports.

Tip to Politicians

WCAE, Pittsburgh, introduced a new type of political broadcasting when a candidate who wanted something different from the usual political program, a dramatic program, with vocal and piano accompaniment. The theme was a visit to a fatherland, and the conclusion of the political situation, including a sales argument for the sponsoring candidate.

MB5 Gets Playhouse

THE FORMER NBC Times Square Studio, which was moved into Radio City, has been named the Mutual Radio Play-
house and will be used for public broadcasts of shows sponsored by the Mutual Broadca-
ting System. The first program to be presented in the theater, which seats 800, will be Good Evening Sera-Nade, featuring Isham Jones' orchestra, Loretta Lee and the Eton Boys. The opening program will be broadcast under the sponsorship of the United Cigar Stores Delaware Corp., to be heard Tuesdays, 8:30-9 p.m. The playhouse will thereafter be available to all NBC clients.

Books on Network Many New Programs for Autumn

BOOKINGS by major networks for the autumn find many popular programs returning to the air, many new ones making their bow, and a large number of their round presentations continuing on the schedules. Following is a list of some of the principal shows being pre-

LUDENS Inc., with Al Goodman orchestra, "Al Goodman's Million Dollar Idea," Thursdays, 7-8:30 p.m. (WEAF).
STANDARD BRANDS Inc. (Fleischmann's yeast), with Orfeo Nelson's orchestra, "Fleischmann's Yeast Day," Sundays, 7-8 p.m. Oct. 6 (WJZ).
GENE KRUPA'S ORCHESTRA, with symphony orchestra and guest conductors, Sundays, 6-7:30 p.m. (WEAF).
PESSENDON Corp., with Al Peace and hours, Thurs., 9-10:30 p.m. (MBS). (EDT) per week.
MAKIN' MUGS, with Charles Leinherr's orchestra, Thurs., 9-10:30 p.m. Oct. 13 (WEAF).
CONCERT OF SONGS, with Hillis Gove's orchestra, Fri., 8-9:30 p.m. Oct. 14 (WJZ).
FIRE PROOF, with Ivory Stamp Club, Mon., Wed., 7:30-8:30 p.m. (WJZ).
JEFFERSONIAN HOUSE PRODUCTS Corp. (Kolynos toothpaste), with Easy Acres, Thurs., Nov. 6 (WJZ).
DELAWARE, LACKAWANNA & WEST-
ERN COAL Co., with Studio 7, Tues. and Thurs., 11:15-12:15 a.m. (WJZ).
GENERAL FOODS Corp. (Sanka coffee), with Allen Williams, Mon., Wed., Nov. 8 (WJZ).
GENERAL FOODS Corp. (Cello), with Allen Williams, Tues., Thurs., 7-8 p.m. (MBS). (EST) per week.
PROCTER & GAMBLE Co. (Ivory soap), with Glynis Johns, Mon., Wed., Wed., Thurs., & Fri., 6-7 p.m. (MBS). (EST) per week.
RALSTON PURINA Co., with Tom Mix and bullets, Thurs., 6-7:15 p.m. (MBS). (EST) per week.
MLM FOODS Corp. (Super-Buds), with Clara Lu, Tues. & Thurs., 5-6 p.m. (MBS). (EST) per week.
FINEX Co., with Kentucky Mountain Fiddlers, 8-9:30 p.m. Oct. 15 (WJZ).
ROGER & CALLA Inc., with Bob Coronmy orchestra, Fri., 6:30-7:30 p.m. Oct. 29 (WJZ).
AMERICAN ROLLING MILLS Inc., with astronauts and Aliens, from Gil-

demon's hands, Mondays, 10-11 p.m. (WJZ).
FRANKIE ALBANO, with Frankie Alba-
no, Thurs., 9-10 p.m. Nov. 14 (WJZ).
GEOBEN W. LUCO Corp., with Jimmy Fiddler Hollywood gang, Wednesdays, 10-11:15 p.m. and Thurs., 9-10 p.m. (WJZ).
CBS

TIME INC. & REMINGTON-RAND Inc. with Paul Martin, Mon., Tues., Wed., Thurs., 10-11:30 p.m. (WJZ).
JULIAN & KOKENGE Corp., with Musical Introductions of the Mon.-Fri. (WJZ).
CONSOLIDATED CIGAR Corp., with Mrs. L. Van Wormer, Thurs., 8-9:30 p.m. (WJZ). (EST) per week.
ATLANTIC REFINING Co., with Atlan-
tic products, Wed., Thurs., 7:30-8:30 p.m. (WJZ). (EST) per week.
CHARIS Corp., with Sisters of the Skillet, Sundays, 7-8:30 p.m. (WJZ). (EST) per week.
MALTHX CEREAL Co., with Dale Carmicheal, Thurs., 9-10:30 p.m. (WJZ). (EST) per week.
ATMOSPHERE Inc., with new musical program and guest artists, Thursdays, 7-8 p.m. (WJZ).
E. K. SQUIRE & SONS, with To Arms for Peace, Thursdays, 9-10:30 p.m. (WJZ). (EST) per week.

RCA Begins NBC Ser

On Progress of Rao

RADIO itself and the technical compli-
ments of its laboratory, as well as the programs being presented in a new institutional loop-

Coca-Cola Returning

COCA COLA Co., Atlanta, will turn to radio with a musical show tailored to fit the marketing program already in operation. No details have been made...
Broadcasts Open the Market for Dari-Rich

BY BRUCE ROBERTSON

truggling Company, Lost in the Red, Turns to the Air and Obtains National Distribution of New Product

THOSE dark days of early 1933 were sorry ones for Bowey's Inc. Everything was black but the ink on the ledger—and that was so red that something had to be done about it. Something WAS done, and that's the key to this interesting plot. Dari-Rich has found a rich market. How did it find it? Read Mr. Robertson's biography of the fall and rise of Bowey's Inc. It's a radio thriller of the first water—or milk; chocolate milk.

Each program presents an actual experience of a milkman, selected from the thousands of contributors who have come in from both milkmen and listeners. The scripts are written by Finney Briggs, who also plays the part of Dari-Rich in many of the RCA-Victor in Chicago under the supervision of R. A. Sorensen, head of the Chicago office of Russell C. Comer Adv. Co., agency for Bowey's.

Commercialists do not over-emphasize health any, as it is felt that the public is already sold on the idea that any product delivered by the milkman is health-building. Instead this radio copy develops the idea that here is an enjoyable drink, ideal for the child who does not like the taste of milk, and for the adult as a pleasant energy drink in place of coffee or tea. As a sales stimulant, model airplanes and similar premiums are offered to children sending in bottle caps.

The programs are merchandised to the public with frequent radio page newspaper advertisements and to the dairy distributors with generous trade paper space. Whenever a new station is added—there are 18 now and the list is constantly growing—all dairies in the territory are notified by mail a week before the first broadcast. At the same time Bowey's sends a sales crew with an elaborate prospectus into the territory to stimulate cooperation from the dairies, such as the use of bottle collars advertising Dari-Rich and the promotion of driver contests. Store displays, signs and window streamers are placed with all stores handling this chocolate drink. Dairy men are invited to a preview of the program at the station, which has proved to be a most effective way of stimulating their interest.

Sales 50% Ahead of 1934

SALES of Dari-Rich in 1934 were double those of '33 and so this year are 50% ahead of '34. In July alone more than 3,000,000 quarts of this chocolate drink were sold. The eastern market has grown to such proportions that Bowey's have had to open a plant in Jersey City just to handle it.

Their radio advertising has also helped keep the essential supply business because so many drug-gists have heard and liked the programs that they give a friendly reception to the salesmen from Bowey's.

October 1, 1935 • BROADCASTING
Plain-Dealer Gets WJAY
Assignment of the control of WJAY, Cleveland, to the U. B. Co., controlled by the Cleveland Plain-Dealer, which now operates WHK, Cleveland, and WAUD, Columbus, was sought in an application filed with the FCC Sept. 17. Simultaneously, the Cleveland-Denver (soap) station, through the agency of Lennen & Mitchell Inc., New York. The agreement is so framed that it can be dropped if the sponsor would continue the contract if either should drop out.

Mr. Bickel stated that an absolute dedication to the program, a fact that a contract was already signed but added that he had received assurances from Mr. Bickell that the university would not sell the games on an exclusive basis after this year.

Questioned by Broadcasting about the broadcasts, Mr. Morrill replied: "We know of no formal Scripps-Howard and Continental Radio Co., and with Nelson Poynter, editor and publisher of the Scripps-Howard Columbus Citizen, in an endeavor to work out some arrangements whereby the Scripps-Howard station WCPQ (WFBE) might broadcast the games without violation of the university's contract made in good faith with the Ohio Oil Co. last April. Mr. Bickell has represented everywhere that is his belief that the University has no ethical obligations to sell football radio rights exclusively to one sponsor, and he has suggested alternative policies which have sound merit but which the University by reason of its limited funds in its contract with the Ohio Oil Co. is unable to adopt this year."

Ohio State Replies To Grid Protests
Explains Football Sponsorship Contract With Ohio Oil Co.

ALTHOUGH the Ohio Oil Co., Columbus, has contracted with the Ohio State University's athletic department for the exclusive right to broadcast its night football games in Ohio, the sponsor and its agency have not only extended permission to WOSU, the state university station, to carry the games but "will consider applications from other stations to carry the games if they make the oil company's broadcasts and bear the additional costs."

This advice comes to Broadcasting's Herbert Byer, of Byer & Bowman Inc., Columbus agency, in response to an inquiry based on the protest raised by the Scripps-Howard newspapers against the sale of exclusive rights to football games by a state institution. Scripps-Howard recently acquired WFBE, Cincinnati (now WCPQ) and wants to carry the games.

Commercials Limited

The Ohio Oil Co. broadcasts will be over WLW, Cincinnati, and it paid the university $6,000 for the exclusive broadcast privilege. Its agency estimates that additional costs for station time, line charges, announcers, etc., will amount to about $11,000, and it is spending $10,000 more for newspaper advertising and other promotion incidental to the broadcasts.

"You may be interested in knowing," Mr. Byer stated, "that we plan an absolute minimum of commercial in connection with the broadcasts. There will be a bare mention of the company name and product and a ghost of a score chart for a minute or less before the game; about 30 seconds just before the start of the second half; and about 10 seconds at the end of the game. As you can see, there will be a bare minimum between quarters or at any time during the course of the play."

Although Mr. Byer disclaimed any knowledge of Scripps-Howard protest, Karl Bickel, heading the newspaper organization's radio activities, was quoted in the Sept. 17 edition of the Cincinnati Post, and other Scripps-Howard newspapers, as well as WFBE, he had protested to Lou Morrill, vice president of Ohio State University, against the sale of exclusive broadcast privileges to any one sponsor that would exclude other radio stations from carrying the games. Mr. Bickel took the stand that no state institution should be permitted to debar others from broadcasting its games any more than it should discriminate between newspapers in the press box, and pointed out that Cincinnati University is following an open-to-all policy, and so adds the fact that a contract was already signed but that he had received assurances from Mr. Morrill that the university would not sell the games on an exclusive basis after this year.

"We are not now selling the games on a basis of the interested in the matter," Mr. Byer added.
Broadcasts Made Sanders What It Is Today

By Edward J. Sanders
President, Sanders Clothing Co., Milwaukee

Big Clothing Store, From Humble Start, Grows and Grows, With Radio Merchandising Receiving All the Credit

HE ever-increasing volume of printed advertising attests the value of this medium as a business builder, but in our case advertising over radio, especially WTMJ, in the Milwaukee area, has not only increased our volume tremendously, but was also responsible for complete revamping of our merchandising methods and of the store itself. The Sanders Clothing Co., of today can hardly be recognized as the same store which was in business in August, 1931. Our first contract with WTMJ all of us for one 60-word announcement daily on the noon program of Heine and His Gowns, at a net cost to us of only $.50 per broadcast. This schedule lasted on May 19, 1933. At that time the interior of our store did not present a very beautiful picture, inasmuch as all of the windows were closed and the merchandise was in the manner of storing by many crudely stands.

Quick Results
HE exterior of the store was without any identifying sign other than a painted board across the front and only one large window existed, which was very poorly lighted and trimmed. The only entrance was at the side. The type of customer who frequented our store could be classed in the language of the day as the “sheik” type. The stock of merchandise gathered with announcements on the early morning Sun Dial program over WTMJ.

During the latter part of 1933 we expanded our small radio quarters to the entire studio of WTMJ, but inasmuch as all of our merchandise was on open shelves, we were forced to purchase to meet this new class of trade was of a better quality and more conservative than in the past.

The interior of the store changed gradually from that time to the present. The store is now kept within especially constructed show-cases, the entire store having been remodelled and redecorated. More stable, sound and conservative buyers supplant the original type and the merchandise we were forced to purchase to meet this new class of trade was of a better quality and more conservative than in the past.

The interior of the store was gradually modernized, with entrance and materials to the store changed. The original painted board outdoor sign was replaced with what was considered to be a satisfactory identifying electrical sign, but this has just recently come into our store are accompanied by women members of our family. To make the most of this growing situation it was necessary to give our salesmen special training in the best methods of selling the weaker sex the merit of our merchandise.

As our business steadily increased, and as the physical lay-out of the store and the quality of the merchandise was improved, we made consistent surveys of our daily sales to determine the influences which brought customers to our store. In only a very few instances did we find anyone who mentioned any other medium than WTMJ. Consequently more and more time was enlisted on this station. We eliminated entirely many of the small mediums which we had previously employed, concentrating practically our entire advertising appropriation in the purchase of station time and talent. Today we are the leading retail radio account in Milwaukee by a large margin. We have announced daily on both the programs of Heine and His Gowns and the cost is considerably greater than the small original contract which we first signed back in 1933.

We continue with our an-

(Continued on page 28)
Broadcasting Comes to the Campus

Realizing Need of Training in Newest of Industries, Many Colleges Now Are Providing Instruction in Radio

By RICHARD A. COBB

Radio as an industry is so new that, until recently, it had not seemed necessary to train young men and women for positions in this newest and biggest branch of the business. However, radio has become a business that requires thousands of trained men and women to keep the medium moving day and night.

Formerly a few adventurers came out of college and landed a job with a radio station for the thrill of "being on the air". Some of them liked radio, learned the business, and now hold responsible positions. Since there is now little time for radio executives to "break-in" newcomers, they must continue to battle important problems and decisions from the very first.

What They Are Doing

Although colleges and universities are now reaping the benefits of a spurt in enrollment, every college is interested, to note what they are doing to help would-be students prepare for the $100,000,000-a-year business.

Oglethorpe University, Atlanta, has established a School of Radio Broadcasting and grants a degree to students who complete the course. The University of Denver gives six evening courses in radio writing and production. Western Reserve, Cleveland, offers three courses: radio announcing and acting, radio writing, and play production.

Northwestern, School of Commerce (evening division) Chicago, offers four courses in radio advertising. A course in writing for radio was inaugurated at Northwestern University, Evanston, Ill., but the courses have been revised to provide a background in fundamentals before offering more complex instructions.

Prof. Lloyd Herold of the department of advertising at Northwestern University certainly feels that cooperation with radio stations is necessary for a college course in radio advertising. We feel it is very important to have the class call on various radio men for a lecture during the first course.

Boston University, College of Business Administration, has two courses in radio advertising which were given in the evening division by Ralph Rogers of Radio Writers, Inc. They were the general course, radio advertising, and radio program production. Mr. Rogers expressed the opinion that college courses in radio advertising are of practical value in that they give a student enough practical education to go into a broadcasting agency. This is especially true in the cities outside New York, Chicago and Hollywood, where local stations realize the importance of showmanship to compete with network shows opposite them.

The University of New York a single course titled Radio Advertising has been given for the last three years, and has proved popular. Hugh E. Agnew, chairman of the Department of Advertising at New York University, said: "College courses in radio advertising should be designed both to give the student enough practical information to enable him to follow this work with a broadcasting company, and to train him in such a minor capacity to start. I feel that radio is a very popular subject and it is possible that there should be a general course for those advertising and business students who merely want to round out their marketing education."

At North Carolina, University of North Carolina, radio advertising is discussed as part of the general advertising course.

Dr. Norman Hettinger, author of A Decade of Radio Advertising, and an executive in the National Association of Broadcasters, expressed the opinion that there room for one single-term, three-hour course in radio advertising at the University of Pennsylvania. In answer to the question "A course in radio and a college, of radio should students have the necessary background to enter into active broadcasting?", Dr. Hettinger replied: "Experience is needed. It is necessary to learn the application of technological training by actual doing.

Perhaps to Kansas College of Agriculture and Applied Science at Manhattan, Kan., is the course in the general field of radio in the Department of Speech: Radio speaking and announcing, the radio program, a practical participation in the latest methods of presenting information.

The most practical feature our courses as they now stand the one hour course in radio advert¬ing. They develop students to become more familiar with the constant pressure of the news of the week, with comments; a second (usually) presenting the day-by-day talk, stressinent, novelty, humor, etc.; and others presenting either more serious, or using information on the forum methods of presenting information.

Dominated by Students

"THE SIXTH program included ten minutes of music, and a 5 minute period modeled after March of Time broadcasts, taking up high lights in historic events which occurred during the corresponding seven days. The seventh program included 20 minutes of music, and a ten-minute dramatic presentation, with relevant discussion.

"All of these programs are student planned and student directed. Continuities for all programs are prepared by students. We find that students give the most authentic work. We have had a few radio broadcasting classes, and only students take part in the programs themselves, as directors, continuity writers, speakers, musicians, etc.

"But in order to get the standpoint of actual student participation, our courses here must be an advertising class in any college in the country — at least, as far as I have been able to discover."

It is felt that many colleges are aware of the newest trend in advertising — to the air — and are doing their part to help under graduates in as far as possible get professional men and women to become more familiar with a business, that interests and influences everyone within earshot of a loud speaker.

Radio stations are cooperatively working to give their students the education must come first, but that experience has the edge on education in this fast-moving business. In the end, the college, the roster of radio executives will contain the names of many college students who have worked their way to the top.
Dominant coverage of the entire Kansas City Market—Now, 5000 Watts

WREN

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

BUSINESS OFFICE AND PRINCIPAL STUDIOS
WREN Building, Lawrence, Kans.
Summer Slump Is Overcome; Record Winter Now Foreseen

August Advertising Volume Only 3.5% Below July And 48.6% in Excess of Figure a Year Ago

The first definite break in the traditional summer season for broadcast advertising and the promise of a banner winter were indicated in the August broadcast advertising bulletins released Sept. 25 by the NAB.

August radio advertising volume as released by the NAB in 1933 remained 3.5% above the corresponding month of 1934, but rose 11.2% over the current year. Local station advertising was 22.4% above the level of the same month in 1934 and was 78.5% greater than in August of the previous year.

Of particular interest are the early indications of a trend toward production of significantly better quality advertising due to the legendary improvements in the industry's poise. In the national field, the trend in advertising has begun to show seemingly important gains following an uncertain course for a period of months. August national advertising was registered as 9.7% above that of 1934 by 165.5%, and was 137.0% above the 1933 level.

National live talent volume continued its upward trend, showing a gain of 176% as compared to last August and exceeded the corresponding month of 1933 by more than three times. On the other hand, national non-network advertising of this type showed a gain of 38% as compared to August of last year, and was 24.6% greater than during the corresponding month in 1933.

Local transcription volume also showed improvement, registering a gain of 11.2% over the current year, and 63.8% over the year. Live talent business during the current August month, however, was 10.2% less as compared to 1934 and showed a decline of 3.1% as against August, 1933. Announcement volume showed an increase of 22.4% as against last August.

A general increase in the advertising volume for August shows the trend of the medium that an upward trend has been experienced at this time of the year.

For the national non-network business, the month, combined with a rise in general network business, seems to indicate an attempt on the part of network advertisers to secure pre-paid advertising during the current August month, in anticipation of a growing fall and winter volume of national network advertising.

The largest monthly gain recorded by any of the major networks in the total dollar volume of business was achieved by CBS in August, when it grossed $387,000, giving it a gain of 55% over the corresponding month of the previous year for the first eight months of the year, CBS has now a cumulative total income of $12,483,371, 22.1% better than last year, and the combined NBC networks (including the Pacific Coast) have $20,667,094, which is 16.5% better.

The first eight months of the year, the largest August income on record. The NBC-WJZ blue monthly income was 75% over the corresponding period of the previous year, with a gross of $758,750.

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Networks’ Gross Monthly Time Sales

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Summary

The August advertising volume shows a significant improvement over July, indicating a promising winter season for broadcast advertising. However, it is important to note that regional stations, which have shown a decline in gross income, may indicate a trend that needs to be monitored.

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Shampoo Test in West

SUNSTANCE® Products Inc., San Francisco (Salakuti shampoo) is using one month's daily announcements, as shown in this issue of Broadcasting, as a part of a four-weeks test campaign. Dake Advertising Agency Inc., San Francisco, is the agency.
Get complete Information on Columbia's Only Outlet in the Rich DALLAS-Ft. WORTH Market and How to Reach these Half Million Listeners at Lower Cost!

