This plan enables a station to GROW ECONOMICALLY

Here you see illustrated the advantages of the basic RCA plan of producing apparatus that is coordinated to fit together, much like a sectional bookcase. Observe how a station can grow in size at minimum cost, because this RCA plan keeps the original equipment in service. You can start with 100/250 watts. When your application for power increase is approved, you just add a unit to what you already have, and jump to 1,000 watts. And so on. This is the most logical and economical plan, and is a basic RCA policy, carried throughout all RCA products as far as is possible. It always pays to buy RCA. Write for further information.

TRANSMITTER SECTION
New York, 1200 Sixth Avenue - Chicago, 111 No. Canal Street - San Francisco, 170 Ninth Street
Atlanta, 384 Walton Street, N. W.

RCA MANUFACTURING CO., INC. CAMDEN, N. J. A SUBSIDIARY OF THE
RADIO CORPORATION OF AMERICA

BROADCASTING

Published Semi-Monthly  Vol. 9 No. 9

WASHINGTON, D. C.
NOVEMBER 3, 1933

CANADA AND FOREIGN $5.00 THE YEAR

$2.00 THE YEAR
15c THE COPY

RIGHT! ON THE MAP WOR's location is right on the map. Right in the heart of America's richest market. 17,800,000 people live there and spend four and four-fifths billion dollars every year for food and clothes and housefurnishings. There are 3,800,000 homes with radio sets in them. Any one of them can tune in WOR's 80,000 watt, high-fidelity station at 710 on the dial. Many a smart advertiser has discovered how right WOR is. And many more smart ones will as time goes on. WOR

*Most of them do! Without the right and sky mail maps in our recently published coverage story, "It's a Small World!" There for the asking. www.americanradiohistory.com
THOROUGHLY TRANSFORMER COUPLED 14,000 offer. Also like since this microphone has no peaks, it gives perfectly life-like reproduction (not mechanical) and does not tire the listener. Eliminates acoustic feedback in P.A. Work. NEW! High Level Model RB-H. Eliminates separate pre-amp. (Output impedance, 2000 ohms.)


NEW! High Level Model SR80-H. Unusual brilliancy and definition. Eliminates input transformer with its losses and inductive hum. Requires 15 db. less overall amplification than low impedance type. Excellent for both studio and remote. This microphone is high enough in impedance (2000 ohms) to operate directly into grid—but not high enough to introduce serious losses in lines up to 50. Longer lines can be used with low capacity R.F. Cable.

FOR STudios - MODEls SR80 & SR80-H

FOR ANNOUNCING AND REMOTE

Model RB-M New Super-flux Nickel Aluminum Magnets are used... magnets more powerful than ever 36%. Cobalt... Since this microphone has no peaks, it gives perfectly life-like reproduction (not mechanical) and does not tire the listener. Eliminates acoustic feedback in P.A. Work. NEW! High Level Model RB-H. Eliminates separate pre-amp. (Output impedance, 2000 ohms.)

A-C PRE-AMPLIFIER and LINE AMPLIFIER

TRANSFORMER COUPLED THOROUGHLY SHIELDED & GUARANTEED HUMLESS

Also included in FREE TRIAL offer. Frequency range, 30-14,000 cycles (1 db). Hum level, -100 db.

FREE TRIAL

.Broadcasters are invited to conduct a TWO WEEKS' FREE TRIAL of our microphones. No deposit. No obligation whatever. All we ask is that you make the test exhaustive. Then decide whether you want to keep the microphone or return it. Even if you are not in the market, feel free to make the test for future reference. Behind this FREE TRIAL offer is the conviction that Amperite offers the finest microphones available today, regardless of price. High fidelity reproduction of speech and music... Perfect definition of instruments in ensemble work... Dependability... Ruggedness...

All these qualities are guaranteed!

NEW!
Illustrated Catalogue Sheets. Write for them now.

THE LITTLE VELOCITY WITH UNIFORM OUTPUT

Output uniform with speaker's head at any angle. Output level practically equal to large velocity. Frequency response 60-7500 cycles. Reproduction life-like. Eliminates audience noises. Transformer included within microphone case. Rugged construction. New chrome aluminum magnets used. Weighs only 8 ounces. Size 2 1/4 x 1 1/4 x 1 1/4. High Level Model available (Model 7j-H)

STANDS

The very latest in construction and appearance. Rugged Smooth operating. Complete line of floor stands. Desk and banquet stands. Portable stand which unfolds to extra sturdy floor stand. Chrome or gunmetal finish. Write for Bulletin S.
A well executed "AIR" attack will bring results!

SPECTACULAR gains by forward passes and laterals are seldom accidental. They are born of studied strategy, long practice and — teamwork.

Teamwork! Every man carrying out his assignment. An attack at all points at once. It's the team, not the individual, that scores.

When you use radio to sell New England, you need teamwork, too.

New England is not one market, but many. It takes more than one station or a small group of stations to reach adequately the separate, large centers of population in this rich territory.

The Yankee Network gives you what you can obtain in no other way—an attack at all points at once ... access to the whole market ... listeners in every important trading area ... New England-wide sales.

A Yankee Network 12-station air attack is the most aggressive selling you can do in New England—the most intensive cultivation of a worthwhile market to create immediate sales on a volume scale.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK
Results of "HOLLYWOOD HOTEL" broadcast on coast-to-coast CBS Network

Tomato Soup Sales . . UP 30%
Vegetable Soup Sales . . UP 35%
Chicken Soup Sales UP OVER 100%

Further "results"—another CBS half-hour program for Campbell's Tomato Juice, featuring George Burns and Gracie Allen, 8:30 to 9:00 PM EST Wednesdays
TIGHT AIR TEST
....by Campbell

There is sometimes a blur in the picture. Ford turned to radio, for instance, and re-captured first place in a bitterly contested market. But he did it with a better, smarter model. There's the blur. Which was it—the car or the broadcasts? How much of each? Philco took to the air, used more broadcasting than any other radio, won first place for the first time, has held it ever since. But it changed its styling about then. What counted most—change-of-style or change-to-radio? Another slight blur.

But here's a case history without fuzzy edges—the radio record of Campbell's Soup—as air-tight as the cans it is packed in. A year ago this famous advertiser, largest manufacturer in his field, turned to Columbia. Hollywood Hotel took the air—an hour a week of sparkling entertainment and deft selling. Sales lifted everywhere. Tomato Soup—up 30%. Vegetable Soup—up 35%. But—both those soups were advertised in other media. So where is the air-tight story? The air-tight story is sealed in millions of cans of Chicken Soup—and is told by Mr. H. F. Jones, Advertising Manager for Campbell's Soups:

"We used no media other than radio to feature this soup during the past nine months...using one-third of our commercials on Campbell's Chicken Soup. Sales took an astounding jump to a well-over-double basis, despite the fact that our Chicken Soup business was already large."

Precise, isn't it? Clean-cut. Un-blurred. As accurate a check of radio as any laboratory test of food in Campbell kitchens. The Columbia Network will gladly tell responsible executives more about this interesting record, and others like it, on request.

---

THE COLUMBIA BROADCASTING SYSTEM
WORLD'S LARGEST RADIO NETWORK • 485 MADISON AVENUE, NEW YORK CITY

Almost exclusively CBS
Exclusively CBS since 1931
Exclusively CBS
NO, we’re not descending to the gangster idiom. We are saying that one of the most helpful jobs we’ve ever done is to put some of our customers literally “on the spot”.

If you’ll make a trip to the F & S audition rooms in New York or Chicago—if you’ll listen to some of the knock-out programs we’re offering for spot advertisers—we believe you will get a new conception of the possibilities in this most flexible, most effective, most economical advertising medium.

For after all, spots are not necessarily short announcements between “regular programs”. Many transcription programs are available which bow to no man’s network show.

And they enable you to use the stations you want, at the time you want, and at the price you want to pay.
Coverage Bureau in Dark at ANA Meeting

By J. Frank Beatty

But Radio, Acceptably a Primary Medium, Gets Very Close Attention as Delegates Convene in Atlantic City

Paul West Elected ANA President for 1936

Chairman of Board (newly created post)—Ken R. Dyke, advertising manager, Colgate-Palmolive-Peet Co.

Vice Chairman—Turner Jones, vice president in charge of marketing, Coca-Cola Co.; Ralph Leavenworth, advertising manager, Westinghouse Electric & Mfg. Co.; Wilmot P. Rogers, advertising manager, California Packing Corp.

Treasurer—Allyn T. Prever, vice president, Vick Chemical Co.

Directors—Allyn B. McIntyre; G. C. Congdon, advertising manager, Jones & Laughlin Steel Corp.; Robert J. Flood, National Biscuit Co.; W. W. Pominson, advertising manager, Scott Paper Co.; D. P. Smelser, advertising manager, Proctor & Gamble Co.

Mr. West

Paul B. West, managing director of the ANA, was elevated to the presidency at the association's Atlantic City convention elections. He succeeds Allyn B. McIntyre, the Pepperell Mfg. Co., who had served for two years. Mr. West becomes ANA's first paid president, his former post having been abolished although a secretary is to be appointed. Other officers elected:

On Atlantic City's Shore—Exchanging ideas about their arduous task of spending $300,000,000 on advertising this year, delegates to the ANA convention also dispensed themselves variously between sessions.

In the center photograph are, left to right: Bernard Lichtenberg, former ANA president, with his inevitable yard-long stogie; Chester H. Lang, General Electric Co.; D. P. Smelser, Proctor & Gamble Co.; J. W. Scoville, Chrysler Motors Co. In left photograph are Retiring ANA President Allyn McIntyre and Robert J. Flood, former advertising manager of Gulf Refining Co., who was the late Will Rogers' sponsor and who is now with National Biscuit Co. On the boardwalk rolling chairs are, left to right: Ken R. Van Dyke, Colgate-Palmolive-Peet Co.; Waldo D. Potter, Eastman Kodak Co.; Paul S. Ellison, Hygrade-Sylvania Corp.