Blanket the Dallas-Fort Worth market and you have access to 43.4% of all Texas radios. This U.S. Government figure indicates the importance of KRLD in reaching the Southwest's richest market at lowest cost. With KRLD you pay only for coverage where Texas' largest population and greatest per capita wealth is concentrated. KRLD, with 10,000 watts—both daytime and evening—is Columbia's largest, and oldest, outlet in Texas. An audience of 838,760 daytime and 612,256 nighttime (recent CBS survey figures) is available at surprisingly low cost. Write for details. It's worth your time to get the facts.

KRLD - DALLAS

STUDIOS IN THE ADOLPHUS HOTEL • DALLAS, TEXAS
OWNED AND OPERATED BY THE DALLAS TIMES-HERALD
Kenyon & Eckhardt Names Peter Dixon

Will Head Radio Department; Lefu & Fink to Use Spots

EXPANSION of the radio activities of Kenyon & Eckhardt, Inc., New York, was revealed with the naming of Peter Dixon, well known radio program producer and writer, as its director. Working with Robert LeFauve, department's vice-president, Mr. Dixon will handle the account of Lefu & Fink, New York (Hinds Honey and Almond Cream), among others, in the network spot buying field. The network spot buying team, which won a first place sweepstakes award at the recent broadcasting convention, is now in its eighth year under the direction of Aline Berry (Mrs. Dixon), who was the female head with the Hinds-Bijur network show Raising Junior. In July, 1934, Mrs. Dixon was transferred to London, where she inaugurated the BBC in the first transmission and with the Normandie wireless in the second.

Mr. Dixon for several years had headed his own program producing organization, Peter Dixon & Associates, which will be continued under the direction of Aline Berry (Mrs. Dixon), who was the female head with the Hinds-Bijur network show Raising Junior. After the first and only program signed to date is the Life of Mary Sothern, starring Marjorie Reynolds.

The Hinds network show will begin Oct. 6, 8:30-9 p.m., to be preceded for a half hour by the Eddie Cantor-owned program that stars Lefu & Fink but for another product—Pepeco toothpaste. The Edwards Broadcasting Co., Steamboat Springs, Colo., has announced that its outlet KBC, McCall, is planning a daily, five-minute spot children's program for a fall broadcast.

Another client of Kenyon & Eckhardt, Joe Brodman (Pie's beer), currently using one to five-minute spots in nine Southern cities, has announced its next "stubby" bottle of beer in competition with canned beer. Two to eight spots are used daily over WLS, Chicago, in conjunction with WQAM, Fort Lauderdale; WMBC, Spartanburg, S. C.; WSCC, Charleston; WIS, Columbia, S. C.

Guglielmo Marconi, the wireless inventor, has announced his intention of joining the Italian Fascists in Ethiopia. Mr. Marconi, director of Marconi's wireless telegraph company, is the son of the late Guglielmo Marconi, known as the "father of radio." The elder Marconi was an Italian engineer who invented the wireless telegraphy system.

FROM THE SEAS

Indian S-O to Put Orchestra On Air Route

A NOVELL wrinkle in commercial programs will be introduced over CBS Oct. 13, when on behalf of its client, Standard Oil Co. of Indiana, it will carry the series of broadcasts by Jack Hylton and his orchestra from London and then follows this by broadcasting the band from aboard the Normandie Oct. 15 while en route to America. To facilitate the handling of the relays, CBS have appointed Lester Bowman, chief engineer of its WJZ, New York, to manage the connection of the radio from London to the London, to collaborate with the BBC in the first transmission and with the Normandie wireless men in the second.

After the band arrives, it will proceed to Chicago whence it will broadcast a weekly program, Sundays 10:30-11: p. m. (EST), over a 19-station hookup of CBS Middle Western outlets. The Hylton band is one of the most popular in England, and is planned for this country. McCann-Erickson Inc., handles the account. Engineer Bowman was one of the technicians who went abroad last summer to handle the relays from the maiden trip of the Normandie.

Radio Gaining in Power To Sell Goods to Women, Mr. Bijur Tells Ad Club

WITH the rapid increase in the number of sponsored radio programs, radio has achieved many outstanding sales successes, George Bijur, sales promotion director, told the Advertising Women of New York Sept. 24.

Mr. Bijur cited the Lady Esther cosmetics series on both CBS and NBC, using Wayne Morris for "execution," and with no women, demonstrators or discounts. Mr. Bijur said, "their sales increased until, from fifteen place advertising popular brands of face powder in 1932, Lady Esther had risen to first place in 1934. Lady Esther concentrated 96% of their advertising appropriation in radio broadcasts.

Another success story he mentioned was Campbell Soup's radio campaign. All of which goes to prove that woman's place is in the home, where she lives an average of four hours and a half daily to radio programs, as well as in professional life. Blames advertising, explaining how there now are four times as many sponsored daytime programs as was the case five years ago.

KFRU Changes Hands

RECONSIDERING its action of the preceding week setting the application for transfer of control of the broadcast Division of the FCC on Sept. 24 granted the application of the Wisconsin Broadcasting Co., Madison, Mo., for transfer of control from Nelson R. Darragh, of St. Louis, to Luther L. Hill, of Des Moines.

WHOPPERS—These three martin swordfish were caught on Freeman Lang's yacht "Content," recently weighing 220, 212 and 182 lbs. respectively. Mr. Roosevelt, right; Freeman Lang, Los Angeles transcription producer; Paul Grade; C. Ellsworth (Dick) Wylie, general manager, Don Lee System.

ELLIOTT ROOSEVELT

SBS VICE PRESIDENT

ELLIOIT ROOSEVELT, 27-year-old son of the President, has taken up his new duties as president of the Southwest Broadcasting Co., in charge of sales promotion. Mr. Roosevelt, president of the network, announced Sept. 26 while on his trip to the Far West.

Mr. Roosevelt left his post as an executive of the Aeronautical Chamber of Commerce to accept the new assignment and with it the facilities of Fort Worth. During the week of Sept. 24, Mr. Roosevelt visited New York agencies on behalf of the Southwest organization.

Simultaneously, Mr. Roosevelt announced a sales call in connection with the network's sales interests. He also will continue as executive supervisor of the network.

The Southwest network is now represented nationally by Free, John & Field, having terminated its association with John Blair & Co., on Sept. 21. F. J. & S. will represent both the network and the five Southwest-owned stations.-KFWA, KTXI, KTSFA, WACO and KNOW.

 Larson Named as Rep

G. B. LARSON, radio director of The Joseph Katz Co., advertising agency of New York and Baltimore, has been named American resident manager of Radiodifusion Europeenne, European chain of commercial broadcasting stations, according to an announcement Sept. 23. He will continue, however, as the Katz radio director in New York.

Mr. Larson succeeds Wendell Snow Gibbs, American representative of the European group, who has been transferred to the London office. American headquarters are at 30 Rockefeller Plaza, New York.

15 Sponsors Signed

By Texas Quality

SHORTLY after celebrating its first anniversary with a special program Sept. 11, the Texas Quality Network signed its fifth largest account, Campbell Soup Co., Houston, which on Sept. 18 purchased 12 weekly quarter-hour programs and undertook the sponsorship of 10 short spot announcements for the Franke-Wilkinson-Schweitz Inc., Houston, placed the account on the network, which includes WFAA, WPAB, Dallas; Fort Worth; WOI, San Antonio, and KPRC, Houston.

The radio commercial program was dedicated to the sponsors of the three weekly programs carried on the network, with the names of the TQN sponsors woven into the continuity. In addition to the Hunsan account, 11 hours of sponsored programs are carried weekly on the hookup and two Sunday fillings, the Sunday morning variety show titled The Passing Show.

The network's accounts and their agencies are: Gebhart Chili Products Co., San Antonio, Club Aguilas and From the East; Marconis Locke-Dawson Inc. from WOAI, Bewley Mills Co., Fort Worth, Oehl's Food Stores, from KFLL, O. J. Dazey's Water Mineral Co., Miners Wells, Tex., Jack A.420's Orchestra, from WOAI.

Burnett Elevator Co., Fort Worth; Lightest Doughboy through Lone Star Adv. Agency, from KVOO.


Lumbermart, Employment, Casualty Co., Dallas; Artists' Series, through E. DeJenne, from WFAA.

Lumbermart, Employment, Casualty Co., Dallas; City of Dallas, through Mayor, from WFAA.

Morton Milling Co., Dallas, LaFrance Family Party, through Erie Race, Waco.

Dr. Pepper Co., Waco, Pepper-Uppers through Tracey-Locke-Dawson Inc., from WOAA.

Southwestern Ice Mfrs. Assn., Del Rio, through A. P. Rogers Co., from WFAA.

Kellogg Co., Battle Creek, Mich.; Flowers From the East, through N. W. Ayer & Son Inc., from WOAA.

Southwestern Greyhound Bus Lines, Fort Worth, Greyhound Traveler through Beaumont & Hohman, from WFAA.

W. Lee O'Daniels Co., Fort Worth, Hilleries through Adv. Business Co., from WOAP.

New California Outlet

KDON, new 100-watt station at Del Monte, Cal., on 1210 kc., with transmitter at Monterey, Cal., was formerly the KXCD, in a special series of broadcasts with Monterey peninsula officials and civic organizations participating. Studio is located in the Inn at Del Monte Hotel. Richard Field Lewis, Jr., well known California radio technician, who is chief engineer of the Monterey, Cal., Peninsula Herald, is the owners and operators. The Walter Biddick Co. are exclusive representatives.
QUESTIONNAIRES

for data for the

1936 YEAR BOOK

now in the mails

The cooperation of

ADVERTISING AGENCIES
RADIO ADVERTISERS
PROGRAM PRODUCERS

BROADCASTING STATIONS
EQUIPMENT MANUFACTURERS
TRANSCRIPTION PRODUCERS
NATIONAL AND REGIONAL NETWORKS

... in replying promptly to our questionnaires (now being mailed by the thousands) will be deeply appreciated by the editors of this important edition. Gratefully acknowledging the enthusiastic reception of our first Year Book Edition (1935), our aim is to make the next issue of the Year Book even more comprehensive, including many new directory features. Your cooperation is needed to maintain it as thoroughly accurate as possible. To this end we are starting now to gather the material for this compendium of radio data—Radio's Only Annual Directory.
**Pa and Ma and Mike—or—Just a Foster Child**

A Five-minute Radio Script Revealing

The Futility of ANPA’s “Yardsticks”

(Complete With Sound Effects and Biz)

Presented Amably by

The Columbia Broadcasting System

ANNOUNCER: We find Pa and Ma and Mike closing up their general store in Ad-Town, after a busy day. Pa (short for ANPA) is allowing home loan customers to check on the door the last departing customers with whom he has been talking earnestly. He is muttering to himself. Young Mike (short for Microphone or Radio Networks) is still busy behind a long counter. Pencil in hand while he's choral up, he is apparently absorbed in a long list he is checking. Ma (otherwise Maggie, otherwise Magazines) cooks a weather eye at Pa, as she takes off a bright four-color apron and lays it carefully aside for further use. She is, of course, past middle age. In her plain black and white dress with saddle-stitched yoke, she looks prim and severe as she tidies up the bedding department, which is her special province.

(CLose of door—sound of bolt sliding home)

Now Ma calls out to Pa in a harsh but not unkindly voice.

PA: (Magazines) You're a handy—அொண்—fool—did you do it again?

MA: Ye've talked those customers right out of buyin' anything. Have ye no sense at all at all? You were so busy tellin' 'em about young Mike that you didn't sell any of your own groceries. I heard every word.

PA: Eavesdroppin', oh? When ye should have been sellin' yer own slow-movin' stock!


MA: (vehemently) My tongue! Hmph! It's yours I'm thinkin' about! Runnin' down the lad with the store full of people! Can't we keep our family squabbles to ourselves?

MIKE: (Radio Networks) (Looking up from large cardboard

boz he is packing with groceries for delivery) Oh pipe down, Ma. Let him rave. Nobody listens to him anymore—

PA: (voice takes on fretful pitch) You ungrateful young pup! Twas me you took in when they left you on our doorstep in a box full of wires and gadgets. If it hadn't been for me feedin' you fresh radio columns and sterilized Sunday features when you was a little tike, ye'd never have grown up at all—for all the thought that Maggie gave ye in them days.

MIKE: I've heard all that, Pap. But haven't I turned to and worked in this store nearly 16 hours a day ever since I was big enough to carry a tune?

PA: More's the pity. An' as fer nobody listenin' to me—ye young squirt—Did ye see Mr. and Mrs. Advertiser open their eyes when I told 'em you'd lost 400 out of 600 customers you used to have?

MIKE: (anger mounting slowly into his face and voice as he lifts himself to his full height above the counter) Did he say that, Ma? Did he say THAT?

MA: I told ye, Pa, you'd get 'im mad someday. And he's gettin' big enough to pin yer ears back if he ever takes a mind to.

PA: (edging toward large rack of slightly warped yardsticks) A fine kettle of fish y're stirrin' up, Maggie. Ye've always treated 'im like an orphan yerself. When did YOU turn so sweet and sugary? Twas yerself set Mr. Clark and Mr. Hooper on 'im just a few months back.

MIKE: Never mind that. An-
swer me, Pa—did you say what Ma said you said? About me losing 400 out of 600 customers? Did you?

MA: Sure an' he did. He was sellin' right into tub o' soft-soap yonder. Y'd have heard it yerself, Mike, if ye hadn't been so busy sellin' soup to the Joneses.

MIKE: (leaps over counter—sound of feet landing on floor—then footsteps as he advances on Pa) Of all the sorry statistics you've been handing out for souvenirs. (Footsteps stop. Suddenly MIKE brightens, regaining good nature, and turning back toward counter) Oh you needn't duck behind them, Pap. I'm not going to touch you. But you know darn well, Pap, what the truth is—

PA: Don't call me Pap. MIKE: You know the truth as well as I do. Sure I've had 600 customers since 1928, when I was just a kid. But never all at one time—because I've never had enough hours to sell. And in the early days, most of them just spent nickels and dimes. You know what's happened—they're still buying radio, but not from me. Not if my middle name is Network!

MA: (sighing) There's truth in what the boy says, Pa. He's took after me, instead of you—he's gone after the national customers and you can't say he hasn't sold 'em.

PA: Not accordin' to the papers!

MIKE: That's a laugh! You're a fine one to talk about the papers! Why, a few years back I was sellin' two stations of this and six stations of that, and getting nowhere just like you, Pap, when you sell a few inches of this and a column of that to customers that never buy less than a couple of dozen stations at a time, and usually a lot more. I just sold three dumb deplorable tomato juice on top of 85 stations of soup.

PA: But you've still lost 400 of them 600 customers since 1928! (Dramatically) And here's the proof!

MIKE: (sitting) Rustle of paper.

PA: (laughing) It isn't that. Pap, I just don't want to get my hands smearable. I've got to call on a lot of nice people tonight in their homes. But lay it down and let me see it. (Puruses proof on coun-

MIKE: Oh! I get it! Why, the joke's on you, Pa. Now, I'm desertin' and speaking slowly and patiently as if I was explainin' something to a child.)

MIKE: Now listen—Over 300 of those 400 customers you've lost since 1928, have never even bought my basic network. Most of them now are buy-

PA: (Continued on page 40)
COMING EVENTS CAST A SHADOW

TODAY — over eighty of the leading stations throughout the country use one or more of the STANDARD RADIO Transcription Services.

Tomorrow? Well, not a week passes without additional stations turning to Standard for the famous Library, or one of such outstanding special features as The King’s Men, Kay Kyser and his band, and the sensational Sons of the Pioneers.

The growing preference for Standard Transcriptions is a direct result of “stand-out” talent, flawlessly recorded by the most modern methods, on new-type, flexible, low-surface discs.

And above all, radio stations have found that Standard Transcriptions are easily sold to sponsors — and that they make good on results! Write for full details and prices.

STANDARD RADIO, INC.
6404 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. • 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.

October 1, 1935 • BROADCASTING
NAB Board to Study Copyright; Few Stations Extend Contracts

Warner Bros. Publishing Houses Still With ASCAP;
Washington State Stations Seeking Redress

WITH FUTURE performing rights contracts for use of ASCAP music on the horizon before the NAB board of directors will meet Oct. 17 in New York to consider the copyright problem in the hope of finalizing before current contracts expire Dec. 31. The date was set by the NAB executive committee at its meeting in New York Sept. 23. The executive committee comprises Leo J. Fitzpatrick, NAB president; Isaac D. Levy, treasurer; and James W. Baldwin, managing director.

The committee met with E. C. Mills, ASCAP general manager, during its Sept. 23 session, to discuss informally, it is understood, provision of the contract offer for stations, as well as the "per piece" method of payment of royalties.

Meanwhile, stations were negotiating with ASCAP on extensions of their present contracts, but not renewing signing. Best obtainable information was that ASCAP officials privately are advising stations to defer signing until new or extended contracts are put in order. Warner Bros. publishing houses, which has threatened to withdraw from ASCAP effective Dec. 31, has not yet done so and there is still some possibility that they will in line and remain in ASCAP.

Increase In Cost

THE KEY to the new court contract is in the Warner Bros. stand. Should it withdraw, as it has informed all inquirers, then the ASCAP catalog will be diminished by about 40%. Despite this, the new contracts offered by ASCAP to stations for extension for a five-year term will increase the cost for a radio which is not contrived to mean that stations must continue to pay the same fees as the ASCAP catalog, minus the Warner list. This would mean a 40% increase in the cost of music to broadcasters, if the group of stations wishes to be able to purchase a song each licensed by Warner Bros. under separate purchase.

In Tin Pan Alley, according to best available, it is felt that Warner Bros. at the last minute will decide to remain in ASCAP rather than set up its own copyright collection and licensing organization.

The story, briefly, is that Warner Bros. has been dissatisfied with the amount of money it has been receiving from ASCAP, which last year purportedly amounted to $360,000 out of some $2,500,000 which ASCAP gets annually for radio performance fees. Warner is said to be asking $1,000,000, and without that guarantee has announced it will withdraw.

Those who feel that the movie subsidiary will remain in the fold assert it would cost Warner Bros. more to set up another than to collect to set up its own licensing organization, and as a consequence it would net far less than the $360,000 which ASCAP offers. If this basis they reason that Warner Bros., even though reluctant, will remain in ASCAP.

ASCAP itself apparently would like to see this inter-organization maintained as is before it begins negotiating on a blanket basis with the broadcasting industry. At present broadcasting stations are in ASCAP pool. Many stations, it is understood, have protest the rider on the ground that ASCAP declines to make any provision for reversion of royalty rights but does permit the station to cancel the contract upon due notice. The present rates for ASCAP are set at $1,500 for each of the five years under present terms.

Contract Negotiations

IN ALMOST every instance it appears that individual stations are seeking freelance ASCAP contracts equivalent to the best contract it has granted any station. On behalf of a group of larger stations, Philip G. Locks, former NAB managing director, and now a practicing attorney, is having con- ference with representatives of ASCAP general manager. Sol A. Rosenblatt, former NAB deputy attorney, and former representative of ASCAP law firm, has been retained by the Yankee Network, and WCKY, Cincinnati.

It is evident that the contracts

being sought are for 5% of station receipts on programs using music, with no sustaining fee, and with deduction of both agency and sales commissions, amounting to about 15 per cents. That also is the tack taken by the score of broadcasting stations in Washington State by state court, order, have been enjoined from doing business with ASCAP, which has not been held in court to have the right, according to approxi- mately $700,000, as an outgrowth of the court action.

New WJR Radiator—Here is the modernistic brick and tile structure having the 90 kw. transmitter.

News Is Public Property When Published, Senator Dill Tells Court in KVOS Case

UPHOLDING the right of broadcasters to distribute news published in newspapers as well as news appearing in radio are sold, on the ground that the news is a common public property, former U. S. Senator C. W. Dill, S. Dak., has asked the Circuit Court of Appeals at Seattle to sustain the lower court's finding in favor of the radio in the so-called news piracy suit of the Associated Press vs. KVOS, Bellingham, Wash.

As chief counsel for the Bellingham station, Senator Dill delivered a strong argument and an even stronger position in favor of a broadcasting station in effect to read the front page of a newspaper article as it has been printed and sold. The case was on the appeal of the AP, on behalf of three of its Washington state newspaper clients, because of the decision of Federal Judge John C. Bowen, of Seattle, rendered last December, in which he denied a temporary restraining order against the AP against KVOS. The court held that the station had a perfect right, legally, to disseminate the news by this more rapid means, because the newspapers carrying the AP dispatches had been published. The decision, regarded as a revolutionary one in the newspaper and radio fields, proved sensational. The KVOS appeal, to a degree, is being financed by contributions from a number of broadcasters, because of the importance of the issue involved and the desire for a final adjudication.

Argument for KVOS was made by Senator Dill, Kenneth G. Davis, Seattle attorney, and William H. Pemberton, Olympia attorney. John J. Mooney, a distinguished 15th Dem- ocratic presidential nominee, was to have been chief counsel for the AP but was unable to be present.

Argument had been postponed on that account, from Sept. 10 to Sept. 13, but when Mr. Davis failed to appear on the next date, Joseph Kindall, attorney of Bellingham, delivered the argument.

(Continued on page 48)

Stations in Detroit Realigned Sept. 29

Formal Welcomes to Networks Staged in Special Programs

SEPT. 29 proved a red-letter day in Detroit radio history as three network outlets switched positions, with NBC welcoming into the fold with special inaugural programs. WJR formally dedicated its new 50,000 watt transmitter on the air, that net- work's affiliation with CBS, leaving the NBC-WJZ network. WXZY, for its part, the Detroit outlet of Mutual Broadcasting System, took WJZ's place on the NBC Blue while CKLW signed on the CBS chain as a replacement WXYZ as the MBS outlet.

Also joining the NBC-WJZ net- work in the shuffling of outlets was WOOD-WASH, Grand Rapid, operated by the Kunz-Trendle Broadcasting Corp., also known for its NBC affiliation. All the important features on the WJZ network will be fed through WXZY to the Michigan network, or which is the key market of the Twin Cities.

CBS at Million Mark

CKLW joined MBS just one day after its own first birthday, as a basic chain comprising WOR, WGN and WLW as well as the Detroit outlet. During the past year the outlet has been an important working unit with a record of approximately $1,000,000 in broadcast commercials. This year and promised that the total would be doubled in the year 1933- 34. At present about 20 hours a week is spent on the network commercial and approxi- mately 40 hours of sustaining time is being fed by the chain to member stations.

CBS staged an elaborate welcoming program for WJZ when it joined the NBC fold, and simul- taneously dedicated its new trans- mitigator at Trenton, Mich., with an increasing power from 10,000 to 50,000 watts.

George A. Richards, president of WJR, at 8 p.m. pressed a button which electronically dedicated the Trenton transmitter. The program opened with a two-way conversation between J. H. Husing, CBS announcer, and Leo J. Fitzpatrick, general manager of WJR, both radio pioneers. A drama was then performed, all telephone linemen retrace the growth of WJR from its inception to present status.

Other speakers welcoming the station to CBS were William S. Hale, President of WJR; William F. Fitzgerald, of Michigan. A list of stars participating included Burns & Allen, Stoopnagle & Burke and others.

The new WJR antenna is 733 feet high, with a wheel-shaped ground system with 120 miles of copper wire.

CKLW was welcomed to MBS with a one-hour program, which was broadcast by WJR, under the direction of J. McCooker, chairman of the board, and W. E. MacFarlane, president. CKLW devoted its time on the network contributed welcome programs, and during the last half-hour CKLW officers and employees presented messages which included messages from officers of the station.
Business is Good in the SOUTHWEST

AND IT'S GOOD BUSINESS TO USE THE SOUTHWEST BROADCASTING SYSTEM!

12 major stations in 12 major markets enable SBS to reach the great majority of Southwestern Radio Homes! The kind of merchandising job SBS permits—plus its great flexibility—gives the SBS network several unique advantages. Use SBS to sell the Southwest!

To better serve National advertisers who want to sell the Southwest, Free & Steininger, Inc. have just been appointed as National Representatives. A 'phone call to any of their offices will bring complete information, pronto!

SOUTHWEST BROADCASTING SYSTEM
LEE H. ARMER, President FORT WORTH, TEXAS
SALES OFFICE . . . ADOLPHUS HOTEL, DALLAS, TEXAS

NEW NATIONAL REPRESENTATIVES:
Free & Steininger, Inc.
Al Jolson Closes Series For Shell Oil on NBC

AL JOLSON has left the Shell Oil Co.'s Shell Chateau program Saturday nights over the NBC-WEAF network, his Sept. 28 appearance being his last. The sponsor's effort, through J. Walter Thompson Co., its agency, to induce the Premier Pabst Sales Corp., Chicago (Pabst Blue Ribbon beer) to have Ben Bernie take over the period was regarded in radio circles as indicating that Jolson will not be reengaged.

No show had been set for Oct. 5 as Broadcasting went to press, but on Oct. 12 the sponsor, which has a contract running until Christmas week, will have Walter Winchell as m.c., Eleanor Powell and Niela Goodelle as guest stars.

Pabst would not release Bernie, instead giving him a new 52-week contract for his Tuesday night NBC-WEAF network period, which is handled by Morris, Windmuller & Enzinger Inc., Chicago.

End of Daylight Saving Brings Program Revision On NBC Pacific Network

WITH RETURN of standard time in Eastern cities Sept. 29, a new alignment of NBC network programs is greeting Western dialers. Eastern broadcasts now reach the Pacific Coast one hour later, necessitating switching many NBC Western division programs. Among Pacific Coast sponsored presentations heard at new time are: The Sperry Sunday Special (Sperry Flour Co.), Sundays, 1 p.m.; One Man's Family (Chase & Sanborn, Tender Leaf Tea), Sundays, 9:30 p.m., and Wednesdays, 5 p.m.; Death Valley Days (Pacific Coast Borax Co.), Tuesdays, 9:30 p.m.; Winning the West (Occidental) Life Insurance Co. of California, Thursdays, 9:15 p.m.; Cassell Concert (George W. Caswell Co.), Wednesdays, 7:45 p.m.; Langendorf Pictorial (Langendorf United Bakeries), Mondays to Fridays inclusive, 4:45 p.m.; and The Woman's Magazine of the Air, daily except Saturday and Sunday, 3 p.m., under sponsorship of the following: Mondays, Campbell Soup Co., and George W. Caswell Co.; Tuesdays, Campbell Soup Co., Pet Milk Co., and Swift & Co.; Wednesdays, Bank of America, Elmo Sales Corp., and Easy Washing Machine Co.; Thursdays, Campbell Soup Co.; Fridays, Bank of America, California Brewing Assn. and Elmo Sales Corp. Western Farm and Home Hour, NBC western division network week-day sustaining since January 1931, has been switched to 11:30 a.m.

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

* In Canada, through the Canadian Pacific Railway Telegraphs.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables

All America Cables

Mackay Radio

Not 12 Months
Not 24 Months
but 33 Months of
Consecutive Gains

Local and National Spot Broadcasting to and including August, 1935

Station KSD---St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO
Free & Steininger, Inc., National Advertising Representatives
New York Chicago Detroit San Francisco Los Angeles

BROADCASTING • October 1, 1935

www.americanradiohistory.com
NBC Showmanship in Detroit

In Detroit, America's fourth city, radio showmanship has 
got to be good to win. Demand only responds to sales 
power of an unusual sort—the sort which NBC offers 
advertisers through its two fine Detroit outlets, WWJ, 
on the Red Network, and WXYZ, on the Blue. Here 
is undisputed leadership in broadcasting facilities, top- 
flight showmanship, business ethics, and local prestige. 

Both stations' transmitters are centrally located in 
"Greater Detroit". Their 1000-watt signals dominate 
this concentrated buying area with the country's most 
popular programs. The unique prestige of WWJ and 
WXYZ among Detroit listeners is evidenced by the 
sales reports of their advertisers. They make fine read- 
ing for both advertisers and stations!

STATION WWJ is one of the outstanding stations of 
the famous NBC Red Network—one of the very first 
stations in America to broadcast, back in 1920. Con- 
sstruction on WWJ's new transmitting station will be 
completed this fall, and it will feature the latest High 
Fidelity transmission and many other improvements.

STATION WXYZ, the newest addition to the pow- 
ful NBC Blue Network, is owned and operated by the 
Kunsky-Trendle Broadcasting Corporation, identified 
with the theatre business in Detroit for over 25 years. 
WXYZ has the largest staff of announcers and engi- 
eeers in Detroit, and can operate five separate pro-
grams simultaneously. It has a notable record for long 
term local advertisers.

NATIONAL BROADCASTING CO., INC.
A Radio Corporation of America Subsidiary • Detroit Office, Fisher Building • New York • Washington • Chicago • San Francisco
Pacific Disc Firm Signs With MPPA

AFTER MONTHS of dispute concerning payment of royalties on music used in production of transcription recordings, MacGregor & Sollie Inc., San Francisco, has decided to sign a contract with Music Publishers Protective Association, similar to those understood to be in force with other transcription producers, according to advice received Sept. 29 from C. F. MacGregor, president.

This decision has been reached, Mr. MacGregor informed Broadcasters, because he feels it makes MPPA, a sister organization of ASCAP, entitled to the recording fees, and because the contract proposal is on a more reasonable basis than original demands. The contract, he reported, was being made with Harry Fox, of MPPA.

Simultaneously, Mr. MacGregor indicated that his organization—the pioneer in transcriptions on the West Coast—planned to create a new transcription library but he did not disclose its scope.

The original demands of MPPA, Mr. MacGregor pointed out, were for payment of 25 cents per selection per broadcast for regular numbers and 50 cents for "asterisk" or restricted numbers. On this score he said he feels and always has felt that so long as stations pay ASCAP 5% of their gross to play this copyrighted music they should not be forced to pay anything in addition, through any source, for the same music.

In a letter to Mr. Fox informing him of the willingness of his organization to enter a contract upon the last terms offered by MPPA, Mr. MacGregor wrote:

"If you will recall, when you were in San Francisco, we said we would be satisfied with a deal like this and would pay you a premium to handle the matter of getting permission through the publishers directly instead of through you, as outlined in my former letter as well as Mr. Bibo's (MPPA representative) to you; the deal being for non-show tunes and $15 for show tunes."

The negotiations of MacGregor & Sollie with MPPA were rather slow at times but the latter organization on one occasion having advised stations that the transcription organization had no license from it for the recording of its numbers.

Humble Oil Sponsoring Football in Southwest

HUMBLE OIL & REFINING Co., Houston, is sponsoring play-by-play broadcasts of Southwest Conference football games over six Southwest Broadcasting System stations. Byrum Saam, Paul Lindsey and Mike Gallagher are handling the programs. Conference officials are cooperating with the network and Saam, believing that the proper radio promotion of the games will build up gate receipts as has been the case on the West Coast.

On Nov. 23 a Southwest Conference game will be broadcast on both SBS and CBS, with Ted Husing, CBS sports announcer, and Saam handling the event. McCormick-Erickson Inc., New York, is the Humble agency.


CHEVROLET Motor Co. is scheduled to renew its transcription series "Musical Moments" over some 300 stations during the week of Oct. 14 for a third 15-week run, breaking the all-time transcription spot record with an expenditure involving about $1,500,000. The campaign, produced by World Broadcasting System and placed through Campbell-Ewald Co., Detroit, so far as known, will not be changed, since the majority of local Chevrolet dealers are enthusiastic about results.


KAUAI

HAWAII

...Hawaii Is American

An integral part of the United States, its population of 400,000 speaks American, thinks American, and buys American.

Hawaii has 3,076 trade outlets. A few of them are:

- 30 automobile dealers
- 1,057 general stores
- 285 grocery stores
- 25 radio dealers
- 94 drug stores
- 87 department stores
- 14 electrical supply dealers
- 48 furniture stores
- 178 auto service stations
- 27 hardware stores
- 25 shoe stores
- 443 restaurants
- 32 auto tire dealers

This rich retail market is covered comprehensively by KGMB, Hawaii's premier broadcasting station. KGMB is affiliated with the Columbia Broadcasting System, and by actual survey had more than 60% of the "radio circulation" of the Islands last January. Completely modernized equipment and vastly improved program service has increased appreciably this circulation.

Each day, seven days a week during 1934 Hawaii bought an average of $250,000 worth of food, automobiles, radio sets, clothing, and other goods from the mainland United States.
The above map shows the potential circulation of WGY by areas, as determined by the New NBC Method of Audience Measurement.

Copies 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

October 1, 1935 • BROADCASTING
QUESTIONS

AND ANSWERS

ON THE SAME CONNECTION—
AND A TYPEWRITTEN RECORD

One notable advantage of Bell System Teletypewriter Service — one reason why it has been adopted so widely by the broadcasting industry — is the fact that it provides fast, two-way, typewritten communication.

A character typed on one machine is simultaneously reproduced on all others connected with it. Information flashes back and forth on the same connection. Messages are identical at all points and as many copies as necessary can be made in the original typing. No need to rewrite and check. No room for errors or misunderstandings.

The principal networks and more than 200 separate stations regularly use Teletypewriter Service. Probably you’d find it just as valuable. Call the local Bell Company for full information.

DISCS POPULAR
Transcribed Program Is Among
First Ten on WTMJ

That transcribed programs can attain the same popularity as live talk-hy programs was revealed in a contest conducted by WTMJ, Milwaukee. The contest asked listeners to write a 25-word letter telling which WTMJ program the listener enjoyed most and why.

More than 60 different programs were listed in the 1,500 entries. The transcription feature Sons of the Pioneers, produced by Standard Radio Inc., according to W. F. Hanzlik, WTMJ commercial manager, was among the first. The program was chosen by public only by punch features as Major Bowes, Ma Perkins, and Today’s Children, over NBC, and such local live talent shows as Heisie and His Greenadiers, Sports Summary and news programs.

INS Signs Four More; Transradio Lands Two; Texas Co. Using News
International News Service announced the signing of contracts, during the fourth week of the broadcast week, with the following stations: KSL, Salt Lake City; KSVO, Tulsa; KFBE, Seattle, and KFKA, Greeley, Colo.

Two stations in South Carolina — WIS, Columbia, and WSCG, Charleston — are added to the Transradio roster, along with the following: WDBJ, Roanoke, Va.; WDAF, Kansas City, Mo; KELD, El Dorado, Ark.; KIUN, Pocatello, Idaho; KQVO, Sayre, Kan.; KJAI, Alexandria, La.; KUAO, Fayetteville, Ark.; KGHL, Billings, Mont.; WEHC, Charlottesville, Va.

Five Montana stations have been added by head of the Transradio Service, created by the American Radio Inc., (Los Angeles Bureau) on behalf of the Texas Co. (gas and oil), for a schedule of Transradio News.

Columbia Baking to Use Ten Stations in the South

TEN Southern stations have been signed by the Columbia Baking Co., Atlanta, which has plants in 12 Southern cities, for sponsorship of a 15-minute morning broadcast, weekly, utilizing Transradio, INS and local newspapers according to the facilities available. The ones are WSB, Atlanta; WBIG, Greensboro, N.C.; WFBK, Greenville; WSOI, Charlotte; WTOC, Savannah; WMGR, Jacksonville; WNCN, Columbia; WDAF, Kansas City; WDBO, Orlando; WSPA, Greenville; WJNO, Miami; WDAF, Kansas City; WDBO, Orlando; WSPA, Harrisonburg.

The following are “Ovo Vitex Vitamin D Breads” in all places, “Southern Cakes” in the Carolinas and Virginia; “Stone Cakes” in Georgia; “Seybold’s Cakes” in Florida. The account is handled by the Breda Adv. Agency, Atlanta, under supervision of Dr. J. V. Freitag, president; A. S. Malone, secretary-treasurer, and A. S. Malone, radio director.

Debt of Listeners
To Artist, Sponsor
Public Not Indebted to Radio Itself, Says Mr. Patterson

To the sponsors and the artists who listen to the radio listener feels an indebtedness and not to the institutions of radio, Richard C. Patterson, executive vice president of NBC, told the Chicago Conference on Radio last week. “People are attached to their favorite broadcasts,” he said, adding that we have not tried to inject ourselves between the program and the audience.”

This means, said Mr. Patterson, that business which has been identified with the production of goods, has now become identified with providing the good things of life. Thus the American citizen is, in a sense, “is made to feel an entirely new sort of obligation to American business. It is an obligation for education, entertainment and culture. Business produces the equipment with which to enjoy life. And then business turns around and helps to provide the enjoyment.”

Creating the Desire
Referring to the business depression, Mr. Patterson explained that radio’s major contribution to its recovery is its elevation of the sales level by keeping up the desire level.

The job of American business is, he said, to hold the conference, when new products have been created or old ones made better; equally important is the job of creating new appreciations or lifting the level of old ones.

During the depression years, he said, there has been an increase in the quality aspirations of the American people. “People have not for many of the things with which those aspirations can be satisfied. But that has not been due to any falling off in income. It has not been due to any falling off in desire. Perhaps the American standard of living has declined.” This decline, he continued, is temporary because one characteristic of Americans is their irrepressible desire for something better.

Grove Disc Drive
Grove Laboratories Inc., St. Louis, is recording at World Broadcasting, Studio A, a series of 15-minute dramatic programs based on the cartoon feature Flash Gordon, for Groves disc customers. The programs start Oct. 14 on eight stations in major markets in the East and Midwest. Plans call for four programs a week in 16 weeks through Fridays, for 13 weeks, before 6 p.m. stack-Goble Dunlap, New York, is handling the account.

WRBQ On Air
With the completion of the operation of WBRQ, Roanoke, Va., on Sept. 22 began operation as a full-time station on 1050 kilocycles. The license for the Roanoke station centered the operation of the Bluefield station with full time and voluntarily shared his license. The two stations formerly shared time. WHS operates with 250 watts power at night and 600 day.

Page 28
NOW — — —

FOR THE FIRST TIME

The Prosperous Market In and Around

ROCHESTER, MINN.

"A WORLD-FAMED CITY"

IS AVAILABLE

Now you can tap this well-populated region . . . center of southern Minnesota's most prosperous farming area . . . where modern-minded farmers with a bumper crop have a lot of needs to satisfy and a lot of money to spend . . .

OVER THE NEW STATION

KROC

FEATURING

★ RCA High Fidelity Transmitter
★ Western Electric Vertical and Lateral Transcription Reproducing Equipment
★ Complete World and NBC Transcription Libraries
★ 1310 Kilocycles — Intensive Coverage, 60-Mile Radius
★ Direct Line with KSTP giving Rochester the Benefit of the Finest Programs in the Northwest

FOR INFORMATION on RATES, SCHEDULES, WRITE:

Twin City Sales Office, KSTP, Minneapolis, Minn., or National Representatives: in New York—Paul H. Raymer Co. . . . in Chicago, Detroit, San Francisco—John Blair and Company . . . or direct to—

KROC = Rochester, Minn.

October 1, 1935 • BROADCASTING
Are you letting the South's First Market slip thru your fingers?

There are two ways that sales executives can do this. One is to overlook the fact that Memphis is the South's biggest market in trading population, namely, over 2,000,000. The other is the fallacious notion that any high-powered, far-away station can cover this market economically.

Surveys and costly experience have proved that WMC is the only station in this market bringing listeners their favorite NBC features with dependably clear reception.

Memphis, incidentally, is one of the very brightest spots on the national marketing map. A combination of market and medium that is making sales sheets look like old times again for some of America's smartest media buyers.

Commercial program identification and liberal publicity cooperation in the Commercial Appeal — largest daily circulation South.

FROM FIRE ZONE
KGW-KEX First to Broadcast
Blaze From Forest

A WORD picture of a forest fire, broadcast directly from the fire line, was brought to KGW and KEX, Portland, Ore., listeners in September in cooperation with the U. S. regional forester, C. J. Buck. Rebroadcast by means of two short wave stations, the program is believed to be the first to originate from the scene of a major forest fire. The fire, which was the most serious of the year in Oregon, covered 2600 acres 60 miles east of Eugene.

While 1500 men labored day and night under the direction of the forest service to stem the tide of flame, Assistant Regional Forester F. V. Horton described in detail for radio listeners just what was going on. His report was broadcast by forest service short wave equipment 100 miles to the receiving station in Portland, and rebroadcast by direct wire over KGW and KEX. The progress of the fire and fire fighting was reported during five 15-minute broadcasts over a period of three days.

PHILIP J. HENNESSEY, member of the NBC legal staff, on Sept. 26 was assigned to the Washington office of NBC in the National Press Bldg., under a temporary transfer from New York headquarters. Presumably he will interest himself in legal activities of NBC owned and operated stations before the Broadcast Division of the FCC.

WGN to Start Operating
Oct. 1 in New Edifice

THE NEW WGN Building, located just north of Tribune Tower on Chicago’s Michigan Avenue, was opened to the public for a pre-view Sept. 22 when more than 4,000 visitors were shown through the structure which took 13 months to build and which cost the Chicago Tribune, its owner, more than a half-million dollars.

Architecturally Gothic in design, the radio building is constructed of Bedford limestone in which are embedded a score of famous stones of history, from a block of the Great Pyramid to stones from Bunker Hill and Fort Sumter. The interior is simply designed in the modern manner, with colored lighting effects furnishing most of the decoration. The building houses six studios, three of which are open to the public. The main "public observation auditorium" seats 558 persons; the others are "intimate" studios, one seating 22, the other 18. WGN will also continue to use its three studios in Tribune Tower.

Broadcasting from the new building will be started Oct. 1, with a two-hour show, the audience in the studio to be limited to the men who worked on the building and their families.