November 1, 1935 • Broadcasting
Radio Leads the Way, Says Secretary Roper

Radio was hailed as the bellwether of business recovery by Secretary of Commerce William J. Donovan in his address on Sept. 17 before the National Sales Executives’ Conference in New York. Discussing statistical facts for sales promotion, he said:

“An important indication that business confidence in sales opportunities does exist is reflected in an analysis of the September figures. The advertising medium has failed to make an advance in 1935. One medium, radio, has far outstripped all others for any period since its inception. Its August, 1935, sales were some 29% greater than the corresponding month a year ago. This increase was due primarily to the recovery during a like period from 47% to 60% in September. Magazines and newspapers have also shown satisfactory increases, dollar sales of the former being almost 6% in excess of the first eight months of 1934.”

Secretary Roper declared that statistical bases in the economic sphere offer unusual encouragement. He portrayed some of the major realistic elements which comprise “the most encouraging sales pictures which have existed since 1929,” he asserted. A factor of further confidence, the Secretary continued, is the solid basis that has been established for a gradual and consistent recovery. “Selling psychology is certainly set for an achievement of the keynote of this conference ‘increased sales and profits in 1936’.”

Advertising Executives Forecast 5-10% Gains for 1936; Radio’s Gain Highest

A SLOW but steady improvement in advertising volume in 1936, amounting to about 5 to 10% over that of the current year, was forecast by leading advertising executives, following analyses of budgets now being drawn up, reports the Chicago Daily News.

Said the Times:

“One of the main trends during the coming year, according to executives, will be an additional percentage of their business being spent on radio. In many instances, radio has demonstrated its value and a higher percentage of businessmen are expected to parallel closely those experienced by the various media this year, with the possible exception of the newspaper, which may ride the wind up this year about 5% to 7% ahead, magazine volume about 3 to 5% and other media about 2%.

The magazine showing this year was disappointing, possibly because of the rate increases, but publishers are making every effort to keep costs down so that no further advances will be necessary for some time.”

“Radio is not expected to continue its present rate of gain, because it is reaching a saturation point in its market,” the Times declared.

September Time Sales Up; Library Discs Going Well

IN SPITE of conflicting tendencies during September, broadcast advertising volume continued to remain materially ahead of the corresponding month a year ago. Total gross time sales during September amounted to $5,689,856. This compares with $4,933,309 as against September, 1934, and of 43.2% as compared to the corresponding period of 1933.

National network time was 40% ahead of last September, national non-network advertising 25.2% and local broadcast advertising 8.6%.

Broadcast advertising during September and the previous month is forecast as follows:

TOTAL BROADCAST ADVERTISING
1935 Gross Time Sales
Class of Business August September
National networks... $2,933,697 $2,827,016
Regional networks... 3,693 8,169
National non-network... 1,267,306 1,288,306
Local...

Total $6,974,190 $6,965,586

Conflicting trends have manifested themselves during the month. While Time sales have increased 13.5% as against August, national non-network advertising declined 25.2%.

Non-Network Decline

THE NON-NETWORK decline was due to a combination of two factors: the holding off of advertisers until network schedules have been completed, and the clearing of time for network use. This analysis seems to be substantiated by the fact that the principal non-network declines occurred in regional and clear channel stations and in those areas where basic network stations are located.

In fact it is also interesting to note that transcription and live talent volume were the principal items of the non-network advertising to decline in September as compared to the previous month. Transcription volume dropped 26.7%, while live talent business declined 33.7%. This trend would tend to confirm the general non-network development discussed in the preceding paragraph.

National non-network transcription volume remained 33.5% above that of September, 1934, as against the same month of last year.

Transcriptions Sponsored Locally

THE MARKED upward trend in local transcription and radio time sales is said to be an indication that the numerous transcription libraries which have been developed in recent months are finding local sponsorship. Local transcription volume increased 14.7% greater than in August and 51.4% above the September, 1934, level. Record volume showed an increase of 66.5% above August, indicating that the live talent business on the other hand declined 9.8%. Announcement volume showed an increase of 4.6%.

The 100 watt station situation continues to be encouraging. Local station volume was 25.9% above the August level, and showed a drop of 1.6% as compared to the corresponding period of 1934. Local volume was nearly double that of September, 1933.

General sponsor trends continued the same as in recent months, with automotive, food, clothing, tobacco and house furnishings showing the greatest strength. In spite of a material decline as compared with August, national non-network advertise ment volume of automotive advertising remained at approximately four times above the corresponding period of last year. Tobacco advertising was double last September, while radio set advertising increased from $1,800 to $24,800.

WNOX is Acquired by Scripps-Howard

ACQUISITION of WNOX, Knoxville, Tenn., by Continental Radio Corp., of Chicago, Ill., was announced Oct. 17 coincident with the filing of an application with the FCC for voluntary assignment of the station license. Negotiations had been in progress for several weeks, with James P. Grant, Continental vice president, acting for the company. The price was understood to be in the neighborhood of $75,000.

WNOX is regularly assigned to 1010 kc., with 1,000 watts at night and 1,500 watts at midday. The CBS outlet, The Scripps-Howard newspaper in Knoxville is the National Broadcasting Company’s a particularly thriving community since the advent of the Tennessee Valley Authority some two years ago, a development which maintains its head quarters in that city.

WNOX is the second station to be purchased by the Scripps-Howard organization since its entry into broadcasting about two months ago. It has purchased WCFZ (former station WAKM) in Cincinnati, an old CBS affiliation, and has new station applications pending for Toledo and Columbus, Ohio, which it hopes to get the Federal hearing by the FCC Broadcast Board of Vision.

Karl A. Bickel, Scripps-Howard executive and president of Continental, now is personally supervising the operation of WCPO, an affiliate in Cincinnati. He has been on the air for several weeks. All members of the Cincinnati station staff, it was indicated, are being retained, although some general appointments are expected.

The Knoxville station’s transis tion to an associated with Continental within a fortnight. Mr. Hanrahan plans to direct the operation of that station, once the voluntary license is secured. Press employees of WNOX, he declares, will probably be retained.

Chicago Selected as Site of 1936 NAB Convention

CHICAGO will be the host city for the 1936 National Association of Broadcasters, to be held during the middle of July, 1936, the NAB board of directors decided at its meeting in New York Oct. 17. The actuate dates will not be designated until a later meeting.

Selection of the hotel also will be decided later by the board. Chicago was selected because it is centrally located and has the facilities of the country’s opportunity to attend. The convention, under present plans, will run one week and the second day to fall on a Sunday. There will be three days of business ses sions, as in the past.

Lincoln Cars on Radio

LINCOLN MOTOR Co., a subsidiary of Ford Motor Co., will begin a campaign on the newly-organized NAB, to be held during the middle of July, 1936, the NAB board of directors decided at its meeting in New York Oct. 17. The actuate dates will not be designated until a later meeting.

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In Addition to 25 Super-Power Channels, the Commission Now Proposes Higher Wattage for Many Regions

Moving forward with its technical plans to reorient the broadcasting structure in order to make it function with maximum efficiency, the Broadcast Division of the Federal Communications Commission has submitted rules preparatory to consideration of the more important allocation phases.

Since the exclusive announcement in the Oct. 15 issue of Broadcasting that a re-allocation was impending, and would make provision for some 25 stations of 500,000 watts power, as well as bring about a reduction in the number of clear channel stations, most of the ABC and FCC engineers have been busy. As a first step, rigid regulations governing the installation of channel-combining systems. Then at its meeting Oct. 29 it pushed through a rule requiring all stations to install modulator apparatus with the object of reducing power by a significant “cleanup” step preparatory to execution of its alteration of station classifications and assignments.

Most important of the current reallocation deliberations, however, is that affecting the 40 regional channels. In parallel with the project mapped out by its Engineering Department, the FCC has before it a plan that would bring about a horizontal increase in power from 1,000 watts to 5,000 watts at night on seven of these channels; bring up to 1,000 watts at night the stations on 17 regional channels, and fix a lower mile separation on the remaining 16 regional channels with power from 250 to 1,000 watts.

Studying Possible Effects

ACTION on this phase of the gradual plan toward realignment had been expected at the Oct. 29 meeting of the Broadcast Division, but was blocked at the eleventh hour pending further consideration of the effects it would have on independents and upon NBC and CBS station affiliates. In one quarter it was said that on the seven regional channels which would be horizontally increased to 5,000 watts at night, there would be 28 stations affected, of which 18 are NBC, 6 CBS and 4 independents. The Engineering Department, however, drafted its proposal to make the 5,000-watt assignments capable of being horizontally increased, rather than on station affiliation.

In the case of the 17 channels which would be authorized to use 1,000 watts on a horizontal increase, it was figured that there are 72 stations, of which 19 are NBC, 25 CBS and 28 independents. On the 16 lower-mileage separation channels, the figures are as follows: total is 72 stations, of which 17 are NBC, 39 CBS and 19 independents.

Paley Visits Prall

William S. Paley, CBS president, had an engagement with

Proposed Regional Realignments

Following are the new classifications of regional channels proposed by the FCC: 1) Those channels which will be projected to bring allocations in line with what the FCC engineers construe to be modern technique. Consideration or adoption of this proposal, insofar as regional channels are concerned, has been stifled because of the contention that it greatly benefits NBC stations, but does not materially help, in proportion, those on CBS or in the independent category.

FCC declined to make public the frequency classifications, on the ground that they might be changed before passed upon in the form of presentation, which would become the basis of a general hearing. The XAB, however, in its current bulletin to members, publishes them as follows:

1. Those channels on which stations would be permitted to increase power horizontally at night from 1,000 to 5,000 watts with 5,000 watts day: 590, 610, 620, 920, 940, 950 kc.

2. Channels on which maximum night power will be 1,000 watts and day power 5,000 watts, with signals protected to 15 kilovolt ampere line: 1010, 1220, 1230, 1240, 1250, 1260, 1270, 1320, 1330, 1340, 1350, 1360, 1380 and 1390 kc.

So-called “city channels” on which stations would be assigned with power of 250 to 1,000 watts at night, and up to 5,000 watts day, with reduced mileage separations and signals protected to the 4 kilovolt ampere line: 550, 560, 570, 580, 600, 620, 750, 850, 900, 950, 1120, 1400, 1410, 1430, 1440, 1450 kc.