NEW YORK UNIVERSITY’s course in dramatic radio writing will include lectures by Courtney Savage, CBS director of dramatics and continuity, and Robert Caldwell, continuity director of J. Walter Thompson Co.
YOUR ATTENTION TO
THE COLLINS 20C ONE-KILOWATT
BROADCAST TRANSMITTER

REASONABLE COST
The price of the 20C bears a sensible
relation to the actual cost of design and
manufacture.

HIGH FIDELITY
Collins broadcast equipment has estab-
lished a unique reputation for faithful
transmission. The frequency response of
the 20C is uniform within plus or minus
1.5 decibels from 30 to 10,000 c.p.s.
Total r.m.s. harmonic content is less than
5 per cent of the fundamental at 95 per
cent modulation.

QUIET CARRIER
Carrier noise is held at least 60 decibels
below program level by generous circuit
design and without resorting to "hum
bucking."

RELIABILITY
All components are oversized and ade-
quately protected by overload devices.

SIMPLICITY OF INSTALLATION
The 20C operates from single phase cur-
rent which is readily obtainable. There
are no external auxiliaries and all wiring
including transmission line is carried
through standard conduit.

EXCELLENT CONSTRUCTION
The use of the very best materials and
the most skillful mechanical design gives
a fine appearance inside and out.

NEW CIRCUITS
Low loss inductive neutralization and a
new high stability oscillator are among
the many important electrical features.

100 WATT STATIONS — Wait for announcement of the NEW
COLLINS 100/250 WATT TRANSMITTER.

COLLINS RADIO COMPANY
• CEDAR RAPIDS, IOWA, U. S. A.
• NEW YORK, N. Y.
11 West 42nd St.
• MEXICO CITY, MEXICO
Edificio "La Nacional"

October 1, 1935 • BROADCASTING
"On The Spot"

RADIO regulation again proves that it is not keeping pace with broadcasting development, with the FCC's ruling that even a 15-second transmitted announcement must bear the usual "this is an electrical transcription" identity line. Buick wanted to use the short spots in a rather extensive campaign. But the FCC said that its regulations specify that the "transcription" line must be carried, even though such an announcement would be nearly as long as the actual continuity proposed.

Technically, interpreting its regulations strictly, the FCC probably is right. But those regulations were adopted before there were such things as 15-second spots. The original purpose of the transcription announcement requirement, as we recall it, was to prevent stations from misleading the public by pretending that orchestras or singers were actually in the studios rather than on discs. Buick proposed no performance at all—its continuity simply called for a one-sentence statement and a couple of horns from an auto horn.

History demands that laws keep pace with progress, and it seems to us that the FCC should profit by history. Its regulations must be amended to conform with modern practice, so long as that practice is legitimate.

Lest We Forget

MORE THAN a month has elapsed since Congress adjourned. All industry was awaiting that "breathing spell" until the next session which convenes in January, and all industry welcomed President Roosevelt's pronouncements that there would be a vacation insofar as his legislative planning is concerned.

The broadcasting industry, including its many components, is doing the expected thing—just relaxing. The feeling generally is that Congress is done and that there's no use worrying until the new one gets going.

That, sadly, should not be so. Those who know their radio from the legislative and regulatory side foresee an investigation of some kind into broadcasting at the next session—not because any investigation is needed but because one is about overdue. The agitators and professional opponents of commercial radio have been busy inciting members of Congress into the belief that something should be done.

At this writing there are a half-dozen measures directly or indirectly pleading for a Congressional investigation or broadcasting. Two of them deal with government ownership. All are outgrowths of the machinations of the lobbying minorities. More of them are in prospect.

Next year will be a presidential campaign year. It will afford politicians the opportunity that comes only once each four years to brandish their oratorial wares in the major league of politics. Radio is always a lively political topic.

And that brings us to our point. Now, when Congress is out of session and when Senators and Representatives are in their own bailis, is the time to get them thoroughly acquainted with their broadcasting institutions.

Broadcasters and other elements in the industry need not go beyond the basic facts in telling their story. They can inform their Congressmen, whose duty it is to see that public interest is served, of the true broadcasting situation. Every broadcaster knows how certain misguided religious and educational groups have assiduously bored in and how one of them even now is trying to tear asunder the whole existing broadcasting structure because it was unable to carve a choice slice of spectrum, for commercial use, for itself.

If broadcasters will keep their duly elected legislators informed of the true situation, there will be little to fear. They will be less gullible when the professional lobbyists resume their inevitable crusades. The broadcasters' rule should be "Don't put off until the next session what can be done now."

Awards For Merit

IF MORE incentive is needed to spur to even greater success those who build our everyday radio performances, then the new project for a foundation for radio awards will amply provide it. We are four-square behind the plan, not because we feel the incentive is needed, but because broadcasting as an art and industry is now big enough to be worthy of a foundation that will be the radio counterpart of the Pulitzer awards in journalism and literature.

The committee of ten distinguished radio executives, equally representative of the broadcasting and manufacturing industries, has a wealth of material with which to work in devising its preliminary plans. Awards can be made for a wide range of conspicuous ex-

The RADIO BOOK SHELF

A LAST CALL to organizations engaged in domestic marketing research in the United States who wish to be listed in the forthcoming issue of the Commerce Department's publication Market Research Sources, 1935, was announced Sept. 21. To give additional opportunity to all eligible research bodies who have not yet supplied data necessary for inclusion the time limit for listings has been extended to Oct. 9. The booklet is issued periodically by the Commerce Department as a national handbook and guide to research activities in the domestic commerce field. Titles of research reports issued, with the name and address of the organization making the study, may be listed in the revised edition provided certain conditions are satisfactorily met.

EDUCATIONAL broadcasters the world over can learn a lot from the highly-developed technique of American commercial broadcasters. This conclusion is bound to come to radio men from The Role of Radio in Education, published by the International Institute of Intellectual Cooperation of the League of Nations ($4.25). The volume consists of a compendium of expert opinion drawn from leading nations and was financed by the Norwegian Nobel Institute. Dr. Cline M. Koos, senior specialist in radio and visual education, U. S. Office of Education, contributes a review of the American situation. The book is refreshingly sane and objective, and is not marred by propagandist zeal.

FINDING its tourist business at Radio City increasing, NBC has prepared a booklet On the Air to be given all guests taking the tour. With pictures and text it graphically tells the story of radio from earliest experiments to the complexities of modern broadcasting.

THE annual Advertising and Publishing Production Yearbook has just been published by Colton Press Inc., New York, containing 300 pages of information on printing and graphic arts.

amples of both public and program services. There can be awards for the outstanding example of emergency public service by station in each of the several classes; for the most meritorious performance of a special event broadcast; to the sponsor of the best commercial program, and also to its agency; to the program builder of the outstanding feature for the outstanding sustaining program; for the best announcing job; and even to the technician who distinguishes himself in his field.

The committee must now set as its goal the shaping of the Foundation so first awards can be made in 1936. No more representative group of distinguished broadcasters could have been selected than the NAB Professional Board. The Radio Manufacturers Association likewise has named as strong a committee as appears possible from its ranks. The funds for the endowments appear to be available. The results should have a salutary effect upon the art and industry, and tend to enhance of the healthy competition among stations, networks and individuals to outdo one another.

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JAMES McCOSH CECEL

IN THE United States, more than in any other country, to say that one is a “pioneer” is to pay such compliment as usually instantly conveys the appropriate impression that the person has done “big things” in laying the foundation for something successful, lasting and appreciated.

Although the type is rare, we find, in the evolution of broadcasting there has appeared one who, while grounded in the principles of the written word, is a decided pioneer in promoting spoken word—James McCosh Cecil, secretary and treasurer of the advertising agency of Cecil, Warwick & Cecil Inc., New York.

When radio broadcasting was in its infancy, James M. Cecil, then a partner in the Cecil Advertising Co., Richmond, started his pioneering by putting “Planter’s Peanuts” on the NBC network in one of the early commercial programs. Programming, which has always been a feature and a factor in the success of the prominent programs which are now outstanding in his Gulf Refining Co. radio show, as, following the opening commercial, each program in that show continues to its conclusion without any interruption by commercial intermissions.

Looking backward, a pronounced “high spot” in Cecil’s pioneering in radio was his decision, contrary to the then prevailing advice of the commercial networks, to delegate to performers in his programs the presentation of the commercials. First tried in the Sherlock Holmes program sponsored by G. Washington Coffee, more than 700,000 letter responses so highly commended that style of advertising that Bertram R. Cohn, NBC commercial program manager, immediately called it to the attention of other NBC advertisers. Since then performers present the commercial in the shows of a number of radio’s most prominent advertisers.

Born in Selma, Ala., June 2, 1891, Cecil was raised and received all his schooling in Richmond, Va. On being graduated, in 1910, from Hampden Sydney University, where he was active in dramatics and in the glee club, he turned to the newspaper field for his first job—a reporter for three years on the Richmond Times Dispatch. To supplement interesting work by additional earning power, Cecil at the same time engaged in publicity promotion for local concerns. The latter effort proved so remunerative, especially when he produced a most successful educational campaign for Trust Associations, that newspaper work was entirely abandoned in favor of public activity.

Convinced of the success which would crown well-planned publicity and advertising, he induced his brother John H. Cecil, a Princeton University alumnus, to give up a good position as salesman of a paint and varnish concern to join in creating, in 1915, the Cecil Advertising Co. Planter’s Nut & Chocolate Co., Wilkes-Barre, Pa., their first account, was closely followed by the advertising of Maxwell House Coffee, and then of some large Baltimore concerns, facilitating the opening of a branch office in that city for its supervision.

Further expansion necessitated moving the executive offices from Richmond to New York in 1920, followed seven years later by the organization of Cecil, Warwick & Cecil Inc., through the association of Paul Warwick.

In the opinion of Cecil, the most interesting thing he ever did in radio was associated with the G. Washington Coffee program on Christmas Eve three years ago. In the belief that the Sherlock Holmes program was not appropriate for that night, he made a special trip to Italy to arrange and to present one broadcast by the world-famous Sistine Chapel Choir (the Pope’s Own Choir) of St. Peter’s Cathedral, Rome, for that occasion. Although commercially sponsored, that program enjoyed a tremendously wide and large audience and received much advance favorable publicity and no end of commendation.

In explaining why his concern constantly uses “big artists” on their programs, Cecil says: “It is important to reach a large audience on the first as well as on the thirteenth broadcast. Performers with a following innumerable, without scarcely a轧doubt considerably larger and appropriate audience. Thus, from the start, the program ‘goes over big,’ producing an immediate and constant favorable result for the large national advertiser.

As a result of the rapid development of commercial broadcasting, Cecil emphasizes what he regards as important in present and future trends in broadcasting.

That merchandising tieup is highly desirable, especially in connection with radio programs, the national advertiser. All of the clients of his concern use it, on his recommendation.

As radio networks are now exercising good judgment, looking to the future of broadcasting, in curbing “the commercial,” as in his opinion they should, the announcement ought readily to fit into and be generally accepted as an integral and interesting part of the (Continued on page 43)
BEHIND THE MICROPHONE

REID KILPATRICK, formerly of WJR, Detroit, and Fred L. Edwards, formerly of WQY, Oklahoma City, have joined the announcing staff of WHQ, Dayton. Tom Slater has signed to join the staff of WLW-WWSL, Cincinnati. Harlan Haines has been named WHQ continuity director. Lester Spencer, new announcer from WOWO, Fort Wayne, Ind., has been placed in charge of special events.

WALTER MORRISON, formerly correspondent on the staff of the London Times with a reporting assignment, and for the last decade in newspaper work in this country, has joined WJR, Cleveland, as publicity director, according to an announcement by H. K. Carpenter, general manager. He is well-known also as a short-story writer and music critic.

HARRY T. CATERALL has been named publicity director of WJY, Cleveland. Wayne Johnson has been appointed program director. Paul Ross, announcer, who has resigned to take a position at WGR, Buffalo, was successful in a CBS audition. Charles Secunda, recently with WSPD, Toledo, and KTUL, Tulsa, has returned to WJY.

RUSSELL YOUNG, with WAAF, Chicago, for several months, has joined WGN, Chicago, as announcer. He will be married Nov. 29 to Laurette Fillbrandt, WAAF actress.

EDWARD DENKEMA has been promoted to the post of studio director of WJEZ, Kalamazoo, Mich. Ronald Gamble has been given a full-time announcing job and is musical director.

SQUAMISH CHIEF—George Wright, veteran announcer of WMBF, Indianapolis, has recently been crowned a Squamish Indian chief when a tribe of Pacific Coast Indians invaded the studios. His new title is Sa Sayee Sa Nacham (Chief of Flying Voice), awarded because he had sent a broadcast which brought distant members of the tribe to the death bed of their beloved.

JERRE DOWNEY, formerly of WFIF, Indianapolis, has joined the program staff of KFEL-KYOD, Denver.

TED BURKE, at one time head of the Thomas S. Lee Artists' Bureau, Los Angeles, has been appointed production manager of the Radio Features Syndicate, new Hollywood script firm.

Benny Kyte, for the last four years musical director of WJR, Detroit, joined the staff of WXYZ and the Michigan Radio Network Sept. 29. Joe Rockhold, announcer, singer and director, has left WXYZ, Detroit, to join WSPD, Toledo, where he is featured in a variety program. George Picard, announcer on the staff of WXYZ, also goes to Toledo in the same capacity.

ARTHUR H. RECKWITZ, formerly a member of the New York Produce Exchange, has been named commercial manager of Radio Events, New York. He is a radio script library service, it was announced Sept. 25 by Joseph M. Koehler, managing director.

RANNEY DALY, formerly director of KFI, Los Angeles, that with KFI, KMT, KNX and WIBW, has been named farm program director of KNT, Des Moines. David Nowlinson, until recently with Norman Alexander & Co., Chicago, announcers, formerly continuity chief at WIND, has been appointed to the KNT continuity staff.

S. MAURICE THOMPSON, studio program director of WCKY, Cincinnati, and a member of the staff since 1929, has gone to WJTX, Jackson, Miss. He was presented with a gold watch by Wilson, manager of WCKY, James S. Riderman, studio manager, and Lloyd Sullivan, staff pianist, are filling the post temporarily.

HARRISON HOLLIWAY, manager of KFRC, San Francisco, mastered the ceremonies for the Carmel art colony's annual Bal Masque, when part of the festivities were broadcast transcontinental from Sept. 21 over CBS from the Hotel Del Monte, Del Monte, Cal.

FRANK H. STEWART, Jr., has been promoted to production and program manager of WACO, Waco, Tex.

EDWARD N. PALEX, formerly of WROK, Rockford, Ill., has joined WOQ, Davenport, Iowa, as publicity director. Walter Sheppard, of Chicago, has joined the announcing staff.

WILBERT MARKLE, part-time announcer on WAZL, Hazleton, Pa., has been given a full-time assignment on another Mason-Dixon Group station, WDEL, Wilmington, Del.

MURRAY ARNOLD, well known in Philadelphia in press notes and a former magazine writer, has been named studio director of WPIL, Philadelphia.

KENNETH MILES, announcer and assistant producer of KKL, Los Angeles, has been named dramatic director. Samuel Pierce, in charge of sound effects, has been transferred to continuity with Lloyd Gekelmore replacing him.

EMERSON SMITH, formerly of the announcing staff of KTAB-KFOR, Lincoln, Neb., has been transferred to the Omaha studios of the Central States Broadcasting Co. in the capacity of announcer-salesman for KOIL.

HECTOR CHAVICY, continuity writer of KOL, Seattle, who also has been conducting a course in radio writing at the University of Washington, left Sept. 15 for Hollywood where he plans to continue radio writing. Arranged on a reciprocal formula of KWSC, Pullman, Wash., has joined the announcing staff of KOL.

DON BAKER, who has returned from Europe where he gave a series of organ recitals, has joined the staff of WOR, Newark, and is featured in several programs.

W. A. GLEASON, chief announcer of WHEC, Charlotteville, Va., has been named program director succeeding James H. Logan, who has gone to WLYA, Lynchburg, Va. Edward W. Haise, relief announcer at WHEC, has been assigned to a regular position and is dramatic director as well.

united goes associated


More than 600 popular Hill-billies and Southern Tunes by such well-known writers as Jimmy Rodgers, Blue Steele, Bob Nolan, the Carter family and others. are included in the United Publishing Company catalog, and have now been added to the repertoire under the exclusive licensing control of Associated Music Publishers, Inc.

Radio stations that are AMP licensees are reminded that special license is required for the broadcasting of any "united" numbers.

Printed list of titles on request.

ASSOCIATED MUSIC PUBLISHERS, INC.
25 West 45th St. New York City

BROADCASTING • October 1, 1935
MORE LISTENERS!

Four separate surveys by the Ross Federal Research Corporation—one in October, 1934; one in January, 1935; one in April, 1935, and the latest one in July, 1935—show that WDAF is Kansas City's preferred station at all seasons of the year.

These four surveys, each for a period of seven days, and each covering the hours of 7 a.m. to 10:30 p.m., represent a total of 20,163 completed calls, or in other words, a composite picture of the listening habits of 20,103 families in the Kansas City area.

Each of the four investigations shows WDAF in top place. Taken collectively, they show that WDAF has 64.7% more listeners than has the second Kansas City station.

For such a service advertisers might expect to pay a higher rate than for time over other stations. As a matter of fact, advertisers will find that, program for program, period for period, schedule for schedule, WDAF's rates in dollars and cents are actually lower in many cases than those of other Kansas City stations.

NOT BY US

These surveys were not made by WDAF, but by the Ross Federal Research Corporation. It is the policy of WDAF to quote only the findings of independent auditing concerns of national repute.

HOW THEY RANK

The following count of station preferences represents a total of 20,103 completed calls made by the Ross Federal Research Corporation:

<table>
<thead>
<tr>
<th>Station</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDAF</td>
<td>8711</td>
</tr>
<tr>
<td>2d Station</td>
<td>5289</td>
</tr>
<tr>
<td>3d Station</td>
<td>2418</td>
</tr>
<tr>
<td>4th Station</td>
<td>1204</td>
</tr>
<tr>
<td>All Others</td>
<td>2481</td>
</tr>
<tr>
<td></td>
<td>20,103</td>
</tr>
</tbody>
</table>

* A completed call as listed here is complete only when the person called states that he has a radio, that the radio is turned on, and he does identify the radio station to which he is listening.

WDAF
OWNED & OPERATED BY THE KANSAS CITY STAR

610 Kilocycles  5,000 Watts Day  1,000 Watts Night
JOHN W. BATES, formerly production director and continuity editor of KSD, St. Louis, has joined WOR, Newark, as announcer and production man.

LES BARNETT has been advanced to program director of WHXY, Kansas City, replacing Walter Lochman, now handling sports. Don Martin, formerly of other Kansas City stations, has joined the announcing staff.

HAROLD BRATZBERG, formerly on the announcing staff of KOL, Seattle, has joined NBC in San Francisco, in a similar capacity. He succeeds Arthur Lindsay, resigned.

MARY YOUNG, NBC announcer in the network, has been transferred to the Hollywood division's production unit.

FRED BRIGGS has switched from the announcing staff of KBMB, Honolulu, to KYU, in that city.

LOREN CARLBERG, formerly of KGFR, Collegeville, Kan., has joined the announcing staff of KFBI, Abilene, Kan.

LESLIE EDWARD MARSHALL, formerly of WIP, Philadelphia, as well as other Eastern stations, and before that with XEJ and XER, Mexico, has replaced Alan Touch, the announcing staff of WCAE, Pittsburgh.

D. D. DENVER has been named program director at KFEQ, St. Joseph, Mo.

DUD CONNOLLY, veteran Southwestern announcer, has returned to the announcing staff of WBRC, Birmingham, a ten-year absence. He succeeds Talbert Morgan, who resigned to take graduate work at the Univerity of Virginia. WILBUR MORRISON, of Plattsburg, N. Y., has joined the announcing staff of WMFF, that city.

CHARLOTTE CULTEBE, woman of Boston, announcer of WHFB, Milwaukee, has been appointed program director of WIBA, Milwaukee.

GEORGE COMTE, formerly of WJLA and WIBA, Madison, Wis., has been advanced to the announcing staff of WTMJ, Milwaukee.

FRANK HENNESSEY, formerly of WLAC, Nashville, has joined KRLA, Los Angeles, as announcer.

GARNET GARRISON, chief announcer of WJMI, Lansing, Mich., has taken over production duties of Howard Polk, named sports announcer for Michigan State football games.

WILLIAM McKINNEY, orchestra director of WCMJ, Ashland, Ky., has been given a regular announcing assignment.

JAY (Silver-Tongue) SIMS, who joined the announcing staff of KTVF, San Francisco, on Aug. 7, has resigned to join NBC in that city, in a similar capacity. He succeeds Robert Waldrop, transferred to WABC, Radio City announcing staff. Herbert Halley, formerly the advertising manager of KROW, Oakland, Calif., succeeds Sims at KTA.

BRUFF OLIN, formerly with KVOO, Tulsa, Okla., has joined WFRL, Syracuse, to handle International News Service reports. Garth Alderman is handling women's programs.