Dr. Jolliffe Resigns from FCC to Join the RCA

Dr. C. B. Jolliffe, chief engineer of the FCC and of its predecessor, the Radio Commission, since 1929, on Oct. 30 submitted his resignation to the FCC as part of the general realignment being projected to bring allocations in line with what the FCC engineers construe to be modern technique. Consideration or adoption of this proposal, insofar as regional channels are concerned, has been stifled because of the contention that it greatly benefits NBC stations, but does not materially help, in proportion, those on CBS or in the independent category.

Because of the decision to defer action, it was doubtful when the Broadcast Division would consider this plan. It was indicated that the step might have the effect of delaying the entire project for realignment.

In the seven-station 5,000-watt horizontal increase class, the plan was that all stations first would have to agree upon the installation of high-fidelity equipment meeting specifications devised by the Engineering Department. These stations

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www.americanradiohistory.com
Independent Set Up Own Sales Agency to Place Local Time

National Independent Broadcasters Inc., With Forty Members Picks O'Shaughnessy as Representative

IN ORDER to accomplish the main purpose of creating a national selling agency for independent stations in good standing, the National Independent Broadcasters, Inc., announced Wednesday that James O'Shaughnessy, advertising consultant of New York, and former executive secretary of the New York Advertising Agencies will be associated with NIB in the formation of the selling agency as well as in a general advisory capacity.

Announcement was made by Edward A. Allen, president of NIB, and included the following:

Mr. O'Shaughnessy will join NIB both independently and as a member of the executive committee of the Distilled Spirits Institute. He also plans to form a ballot to vote on the question.

The Institute, of which D. James M. Doran is administrative director, is the only authority in the nation for the purpose of determining the type of the industry on which to buy radio.

This purely institutional type advertising has found favor with such distillers as Schenley, which plans to advertise in the Chicago Tribune in the West and in the Chicago and St. Louis Post-Dispatch in the East.

The advertising will be handled by a group of advertising agencies appointed by the Association, under the direction of the Institute.

To Represent Stations Also

Mr. O'Shaughnessy will serve as secretary of the organization, which is to be called the National Independent Broadcasters, Inc., and will be responsible for the operation of the agency.

The agency will be formed to represent independent stations in the field of radio advertising and to provide a medium for the exchange of business information among the members.

Senior officers of the agency will be:

Mr. O'Shaughnessy, president; Mr. Allen, vice-president; Mr. George M. Geiger, secretary; and Mr. George W. Studebaker, treasurer.

The agency will be located at 17 E. 42d St., New York, in the office of Mr. O'Shaughnessy, and will be open daily except Sundays.

The agency will be open to the public, and stations may apply for membership at any time.

The agency will also act as a clearinghouse for information and advice among the members, and will provide a means for the exchange of ideas and methods of operation.

In addition, the agency will provide a means for the distribution of advertising materials and information to the members, and will act as a representative of the members in the field of advertising.

The agency will be open to all independent stations in the United States, and will be open to all independent stations in the field of radio advertising, and will provide a means for the exchange of business information among the members.

The agency will be open to the public, and stations may apply for membership at any time.
Federal Agencies Forming Program Policy
Coincident With Marmola Hearings on License Renewals, FCC and FTC Decide on Division of Their Functions

POLICY of program control for broadcasting stations, especially in the area of advertising, is expected as a result of hearings involving Marmola continuities along with other evidences of improper advertising, is expected as a result of hearings involving Marmola continuities along with other evidences of improper advertising practices. The informal discussions, participated in by FCC Chairman Prall and Broadcast Division General Counsel Porter, and Commissioner Davis, W. A. Ayres and Chairman Ewin L. Davis and Commissioner Robert W. Frey, as a result of the committee's discussion, grew out of the negotiation of the stipulation procedure with the broadcasting industry. The committee, which the broadcast stations are given the opportunity to sign stipulations or go to court, is designed to extend the jurisdiction of the FCC to the broadcast market, to limit the jurisdiction of the courts to the broadcast market, to limit the jurisdiction of the courts to the broadcast market. The hearings began Oct. 15, and were adjourned Oct. 23. The three stations were the only ones of the 21 originally cited last February for having carried the Marmola account, which were under investigation.

The Marmola Testimony

ANOTHER, the Broadcast Division of the FCC, planned into the Marmola hearings, with KXN, Holwood, KFRC, San Francisco, and KFRC, Milwaukee, appearing before it. It is to show cause why KXN's license should be renewed in view of the presentation of this problem, and of other complaints of advertising in the broadcast market.

The hearings began Oct. 15, and were adjourned Oct. 23. The three stations were the only ones of the 21 originally cited last February for having carried the Marmola account, which were under investigation. Citations against the others were quashed, according to FCC officials, who said they hoped the program and the stations will be involved in any other investigations. It simmered down the point where it was generally understood that the three stations could be tried in the nature of a "settlement" of the FTC program authority.

Whether by coincidence or not, the FCC decided to include in the investigation Marmola continuities, which were released by the Rice Institute, as a result of hearings involving Marmola continuities along with other evidences of improper advertising practices. The informal discussions, participated in by FCC Chairman Prall and Broadcast Division General Counsel Porter, and Commissioner Davis, W. A. Ayres and Chairman Ewin L. Davis and Commissioner Robert W. Frey, as a result of the committee's discussion, grew out of the negotiation of the stipulation procedure with the broadcasting industry. The committee, which the broadcast stations are given the opportunity to sign stipulations or go to court, is designed to extend the jurisdiction of the FCC to the broadcast market, to limit the jurisdiction of the courts to the broadcast market, to limit the jurisdiction of the courts to the broadcast market. The hearings began Oct. 15, and were adjourned Oct. 23. The three stations were the only ones of the 21 originally cited last February for having carried the Marmola account, which were under investigation. Citations against the others were quashed, according to FCC officials, who said they hoped the program and the stations will be involved in any other investigations. It simmered down the point where it was generally understood that the three stations could be tried in the nature of a "settlement" of the FTC program authority.

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Auto Industry Expands Its Use Of Radio for the 1936 Models

**New Series of Cars Now Being Introduced to Public By Elaborate Spot and Network Campaigns**

*(From a Special Correspondent)*

**DETROIT**—A review of advertising plans of the major automotive companies indicates that the time leaders of last year, General Motors and Packard, will again head the parade. Chevrolet, Motor and Packard Motor Car Co., will be among large-scale users of radio, according to present indications.

Increased advertising appropriations by the Big Four have resulted in widespread use of spot announcements and short transcriptions over long lists of stations to pave the way for the introduction of new models.

**The Big Show**

The big announcement parade, of course, is on Nov. 2, date of the New York Auto Show. At that time, Chevrolet, Chrysler, DeSoto, Reo, Huppm, Graham and Plymouth will exhibit their new merchandise. Lincoln will show its new light model, which will be in the $1200-$1500 class, is anticipated and is expected to use radio as well as the other accepted media. *(See story on Page 8.)

Ford, which will stack up through the year as the largest time user, Ford is following its plan of the past years using an hour's time on CBS each Sunday evening to present the Ford Symphony Orchestra and feature its new automobiles. Ford follows up this program with the Fred Waring program Tuesday nights over the same network, this program being re-broadcast at midnight for West Coast stations. The agency for Ford is N. W. Ayer & Son, Inc., Detroit office being in charge.

Plans to introduce the Lincoln have been closely safeguarded, and only the general statement that “complete promotional program” will be carried out is available.

General Motors again is offering its General Motors Symphony Concerts over 65 NBC-WEAF stations. This program, as was the case last year, presents a guest soloist each week. The agency in charge is Campbell-Ewald Co., of New York.

General Motor’s largest-producing unit, Chevrolet Motor Co., is using an ambitious amount of time, its WBS quarter-hour transcriptions, it is said, have established new expenditure records for this class during the last few months. *These transcriptions, Musical Moments,* are continuing for a third quarter over some 807 stations.

In addition, Chevrolet is using Saturday night time over 67 NBC-WEAF stations in a program directed by Dave Rubinoff, starring Virginia Rea and Jan Pierce, with Graham McNamee doing the commentary. These programs which started Oct. 19, are the outcome, say Chevrolet officials, of an attempt to present the most outstanding showman in radio today. Campbell-Ewald Co., Inc., Detroit, is the agency.

Starting Oct. 25, the date of introduction of its 1936 models, Olds Motor Works is sponsoring a series of 13 five-minute transcriptions over a total of 112 stations. The series will run until Nov. 23, and will consist of musical selections prefaced and ended by short commercial plugs. Artists making the transcriptions included the Pickens Sisters, Charles Magnanti, accordionist; Andy Sanella, guitarist, the Cavallers, the Green Brothers, a marimba trio, Arden and Arden, and Helen Morgan, D. P. Brother and Co. Inc., Detroit, is the agency.

**Cadillac’s Successes**

**CADDILLAC MOTOR CAR CO.,** which announced its new models early in October, has already completed what agency officials characterized as a very successful short-time radio campaign. A selected list of 30 stations carried 26 short transcriptions, each of which featured announcements of a contest revolving around the question, “Why do you believe the new Cadillacs, LaSalles and Fleetwoods are entitled to be titled, ‘The Royal Family of Motorbome’?”

Thousands were drawn by the radio announcement to nearby showrooms where they saw the new models and were given entry blanks. Cadillac, it was said, may use more time later, but no definite plans have been made yet. MacManus, John & Adams Inc., Detroit, is the agency.

**Packard Motor Car Co.,** which enjoyed a successful introduction of 1936 models in October, is being heard over a Coast-to-Coast CBS network each Tuesday night in a half-hour featuring Lawrence Tibbet. This program, it is anticipated, will continue throughout the winter season. The Detroit office of Young & Rubicam Inc., is the agency.

**Hudson Motor Car Co.,** is making a major effort to its dealers and distributors a series of one-minute recorded announcements made personally by Sir Malcolm Campbell, British speed ace, in which he directed attention to the outstanding features of the new Hudsons. Similar programs will be sent to major dealers throughout the country.

**Lincoln** will show Lincoln Motor Co., Inc., 1936 models over 500 stations in the United States and Canada. A radio introduction is being made to the Western United States and Canada by the Western Division of the Los Angeles office of Young & Rubicam Inc., is the agency.

**Scripps Head of WWJ**

**WILLIAM J. SCRIPPS,** grand son of James E. Scripps, founder of the Detroit News, and son of William E. Scripps, its present head, has been appointed manager of WWJ, the newspaper’s station, succeeding the late Jefferson B. Webb. Scripps, though only 31, is the oldest member of the WWJ staff in point of service, having been a radio amateur back in 1920 when WWJ was founded. It was his enthusiasm about radio that was largely responsible for persuading the publishers to inaugurate the station. For the last year or more, Mr. Scripps had been acting as assistant to Mr. Webb, who died Sept. 29. He is a native of Detroit and was educated at Detroit University, Hill and Roxbury schools in New Haven, Conn., and University of Michigan.

**KYF
d Given Rehearin on Petition for Renew GRANTING its petition for reconsideration, the Broadcast Division of the FCC Oct. 17 ordered a hearing Jan. 14 on the application for KYF, Bismarck, N. D., renewal of its license. The station has been ordered deleted because of alleged violation of the act, and was to be renewed effective Oct. 29, but was indefinitely postponed pending an order by the Federal Communications Commission.

**Cranberry Cannery Spot**

CRANBERRY CANNERS by South Hanson, Mass. (cranberry sauce) is using radio in participation programs thrice weekly WOR, Newark, and WMAQ, Chicago, with the slogan ‘What to Eat and Why 80-m. u t e stunts on the stations. C c a r ts are for 13 weeks. Cranberry Cannery Inc., New York is the agency.
Neutrality or War: The Broadcaster's Status

By LOUIS G. CALDWELL

President Has the Power to Suspend Broadcast Regulations, To Close Stations, or To Commandeer Them

IN NEUTRALITY or war, American broadcasters must step wary in lending their facilities to those who would discuss issues bearing on conflicts like the Italo-Ethiopian affair. Attorney Caldwell here points out the pitfalls that beset radio, actual and potential, though he indicates that in the current war the broadcasters here have well maintained an impartial neutrality. The chief existing danger is the possibility that someone may use the radio to promote enlistments on either side, which is illegal. Mr. Caldwell is an authority on causes of the World War and on freedom of speech, and his discussion here of the Government's powers in delicate times like these merits the attention of everyone interested in radio.

Of much greater immediate importance are the rules of conduct which are or may be imposed on broadcasters by statutes enacted by Congress, by proclamations of the President, or by regulations adopted by an administrative agency such as the FCC. Chapter 2 of the Criminal Code of the United States is devoted to "offenses against neutrality", and contains 19 formidable sections, a number of which prohibit or impose criminal penalties on such conduct as recruiting enlistments or raising money for or otherwise helping the preparation of the sort of military enterprise against a foreign nation that is condemned by law. Recruiting or raising money may be accomplished by a speech made in the studio of the nation, or which is brought to the station over a network, or which comes by short waves or wire from foreign soil. Judgments rendered by our courts after the United States had entered the World War, for alleged conduct of speeches against neutrality, are instructive.

It is impracticable to attempt even a summary of these sections here, so Mr. Caldwell has written a comprehensive article, going into the sections which, in part and subject to some qualification, forbids anyone in the United States to hire or retain any other person to enlist in the military or naval service of any foreign country. Another good example is the section which in part forbids anyone in the United States knowingly to provide or prepare a means for or furnish the money for or take part in any military or naval enterprise or enterprise to be carried on from thence against the territory of any foreign country with which the United States is at peace. Such statutes cover a far wider range of conduct than appears at first blush, since they must all be read in connection with court decisions interpreting them and another statute forbidding conspiracies to violate any law of the United States.

Warning to Stations

SUCH STATUTES are not new. Their history dates back to President Washington's proclamation of Dec. 3, 1793 when, because of the unneutral activities of American privates, Great Britain and the United States were on the brink of war. Some of the statutes were, in substance, enacted in 1794, and since then they have been the subject of many court decisions, involving particularly the vital interest of the nation against a foreign nation condemned by law. Recruiting or raising money may be accomplished by a speech made in the studio of the nation, or which is brought to the station over a network, or which comes by short waves or wire from foreign soil. Judgments rendered by our courts after the United States had entered the World War, for alleged conduct of speeches against neutrality, are instructive.

Draconian as they appear, the neutrality statutes are interpreted in the Supreme Court as merely an assemblage of rules and regulations applicable to all citizens and corporations, and are not mere punitive penalties.

Possible Censorship

There have been suggestions by Mr. Caldwell and others that Congress may yet pass a neutrality bill to regulate the airwaves somewhat more than the laws now do, and this may have the effect of requiring stations to prevent the broadcast of certain political material. The broadcasters, Mr. Caldwell suggests, may well resist this, and if they do they will be the secretaries of the liberty of the people. For the moment, there is little to show that such a measure will be passed, but if it is, it will have the effect of requiring the radio stations to report promptly to the Federal Communications Commission any statements which it may deem harmful to the public welfare.

These far-reaching and autocratic powers over radio stations are just as great as are given to the President over them when the United States is actually at war.
Agency Executives on the Pacific Coast Discuss Radio at First Annual Session

MORE than 150 advertising agency executives from all parts of the United States, representing every media, attended the first Pacific Coast convention of the American Association of Advertisers. It was held at Del Monte, Cal., Oct. 24-25.

Radio, agency management problems, competitive practices, methods of account management—‘policy, viewpoint, attitude, procedure and functioning’—all points of vital interest to every agency were discussed during the two-day session. National significance was added by the inclusion of representatives of Pacific Coast AAAA members with a number of leading Eastern advertising executives addressing the Western advertising men.

The first day of the convention was devoted to a closed session for agency executives only. Problems of vital importance were discussed at this “off the record” meeting. Thursday evening an informal get-together of agency executives was held in the ballroom of the Del Monte Hotel. The Friday morning business session was presided over by Henry O. Hawes, vice president and general manager, McCann-Erickson Inc. The discussion was on agency business, space buying, outdoor advertising, newspaper advertising, and radio advertising took place.

Broadcasters Attend


Other speakers included James W. Young, professor of advertising at San Francisco State College; Howard Willoughby, general sales manager, Foster & Kleiser Co., San Francisco; Lewis E. Haas, business manager, San Francisco Chronicle; Carroll B. Larrabee, managing editor, Printers’ Ink; and F. C. Carey, assistant advertising manager for Time.

AAAAs members and guests participated in the golf tournament held at Del Monte on Oct. 25 and attended the president’s dinner in the Del Monte Hotel on Oct. 24. John Francis Neylan, nationally known San Francisco attorney, was the guest speaker, with Louis Honig, former vice president and manager of the San Francisco golf tournament, presiding as toastmaster.

Seating of executives in charge of the convention were: General convention chairmen—Louis Honig, Erwin- Wasey & Co., Inc., San Francisco; Dana Jones Co., president; Dana Jones Co., Los Angeles; attendance committee chairman—Leon Livingston, Leon Livingston Adv. Agency, San Francisco; golf tournament chairman, J. C. Morse, Dan B. Miner Co., Los Angeles; convention secretary, Walter A. Burke, regional executive, AAAA, McCann-Erickson Inc., San Francisco; service secretaries, Ole G. Marby and John Talbot, station representatives.

On these committees taking an active part were the following: Don Francisco, vice president, Lord and Thomas, New York; Charles G. Stanley, General Manager, WSB, Atlanta; Gerber & Crossley Inc., Portland; R. Lynn Baker, Walter Thompson & Co., Los Angeles; Dan B. Miner Co., Los Angeles; Burt Cochran, McCann-Erickson Inc., Seattle; Francis Cookendall, Botsford, Constantine & Gardner, Portland; Fred W. Weeks, Brewer-Wees Co., San Francisco; S. H. Hartman,+ Logan & Stebbins; William H. Horsely, The Izzard Co., Seattle.

Buying Radio Time

HARRY F. ANDERSON, NBC Western Division sales manager, San Francisco, presided over a panel prepared by Don E. Gilman, NBC vice president, San Francisco, the latter having been called to New York on business. Entitled “How I Would Buy Radio Time,” the address listed the following points, giving the viewpoint of the advertising agent:

1. I would be sure that my space buy is radio time and not an impalpable, unprejudiced radio list. I like a fine impulsive liking for a wide selection. I like an agency that has a practical knowledge of the factors which control station coverage and competition. I like an agency that is analytical enough to discern extraneous claims of coverage, audience and listener interest; and I am unable to consider an agency that is not decent enough to realize that there are certain conditions under which the air when he is listening and which I may never hear.

2. I will expect the agency account executive and market research department to have ready a satisfactory study of the audience to which the advertising appeals. My job is far as it relates to the type of buyer, whether it be a man or woman, or who it is responsible to in the family, or through the child or all of them. This study should determine the frequency of purchase of the product.

3. Sales plans should be complete and the territory coverage in which distribution is to be secured, or increased, well defined. With this information I may be able to consider whether individual stations or networks will best serve the purpose.

4. I am sure the agency buys at the same time as other media. If I can purchase a number of other media it should affect the decision respecting the radio plan.

5. I would like the station or network distribution there may be sectional buying habits to consider and this may affect the selection of a network and program as well as the date determined upon for program presentation.

New NAB Members

FIVE new member stations of the NAB were approved Oct. 17 at the board of directors meeting in New York. New members are: WTAD, Quincy, Ill.; WNEL, San Juan, Puerto Rico; WMFR, High Point, N. C., and WCPO, Cincinnati. Total membership of the NAB now is 396.

McNary to Conduct Broadcast Survey

Named by Clear-channel Group
For Engineering Studies

Mr. McNary, technical director for the new NAB which was effective Oct. 21 began to devote full time to the engineering phases of the activities of the clear-channel group of 14 stations which organized about a year ago to protect interests. Mr. McNary has been granted a leave of absence from the NAB to enable him to undertake this work.