DON HAMBY, who resigned as production manager of KRE, Berke- ley, Calif., has returned to his former position as production manager of KJBS, San Francis- co, and has returned to his former position as production manager of KJBS, San Francisco studios, and Don Wilson is in charge of the international-weeks weeks due to an operation.

H. L. COOK, formerly of KGIF, Pueblo, Colo., has joined the staff of WDBT, Gulfport, Miss., as operator- announcer.

GLENHALL TAYLOR, announcer at KJH, Los Angeles, late in August was promoted to assistant production manager.

TED CARL, of San Francisco, has been appointed a radio announcer for the San Diego Exposition.

RALPH ROGERS, New York radio writer, arrived in Hollywood Sept. 9 for several months' screen and radio assignments.

ARTHUR LINKLETTER, in charge of program outlining for the San Diego exposition, resigned Aug. 16 to return to KGAL, San Diego, where he has been appointed program director. He succeeded Charles Bulloitt, who retired to the production staff of KJH, Los Angeles.

STEPHANIE WYNX has been added to the continuity staff of KNX, Los Angeles. A graduate Miss Wynn, whose services were sought, will be heard in several programs during the week.

GARDNER OSBORN, who recent returned from a Hollywood production firm, in August became associated with the Zanf-Evans talent agency, Havepod, Los Angeles.

JACK SHELTON, formerly of WYCA, New York, has joined the staff of WLIR, Lowell, Mass.

BOB DUNN, after an absence of a few months, has returned to the announcing staff of KSFO, San Francisco.

JEAN DUNCAN, traffic manager of KQW-KEX, Portland, Ore., for five years, was married in August.

JERRY LED BECHT, announcer of KFRA, San Francisco, married recently to Miss Elaine Mann of St. Louis. Richard Smith, KFOR announcer, has resigned to teach in West Point Nebraska schools.

GENE P. LOFFLER, production manager of the Omaha studios of KFOR, Lincoln, Nebr., is the father of a girl born in September.

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J. ROY REAGAN, announcer of WOAC, Davenport, La., was married recently to Miss Ruth Elizabeth Hilt- man, of Des Moines.

RAY LARGAY, radio, stage and screen actor, and Russ Leddy, actor and producer, have joined the studio staff of WMJF, Milwaukee. They are writing and producing Rudolph's "Corner Grocery," a five-week series. Stanley Morner, former WMJF announcer and singer, has been a seven-year contract with Metro-Goldwyn Mayer following a screen test. Mrs. Nancy Grey, women's commentator, has returned from a business trip to work fashion centers. Eliz- a Sarge, formerly of WIBA, Madison, Wis., has joined the WMJF announcing staff.

EARL R. FERRIS has been appointed to take charge of all arrangements for the "Surprise Inter- ior." To be held in the Studio, directed by Mr. Ferris. It will be Mr. Ferris's job to supply ideas and people for these interviews.

DON THOMPSON, NBC special events announcer in San Francisco, has been assigned to all football broadcasts for the network in that vicinity. Ernie Smith, sport commentator, is handling the football announcing for KFBC and the CBS Don Lee network in the San Francisco area.

CARLTON E. MORSE, author and producer of NBC's One Man's Fam- ily, is scheduled to leave San Francisco Oct. 1 for Radio City, to be gone two weeks. He is to confer with NBC officials. Accompanying him will be Mrs. Morse, who is to continue on to London, England, for a brief vacation.

VAN FLEMING, who was heard on the NBC western situation Van of '36 and Don some years ago, has re- joined the network in San Francisco as producer. He has been on the continuity and production staff of KGW and KEX, Portland, Ore., for the past two years. Half of the team, an NBC Chicago announcer.

JAY (Silver-Tongue) SIMS, who joined the announcing staff of KTVF, San Francisco, on Aug. 7, has resigned to join NBC in that city, in a similar capacity. He succeeds Robert Waldrop, transferred to NBC, Radio City announcing staff. Herbert Halley, formerly the advertising manager of KROW, Oakland, Calif., succeeds Sims at KTA.

BRUFF OLIN, formerly with KVOO, Tulsa, Okla., has joined WFRL, Syracuse, to handle International News Service reports. Garth Alderman is handling women's programs.

DON HAMBY, who resigned as production manager of KRE, Berke- ley, Calif., has returned to his former position as production manager of KJBS, San Francis- co, and has returned to his former position as production manager of KJBS, San Francisco studios, and Don Wilson is in charge of the international-weeks weeks due to an operation.

H. L. COOK, formerly of KGIF, Pueblo, Colo., has joined the staff of WDBT, Gulfport, Miss., as operator- announcer.

GLENHALL TAYLOR, announcer at KJH, Los Angeles, late in August was promoted to assistant production manager.

TED CARL, of San Francisco, has been appointed a radio announcer for the San Diego Exposition.

RALPH ROGERS, New York radio writer, arrived in Hollywood Sept. 9 for several months' screen and radio assignments.

ARTHUR LINKLETTER, in charge of program outlining for the San Diego exposition, resigned Aug. 16 to return to KGAL, San Diego, where he has been appointed program director. He succeeded Charles Bulloitt, who retired to the production staff of KJH, Los Angeles.

STEPHANIE WYNX has been added to the continuity staff of KNX, Los Angeles. A graduate Miss Wynn, whose services were sought, will be heard in several programs during the week.

GARDNER OSBORN, who recent returned from a Hollywood production firm, in August became associated with the Zanf-Evans talent agency, Havepod, Los Angeles.

JACK SHELTON, formerly of WYCA, New York, has joined the staff of WLIR, Lowell, Mass.

BOB DUNN, after an absence of a few months, has returned to the announcing staff of KSFO, San Francisco.

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BRIDGING GAPS is a SAN FRANCISCO SPECIALTY!

- Over San Francisco Bay, the world's two largest bridges are being constructed. BUT...There is a third bridge already constructed where your sales and advertising engineers can overcome the difficult hurdle of sales resistance, AND THAT IS...
- More sales from your consumers and dealers, or, the need of new outlets on the Pacific Coast, at the lowest cost, through the facilities offered by KYA. KYA is "YOUR BRIDGE" for more sales, as its programs and signal strength is keyed to fit the taste of the populace that lives within this rich market.

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<th>KYA</th>
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WBAL plays the scale of human emotions daily---drama, amusement, music, fashions, health and news.

Programs produced to appeal to every listener in the WBAL market area of over 4,000,000. There is still some open time available.

You SELL Maryland when you BUY WBAL

**WBAL**
Basic Station, National Broadcasting Company
BLUE NETWORK
Maryland's Only High Powered, Clear Channel Station
10,000 WATTS 1060 KCS.

HEARST RADIO

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<th>PITTSBURGH</th>
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HEARST MAGAZINE BUILDING 950 EIGHTH AVENUE NEW YORK
HEARST BUILDING MARKET AT THIRD SAN FRANCISCO, CAL.
HEARST BUILDING 326 W. MADISON ST. CHICAGO, ILL.

October 1, 1935 • BROADCASTING
Kolster and Hazeltine Nominated for IRE Post

BALLOTS for 1936 officers of the Institute of Radio Engineers have been sent out to the membership, with instructions that they be counted after Oct. 25. Nominated for president are Dr. Frederick A. Kolster, inventor and research engineer of the International Communications Laboratories, and L. A. Hazeltine, inventor and professor at the Stevens Institute.

For the vice presidency, an honor which always goes to a foreigner, the IRE committee has nominated Valdemar Poulsen, of Denmark, and K. W. Wagner, of Germany. Nominated for directorships, three to be elected, are E. H. Armstrong, Columbia University; W. R. G. F. North, RCA Mfg. Co.; H. H. Beverage, RCA Communications Inc.; V. M. Graham, Stromberg-Carlson Co.; George Lewis, Arcturus Radio Tube Co.; A. F. Van Dyck, RCA License Laboratory.

Kellogg Seeks Ideas

TO AID in building radio programs, the "Singing Lady" of the Kellogg Co., Battle Creek, Mich. (food) has invited the public to suggest new ideas for story material for juvenile broadcasts. The sponsor is offering more than a thousand cash prizes for the most constructive suggestions. The program is broadcast five days weekly over an NBC-WJZ network, 5:30-5:45 p.m., with repeat at 6:30. N. W. Ayer & Son Inc., Philadelphia, is the agency.

Everywhere That Jean Goes

HER RADIO is sure to follow. For daddy, E. S. Darlington, publisher General Electric radio engineer, built a little radio set that five-year-old Jean trundles around with her wherever she goes. The set is permanently tuned to her father's amateur station, and when she wants him, he sounds his signal and she answers. In her room a phono gram was connected with a control button by his bed.

Hill - Billy Song Catalog

Now Controlled by AMP

ACQUISITION of exclusive control of the performance rights of the United Publishing Co. catalog, said to comprise the best known hill-billy tunes, was announced Sept. 20 by Associated Music Publishers Inc., of New York. AMP has licensed a number of broadcast stations for use of its record catalog, as a supplement to that of American Society of Composers, Authors & Publishers.

The United Publishing Co. catalog, comprising approximately 600 numbers, according to AMP, has never been under the control of ASCAP as has been generally assumed. "Although closely affiliated with the Southern Music Co.," said the announcement, "it has always been an independent unit, under private ownership. It was originally started as a publishing outlet for tunes acquired and recorded by Victor and while all of the numbers are recorded it that, they are not available in printed form. Among the authors are Jimmy Rodgers, Blue Steel, Bob Nolan, 'Patsy' Walker, and the Carter Family."

IN THE CONTROL ROOM

LAVERNE POAST, graduate of the University of Wisconsin department of electrical engineering, and Rosalu H. Culer, graduate of the same department of Michigan, have joined the staff of Jansky & Bailey, consulting radio engineers. The Janesky bureau organization now has eight staff engineers.

HOWARD FRAZER, formerly chief engineer of WPEN and WRAX, Philadelphia, and chief engineer of General Broadcasting System, New York, has joined the staff of Walter E. Joy, manager and consultant in Philadelphia, to assume the duties of chief engineer. Frank Untelberger has been placed in charge of maintenance of the station.

R. V. SCHROEDER, who received his radio training at the RCA Institute and who was formerly head of the sales department of a leading chain department store, has taken over the duties of chief engineer of WDJD, Chicago.

J. R. POPPELE, chief engineer of WOR, Newark, on Sept. 27 addressed a group of students taking the radio broadcasting section of courses offered by RCA Institute on "Desirable Permutations of Characteristics of the Broadcast Engineer."

CHARLES BRANNON, formerly of WCLO, Janesville, Wis., and George Keller of WEAU, Eau Claire, Wis., have joined the control staff of WDAX, Fargo, N. D. Julius Hatzenbeler of WDAY, Fargo, has installed a stabilized feedback at the transmitter.

GLEN THAYER, formerly of WBL, Madison, Wis., has joined the engineering staff of WJMH, La Crosse, Wis.

HAROLD PRICE, remote operator of KDLR, Devil's Lake, N. D., who is an aviator, was awarded the Telsa Sportsmanship Trophy at Jamestown, N. D., air meet. Bert Vick is back after spending the summer operating sound systems at Western fairs.

GLEN THAYER, formerly of WBL, Madison, Wis., has joined the engineering staff of WJMH, La Crosse, Wis.

GEORGE McELRATH, NBC operating manager for New York City, and an associate in the ownership of Gene Weston, of Amityville, Long Island, were married Sept. 14. O. B. Hanson, NBC chief engineer, was best man. The couple sailed for Bermuda honeymoon.

DAVID  J. COOKS, of the control staff of WRVA, Richmond, Va., is the father of a third daughter on Sept. 20.

ROBERT R. THERBACK, engineer of WJMH, Richmond, Va., is the father of a third daughter on Feb. 3.

BBC Names U. S. Contact

THE FIRST "ambassador" of foreign broadcasting system to be sent to the United States will be a Felix Greene, British Broadcasting Corp. station engineer, to establish headquarters in New York toward the end of the year. Official announcement of his arrival is pending on the political situation representative for North America was made by the BBC in September. The BBC will have the task of establishing American networks which were the first to send "correspondents" abroad to act as arrangers and conductors of radio programs. NBC has Fred Bate in London and D. Max Jordan in Basle, Switzerland, while CBS has Cesar Saerchings in London.

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BROADCASTING • October 1, 1933
"Director of Music at WINS"

Louis Katzman, well-known director, has been named musical director of WINS, New York under an exclusive contract for the metropolitan area. He will take charge of the musical division Oct. 1. The director has been identified with 42 network programs in the last four years.

--Broadcasting, September 15

Louis Katzman moves into WINS, New York, as musical director Oct. 1. Alfredo Antonio, who's been holding down the post for some time, remains for pianology chores.

--Variety, September 11

Louis Katzman was appointed musical director of WINS yesterday by Burt Squire, manager of the station. Katzman will have complete charge of the station's musical presentation. He was last heard on the air with the George Gershwin series.

--New York American, September 10

Louis Katzman, the network band leader, has been made musical chief of WINS.

--Ben Gross, Radio Editor Daily News, September 11

Louis Katzman has been appointed musical director of WINS.

--New York Times, September 15

"Hold That Line!" "Watch That Kick!"

Ah, My Friends, 'tis an ambitious and pretentious football schedule that officials of WINS have planned for the 1935 season, in keeping with the sports traditions of this up and coming station!

Major colleges whose games with Manhattan College at Ebbets Field will be broadcast via WINS to date include Louisiana State University, Holy Cross, North Carolina State, LaSalle University and Georgetown. WINS will also broadcast, exclusively, play-by-play descriptions of the professional games played by the New York Giants and the Brooklyn Dodgers.

In addition to the actual play-by-play descriptions WINS will present a series of college programs, a half-hour in length, featuring short talks by famous alumni of the school to be honored.

The football broadcasts on WINS start September 21, at 2:30 p. m., when Manhattan College meets Niagara. Earl Harper will do the announcing.

--Daily Mirror, September 14

WINS, New York, to air all football games of N. Y. Giants and Brooklyn Dodgers, both professional gridiron groups, this year. Earl Harper handling the m. c. job.

--Variety, September 11

Station WINS reports it is planning "a most pretentious football schedule."

--New York Times, September 15

LET'S TELL YOU MORE ABOUT THESE "NATURALS" AND ABOUT OUR OTHER TESTED PROGRAMS WHICH WE KNOW HAVE PULLED RETURNS AND SALES IN THE NEW YORK MARKET. FOR RATES ADDRESS WINS:

114 East 58th Street

NEW YORK, N. Y.

National Representative: HEARST RADIO, New York, Chicago, San Francisco
of bigger networks. There's more to it than that. I've been selling bigger customers bigger packages of time. In the old days, almost everybody bought a quarter-hour once or twice a week. Look at it now. Look at these packages I'm shipping this week! Two hours for Ford. Two half-hours each for Chesterfield and Camel. Five quarter-hours for Wrigley. An hour and a half for Campbell's. Why, that eats up the time that ten or 15 advertisers used to buy in smaller packages in the old days. And you know I only have just so much time to sell.

PA: (a little puzzled but still stubborn) But statistics don't lie. Y'still lost 400 customers.

MIKE: Oh, so they don't lie? Don't be so Cross-ley with me, Pap. And listen to this if you like statistics:

In 1928, 30 of the 100 biggest advertisers used network broadcasting.

In 1930, 48 of the 100 biggest advertisers used network broadcasting.

In 1932, 54 of the 100 biggest advertisers used network broadcasting.

And in 1935, 68 of the 100 biggest advertisers are using network broadcasting.

How's that for a success story? (Waving enthusiastic) And I'll tell you something else! It's the big companies that know their advertising groceries. They don't buy on

hunches, but facts. And 80% of them are "repeaters" right now. But I haven't any more time to argue.

MA: Y'must admit the lad has a lot of steady P.T.'s, Pa.

PA: They're the D.T.'s to me! MA: A pretty wit, Pa. That's more like ye. (Smiles) Now this is like old times—just fightin' among ourselves. That's the way it ought to be—after the store is all closed up. I like a good scrap as well as the next one. But for pity's sake, Pa, stick to sellin' your own goods when the cash customers are here instead of knockin' Mike's. (Suspiciously) Seems to me y'take a swipe at my beddin' department now an' then, too, y'rascal. What was that y'said about my monthly salesboslers and my weekly inner-springs for debilitant dealers?

BIZ: Voices outside door—sounds of pounding on door—several voices ad lib.

Open up!

We want to see Mike! Open the door.

Sound door being shaken.

MA: For heavens sake! Who's there?

PA: (peering timidly through window) No, it's half a dozen of Mike's customers. (Gloatingly) And they look as mad as bees. They're after Mike!

MA: (bustling into her four-color apron) Ah me, 'tis on your own head, Pa. 'Tis you that's stirred 'em up. But turn on the lights and open up. Mebbe I can sell 'em some nice inside coverlets while they're here.

MIKE: (striding forward) Out of the way, I'll let them in.

ANNOUNCER: What is the meaning of this visit of Mike's customers? What brings them to the door of Ad-Town's General Store? What lies ahead for Mike? Another five minute script of PA and MA and MIKE will be sent to you next week at this time—full of thrills packed with action. Don't miss it!

WDAS Is Enjoined

For Waring Record

NAB Joins Station in Defense Of Suit for Performance

TO DEFEND the right of broadcast stations to use phonograph records without prior permission of the artist, the NAB has decided to cooperate with WDAS, Philadelphia, against which an injunction is sought by Fred Waring, orchestra leader who recently was elected president of an organization having as its purposes the prevention of performances of phonograph recordings over the air.

James J. Baldwin, NAB managing director said Sept. 26 the NAB would cooperate with the Philadelphia law firm of Carr & Krauss, counsel for WDAS, in the defense.

The suit against WDAS, seeks to enjoin it from performing Warings' records for broadcasting purposes, either commercial or sustaining. It brought out that the recording of the Waring orchestra contained a notice that it could not be used for broadcasting. Waring claimed that use of these records is a "serious menace" to his business, interests, rights, contractual engagements and income, and that the continued "illegal" use would "seriously injure" his contractual and property rights.

No Court Decision

THERE has never been a court decision upholding the right of the recording artist to prevent performance of his works. Broadcasters have contended that in purchasing the records, they pay a 2-cent royalty to the performer covered in the purchase price, and that the musical compositions themselves are covered in their performing rights contracts with ASCAP or other copyright owners.

W. Maurice Steppacher, secretary-treasurer of WDAS, said that the station has only one recording by Waring and as it plays only those selections for which requests are made, this record was performed "only at the insistence of someone who first phoned in the request and then was obliged to write in for it according to station rules."

Molle Takes Vox Pop

MOLLE Co., Bedford (shaving cream) will return to the airwaves on Sunday, Oct. 6, 2:30-3 p. m. over the WRJ-WAP network. Vox Pop, which was sponsored by Standard Brands Inc., for Fleischmann's Yeast, will be the program.


YES!

October starts with a full evening schedule

But we still have some desirable morning and afternoon periods that we know will get business for the advertiser whose products are distributed in Central New York State.

Take advantage of the 5,000 watt daytime power of WFLB.

SYRACUSE, NEW YORK
BLAIR DROPS 10; TREND IS SEEN

Short List Station Representation Viewpoint Receives New Support Through Action—Blair Formerly Had 22 Stations

CRITICISM

Controversial question of long list versus short list station representation took a step in favor of the short list brokerage viewpoint of the short list brokerage. One group within broadcasting, frankly critical of long list selling, contends that this season may see the washing up or at least the playing down of wholesale groupings.

New action again underlines the charge of routine law-of-average service alleged as typical of long list station reps. Fact that the list station reps are on the defensive is seen in the tendency to increase their staffs in the hope to increase some of the criticism of snobbery and of pointing to more 'personal' service.

BROADCASTING

(According to Variety, Sept. 18, 1935)

JOHN BLAIR & COMPANY

NEW YORK
341 Madison Avenue
Murray Hill 2-6081

CHICAGO
520 North Michigan Avenue
Superior 8660

DETROIT
New Center Building
Madison 7889

SAN FRANCISCO
485 California Street
Douglas 3188

Sincerity of Purpose

Thank you, Variety. It didn't occur to us that we were establishing a precedent in effecting a sharp reduction in our list. The decision was based first, on the realization that each and every station on our list is entitled to aggressive "Selling Representation". Second, to enable us to render the advertiser and the agency a more complete, comprehensive, and intelligent service. Naturally, this requires concentration. We did not feel that it could be accomplished except by limiting the number of stations represented. It is our belief that this policy is sound.

* * *

STATIONS REPRESENTED

Columbus, Ohio............WBNS
Des Moines, Iowa............KSO
Des Moines, Iowa............KRNT
Detroit, Michigan............WWJ
Houston, Texas............KTRH
Los Angeles, Calif............KNX
Omaha, Nebraska............WOW
Phoenix, Arizona............KTAR
St. Paul-Mpls., Minn...........KSTP*
Salt Lake City, Utah............KDYL
Shreveport, La............KTBS
Shreveport, La............KWKH
Waterloo-Cedar Rapids, Ia............WMT

Iowa Broadcasting System

*Represented in territory outside New York.
**Merchantizing Notes**

**Squibb Peace Promotion—Shadow Lamps—Mobil Magazine—Robin Hood Newspaper—WMAQ's Policy**

E. R. SQUIBB & SONS, New York (drug products), sponsoring To Arms for Peace on 51 CBS stations, Thursdays, 9:30-10 p. m., is displaying specially designed forms in 35,000 drug stores on which the public will be able to pledge support to the President and Congress “for all they may do to keep war from this country.”

Explaning his company’s sponsorship of the World Peace Essay Series, featuring persons prominent in public life, Theodore Weicker, executive vice president of Squibb, said the program is in line with the company’s policy of devoting its advertising to educational and welfare movements. In connection with the promotion of peace, he said: “We hope that this ideal may become a reality. Behind every project of human beings, hope and a firm conviction that all that human beings are doing and will do to achieve peace will stem from the hope we share with millions,” Geyer, Cornell & Newell Inc., New York, is the agency.

STARTING with the first anniversary Sept. 19 of its Witches Tales program on KHI, Los Angeles, Wilshire Oil Co., that city’s (Economy gasolene), is offering “shadow lamps” weekly for best letters on “Why I Patronize an Independent Economy Dealer”. The anniversary program was increased to a full hour. Dan B. Miner Co., Los Angeles, has the account.

YOUNG listeners to Robin Hood Junior, juvenile serial broadcast twice weekly over WBBM, Chicago, from Central St. Leos Louis (Robin Hood shoes), have not only a club, “The Archers Club”, but a newspaper as well to which they are invited to send contributions and which is published from time to time (supposedly by Robin Hood Jr.), giving the sponsor an excellent opportunity to back up his broadcasts with a most effective form of direct mail advertising. Movements Adv. Agency, Chicago, is in charge.

**THE PROGRAMS OF Ellis Vandermyl, sales manager and sports announcer of WGAR, Cleveland, “have sold more premiums for us than any other medium of advertising”, according to James Riley, general manager of nine Northern Ohio clothes stores. The Bond schedule includes six-five-minute sports periods weekly with additional football scores during the season. Listeners picking the highest percentage of football winners each week get Bond merchandise and other prizes.

**“MOBIL MAGAZINE”, produced for a weekly half hour from KHI, Los Angeles, to stations of the Don Les network since January of this year for the General Petroleum Corp., Los Angeles, has largely been responsible for an increase in sales. Newspapers and outdoor media were used to supplement the broadcasts.

Percentages released by the agency, Smith and Drum Inc., Los Angeles, indicate that Mobil gas sales were up 14.5% for the first seven months of 1935 as compared with the previous year. Mobil sales were up 23.6% for the same period of the year as against 1934. The July figures showed gas sales up 44% over the 34 July, and oil sales up 32% for the same month.

The Mobil Magazine uses David Broekman’s Orchestra, soloists and choir in musical programs, including the hit song of the week, a musical specially and grand finale with dramatic interludes devoted to news and comment for the newspaper. The commercials use the opinions of historical characters, screen stars and “everyday people”.

ON OCT. 6, opening day of the Mid-Foundation’s 12th annual Milky Way broadcasts over WBBM, Chicago, some 700,000 householders in the Chicago area will find eight-page rotogravure booklets describing the programs on their back porches along with the morning milk.

**WMAQ POLICY**—Here is the position of the “insurance policy” submitted to prospectus meetings. **"I am a premium collector, dressed in an oil paper jacket, my policy is numbered, personally addressed, gives ‘premium’ rate benefits, and is signed personally by executives of the station."**

Decorations are in a radio motif and prospects are informed that the insurance is in effect “during the life of an advertising contract” The title is “WMAQ Broadcast Advertising Insurance, Chicago, Illinois.”

**SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott’s Emulsion) in its trade publication has this to say regarding its new radio series: “It is a well known fact that news broadcasts are the quickest and biggest audience builders.”**

**FASHION HOUSES**—In the quarterly issue of Fashion House, the Don Lee-Gillette program keyed from KHI, Los Angeles, has occasionally eliciting the unwritten opinions of famed historical figures, screen notables, plain, everyday folks of today.

A FREE cake with Fairy soap is offered radio listeners who write for it by Rosaline Greene L. (the last ten days of her current series for Goldilocks Corp., New York, over WOR, New York. Some 2400 requests were received.

NOW OPERATING ON 890 KILOCYCLES

**KFPY**

Spokane, Washington

ANNOUNCES A

RATE ADVANCE Effective October 15

All contracts signed before October 15, 1935, will be accepted at the old rate. All current advertisers may renew immediately, dating renewals from expiration date of current contracts, at the old rate.

Over 90% Renewals

Despite KFPY’s HIGHER LOCAL RATE, over 90% of KFPY local advertisers have renewed during the past year. Take a trip from these local advertisers—they KNOW where their business comes from.

**REPRESENTATIVES**

J. H. MCGIBBRA
485 Madison Avenue
NEW YORK

WALTER BIDDKC CO.
568 Chamber of Commerce
Bldg., LOS ANGELES

GEORGE W. BESSE
Palomino Building
CHICAGO

WALTER BIDDKC CO.
601 Russ Building
SAN FRANCISCO

POLICY NO. 13,826
HOLD TO
National Association of Broadcasters

Face Amount of Insurance
50,000 WATTS
Date: September 15, 1935

Insurance that advertisers will receive from

WMAQ

BETTER RECEPTION BETTER COVERAGE LARGER AUDIENCES

Premium 10,000 watt policy same as on 5,000 watt policy. Dividends accumulative in increased sales returns.

Face Value of insurance delivered upon receipt of order.

WMAQ POLICY—Here is the position of the “insurance policy” submitted to prospectus meetings. **"I am a premium collector, dressed in an oil paper jacket, my policy is numbered, personally addressed, gives ‘premium’ rate benefits, and is signed personally by executives of the station."**

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www.americanradiohistory.com
Teaching Radio at Michigan
(Continued from page 11)

James McCosh Cecil
(Continued from page 3)

program. Everybody at Cecil, he mentions, "takes a hand" in shortening and perfecting the commercial.

That the restrictions of radio advertising in the slightest degree of force is a forward step which will still further popularize broadcasting, by insuring even larger and more appreciative audiences. While Cecil feels that many announcements are well-nigh perfect from the recording and news, talks by the radio companies at Blue Flash Day was successful. The agency is Griswoald-Eshleman Co., Cleveland.

N-XIOUS to land the Jimmy Carnegie transcription sponsored by Skelly Oil Co., Kansas City, WOC, Davenport, Iowa. The plane and its personnel will arrive in Cleveland, according to the specification. Thursday and Friday, they served the dual purpose of providing practical training for the students while at the same time giving radio listeners — including the more distant parents of the students — an opportunity to listen to actual classroom instruction and talks concerning everyday affairs of student life.

Radio Technique

MOST important of these are two courses concerned solely with broadcasting technique, one of which is offered each semester, under the personal direction of Professor Abbot. The first semester's work covers the fundamentals of radio broadcasting and includes radio mechanics, acoustics, speech, writing for the radio, radio advertising, radio dramatics, interviewing, and news and sports reporting. The second semester offers study of school programs, the preparation of programs, and studio management. Both courses provide opportunities for actual broadcasting experience, as students who have qualified for additional work are allowed to announce other university programs in addition to those presented by members of the speech classes.

One being offered during each of the two semesters of the academic year, are concerned with advanced broadcasting technique, with special emphasis on radio talks. The courses present instruction and practice in producing and studying various types of long public speeches such as the lecture, oration, and political speech. Professors Abbot and Gale E. Benmore cooperate in conducting the classes and in offering constructive criticism to the students.

A different type of course, offered during the second semester only, covers the field of radio reading and dramatics. Special attention is paid to the technique and practice in presenting readings and skits. The course is offered by Professors Abbot and Louis M. Eich.

The sixth course is one concerning the technique of music instruction by radio which is offered only to graduate students. In this course, Professor Maddy, probably the outstanding authority on the teaching of music by radio, passes on the results of his valuable experience gained through many years of constructive endeavor.

In addition to the courses offered regularly enrolled university students, the Extension Division also provides courses in radio technique for graduates living in nuclear or satellite areas housed in the two studios of WJR under the direction of Professor Abbot. The interests of graduates for such courses is evidenced in the fact that during this first year they were offered 120 persons enrolled.

In an attempt to estimate the worth and effect of university broadcasts, including those presented by students, officials of the Extension Division recently evaluated the various programs. Listing the worth of different programs, that broadcasts furnish annual educational opportunities worth at least $953,356 to the children and adults of the state. This disregards the additional benefits derived by students taking radio courses.

From the results of listener surveys made by WJR, it was estimated that 1,540,078 Michigan residents listen regularly or occasionally to the general university broadcasts on topics of current interest.

Ask any of 'em

PEOPLES

FEDERAL SAVINGS AND LOAN ASSOCIATION OF PEORIA

September 12, 1935

Mr. Charles C. Caley,
Radio Station WMBD,
Peoria, Illinois

Dear Mr. Caley:

We have today renewed with your good station our contract for the year beginning September 1, 1936, in fact, have doubled our time.

New business obtained through our radio advertising over your station accounts for increasing our contract with you.

Yours truly,

Mr. Charles C. Caley
Commercial Manager

WASHINGTON

October 1, 1935

BROADCASTING
New A & P Series On CBS Promoted By Elaborate Drive

INAGURATION of the Great Atlantic & Pacific Tea Co. campaign Sept. 23 with Kate Smith on CBS was the subject of a comprehensive program of merchandising and special showmanship for the company's employees.

Outstanding among the several methods used to generate interest was the playing of one-night stands by Kate Smith and the personnel of the program in larger Eastern markets. An audience composed entirely of A & P employees and their families. These events gave rise to the erroneous impression that free shows for the public were being given, an interpretation which was denied by the sponsor and broadcasting officials. Additional features of this kind are being arranged for other cities, outside the north-eastern area in which the first few were staged.

After preliminary shows in Detroit, Pittsburgh and Boston, the climax of the series was reached in New York on the eve of the Sept. 23 broadcast, when Madison Square Garden was engaged at a rental cost of $4,000, to permit an audience of 15,000 to hear from among the army of A & P workers and invited guests from closely related companies. Staff members from the extensive area attended—a district which corresponds roughly with the primary coverage area of WABC.

An employee who had just completed 50 years of service with the company was introduced to his junior colleagues, and there was a brief and informal greeting from John H. Hollis, president of A & P. After half an hour of vaudeville, Kate Smith was announced, and Harry Horlick's Gagmap, who had been playing on NBC for the same sponsor for a number of years, were invited to round out the evening's entertainment.

The entire program was designed in such a way as to let A & P employees generate their own enthusiasm about the new radio series, instead of forcing pep talks down their throats.

Mr. Horlick would not even occupy a seat in the ring during the broadcast, instead standing and watching the performances. He was seen to be smiling throughout the show.

Radio Imposters

BEWARE OF imposters who masquerade as radio inspectors, warns the FCC. Last June, the FCC announced that a man holding a special radio inspector's badge, and on occasion obtained money on the basis of a promise that he would help in securing a new license or a renewal of an existing license.

In July he was indicted in San Diego County, Cal., and received a suspended sentence. The FCC stated other cases of impersonation have been reported. It pointed out that if FCC inspectors carry a gold badge bearing the FCC seal, also it reminded the public that radio receivers are not subject to regulation or inspection by Uncle Sam.

Chrysler to Stage One-time Program For New Plymouth

Special Hookup With MBS Nucleus To Be Used Oct. 3

WITH the four stations of Mutual Broadcasting System in the nucleus, the Chrysler Corp. will utilize a special 33-station network-wide network for a single one-hour broad cast originating in the studio of WOR New York and WOL, Washington. During the program, to be heard at 12:15 p.m., Walter P. Chrysler will address Plymouth dealers throughout the country. Other officials will cut in from the other cities.

An all-star array of talent has been secured, including Amos 'n Andy, the Grand Dukes of Dixie, Marley, Tom Howard, and Booke Carter, winding up the show with an original musical number.

The show will signal the introduction of the new Plymouth and will tie in with the recent Chrysler Corporation announcement of plans to integrate all of its operations on a national basis. The special Plymouth network program will be shown through a number of other networks, including the NBC, the ABC, and the CBS.

Emlyn Quits Agency

DAVID EMILIAN, for the last nine months radio director of Marschak & Pratt Inc., New York, and formerly with The Blackman Co., resigned. His future plans are not disclosed, nor has any successor been selected for the post. The agency handles Guy Lombardo and his orchestra, a show for Standard Oil Co. of New Jersey, Bob Crosby & Orchestra for Roger & Gallet Inc., New York, the American Radiator Co., spot campaigns and the Gabbi Heatter shows for Scott & Bowls Inc., Bloomfield, N. J.
ommissioner Stewart Criticizes Action of Broadcast Division On Regulations

A HITHERO unprecedented procedure, Chairman Irvin Stew-
of the FCC Telegraph Division A meeting of the full com-
mission on Sept. 18, protested actions of Broadcast Division which he arged were in conflict with its a technical regulations. He sub-
thed for inclusion in the minutes the meeting a statement set-
forth his views on such issues. I expressed the hope that in the aile, all regulations "will be ob-
ved rigorously by all divisions the Commission.

The statement was offered in inn with a petition of SMD, New Orleans, for h-ration of an application for in-
ased facilities. The petition was tied because the statutory time t for filing had expired, and Stewart concurred in this ac-
ion under the regulations. He took action however, to criticize the broad-
cast Division for past ac-
s, notably in the case of KRTN, a Moines, whichcharged had in-
inated increased facilities on-
occasions without any hear-
ings on the merits of the applica-
ons.

Stewart’s statement follows full text:
concern in dismissing the petition of SMD for lack of jurisdiction, but I asked record my views with respect to cer-
its which were not apparent as I was studying the record in this case.

Application KSO (KRTN) has been raised a local to a regional station and three increased in powers since
1934, without any hearing on the as of the respective applications, increased KSO from 190 watts to 500 watts 100 watts, day, 100 watts at 1,000 watts, 1,000 watts.
They had a violation of the mileage sep-
tion announced by the Commission a result of the observance the State of Iowa. Station WSMB was-
et an increase in power of 1,000 watts from 1,000 watts, 1,000 watts at 1,000 watts, 1,000 watts, 1,000 watts, and 1,000 watts.

The increased power was a result of the viola-
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Tacker Would Expand EXPANSION of wire sports ser-
vice, two of which have entered the field in the east to service to cigar stores, cafes and similar retail out-
lets, to the point where they plan acceptance of advertising accounts patterned after broadcasting, is indicated in current negotiations for such services with companies who produce performances licenses from ASCAP. Ticker News Ser-
vice Inc., using telephone lines to the retail establishments, with se-
veral hundred clients in New York and Philadelphia, is said to be con-
SIDERING an ASCAP license calling for 15 per cent on revenues from "commercials", which would be in the nature of spot announcements. The other company is Tele-Flash, a competitive organization, a like-
wise is said to be considering sale of spot announcements.

Harry C. Whitehill
HARRY C. WHITEHILL, operator of WDEV, Waterbury, Vt., and pub-
lisher of the Waterbury Rec-
ord & Stowe Journal, weekly, died at his Vermont home last night af-
ter a heart attack. He was 60 years old, and formerly was active in state pol-
itics. He is survived by his wife, Mary Moody Whitehill, who will become the licensee of the radio station, which is managed by Lloyd E. Squire.

Cleveland
610 Kilocycles

An Independent Station

with

BIG Coverage in Ohio

Use KMA TO REACH THE RICHEST FARM MARKET • • •

Cork will bring farmers an extra billion dollars this year. Copper prices reach, added millions. The Farm Market is the bright spot on this economic map today. The cream of this market can be reached through KMA.

For 10 years the outstanding Farm Belt Station.

247,023 Direct mail inquiries produced last year.

Sales producing strength demonstrated.

52 carloads of Sea Food sold for one large distributor.

65 carloads Citrus Fruit sold for Florida growers.

KMA tells all about triple A. Listen to what they say.

KWAJ

October 1, 1935 • BROADCASTING
Dill's Arguments in KVOS Case  
(Continued from page 22)  

Upon its conclusion AP counsel was granted three weeks additional time in which to file a new brief.  

Counsel, who, in the case are Curtis D. Wilbur, former Secretary of the Navy; Francis A. Garrecht, and Clifton Mathews, had concluded the oral arguments, Senator Dill delved comprehensively into the law and fact relating to both newspaper publication and broadcasting station operation.  

A former newspaper reporter as well as an author on broadcasting in Congress, Mr. Dill argued that the only way in which broadcasting of news material could be prohibited would be by Federal statute.  

Piracy Alleged  

BRIEFLY summarizing the issue, Senator Dill said the case is a legal conflict between the Bellingham Daily Herald and KVOS, over the right of the station to broadcast news that has already been published and delivered to the public in the regular course of newspaper distribution.  

While the bill of complaint has the AP as the nominal complainant, the Herald, the Seattle Post-Intelligencer, and the Seattle Times as parties in interest, he said the affidavits in the record show that in reality the bitter, personal, and political differences between the owner of the Bellingham newspaper and the Bellingham radio station precipitated this conflict which involves principles that are of nation-wide interest and importance.  

Senator Dill brought out that the Herald originally owned KVOS, and that, when it failed to pay financially, sold to its present owner—Rogan Jones.  

"As soon as the hearing began, this newspaper-radio fight began," he said.  

As to the news issues, the Dill brief said that KVOS about two years ago began a newspaper of the air program, hiring its own local reporters and securing in general news from the Radio News Association (a subsidiary of Transradio Foundation).  

Referring to the opinion of Judge Bowen, the brief said that while KVOS in some specific instances broadcast news picked up from the AP newspapers but "in no instance has the defendant ever taken or pirated any of the news claimed by complainant or its members, before its news reports were published and distributed to the public in the regular editions of the newspapers of complainant's members."  

Lack of Competition  

The AP complaint, said Senator Dill, alleges unfair competition by charging that both parties disseminate news to popularize their respective agencies and thereby increase the value of advertising for their respective mediums, and also that where the radio station broadcasts news already published to listeners who are actual or potential subscribers to its service, the action would result in an irreparable injury to complainant and its members newspapers.  

The court below, continued the brief, "found this did not constitute unfair competition and that complainant had no property right in news after it had been published and delivered to the public in the ordinary course of distribution, and against the right of the defendant radio station then to re-distribute said news gratuitously to the public."  

Senator Dill contended that the AP is not the proper party to bring the action against KVOS because it has no advertisers, distributes news only to its members, and never for a profit, since "it is a cooperative organization."  

"How can it be said," he asked, "that their business is in danger of destruction or other irreparable harm and damage by appealie's acts?"  

Arguing against the contention that unfair competition is involved, the Dill brief stated that the AP argument was that newspapers and station news competition is "the death of all disseminate news.  

If there could be no competition because of KVOS it is because less than 10% of its time is devoted to news, while the news space, not devoted to advertisements for news features and commercial stations, "60% of the radio's time is devoted to news."

Moreover, contended Senator Dill, there is a lack of competition because the radio station "gives away" the news to all who will tune in and listen, and the newspapers like other stations, sells music and dramatic programs to advertisers.  

"In fact," he said, "a newspaper cannot sell anything to an advertised except space and printing.  

Statements about the advertising in a published form or placed before any newspaper.  

All newspapers do for any advertisement along with all other papers.  

With the more space it uses, the more it must pay.  

The method large he makes is to print advertisements in the newspapers. All newspapers do for any advertisement along with all the others.  

When he gets the most space, the most advertising, he is how good he is.  

Not so with the radio advertiser.  

He can increase the number of his listeners by the number of his advertisers, without increasing the number of his listeners to a popular program who has never listened to any other program on the station he is using to advertise other programs and who may never listen to another program from that station.  

Cities Court Rulings  

THE SHORT, sketchy, moment announcement of the highlights of the news over the air "reacts" to serve the appetite of the radio listener.  

States recognize this fact so fully that they have spent hundreds of thousands of dollars to own control radio stations over which they broadcast full 15-minute periods of news from their newspapers in order to keep the appetite of the public for the detail news.  

But the brief continued, there must be a misapplication of the law of the United States Supreme Court in the case of International News Service v. McNeil.  

In that case, Senator Dill contended, the United News Service was able to prove its right to property rights in news.  

In the case of Senator Dill contended, the United News Service was able to prove its right to property rights in news.
null
FCC Program Scrutiny
(Continued from page 9)

...tion to the Post Office Department for reconsideration of its action, since he contended that he was not given ample notice when the original hearing was held several months ago, and therefore was unable to bring competent witnesses from the Coast. Also under consideration was an appeal to the Supreme Court of the District of Columbia for a temporary injunction to restrain the Post Office Department from making its fraud order effective.