In appointing Mr. McNary, the clear-channel group adopted recommendations made by Philip G. Louchs, former NAB technical director, who was retained following the last NAB convention in July, to coordinate the activities of the group with particular regard to possible changes in the technical broadcasting structure which might be ordered by the FCC. Mr. Louchs was designated as coordinator until such time as he made recommendations for furtherance of the work.

Coordinating Work

MR. McNARY has been active in the technical survey of clear-channel coverage undertaken in cooperation with the FCC Engineering Department upon the request of the clear-channel group. He has been the industry contact with the FCC, and has supervised the purchase and installation of automatic recorders at various points throughout the country, upon which data the study was based. He has also interpreted this data also that is serving as the basis of plans considered by the FCC for a redistribution of broadcasting frequencies.

Under the new arrangements made by the clear-channel group, Mr. McNary also will undertake work on the transmission of technical data necessary among the stations. Mr. Louchs and Louis G. Caldwell, WSB Washington, attorney, were named as a committee to advise with Mr. McNary temporarily. Mr. McNary is establishing offices in the National Press Bldg., Washington.

Stations in the clear-channel group are WSM, WSB, WHAS, WJR, KFI, WGN, WHAS, WFBA, WBAP, WLS, WLB, WHAM, KTLA, KGIL, WLW, and WIP, Indianapolis, NAB managing director, declared that under the arrangement the NAB is not committed to any proposals which may be made by the clear channel group.

WMMN Joins CBS

WMMN Fairmont, W. Va., announced Oct. 8 that it joins CBS effective Nov. 1. The station was licensed to A. M. Rowe Inc., of which George B. Sailer, Detroit broadcaster and industrialist, is chief stockholder, and operates on 890 kc. with 250 watts night and 500 watts until local sunset.

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BROADCASTING • November 1, 1935

Quilliam Is Named Manager of Kiro

H. J. (Tubby) Quilliam, commercial manager of KOMO in Seattle, Oct. 15 became general manager of KIRO (formerly KPCB), Seattle. Mr. Quilliam was general manager of KIRO in 1927, and prior to that had been connected with Batten, Burton-Durston & Olson, Inc. and Biscay & Grider by the FCC.

Coincident with his assumption of the general management of KIR, on Oct. 15, the station adopted its new higher-powered transmitter. Vice President Gardener, in Seattle at the time, threw the switch which marked the new transmission in operation.

Mr. Feltis, be it noted, has been general manager for KOMO-KJER earlier this year, with a commercial operation, and a KIDO, Boise, Idaho. He also has served with KVOS, Bellingham, Wash., and KXRO, Aberdeen, and was manager of KXPW, Wenatchee in 1933. Rapid promotion has marked Feltis’ activity at KOMO-KJER earlier this year. On Nov. 1, 1934, he took over many of the leading accounts of these stations, and on Oct. 15, was appointed commercial manager.

SBS Now Represented By Free, Johns & Field

FREE, JOHNS & FIELD, inc. ha- taken over the representation of the Southwest Broadcasting System, James L. Free, president of the firm of station representatives, announced Oct. 11 an addition to representing the SB, network of 12 stations in Texas, Oklahoma, Arkansas and Louisiana, it was stated that Free, Johns and Field, also individually represent KTAT, Fort Worth; KTSA, San Antonio, and KOMA, Oklahoma City.

“We regard these as placements rather than additions,” Mr. Free said, “and are planning new places for general changes in our list.” C. L. Steininger, treasurer of Free, Johns & Field, has spent several days spent in the Southwest visiting these stations and discussing sales plans with John H. Arnette, president of the company and Elliott Roosevelt, new SBS sales manager, L. J. Jaquie, manager of KTSA, San Antonio and other of the SB stations in Chicago in similar discussions with the Free, Johns & Field staff.

J. B. ROBERTS, 227 So. Willow St., Gostonia, S. C., has been authorized by the FCC to transmit a new 100-watt station there of 1420 kc. Call letters are WBJR.
"Peoples" on the Air—People in the Stores

By DR. JULIAN W. POLLARD
Director of Promotion, Peoples Drug Stores, Washington, D.C.

Capital Drug Store Chain a Radio Booster as Popular Programs Are Combined With Good Salesmanship

IN WASHINGTON you've probably stopped in a "Peoples"—and bought something. So have thousands and thousands of others, because there are Peoples Drug Stores everywhere; 38 of them, in fact, in the Washington trading area. Keen merchandisers, Peoples Drug Stores were not particularly hipped up about radio. That is, until they found a formula. Now the Capital air is full of Peoples' broadcasts. And the stores are full of people, buying radio-advertised products.

COMMENT

HE USE OF RADIO as a medium for the local advertiser presents two major problems: First, the general lack of network calibre; second, the high cost of building a radio network which would be competitive favorably with network offerings. With the growth of network broadcasting a number of programs emanating from the great centers of population where the finest and most exclusive products are concentrated have become increasingly hard for the local advertiser to find program material to compete with the major network shows without using recordings, which must be announced in such.

This has left the local advertiser many instances of a choice of three operations: Spot announcements; the preparation of transcriptions, and the difficult task of finding suitable talent that can be economically worked into the limited budget which he may be able to. To adapt directly to individual or peculiar problems.

Peoples Drug Stores went into the question of radio with an open mind. They had used a considerable number of spot announcements for word-of-mouth returns. We had auditioned a number of electrical transcription programs. We were convinced that neither of these methods of advertising in radio were adapted to the requirements. The spot announcements, and the glorified spot announcements in which the store's name was inserted in the program, or transcription with one or two commercial announcements appearing only one or two products, would not possibly serve. The operation of the Peoples Drug Stores covers seven distinct departments, and in the current merchandising problems, each department representing thousands of items of merchandise, many deserving advertising consideration.

This led to only one conclusion: the Peoples Drug Stores were to have radio as an advertising medium, a program of long duration, with frequent opportunities to merchandize their products and a sufficient program value to maintain audience interest would be necessary. A thorough investigation of the available radio programs and the various program types might fit our requirements: The "musical clock" type programs, the"looking glass" programs, and the descriptions of baseball games.

In January, 1934, the Peoples Drug Stores were offered a play-by-play description of the out-of-town games of the Washington Senators, with Arch McDonald as commentator, on WJSV, the CBS outlet in Washington. The program, "Radio Grill," was carried by two networks: The play-by-play description by wire from the various parks of the American League, and in addition, a play-by-play of the eleven-hour broadcast, every Saturday beginning at 6 and 7 o'clock. A contract for 82 weeks of radio Grill and Peoples Drug Stores Sports Review, with Arch McDonald, went on the air April 2, 1934.

The Sports Review conforms to general practice and has the conventional opening and closing commercial, as made by the regular station. Each of the seven merchandising departments is assigned one night in the week, and the radio advertising is handled by the department head, are pushed. General promotion takes the form of either specials or products of the company which has exclusive distribution.

The play-by-play broadcasts divide themselves, naturally, into ten breaks for commercials, located between the baseball games. Each of these commercials include a wide variety of items and specials, as well as a general promotion and closing commercial, which are exclusively at Peoples Drug Stores. This program is strictly informal, McDonald making the commercial announcements very satisfactorily. And so it has been for the last seven months. So much for the story—here is the pay-off. The Peoples Drug Store Chain is the only one in Washington that has a very satisfactory medium; actual sales of the products advertised amounting to a considerable increase over previous years. In one week on results, we offered a "lucky piece" coin to all listeners who went to our stores and purchased any item of merchandise which McDonald had advertised on his program. Ten thousand of these which we estimated would last us ten days or more, were taken up in less than three days.

This proved that the promotions brought gratifying direct results and through it all a considerable amount of good will. We have come to rely on the "Radio Grill," and the fact in itself expresses our approval of, and satisfaction with, the program. This season, to more definitively test the results of the program and the sports reviews, we decided to call the basement of our newest and biggest store, Peoples Drug Stores, the "Radio Grill," and to build in the "Radio Grill" a complete small broadcasting studio. This private studio, after only two months, has already more than justified its existence. The idea has definitely increased traffic and business in the store. Hundreds of people come to the radio grill to see the broadcast on and of the specials mentioned there. An unusual and visible proof of the wide-spread interest in the program is the fact that after the final game, "Radio Grill" a few weeks ago. As a stunt, Arthur Godfrey did his WJSV Sun Dial from 9:30 to 9:15 a.m., in the Radio Grill and although the grill normally opens at 10:30 in the morning, on this occasion more than 700 people came during the early morning hours.

No discussion of this program could be complete without a tribute to Arch McDonald personally, and to WJSV, and its staff. The success of the program has been in a large measure due to the friendly personality of Arch; his knowledge of baseball, the edge of the games and the players, and his ability to give his story in an interesting, informal way. The program's successes, its staff has always been most helpful. Its services and facilities have been used to an extent never before seen, always beyond the usual contract specifications and we feel that the success of this feature is in no small measure due to genuine cooperation and enthusiasm of the people who are associated with it.
Government Radio Ownership Endorsed by A. F. of L. Conclave

Adopts Report Charging Monopoly Both By Newspapers and Radio; Asks Congress Inquiry

A PROPOSAL espousing nationalization of the radio network in the United States, and ordering preparation of legislation to that end for consideration by the next session of Congress, was unanimously adopted Oct. 19 by the annual convention of the American Federation of Labor.

Alleged monopolistic tendencies of newspapers as well as broadcast newspapers was charged by divestiture of newspaper property and control of radio broadcasting which would accomplish the purpose. The legislation was proposed by the American Federation of Labor trade unions of the organization, which charged that radio, by diverting advertising from newspapers, was causing unemployment among printers.

The resolution adopted by the union was sidetracked in favor of the committee report, which ordered the investigation and preparation of a separate document.

The action of the Federation is summed up in the following textual matter from the convention:

Text of Resolution

RESOLUTION No. 198 — By Delegates Inviting Proposals for Consolidation of National Printing Pressmen and Assistants' Union of America and National Stereotypers' and Electrotypers' Union of International Photo-Engravers' Union, and the American Federation of Labor.

WHEREAS, The Congress of the United States, by passage of the Radio Broadcasting Act of 1927, has provided for the establish-1000 watt power plant capable of operating the station and the Miami police transmitter at full power. The equipment was taken off the air immediately after the recent hurricane by Dan J. Mahoney, president of WIOD. It arrived a short time later by express.