So far as is known, radio continuities used by Conroy were not under fire in the postal proceedings. They are, however, under investigation by the FCC. On Sept. 19 the FCC notified Arthur W. Scharfeld, counsel for a station where Conroy had been asked to supply under oath, a vast amount of material and information on the program and product, that if the request was unreasonable, "no doubt the Commission would modify its request in such a manner as not to work an unreasonable hardship on your client." Mr. Scharfeld had challenged the FCC authority to request all of the information sought on the ground that it fell outside the scope of its authority. The Law Department, however, maintained that the FCC had the jurisdiction to inform itself completely concerning the activities of the station.

Basis for FCC Action

BECAUSE of FCC policy, the nature of the investigation being conducted by the FCC of stations granted temporary licenses was not divulged. The policy is to keep these matters confidential until the investigations are completed and then to announce those which have been cited for hearing together with the reasons. It was stated that the fact that the stations being investigated do not necessarily mean that they will be cited, but that it was felt desirable to give them temporary extensions rather than full six-month renewals, and that the FCC had definitely ascertained its course in each individual case.

All told, according to FCC information, there are upwards of 100 stations being investigated for one type of program or another. It is further stated that the possibility of a network sale is being considered, but no conclusion has been reached. The identity of these stations is not divulged until such time as their renewals come due for extension, or until definite changes are made.

Sponsored Fires
MERLE TUCKER, announcer-producer of KTAT, Fort Worth, has started a news-advertisement service for a Fort Worth insurance company. As alarms are turned in, KTAT gives listeners all available information, tying in a commercial to the effect that "this might have been your home", and mentioning the sponsor. Tucker, by the way, lost his trousers, stop-watch and other valuables in a fire at the Sylvan Club where he was master of ceremonies.

Public Utility on WEAFC
NBC has sold WEAFC without a network for one hour Sunday evenings, beginning at 6:30 p.m., for a network sponsored by Consolidated Gas Co., New York. The hour from 6 to 7 is reserved, under the NBC standard station contract, for local programs, so the possibility of a network sale is sacrificed only for the second half. Booked by McCann-Erickson Inc., the program deals with New York history and comprises dramatizations and music. The campaign is institutional, to bring Consolidated and its numerous subsidiaries (including electric power companies) to the attention of its consumers. It started Sept. 29.

WSOC
Transradio News
To Spot Advertisers, WSOC offers a choice fifteen-minute period of Transradio News. This spot already has a wide and colossus audience, ready to buy your soap, soap or automobiles.

Wire or write for price and details to—

WSOC
Charlotte, N.C.

Full Meals for News-Hungry Listeners

- Still hungry after its daily ration of 35,000,000 newspaper readers, the public's insatiable appetite for news has made newscasting one of radio's most popular features.

WKY for years has served its listeners with spot news bulletins supplied through the cooperation of The Daily Oklahoman and Oklahoma City Times, scoring smashing news beats consistently.

So when it began airing four regular 15-minute news periods daily on September 16th, WKY already had an established reputation for alert and reliable newscasting. With this more comprehensive and regular newscasting service for its news-hungry listeners, WKY more truly than ever is the leader in radio entertainment and education in Oklahoma.

OKLAHOMA CITY
NBC AFFILIATE
Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman
First Pacific AAAA Meet
Is Scheduled Oct. 24-25

DATES for the first annual Pacific Coast convention of the American Association of Advertising Agencies at Del Monte, Cal, have been set for Oct. 24-25. All sessions will be invitational. First day sessions, for members only, will feature talks and round table discussions by agency executives. The second day will also be for members and probably invited guests. Attendance of several eastern offices of the AAAA is expected.

Dana H. Jones, president of the Dana H. Jones Adv. Agency, Los Angeles, and chairman of the convention program committee, said that all sessions will follow closely the style set by the AAAA in White Sulphur Springs last April. Participation there will be placed on agency management rather than on advertising technique, it was stated. Walter A. Burke, McCann-Erickson Inc., San Francisco, regional executive of the AAAA for the Pacific Coast, is acting in charge of the convention.

AMONG the 20 million U. S. farmers, 25% have radios even though 93% have neither bathtubs nor showers and 76% still use kerosene or gasoline lamps, report the national Electric Administration.

F. W. FITCH Co., Des Moines (cereals, etc.) on Oct. 1 renewed WJW Hall on 18 NBC-WJZ stations, Tuesdays, 10-10:15 p. m, Agency: L. W. Robertson, Chicago.

GEORGE W. LIFT Co., Long Island City (Tangie lipstick) on Oct. 3 starts a 9-11 a.m. spot on NBC network.

WJBO offers you coverage in the rich Mississippi Delta at a cost of less than $2.00 per thousand listeners.

Write WJBO
Baton Rouge, La.

WJBO
THE BATON ROUGE RADIO
STATION

BROADCASTING • October 1, 193
AGENCIES AND REPRESENTATIVES

AERIAL PUBLICIZING Inc., 30 Rockefeller Plaza, New York, has added representatives in Eastern territory for KJBS, San Francisco, and KGW, San Jose, Cal. The company also represents WPRO, Rockford, Ill.; WCBJ, Springfield, Ill., WABC, New York; WOR, New York; WSTOP, Chicago; WJTL, Atlanta; WWCO, Griffin, Ga.; WXYZ, Detroit; WTAE, Pittsburgh; WBBM, Chicago; WWJ, Detroit; WGN, Chicago; WBZ, Boston; WDAM, Hattiesburg, Miss.; KFJB, Marshalltown, Ia.; WHEC, Charlotteville, Va.; KROW, Oakland, Cal.; WClO, Janesville, Wis.; KLPM, Minot, N.D.; CKPV, Pittsburgh; CKV, Chicago, Ill.; CKCR, Regina, Sask. J. H. McKee, radio head of Cecil, Warwick & Cecil Inc., New York, who has been in Hollywood most of the year, late in September moved there permanently to handle programs emanating from the film center.

A. L. Bowmjan has resigned an executive position with the Commercial Credit Co., large automobile finance company, to join the sales organization of Free & Steininger Inc., Chicago. He assumes his new duties as account executive in the Chicago office of Free & Steininger Inc., Oct. 1.

JACKSON & MOORE, radio station representatives at Chicago, on Sept. 16 announced the opening of a branch office at 810 Stephenson Bldg., Detroit.

L. D. Wertheimer, ADV., Inc., in Chicago, has opened a Chicago branch at 230 N. Michigan Ave., with George Entinger, formerly of Messrs. Gerbier & Entinger, Chicago, as vice president in charge.

NEWKIRK & LAWRENCE, radio advertising and production agency, has established larger quarters at 1420 N. Fifth St., Hollywood. Van C. Newkirk, formerly production, and program manager of KNX, Hollywood, is in the head of the agency.

RICHARD C. DUNKEL has joined Benton & Bowles Inc., New York, as assistant to A. M. Lewis, director of media for this agency. Mr. Dunkel has charge of the media and research departments of the Geyer Co., Dayton.

DON FORKER, head of the New York radio department of Lord & Thomas, was in Hollywood for the new Lucky Strike Hit Parade series on NBC, and Montague Hackett, Gregg Williamson and C. H. Nathan, of the agency, went to Hollywood later in the month, the latter two to produce the program, Mr. Hackett returning to New York.

ROY KELLOGG, partner in Campbell-Kellogg Co., Los Angeles agency, in September severed connection with the firm and joined the radio department of the Scholtz Adv. Service in the same city.

HOWARD ALMON, formerly advertising account executive for the Shell Oil Co., San Francisco, has joined the staff of McCann-Erickson Inc., that city, and will service radio along with other accounts.

EDITH M. ABBOTT, radio account executive, of Botsford, Constantine & Gardner, San Francisco, has returned to her desk after a two-months vacation in Colorado and the East.

"Romance Reporter"

THE Romance Reporter, who picks the most typical romantic couple coming from the marriage license bureau and interviews them before the microphone, is a new quarter-hour program broadcast each noon over WBBM, Chicago, under the sponsorship of Nelson Brothers Furniture Co. and Chicago Sun-Times. Martha Linn, Chicago advertising woman who devised the program, herself selects the couple and handles the interviews, asking questions as "Where did you meet? Was it love at first sight?" and if you don't think we're reaching out and holding the listening audience at the western end of Lake Erie, you haven't been taking your iron lately.

We mention the above, not to press you for business, but to remind you that you're missing part of your target unless WSPD carries your advertising message.

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo.
WSPD is a basic Columbia outlet.
WSPD has just installed a new 5000 Kw. Transmitter.
WSPD now operates on 2500 Watts day and 1000 Watts night.


WSPD Studios: Commodore Perry Hotel Toledo, Ohio.
Transmitter: Perrysburg, Ohio

WSPD

October, 1935 • Broadcasting

Page 51
The Presto Instant Recorder fulfills the insistent demands of Broadcasting stations and Electric Transmission studios for high quality apparatus.

\textbf{EVERYTHING FOR RECORDING...FROM A NEEDLE TO A COMPLETE STUDIO INSTALLATION.}

Write for latest catalog on disc and reproducer.

\textbf{PRESTO RECORDER} for instantaneous High Fidelity Recording.

\textbf{TRANSCRIPTIONS}

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

- American Radiator Co., New York
- American Washing Machine Mfrs., Chicago
- Ball Bros. Co., Muncie, Ind. (Mason jars)
- John E. Cain Inc., Cambridge, Mass. (mayonaise)
- Campagnie Parisienne, San Antonio
- Text (performed)
- Carlbad Products Co., New York (Spindel salts)
- Florence Stove Co., Gardner, Mass. (ranges)
- Hoffmann Beverage Co., Newark, N. J. (beer & ale)
- Raisbin Purina Co., St. Louis (Purina chows)
- Thermoid Rubber Co., Trenton, N. J. (transcontinental & Western Air Inc., New York
- Waltz & Bond Inc., Newark, N. J. (Blackstone & Quincy cigars)
- Zenith Radio Corp., Chicago

\textbf{STANDARD RADIO Inc., Los Angeles} transcription producers, has severed its connections with Conquest Alliance Co., which previously represented it in several Eastern states. Representation in these states is temporarily being handled for Standard Radio through its Chicago office, 180 N. Michigan Ave.

\textbf{KNOX Co., Los Angeles} (Cytec, Distillers), have purchased a series from MacGregor & Sollie Inc., San Francisco transcription producers, entitled The South America to be presented over three Cuban stations.

\textbf{KPCF, Los Angeles} has signed to take the entire transcription service of the company. This is the first Los Angeles client of MacGregor & Sollie, but the third in Southern California. The others are KFWX, Long Beach, and KFMM, San Bernardino. John Fee, active in theater and radio production on the Coast, has been named assistant production manager for MacGregor & Sollie. The firm is recording a series featuring Aces of the Air, vocal male trio.

\textbf{HOLLYWOOD RECORDING STUDIOS}, Hollywood, was sold in September by Charles McVay, who joined the technical staff of the Otto K. Osborn Sound Studios. The Hollywood Studios are now managed by J. Leslie Asher, for seven years with Warner Bros., with Neil Leck, associated with KKO and RCA the last 15 years, as chief engineer.

\textbf{AMERICAN RADIO Feature Syndicate Inc., Los Angeles} program and transcription firm, in September changed its name to American Radio Features. No change in ownership or operation was made. The firm's new Charlie Chan series, produced in September for October, has been taken by 2GB, Sydney; KGU, Honolulu; KGWH Chadron, N. D.; KFEI, Cedar Rapids, Iowa; Des Moines, Iowa; KWKH, Shreveport, and by an agency in Montreal for local release there.


\textbf{AUDISK CORP.}, San Francisco transcription producers, on Sept. 10 sold 20 quarter-hour programs (Treasure of Lorelei) to the Gumbert Syndicate, Inc., on KFCS, Seattle. The series was sold thru Frank Gyles, Seattle representative of Audisk Corp.

\textbf{LANGLOS & WENTWORTH Inc.} have taken offices at 420 Madison avenue, New York, for their new organization known as Advertisers' Radio Service.

\textbf{SIGNING OF KWH, Pecos, Texas, for the NBC Thesaurus service} Sept. 14 moved the 823 station on the list of Thesaurus subscribers, reports NBC.

\textbf{WIRE D RADIO Inc., Cleveland}, has taken Once Upon a Time, transcription produced by Frederick C. Dalquist, Los Angeles, for its subsidiary, the Sanders Profits by Radi.

\textbf{(Continued from page 18) nouncement on the early morning Sun Dial program}. We also have three 15-minute broadcasts, featuring the Fred Olsen & the Rhythm Rascals. Another pop-ular program of ours is the Sand's Talent Quest, broadcast for a half-hour period each week. Our near addition to the radio schedule is a 15-minute dramatic program broadcast each Sunday night, entitled What Would You Do? - a dramatic sketch in which listeners are left with a vital problem which they themselves are asked to solve in their own manner.

Starting as just another advertising medium, our radio broadcast over WTMU has actual become the tail that wags the dog. Radio's influence has carried upward to a point where we have without question the largest store of merchandise in this section of the country. We carry regularly stock of 5,000 garments in current models and fabrics. Our store is not found necessary to run sales for old merchandise does not a cumulate, and the so-called "M's" as they are commonly known in clothing merchandising, do not exist. With our turnover weekly and the joy necessities weekly purchases on Sunday of additional fill-in stock to maintain the large assortment we carry at all times.

We give radio full credit for our success, for truly it has made what we are today.

\textbf{WTMV in the ST. LOUIS AREA with a news broadcast every hour on the hour A local staff with I. N. S. and R. N. A.}

\textbf{ST. PAUL AND MINNEAPOLIS FREE & SELININGER, Inc. National Representatives.}
Right over the old "HOME PLATE"

We've been "putting it over" for Wheaties in Cleveland...yes, and into the "home plate" of thousands who go for sports as well as breakfast foods. In fact, Wheaties, sponsoring the regular broadcasting of Indian baseball games, have climbed from fifth to second place in the cereal league standings. And that from the famous Parent-Teachers' Association "Pantry Survey" made annually by a local newspaper.

Aired over our wave recently have been Mel Harder, ace pitcher, who drew more than 10,000 entries in a sponsored contest...the All-Star game played in Cleveland's giant stadium...Lawson Little's smashing victory in the National Amateur...the Baer-Louis battle...official weekly programs of golf and amateur baseball associations. We could go on and on...could tell of the commercial possibilities offered by football, hockey and basketball programs now coming up, ready for sponsorship.

But, before we let our modesty run away with us, we're doing a sign-off. This is WGAR, suggesting that all advertisers who wonder what on earth to do about Northern Ohio sales, consider well the sports features of Cleveland's Friendly Station.

ELLIS VAN de PYL
whose daily Sports Flashes helped win a $200,000 business increase in a single year for a local clothier.

MEL HARDER
his "baseball twisters" contest sent more than 10,000 auto-drivers station-ward to try a new gasoline.

BOB EVANS
...son of the famed Billy, Play-by-play or resume, he thrills listeners with sports from baseball to hockey.

WGAR "CLEVELAND'S FRIENDLY STATION"
Member N. B. C. Blue Network
John F. Patt, Vice President and General Manager
Edward Petry & Co., Inc., National Representatives
The Test of PRE-TESTING!

14,000 Responses

From one broadcast!

What's All This about PRE-TESTED Programs? A Pre-Tested program (WHN style) is a program whose audience appeal has been DEFINITELY TESTED AT THE STATION BEFORE it is offered to an advertiser. Here's an example of what it means in results:

**THE PROGRAM** ... WHN Movie Club Broadcast

**THE PRODUCT** ... Watkin's Mulsified Coconut Oil Shampoo

**THE AGENCY** ... Blackett-Sample-Hummer, Inc.

**THE TIME** ... 6:30-7:30 p.m.

**THE RESULT** ... Nearly 14,000 responses to a free sample offer on the second sponsored broadcast!

That's typical ... not exceptional ... Recently, 15,000 telephone notes were received on the Schenley WHN AMATEUR HOUR. We have our equally convincing proofs to submit to interested advertisers and agencies.

PRE-TESTED Programs Available for IMMEDIATE SPONSORSHIP

Ed. Loewy's Broadway Melody Hour, Fast-moving variety show by a master showman, presenting the current vaudeville and radio bits of the week. Outstanding radio entertainment. A huge audience. Monday - 9:30 to 10:00 P.M.

WHN BARN DANCE. A pot-pourri of rural and western music. Monday, with Grant and Perry Charles in a daisy burlesque of radio programs. New York is "out" about it!

Wednesday - 8:30 to 9:00 P.M.

COMPLETE

NEWS COVERAGE

Page 54
WHAT A LINE-UP! Just scan this select list of stars in the broadcasting firmament. Yes, every one of them is currently using display space in BROADCASTING Magazine, because Big League stations know the Big League advertising medium. They know that those grandstands and those bleachers are filled to capacity with the "fans" for whom they want to perform. . . . the advertising agencies and the advertisers who buy radio time. They have discovered that BROADCASTING Magazine is the bee-line to the men who place spot business. Those stations which don't aspire to graduate from the Bush Leagues should disregard this advertisement. We ask all others to follow the ball.

CKLW Windsor-Detroit
KDYL Salt Lake City
KEPY Spokane, Wash.
KFRO Longview, Texas
KFWB Hollywood, Calif.
KGEZ Kalispell, Mont.
KGIR Butte, Mont.
KGMB Honolulu, Hawaii
KGVO Missoula, Mont.
KEX Portland, Ore.
KJR Seattle, Wash.
KMA Shenandoah, Ia.
KMBK Kansas City
KNX Los Angeles
KRLD Dallas
KRNT Des Moines
KROC Rochester, Minn.
KSD St. Louis
KSFO San Francisco
KSTP St. Paul
KSO Des Moines
KTUL Tulsa, Okla.
KVI Tacoma, Wash.
KWKH Shreveport, La.
KYA San Francisco
WAAT Jersey City, N. J.
WAVE Louisville
WBAL Baltimore
WBNX New York City
WBRC Birmingham
WCAE Pittsburgh
WDMA Kansas City
WDCY Minneapolis
WDRC Hartford, Conn.
WFAA-WBAP
WFBL Syracuse, N. Y.
WFIL Philadelphia
WFRA-WSUN St. Petersburg
WGAR Cleveland, Ohio
WGR-WKBW Buffalo
WGST Atlanta
WHAS Louisville
WHB Kansas City
WHO Dayton, O.
WHK Cleveland
WHN New York City
WHO Des Moines
WINS New York City
WIP Detroit
WIRE Indianapolis
WJAY Cleveland
WJBO Baton Rouge, La.
WJDX Jackson, Miss.
WJR Detroit
WKY Oklahoma City
WLBC Muncie, Ind.
WLS Chicago
WLW Cincinnati
WMBD Peoria, Ill.
WMBG Richmond, Va.
WMBH Joplin, Mo.
WMC Memphis
WMCA New York City
WMEX Boston
WMFG Hibbing, Minn.
WMT Cedar Rapids, Ia.
WNBR Memphis
WOKO Albany, N. Y.
WOR Newark
WREN Lawrence, Kan.
WRVA Richmond, Va.
WSM Nashville
WSPD Toledo, O.
WSOR Charleston, N. C.
WSYR Syracuse, N. Y.
WTAR Norfolk, Va.
WTCN Minneapolis
WTIC Hartford, Conn.
WTMV E. St. Louis, Ill.
WTMJ Milwaukee
WWNC Asheville, N. C.
WWVA Wheeling, W. Va.
WXYZ Detroit

Columbia Broadcasting System
Iowa Broadcasting Co.
National Broadcasting Co.
Yankee Network

Hearst Radio Inc.
Missouri Valley Broadcasters Assn.
Southwest Broadcasting System

(and associated stations)
News Services Use Baer-Louis Details

Agency's Effort to Prevent Other Broadcasts Ignored

NEWS broadcasting of the Baer-Louis fight continues to cause problems for the officials of the New York Edison Co., which is handling the broadcast. The company's officials say that this is due to the fact that the broadcast is being heard on radio stations all over the country.

The broadcast was scheduled for March 17, but due to the heavy demand for the broadcast, the company decided to extend it to April 17. This has caused a lot of trouble for the company, as they have had to increase their staff and equipment in order to handle the increased traffic.

Protests to Edison

AN INDICATION that the broadcast is not going to be well received is the fact that the company has received a number of protests from different parts of the country.

One of the protests came from a group of Baer-Louis fans who were upset that the company had decided to broadcast the fight on radio instead of the usual television. They claimed that the broadcast would not be as exciting as the television broadcast, and that the company was only doing it for money.

The company, however, said that the broadcast was a necessary step in order to reach as many people as possible. They also said that they were doing their best to ensure that the broadcast would be as exciting as possible.

Despite the protests, the broadcast was a huge success, and the company reported that it was the highest-rated broadcast of the year.

Program Notes

A SERIES of quarter-hour weekly talks on "Patents and Inventions" by H. E. Taylor, president of the Manufacturing Equipment Institute, will begin March 17. The talks will be broadcast over the WJZ network.

A new series of half-hour weekly talks on "The Law of the Sea" will begin March 17, and will be broadcast over the NBC network.

The "Great Navy" series will continue weekly, and will be broadcast over the CBS network.

Radio Survey

A survey of radio listening habits was conducted by the National Broadcasting Co. The survey showed that the average listener listens to the radio for about two hours per day. The survey also showed that the most popular programs were those that were broadcast during the morning and evening rush hours.

Radio Advertisements

A new series of radio advertisements for "The Great Navy" will begin March 17. The advertisements will be broadcast over the ABC network.

A new series of radio advertisements for "The Law of the Sea" will begin March 17. The advertisements will be broadcast over the NBC network.

Radio News

A new series of radio news bulletins will begin March 17. The bulletins will be broadcast over the NBC network.
EW type of air show called Club gab was started recently by with B. Charles-Dean, traveler, publicist and actor as master-of-ceremonies. The program is designed provide the impromptu type of entertainment found in New York sub-clubs where radio stars gather usually.T. Charlotte, N. C., staged a breakfast for 4,000 Ford dealers salesmen from the Carolinas, with sales meeting being broadcast. A break-fast skit was included in a wife nearly persuades bully by a Ford. Clair Shadwell pred continuity and supervised production of the program.

October, New York, announced a 10% increase in time rates effective Oct. 1 over all periods from 9 a.m. to 9 p.m., with discounts for 25 and 52 weeks contracts and broadcasters not advertising nationally known products permitted an additional 25%.

Philadelphia, has started a series of traffic court broadcasts, es-pecially because of local control over traffic regulations. Magis-tre Jake Dogoe, who presides, has a constant control of police en-forcement of traffic laws.

GREENBOBO, N. C., covered the unloading of the Reidsville tobacco mar-ket with Greensboro and Reidsville officials taking part, as well as representatives from cigarette manufacturers.

Cedar Rapids, Ia., sold a col-lection of quarter-hour goodwill displays at a recent Iowa Gro-cery Convention. An inquiring retailer interviewed delegates during sessions.

Greta Palmer, newspapericol-ler, is starting an air column over XWN, five times weekly un-dertaking the title Greta Palmer Says, a quarter-hour daytime period.

KSFo, San Francisco, has inaugu-rated a novel idea in correct time broadcast by picking up the 12 noon and 4:30 p.m. sirens at the San Francisco Ferry Bldg. The studios are located on the thirty-first floor of the Buick Building, San Francisco's highest, and the pickup is accomplished by a parabolic microphone on the roof of the structure, accurately aimed at the Ferry siren half a mile distant.

HIGHLIGHTS of musical comedy and light opera are presented Fridays by KSD, St. Louis, with matinee and evening performances, titled Romance in the Air. During the illness of Al-len Clarke, the program featured Piano Sam, baritone and KSD music-al director.

ABABA, leading Lansing de-partment store, is sponsoring a daily hour Musical Club program on WJIN, Lansing, using Thesaurus service.

“Banner Newshawk”

ONCE one of the bitterest critics of radio, James G. Stahlman, pub-lisher of the Nashville Banner and former president of the Southern Newspaper Publishers Association, on Sept. 22nd, was presented for popular vote in an impromptu type of area segment, having been heard six days a week on WSM. Joining the newspaper staff to handle radio promotion is George Ellis, formerly identified with such radio serials as the Trial of Vivian Ware and What Would You Do? The daily bulletins of the Banner Newshawk will be edited from the AP, UP and INS reports in addi-tion to the local and state news gathered by the newspaper.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all of its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hacken-sack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach and 37.1% of the area’s homes are radio homes (largest ratio in the Union). Un-charged for, you get a jumbo boom in New York City, Brook-lyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

Case History 16 Manufacturer establishes 2710 new customers after 41 spot announcements.

Case History 21 National spot adver-tises found that WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

Case History 38 Local retailer using WAAT exclusively increased average monthly dollar volume by $5,000.00 during 1935.
OUR "INTER-CITY" CONNECTION
Gives Us

★★★★ "FIVE STAR FINAL"
★★★★ "GOOD-WILL COURT"
★★★★ "CATHEDRAL of the UNDERWORLD"
★★★★ "TODAY'S WINNERS"
★★★★ "STREET FORUM"

and many other 4 Star Features for our steadily increasing audience.

WMEX
1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CApitol 7560—Teletype Box 157

EQUIPMENT

GATES RADIO & SUPPLY Co., Quincy, Ill., has released a new 34-page catalog of broadcast and studio equipment. It is available to all broadcasters and engineers and gives a full description of new Gates high-fidelity speech equipment, transcription turn-tables, microphones and remote amplifiers.

BELL TELEPHONE LABORATORIES announces designing of a new output switching panel for Western Electric, the panel providing facilities for dispatching programs from as many as six amplifier channels over four output circuits to line amplifiers. The panel may be used to assign any one amplifier simultaneously to a combination of two, three, or four outgoing circuits for independently controlled networks to separate destinations. Preselection of amplifier channels for programs to follow is a feature. The equipment is described in a Western Electric bulletin titled "Switching Panel 271A.'

AMPERITE Corp., New York, has designed a ball-bearing microphone stand moving up and down with smooth pneumatic action and requiring only 1/4 turn for a positive stop. The ball-bearing pivot permits the stand to be rotated without loosening the clutch. It can be obtained in chrome or black finish with two base sizes.

WOWO, Fort Wayne, Ind., is erecting a 450-foot vertical Blaw-Knox antenna. Completion is set for the latter part of October, at which time power output of 100,000 watts will be raised to 25,000 watts.

PAUL DANIELS, chief operator of KFBI, Abilene, Kan., is revising speech input equipment to insure high fidelity.

CHILTON E. SCHULER, in charge of tower sales for International-Stacey Corp., Columbus, on Sept. 18 was granted two patents by the U. S. Patent Office covering a vertical radiator antenna system. The patent numbers were 2,014,784 and 2,014,085.

KOW-KEX, Portland, Ore., has added a portable sound-effects machine, devised by Harry Singleton, chief engineer, and Earl Minner, his assistant. It has two speakers, an elaborate mixing panel with silent switches using mercury tumbler. Contact regulates highs and lows, and the device can be used for talk-back to create the effect of loudspeaker on telephone. Audition records of the light, pre-grooved variety can be made. Three turntables permit novel sound combinations and split-hair timing.

WMPC, Lapeer, Mich., has installed new equipment including relaying microphones, pre-amplifiers, station amplifier and four-channel mixer with apparatus supplied by Doolittle & Fulknor Inc., and the amplifier built by Blaw-Knox Co.

WDAS, Philadelphia, has placed in operation its new Blaw-Knox quarter-wave antenna, at Woodside, in Fairmount Park, Philadelphia, as well as an RCA transmitter.

WREC, Memphis, will install two 420-foot Truscon self-supporting radiators which Hoyt Wooten, manager of the station, says will be the tallest of its kind in the South. The transmitter is being moved locally and a new transmitting house will be built.

KFEQ, St. Joseph, Mo., has installed new equipment in the power input stage, eliminating motor generators.

WMFF, Plattsburg, N. Y., is installing a new vertical quarter-wave tower purchased from the U. S. Electric Pump Co. The tower will be moved outside the city at Nov. 1 when power is stepped up to 250 watts. Transmitting equipment is furnished by Collins Radio Co.

KDLR, Devils Lake, N. D., has installed new Collins high-fidelity amplifying equipment with Western Electric preamplifiers and RCA fidelity microphones. New Western Electric ball-type microphones have been ordered. Studios are being decor of KNOX, Austin, Tex., SBS on its new high-fidelity transmitter in operation Sept. 1. Station was under the direction of A. C. Culver, SBS vice president in charge of operations, and Paul Brain chief engineer.

Engineer is Named

CYRUS G. HILL, Chicago coming engineer on telephone matte was named Sept. 25 by the I. T. T. to conduct engineering phases of the telephone investigation. A graduate, he was employed Western Electric Co. and the Chicago Bell Telephone Co., for two years in France in 1918 and since that time has been associated with the consulting engineering firm of J. G. Wray & He has engaged in a large number of telephone investigation.

MILESTONES ON WBNX
FIRST — Increased space—additional studios.
SECOND — High Fidelity Speech Input Equipment.
NOW! — NEW 190 FOOT 1/2 WAVE ANTENNA!!!

BNX — New York Write For Booklet "Market Coverage"

Page 58

BROADCASTING • October 1, 1948

MARKS THE SPOT

These events show why WBNX gives you the New York market intimately, intelligently and inexpensively!
Western Electric’s new non-directional microphone gives you highest grade pickup regardless of the direction of sound approach. It gives you, in even finer degree, the advantages of former Western Electric dynamic types. Frequency range is from 40 to approximately 15,000 cycles per second. Engineered by Bell Telephone Laboratories, Western Electric’s finest rophone is designed to operate into your present equipment. And it is priced so low that no station can afford to be without Western Electric quality.

Order yours from Graybar today!

Western Electric
RADIO TELEPHONE BROADCASTING EQUIPMENT
Distributed by GRAYBAR Electric Company
In Canada: Northern Electric Co., Ltd.

ober 1, 1935 • BROADCASTING
**SEPTMBER 17**

WIS, Columbia, Mo., granted mod. CP extension completion.

**SEPTMBER 24**

NEW, Clarence Scharbauer, Midland, Tex., granted mod. CP completion.

NEW, Jackie, Calif., granted mod. CP new station 1120 kw to D.

NEW, Ed, Calif., granted mod. CP increase to 1 kw D.

NEW, John, Calif., granted mod. CP extension.

KFRP, Emmons, Neb., granted CP change to 250 kw.

**SEPTEMBER 29**

NEW, Acquisition, Calif., granted mod. CP under license.

WKBW, Rochester, N. Y., granted mod. CP under license.

**OCTOBER 9**

NEW, Fred, Calif., granted CP change to 250 kw.

NEW, Chicago, Ill., granted CP completion.

KFRK, Emmons, Neb., granted CP increase to 35 kw.

KRL, Kansas City, Mo., granted CP change to 100 kw.

NEW, San Diego, Calif., granted mod. CP extension.

NEW, Yuma, Ariz., granted CP completion.

NEW, Albany, N. Y., granted mod. CP new station 1140 kw to D.

NEW, Chicago, Ill., granted mod. CP extension.

**OCTOBER 16**

NEW, acquisitions, Calif., granted CP completion.

KFRK, Emmons, Neb., granted CP increase to 35 kw.

KRL, Kansas City, Mo., granted CP change to 100 kw.

NEW, San Diego, Calif., granted mod. CP extension.

KRL, Kansas City, Mo., granted CP change to 100 kw.

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NEW, San Diego, Calif., granted mod. CP extension.
SEPTEMBER 20

WPRF, Ponce, P. E.—Modif. CP as modif., station now off the air.
NEW, John Perkins Babb, Lenoir, N. C.—CP 1370 kc 100 w D.
NEW, Fred A. Baxter, Superior, Wis.—CP 1370 kc 100 w D.
WTAQ, Eau Claire, Wis.—Vol. Assignment CP to WIBY Inc.
NEW, Seattle Broadcast Co., Everett Wash.—CP 1370 kc 50 w S-KVL, facs license KREGO.
NEW, Joseph G. Morrow, Oakland, Cal.—CP 150 kc 500 w.
APPLICATION RETURNED—KGGP, Coffeyville, Kan., modif. license re heard.

SEPTEMBER 21

WJAY, Cleveland—CP new equip., move studio to Terminal Tower, transmitter to Severne Hills., amended re transmitter site.
WSFA, Montgomery, Ala.—Auth. determine operating power 100 w.
KVBO, Antimore, Okla.—CP change equip., increase from 100 w D to 100 w N 250 D, change hours from D to 100 w.
WQCB, Springfield, Ill.—Modif. license from spec. to unitd.
KROI, Beauchester, Minn.—Modif. CP new station 1310 kc 100 w unitd., re equip.
WAWA, Omaha—Vol. assignment license to Nebraska Brdcstg. Co.
KRKO, Everett, Wash.—Vol. assign. license to Pioneer Brodcasters Inc.
Ktheon, Eugene, Ore.—CP change equip., increase from 100 w to 250 w D.
KVL, Seattle—CP change equip., change from 1750 to 1700 kc, from 100 w to 250 w, from S-KIKO to D.
Kフィ, Miss.—CP new equip., change to 1320 kc 100 w.
KELD, El Dorado, Kans.—Licenses for CP new station 1370 kc 0 w.
WEED, Rocky Mount, N. C.—Modif. license move studio locally.
WTAW, College Station, Tex.—Modif. license re hours.
NEW, Northern Iowa Brdcstg. Co., Inc., Mason City, la.—CP 1410 kc 100 w 250 w LS unitd.
WRBV, Richmond, Ind.—CP move transmitter locally, change antenna.
NEW, Strable, Strong & Gagan, The Dailys, Ore.—CP 1590 kc 100 w unitd.
NEW, B. A. Thompson, San Francisco, Calif.—CP 1210 kc 100 w 250 w LS unitd.
KFSQ, Los Angeles—Modif. license from 1 kl w N 100 w to 250 w 250 w LS, auth. use new KRKO transmitter.

THE SOUTHERN Conference remains the only major intercollegiate football group still refusing to permit the broadcasting of its games. Efforts to dissuade its officials from this purpose proved unavailing, but Manager William Schutt Jr., of WBT, Charlotte, has arranged to meet with them again at their Thanksgiving Day session to discuss 1936 policies.

Key Placing Health-O
KEY ADV. Co., Cincinnati, which handles the Crown Overall Mfg. Co. account on WLW, during the first week in October will place a new campaign for another client—Health-O Quality Products Co., Cincinnati (food product)—over a large list of stations. Robert Israel, account executive, disclosed a partial list of stations as follows: WGY, WHO, WRVA, WWVA, WWHO, WIBW, WOC, WJR, WMAQ, WJJD, KSSO, WHAS, KDKA, WBCN, KFAB, KOMA, WREN, WATM, WLB.

A NEW 100-watt station to operate on 1420 kc at daytime in Midland, Texas, was authorized Sept. 24 by the FCC on application of Clarence Scharber of that city.

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

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

Lapp Insulator Co., Inc.
Le Roy, New York, U. S. A.

Natural Microphone Co., Ltd.
415 Warren Street, Inglewood, Calif., U. S. A.
The Other Fellow's Viewpoint...

Equipment Clean Up
To the Editor of Broadcasting:
Congratulations on your recent editorial "Exit, Hay-Wire". We are in complete agreement with your proposed action of the FCC as is evidenced by the fact that in June of last year we put into effect in t he Westinghouse broadcasting stations a set of safety rules, which we hoped would discourage as completely as possible any practice on the part of our operating personnel which might endanger their lives or those of their associates. In addition, arrangements were made with the local public service companies to have their safety representatives call at the respective stations periodically to review the proficiency of the staff in first-aid procedure, in order to keep the personnel conscious of potential hazards surrounding their work.

Of course, the establishment of any safety rules must necessarily follow the “clean-up” of equipment and the installation of adequate safety devices. We have tried to make our own stations “fool proof”. For example, you will recall that the new KYW transmitter at Philadelphia is protected not only with earthing blocks but also with mechanical grounding switches on the high voltage rectifiers.

We highly recommend that station owners and operators insure safe operating conditions for their personnel by setting up definite safety rules instead of leaving the matter to chance. Our rules were drawn up with the cooperation of the safety engineers of the Travelers Insurance Co., General Electric Co., Duquesne Light Co., West Penn Power Co., and our own company. We realize that these rules may not meet the conditions of broadcasting stations generally but hope that they may contribute to the establishment of a set of standard rules.

We feel certain that many other station owners and operators join us in endorsing the action of the Engineering Committee in recommending the adoption of regulations requiring stations to “clean up the hay-wire”. 

S. D. Godfrey.

Local Gets Nationals
To the Editor of Broadcasting:
The postmaster in Texarkana has just advised me that he has positive evidence that the transcribed broadcast pertaining to "Baby" Bonds actually produced results, of course, enhances the value of radio stations to our government.

* I am thoroughly convinced that if a local manager goes after national business, even though the station be on 100 watter, it can be done. National business has been the salvation of KCMC. From time to time we will mail you items that may be of service to you, feel at liberty to call on us. With very best wishes for the continued growth and success of broadcasting.

R. E. Rives, Manager, KCMC, Texarkana, Ark.

Mr. Tyler Will Conduct School Broadcast Survey
TRACY F. TYLER, secretary of the National Committee on Education by Radio, anti-commercial broadcasting group which is slated to lose its endowment from the Payne Fund on Dec. 31, has been retained by the General Education Board to make a six-month survey of the United States.
Dr. Tyler said his first study will be in England and Scotland where he will study the cooperation of the British Broadcasting Corp. and the Central Council for School Broadcasts in that country, and the British educational authorities. He said he expected also to study school broadcasting in France, Germany, and several other European countries. Upon his return he declared he would make a thorough study of the various centers in which school broadcasting is carried on and then submit a report to the Board.

Mr. Tyler

R. E. Rives, Manager, KCMC, Texarkana, Ark.

Mr. Tyler will conduct a school broadcast survey.

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 meters.

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.

Prall Presents Medal
In a CEREMONY broadcast over a nation-wide CBS network on Sept. 19, 1935, was presented the CBS Medal of Distinguished Contribution to radio, to Admiral Richard E. Byrd on Sept. 19, 1935, was presented the CBS Medal of Distinguished Contribution to radio, in recognition of his broadcasts from Little America over a month period which ended this year. The presentation made by the Chairman, Amos W. Prall, of the FCC, in a brief dress in which he paid tribute to Admiral Byrd's accomplishments, was done in a manner notably as to radio. The same from the South Pole, broad each Saturday night, was a sound broadcast from Foods Corp., York (Grape Nuts). The ace place was placed by Young & Rub Inc., New York.

Classified Advertisements

Help Wanted

Wanted—Sports announcer with sonority, experience and references voice will command listeners. Ages 23 to 35. Applicants will be received. Please call at WABC, 35 East 62nd St., New York. One month or more experience required.

Wanted Factory Representative. Southern California to handle export sales. Head phonograph and public address speakers. Box 380, BROADCASTING.

Combination man operator-announcer pianist. Give full details first. Box 381, BROADCASTING.

Situations Wanted

Young radio executive, with station agency experience. Continuity writer, production and merchandising, is looking for opportunity with a future. American College education. The very highest references. Now employed. Box 384, BROADCASTING.

Young man with first-class Rad phone licence desires position as assistant operator, studio or control room. Best of references and qualifications, if interested in permanent position with good salary. Box 387, BROADCASTING.

Relief operator wants steady position. One year's experience studio and pickup work. Holds first class radio phone license. Age 21. Box 382, BROADCASTING.

Experienced broadcast technician, construction, master control and operating experience with a record of excellent record and recommendation. Box 385, BROADCASTING.

Experienced technician, five years and transmitter experience with five watt regional. Denver stations have progressive station or chief in smaller concerns. Box 386, BROADCASTING.

Man who has handled production of several large stations now seeks a position. Especially well qualified for deejay type of work. Box 379, BROADCASTING.

Manager or commercial manager connection with station, good KYW proven record. Available November 25, 1935. Box 383, BROADCASTING.

For Sale—Equipment

General Radio type 377-A Audio (or first class condition—complete). Price $235.00. Box 388, BROADCASTING.

Music— Talent

Program Managers, Artists, send list of new songs—available for casting without payment of song. Box 389, BROADCASTING.

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The Brussels Monitor Plans

The BRUSSELS wave length monitoring bureau, which is maintained by Europe's International Broadcasting Union along much the same lines as the FCC's master monitoring station at Grand Island, N. Y., is to be considerably enlarged, according to European reports. Not only will frequency measurement of European stations be continued but the wave lengths and modulation of American stations are to be studied.
Preferred... for Power, Prestige, Modern Equipment and Circulation

TOTAL POTENTIAL CIRCULATION
911,017 RADIO FAMILIES

Potential circulation of KDKA as determined by the new NBC Method of Audience Measurement by areas. 

Copies of this map are now available and can be sent to you at once, upon request.

AIREA 1
AIREA 2
AIREA 3

KDKA
50,000 WATTS
PITTSBURGH

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

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WCFL
Chicago
Installs RCA's new
"HIGH FIDELITY"
BROADCAST TRANSMITTER!
(TYPE 5-C)

De luxe 5000-watt equipment for 1/2.5, 1/5 and 5 k.w. broadcast stations has 10 important features!

Another modern broadcasting station keeps in step with the times! WCFL, in Chicago, has recently installed RCA's new transmitter type 5-C, and reports indicate the station management is highly pleased with results.

THIS ATTRACTIVE, EFFICIENT AND ECONOMICAL TRANSMITTER FEATURES
TEN POINTS OF INTEREST TO ALL RADIO ENGINEERS:

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

Write for further information

RCA Manufacturing Company, Inc., Camden, New Jersey, a subsidiary of the

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