During the Labor Day hurricane, WIOD, a short-wave station aboard Mr. Jay's boat, aided in informing Miami of storm warnings and plated information from the ground-station steamer Dixie. Mr. Jay has been commended for the hurricane acclivities, and his brother John, station owner, chairman of the Red Cross.

Young & Rubicam Adds Everett, Von Zell, Weaver

To Its Radio Department

YOUNG & RUBICAM Inc., New York, has expanded its radio staff with the addition of Tom Everett, writer-producer; Harry Von Zell, announcer-producer; and Paul Weaver, program builder and producer. William R. Stuhler is radio director. Weaver is production assistant to Mr. Stuhler, and the Stahffer is manager of the radio department. Everett, who will scout talent and formulate ideas, entered radio as a writer of the March of Time, later entering the production end and then writing for Warner Bros. films.

He resigned as radio director of J. Stirling Getchell to join Young & Rubicam. Von Zell has been on the CBS announcing staff several years. He began his radio career on the West Coast and has participated in many national and commercial programs. He is the voice of the Pathé Newsreel. When present to CBS, his voice is exclusively for the agency. Weaver is a former announcer of KHJ, Los Angeles, and program director of KFRC.

Von Zell has resigned from CBS, and is now serving as announcer of the Golf Refining Co. (CBS) and the United Candy Stores (MBS) shows. On Nov. 6 he joins the Town Hall Tonight program with Fred Allen, sponsored on NBC-WEAF by Bristol - Myers Co., New York.

Differences Ironed Out

RMA and NAB Proceed With Plans for Awards

HAVING composed differences and misunderstandings as to how the result can be achieved, committees representing the NAB and the Radio Manufacturers Assn. have decided definitely to proceed with the plan to set up radio awards for achievement and for the Pulitzer awards in journalism. A meeting was held in New York Oct. 16, which resulted in a better understanding of the project.

It developed at the meeting that the RMA group had something similar in mind for radio than the broadcasters, the forms apparently having had in mind program awards and use of broadcasting stations in promoting them. The NAB, on the other hand, believes the awards should be made to stations and individual broadcasters on the basis of outstanding contributions to public service as well as program proficiency.

Following the joint session, the NAB board of directors adopted a resolution favoring the project and asking the RMA to cooperate with RMA. More than likely James W. Baldwin, NAB managing director, and Charles C. Pritchard, vice president of RMA, will devise a tentative program for consideration of the joint committee in the hope of accomplishing something which will make the awards possible next year.

Those who attended the Oct. 16 meeting included Lumbard Kay, WSB, Atlanta, chairman of the NAB committee; Burrell B. Butcher, Chicago; Fred Wilson, assistant to President William S. Paley, of CBS, as proxy for Mr. Paley, and G. W. Moore, NBC, attending for M. H. Aylesworth, NBC president. The fifth NAB member is Loc Ficaro, KRE, San Francisco, who was unable to be present.

RMA members present included Powell Crosley Jr., Crosley Radio Co., general manager; Leslie F. Muter, RMA president; E. F. McDonald Jr., Chicago, president of WTM, and M. Randell, proxy for James M. Skinner, president of Philco, and Mr. Geddes.

CBS Will Welcome WWI As New Orleans Outlet

WWL, New Orleans, 10,000 watt clear channel station operated by Local Union 216, American Federation of Labor, comes the CBS outlet in that city, replacing WDSU. A dedicated program, welcoming the war, will be broadcast from 8:30 to 9:30 p.m. Nov. 2 over the CBS Coast-to-Coast network.

As program director of WWL, C. T. Pritchard, general manager of WWL, will be the voice of the city history of the city will be dramatized and listeners will be taken on trips about the city, to such places as the Old Spanish and the Blue Room of the Roosevelt Hotel.

CALL letters of KPCB, Seattle, have been changed to KIRO, by authority of the FCC.

Florida Station's Power Standby

Power for WIOD

Emergency Plant Is Installed

To Provide Electricity

IN FUTURE emergencies, WIOD, Miami, will be prepared against ravages of hurricane and storm with 10,000 watt Kohler power plant capable of operating the station and the Miami police transmitter at full power. The equipment was taken off the air immediately after the recent hurricane by Dan J. Mahoney, president of WIOD. It arrived a short time later by express.

During the Labor Day hurricane, WIOD, a short-wave station aboard Mr. Jay's boat, aided in informing Miami of storm warnings and played information from the ground-station steamer Dixie. Mr. Jay has been commended for the hurricane acclivities, and his brother John, station owner, chairman of the Red Cross.

Young & Rubicam Adds Everett, Von Zell, Weaver

To Its Radio Department

YOUNG & RUBICAM Inc., New York, has expanded its radio staff with the addition of Tom Everett, writer-producer; Harry Von Zell, announcer-producer, and Paul Weaver, program builder and producer. William R. Stuhler is radio director. Weaver is production assistant to Mr. Stuhler, and the Stahffer is manager of the radio department. Everett, who will scout talent and formulate ideas, entered radio as a writer of the March of Time, later entering the production end and then writing for Warner Bros. films.

He resigned as radio director of J. Stirling Getchell to join Young & Rubicam. Von Zell has been on the CBS announcing staff several years. He began his radio career on the West Coast and has participated in many national and commercial programs. He is the voice of the Pathé Newsreel. When present to CBS, his voice is exclusively for the agency. Weaver is a former announcer of KHJ, Los Angeles, and program director of KFRC.

Von Zell has resigned from CBS, and is now serving as announcer of the Golf Refining Co. (CBS) and the United Candy Stores (MBS) shows. On Nov. 6 he joins the Town Hall Tonight program with Fred Allen, sponsored on NBC-WEAF by Bristol - Myers Co., New York.

Differences Ironed Out

RMA and NAB Proceed With Plans for Awards

HAVING composed differences and misunderstandings as to how the result can be achieved, committees representing the NAB and the Radio Manufacturers Assn. have decided definitely to proceed with the plan to set up radio awards for achievement and for the Pulitzer awards in journalism. A meeting was held in New York Oct. 16, which resulted in a better understanding of the project.

It developed at the meeting that the RMA group had something similar in mind for radio than the broadcasters, the forms apparently having had in mind program awards and use of broadcasting stations in promoting them. The NAB, on the other hand, believes the awards should be made to stations and individual broadcasters on the basis of outstanding contributions to public service as well as program proficiency.

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Television as the British Will View It

Technical Details of the High-definition Transmissions
To Be Introduced to London Audience Next Year

THE EAGERLY awaited details of the transmitting arrangements which will be in operation at the opening of the Alexandra Palace ultra-short wave station have at last appeared and the full state-ments issued by the Marconi-E.M.I. (Electrical Music Industries) companies are printed below.

The details given are chiefly about the form of the synchronising signals and are essential to the design of the picture. In the United States, the requirement of the Nielsen rating in receiver design is, of course, a matter which is left to the manufacturers of television equipment, and there is no doubt that many different solutions to the problems involved will be found.

With television it is much more convenient to work in terms of the maximum amplitude during modulation, and for this purpose the amplitude just double that of an unmodulated carrier.

Synchronising Impulses

THE PICTURE itself is conveyed as changes in the carrier amplitude over a range of 40% to 100% in the case of the Baird transmis-sions, and over a range of 30% to 100% in the case of those trans-mitted by the Marconi -E.M.I. system. Thus Baird uses 60% of the total available range of amplitude for conveying his pictures, whereas Marconi-E.M.I. uses 70%. The remaining portion of the carrier amplitude is not wasted but is used for synchronising. In each case a rise in carrier amplitude corresponds to a brightening of the picture, and the gear should be so adjusted that black occurs for a 40% amplitude for Baird transmissions and 30% for Marcon-i-E.M.I. A fall in the carrier below these values can then cause a change in the picture, for the light-spot is already extinguished.

The 40 and 30% amplitudes can be thought of as a sort of dividing line between the picture pulses and the synchronising, for at adjustable intervals the carrier amplitude falls from this line to zero to give the synchronising pulses.

Now in the Baird system there are 25 pictures a second and 240 lines in each picture. Out of these, 25 synchronising impulses are transmitted a second for the frames and 6,000 for the lines. The line synchronising impulses occur at the same moment of each line and each occupies 8% of the total time of traverse for that line. Thus 1,000 synchronising impulses are transmitted. These impulses are very sharp and are spaced 3.5% apart, which is occupied by a black edging to the picture. A total of 10% of the total time is thus occupied by the synchronising pulse and the edging, and the receiving gear should be so arranged that the return stroke of the time-base occurs within the 2% devoted to the border in order that it may be invisible.

A similar procedure is adopted in the case of the frame pulses. Here the synchronising pulse occupies 12 lines and the edging 8 lines, so that out of the total of 240 lines forming a complete frame, only 220 appear in the picture area.

Now in the Marconi-E.M.I. system the arrangements are rather more complex because in an effort to reduce flicker, interlaced scanning is used. There are actually 50 frames a second and 405 lines, but this arrangement must be interpreted differently from usual, for there are neither 50 complete pictures a second nor 405 lines to each frame. Actually, there are 50 half-pictures a second, each containing 202.5 lines. In each half-picture each line is spaced from its neighbors by twice the normal amount so that there is an appreciable gap between the lines. The next half-picture scans the bits missed by the first and fits into the gaps left by the first. Thus the second picture is similar to the first but is staggered slightly so that its lines fall into the gaps between the lines of the first.

A third system, a portion of each line is used for the synchronising impulses, and 15% of the total time occupied by one line is allotted to this, 10% of the line time being devoted to the actual synchronising impulse and 5% to the return stroke of the cathode-ray beam to the picture during which the return stroke of the cathode-ray beam can take place. Thus a total of 85% of the line is used to provide the picture.

Receiving Sets

CERTAIN lines are also devoted to the synchronising, and between frames there is an interval of 10 lines, so that the number of lines in each frame actually effective in producing the picture is 192.5. The synchronising consists of two pulses for each line, each pulse being equal in length to 0.4 line and separated by a pause of 0.2 line. At least 3 lines (6 pulses) will be transmitted in this way, but up to 6 lines (12 pulses) may be used, the remaining 7 to 4 lines being black with the normal lines synchronising signal at the commencement of each.

The precise position of the frame synchronizing impulses depends upon the picture being transmitted. In the case of the first frame, the first synchronising pulse occurs exactly one-half line after the commencement of the line, so that whereas an ordinary line is made up of 10 line pulses, 5% black and 85% picture, the first synchronising pulse is made up of 10 line pulses, 5% black, 35% picture, 40% frame pulse, 10% return stroke and 5% black. The second, however, starts off with 40% frame pulse, 10% black, 40% frame pulse, 10% black, and so on.

The second picture (and all even numbered pictures) is different, in that it is preceded by the framing synchronisation does nothing else. The first 40% line pulse occurs at the start of this line and is followed by a 10% black, another 40% line pulse with 10% black just as do the other lines in all the pictures, whether even or odd.

In the picture receiving equipment designed to operate from both types of transmission, one of the chief requirements is obvious - that the receiver should respond correctly to the different synchronising signals employed. Means must also be provided for changing the frequencies generated. For Baird reception, one time base must give 25 strokes a second and the other 6,000, whereas for Marconi-E.M.I. transmissions one time base must give 50 strokes a second and the other 4,000. However, the relative outputs of the two time bases must be altered, for the picture ratio of Baird is 40:1 whereas that of the Marcon-E.M.I. is 5:4. The Marconi-E.M.I. transmissions involve the transmission of frequencies rather than the Baird, and the highest frequencies involved are about 2 m/c/s instead of only 1 m/c/s. In the present instance, it is essential to provide the essential data upon which the design of receiving equipment must be based. It is also essential to provide valuable to all designers and experimenters in this field. It should be emphasised, however, that the information given is approximate and an enormous amount of work is waiting to be done in the development of simple and reliable equipment which can hardly be started until the commencement of regular television transmissions. It is to be hoped that this paper will not be much longer delayed.

Details of Baird Signal

THE DRAWING, Fig. 1 (Page 20) gives complete details of the waveform for picture and synchronising pulses. From this it will be seen that, using the arbitrary current units of zero to 5.974 p.d.c., the signal for modulation for synchronising (black) extends between the tolerance limits of zero to 5 and 37.6 p.d.c., whereas the picture modulation (black to white) extends between the tolerance limits of 37.2 and 100. It will be noted that the high-frequency synchronising impulse is rectangular in shape and is maintained for 8% of the total time taken in tracing the line, and occurs at regular intervals. The high-frequency synchronising impulse, which is also illustrated, is also rectangular, and occurs during the time that 12 lines are traced, and occurs between the frame edging and the first synchronising impulse. It is followed by an ordinary line of exactly the same shape as that used in the first line. A synchronising impulse, or a frame pulse, is made up of 10 line pulses, 5% black, 35% picture, 30% frame pulse, 10% return stroke and 5% black. The second, however, starts off with 40% frame pulse, 10% black, 40% frame pulse, 10% black, and so on.

The drawing also shows that, in addition to the above 8% of the line traversal time occupied by the high-frequency impulses, other impulses, all much shorter, are also transmitted. Further 2% is masked off to form a black edging. Similarly, an additional 4% is allocated to the low-frequency synchronising impulse for the same purpose.

The number of lines in the

(Continued on page 20)
NAB May Advise Broadcasters To Extend ASCAP Contracts

Advisability of Five-year Extensions Considered; Resumption of Government Suit Set for Jan. 6

BROADCASTING stations may be advised shortly by the NAB to seek five-year extensions of their present performing rights contracts with ASCAP and the ASCN, according to a letter from J. McCosker, ASCAP general manager, on June 17 to Alfred J. McConkey, chairman of the NAB copyright committee.

While no official word that such a decision had been reached could be obtained from ASCAP, and, significantly, it was learned that the NAB board of directors at its meeting at its mid-Aug. 17 discussed the advisability of taking this course and instructed its managing director, James W. Baldwin, to consider such an action in the event of the success of the ASCAP general manager, on June 17 to Alfred J. McConkey, chairman of the NAB copyright committee.

At present broadcasting stations, with a few notable exceptions, are paying ASCAP 5% of their net receipts, which

ly means gross receipts plus an arbitrage element for the revenue to ASCAP this year, it is estimated, will be in the neighborhood of $2,000,000 per station, which broadcasters contend is exorbitant.

In the now-famous June 17 letter to Mr. McCosker, Mr. Mills offered to extend the present 4-year contract, a clause included in the five-year extensions will apply for approximately five years under present terms upon application from stations.

However, he added, "There is no reason to suppose that ASCAP, with its 40% of the ASCAP catalog, withdraws from the combine, stations would still pay the percentage on their gross for the privilege of using the ASCAP catalog. They were given the option, however, of cancelling the ASCAP contract altogether if there was a substantial diminution in the ASCAP catalog.

Every phase of copyright was debated during the board meeting. It was decided not to appoint a copyright committee as such. Should developments prior to Dec. 31 indicate that, after the beginning of the new year, it is indicated, prompt steps will be taken to call one.

Trial Postponed

WHILE the board was holding its meeting, the Federal District Court for Southern California last week, ordered the ASCAP suit against ASCAP and some 125 other defendants on Jan. 6. The trial was recessed last week.

Federal Judge Henry W. Goddard met with counsel for both sides Oct. 17 and decided upon the Jan. 6 resumption date, with the possibility that it may be deferred a week. "

FOREIGN RELAYS INCREASING

Many Programs Relayed From London Now Compare Favorably With Local Broadcasts

WITH three representatives abroad, and England specifically, to send a representative here, the United States receives far more programs relayed from foreign countries than they receive from us, according to statistics, and can be given, from foreign broadcasts. These figures, of course, do not include power emissions not relayed over the air in

In the first nine months of 1935, NBC presented 184 international programs via London (exclusive of the 40 stereo programs originating from the NBC art program, and several from ships in mid-ocean. Among outstanding programs was that from Addis Ababa, capital of Ethiopia, discussed the Italian - Ethiopia situation. On Sept. 30, Edward R. Murrow, BBC correspondent, spoke from Addis Ababa. The Emperor's broadcast was one of the best signals ever received in Europe, and one of the most international broadcasts reception was good, according to NBC.

In the 12 months ended with September, CBS spanned the oceans 141 times, broadcasting from 5 foreign countries in the far reaches of the world. Broadcasts from England rated highest in general average of the programs transmitted short wave and rebroadcast to the American audience. Of the programs, reception was judged by CBS engineers, as well as by the "N. O. A.

Among colorful CBS broadcasts were those from Cairo with the French invasion of the Koran by Sheik Sayed Sultan; for Moscow; for the click of roulette wheels; from Vatican City for the voice of the Pope, in English. During the 12 month period, CBS also exchanged two-way broadcasts with the second Antarctic Expedition, with only 6 of the 53 attempts being unsuccessful.

CBS engineers found that while broadcasts made on the WSB were favorably compared with local transmissions, programs from much greater distances often received better marks than the more frequent broadcasts from London and Paris.

Did He Use Borax?

JAMES LYONS, NBC sound effects man, San Francisco, has cooked eggs, bacon and steaks to obtain the sounds of these products, but he has reported to the top officials of the recent Death Valley Days, sponsored by Pacific Coast Borax Co., that he found the soap was a better model to simulate the sound of a prospecting clothes, he washed two pairs of socks, and five handkerchiefs after the microwave.

sistant to the Attorney General, appeared for the Government, with Nathan Burkan, ASCAP general counsel, representing the defense along with several other attorneys.

When the trial was recessed last summer, Judge Goddard tentative- ly set Nov. 4 for its resumption, but had asked counsel to confer with him a fortnight before that date to settle the matter.

The case is being pursued by the Government with unfailing vigour. The ASCAP policy of retaining motion picture exhibitors and hotels, are anxious to see it brought to a swift and decisive conclusion.

All ASCAP members have been charged by ASCAP that ASCAP is an illegal monopoly in restraint of trade. In a, report to the Senate Judiciary Committee, "The Saturday Evening Post" By Alva Johnston, titled "Trouble in Tin Pan Alley", was viewed by many in the broadcasting industry as propaganda in support of ASCAP.

The article sought to justify the percent discount of any bill by ASCAP and was critical both of the Duffey copyright bill and the Department of Justice anti-trust suit. Considerable is also made of the legal and its dependence upon ASCAP music. The article, it is understood, is being showered upon people in public life by ASCAP—just as it has done in the past with its propaganda brochures.

BIJUR LEAVING CBS, RATNER GETS POSI

WITH the resignation of Georg Bijur as CBS director of sales promotion, the NAB will, for the next few years with the network's advertising and sales promotion department, will succeed to the position. Mr. Bijur has been assistant to Paul Kesten, CBS vice president. Mr. Bijur who joined CBS last March leaves Nov. 25.

Mr. Bijur formerly was with the Bamberger & Co., Newark, as director of sales promotion, and was also connected with Erwin Wasey & Co., handling the General Foods, the Cvicuts. He plans to open an advertising and sales promotion service at 110 East 42d St., New York. The Bijur Lubricatin Co., located at 2334 West 21st street, is connected.

Commercial Radio In England Seen

PLANS for introduction of commercial radio in England have been devised should the government-operated British Broad- casting Corporation be denied a renewal of its charter. The Board of the Corporation, in 1936, according to report published in the British press, will consider the question of a new company, the Commercial Broad- casting Corp., of Great Britain, already has arranged for the opening of a new station. The Board will consider the matter again, later, if the BBC charter, which ends next year, be terminated. The report also indicates that

WOR'S Trade Barometer

AN INCREASE in summer business of 70% over last year is con- strued by WOR, Newark, as indicating a business boom throughout the nation. In the four warm months 676 hours and 8 minutes were used for commercial programs, the "Gettin' High" program, and 47 minutes for the same pe- riod in 1934.

STERLING PRODUCTS Inc, New York, has added WGT and WTAF to the list of 28 stations now car- ry the Phillips cosmetic three weekly transcription series.

Page 18  BROADCASTING * November 1, 1935
This is the best "farm year" since 1929!

WREN covers a rich farm market, as well as one of America's more important metropolitan areas—a total of over 3,600,000 people live within the 150-mile radius of the WREN transmitter site which is strategically located between the cities of Kansas City, Missouri, Kansas City, Kansas, Topeka and St. Joseph, Iowa, Kansas, Missouri, Nebraska and Oklahoma farmers, over 300,000 major farm families within range of WREN's voice, have money to spend—they are enterprising, ambitious, and purchase luxuries as well as necessities.

No radio station offers so excellent an opportunity to sell this major farm and livestock market together with the metropolitan areas of the Kansas City Trade Territory.

Let us prove that WREN can do a real selling job for you.

WREN Farms The Land, Too

The owners of WREN own and operate farms and ranches. This close association with the problems of the farmer and livestock raiser enables the management of WREN to better understand the requirements of the rural listener in radio broadcasting. From time to time the farmers and livestock raisers are invited to visit the "Model WREN Farm and Herd", and they do so in large numbers.

"Bernie Domino" from the WREN Herd—A blue ribbon winner in numerous livestock shows throughout the United States.

Chicago Branch Office
RAY LINTON
360 No. Michigan
Tel. State 9493

Business Office and Principal Studios
WREN Building
Lawrence, Kansas

Only outlet for NBC Blue Network Programs between St. Louis and Denver — 900 miles.
Complete picture is 240, scanned successively with vertical and horizontal sweeps traversals per second and 25 complete frames per second. The line frequency is 15,750 cycles per second and the frame frequency 25 impulses per second. The dimensions of the observed picture have the ratio of 4 horizontal to 3 vertical.

A modulation system is employed, which results in light intensity modulation in the observed picture, the transmitted image frequency being lower than the white. The line synchronising signals and the frame synchronising signals are in the sense opposite. The decreasing picture modulation. The maximum frequency involved in the transmission is 2 megacycles and the average component of light in the picture is transmitted as black and a white transmitted as white, in accordance with the modulation percentages referred to above.

Marconi- E. M. I. System

The MARCONI-E. M. I. television system transmits 25 complete pictures per second, each of 455 total lines. These lines are interleaved so that the frame and flicker frequency is 50 per second. The transmitter will radiate signals with sidebands extending to

FIGURE 1—The picture modulation and synchronising impulses of the B.S.W. transmissions. The drawings are made from tracings taken off the vision radio transmitter modulation oscillograph.

about 2 megacycles either side of the carrier frequency. Good pictures can be received utilizing only a portion of the radiated band, but, naturally, the quality of the received picture will depend upon the degree to which the receiver makes use of the transmitted bandwidth. The transmitted waveforms are as follows:

1. Line Frequency—10,125 lines per second to be scanned from top to bottom when looking at the received picture.

2. Frame Frequency—50 frames per second.

3. Type of Scanning—The scanning is interleaved. Two frames of 252.5 lines, eight of 202.5 lines, are interleaved to give a total of 405 lines with a complete picture of 25 per second. The line component and the frame component of the scanning are regularly the current, the interface being derived from the fractional relationship between the points of the 202.5 line component and the 252.5 line component of the scanning lines. These are the basic points of the method of explanation of the method of interlace is given at the end of this article.

4. Interval Between Lines—There will be intervals between the vision signals of successive lines, which lines are provided for the transmission of a line synchronising signal and also provide time for the return of the cathode ray. The beginning of the next line. The minimum interval between the vision signals of successive lines will be 15% of the total line period (1/10125 sec). During the line period, between lines being occupied by the line synchronising signal and the remaining 85% of the total line period required for the transmission of vision signals.

5. Interval Between Frames—There will be intervals between the vision signals of successive frames. These intervals will be 10 lines, leaving a maximum of 192.5 active lines per frame, or 384 lines per complete picture.

6. Picture Ratio—The picture ratio will be 5:4, that is to say, the distance spanned during the active 85% of the total line period will be 5/4 times the distance spanned during the 192.5 active lines of the frame.

7. DC Modulation—The picture brightness component (i.e., the modulation component) is transmitted as an amplitude modulation so that

8. DC Synchronising Signal—The DC synchronising signals comprise a train of two pulses per line, each occurring four-tenths of a line and having a line interval of 30% peak signal between them. At the end of each line the first frame impulse starts coincident with what would have been a line signal. At the end of each line the remaining line is transmitted at half its signal, and the number may be increased by odd numbers, so that the beginning of the normal line synchronising pulses.

9. DC Modulation in Transmitted Waveform—The 15% interval between vision signals of successive lines, and the 10 lines interval between successive frames are minimum intervals between signals. The residual carrier during the transmission will be less than 5% of the peak carrier.

10. Line Synchronising Signals—The line synchronising signals are

of one-tenth of a line duration, and are followed by a minimum of one-twentieth of a line of black (30% peak) carrier.

11. Frame Synchronising Signals—The frame synchronising signals comprise a train of two pulses per frame, each occurring four-tenths of a frame having a line interval of 30% peak signal between them. At the end of each frame the first frame impulse starts coincident with what would have been a line signal. At the end of each frame the remaining line is transmitted at half its signal, and the number may be increased by odd numbers, so that the beginning of the normal line synchronising pulses.

FIGURE 2—The wave-form of the transmissions by Marconi-E. M. I. system.

A regular left to right motion (line scan) with very quick return (not the same frequency). The positive scanions of these motions produces the slightly sloping scanation of the transmitted waveforms. At the beginning of the line, the spot completes the line A B returns to the left and transverses line C D. Then E F, and so on down the "dotted" lines on the drawing. At the beginning of the frame the spot traces along G H I and then starts a J and travels to K. At this point the frame returns to the top of the frame L M, completes a line scan, and returns to the top of the frame L M, completing a line scan and returns to the top of the frame L M, completing a line scan.

FIGURE 3—This diagram shows the line scan to be used in the Marconi-E. M. I. transmissions.

Each line scan to be used in the Marconi-E. M. I. transmissions.

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BROADCASTING • November 1, 1935

www.americanradiohistory.com
We just chalked up another station on our list of NBC Thesaurus subscribers . . . the 97th. And it seemed to us that some sort of celebration was in order.

So we're declaring a healthy dividend to all Thesaurus subscribers in the form of two complete half-hour recorded dramatic shows which can be used as sustaining features or for sponsorship. One, titled "For Us The Living," is specially designed for presentation on Armistice Day. The other, called "The First Thanksgiving," is for Thanksgiving Day. Both shows were written by expert NBC writers, and dramatized by celebrated NBC Network artists.

Only a few months old, NBC Thesaurus has made great strides forward in gaining national popularity. Why? Because it offers advertisers outstanding artists, original musical arrangements, the finest in music, singing, comedy, etc.; an excellent daily continuity service; superior recordings produced with RCA Higher Fidelity equipment; unusually fine variety of program material permitting flexibility; and last, but not least, real economy.
1936 YEAR BOOK ⭐⭐⭐ The Only Complete Compilation

Trade Statistics ⭐⭐⭐ A FIVE FOOT BOOK

1935 DIRECTORIES OF
STATIONS and NETWORKS
PERSONNEL - RATES
STATION NETWORK MAPS
RADIO CENSUS
CONTRACT DATA
NEWS SERVICES
PROGRAM BUILDERS
TALENT MANAGERS

1935 NETWORK AND NATIONAL SPOT ACCOUNTS
ADVERTISING AGENCIES
HANDLING RADIO ACCOUNTS
TRANSCRIPTION PRODUCERS
NEWSPAPER OWNED STATIONS
RADIO STATION REPRESENTATIVES
FOREIGN RADIO STATIONS

The YEAR BOOK Will
Be Published Early In 1936

Final Advertising Forms
Close December 15, 1935

1936 YEAR BOOK

BROADCASTING • November 1, 1935
Radio Advertising Data and HELP between two Covers!

Thousands of questions, arising daily in the routine of advertising managers, agency executives, station operators, technicians and others identified with broadcasting as business and art, will be answered in the 1936 YEAR BOOK of broadcasting and broadcast advertising, all indexed and cross-indexed for ready reference.

Our advertising message in this encyclopedia of the business of broadcasting will reach every element in the radio broadcasting industry every day in the year.

MAKE YOUR RESERVATIONS TODAY!

BROADCASTING

November 1, 1935 • BROADCASTING

Page 23
Parties Plan Radio, Owe Nets Big Sum

ALTHOUGH the Republicans at least would like to go on the air with their own network in the critical periods, both network and spot, even before the Democratic national convention, it appears now that the Republicans have decided to copy both major parties more than any actual radio campaigning until the conventions next summer. But before embarking on their 1936 radio campaign, both Democrats and Republicans hope to wipe out the debts for station networks still remaining from 1932.

According to the Democratic National Committee, it now owes $62,000 to NBC and still owing to CBS, $42,960.04, to CBS. According to the Republican National Committee, $25,000 is still being paid to NBC and $14,000 to CBS. Each party in the 1932 campaign spent approximately $500,000 on radio.

Radio plans for the 1936 campaign are all being held in abeyance, pending the financial drive. Both parties are considering intensive use of radio once more. Thomas G. Sabin, radio director of the Republican National Committee, who assumed that post last July after resigning from a commercial position with WBZ-WHA, said it is not possible to make a move ready at work on plans for the Republicans. Herbert L. Petey, FCC lobbyist, says that the 1932 radio campaign for the Democratic National Committee, is expected to become its radio director again after the Democratic convention next year — either resigning his FCC job or securing a leave of absence.

The Republicans, it was learned, would like to buy time preliminary to the conventions, before their nominee is chosen, in order to launch a general drive against the administration. Funds, however, have not been forthcoming. Mr. Sabin has auditioned and transcribed an eight-episode one-hour serial with music titled Liberty at the Polls, but he has been unable to make a spot campaign, but has not been able to buy the time for lack of funds.

G. O. P. Lays Radio Plans With Taplinger in Charge

EXTENSIVE use of radio will be made by the Republicans, Mr. Sabin of the Republican National Committee in the near future and in the presidential campaign next year, according to an announcement from Mr. Sabin, lobbyist and director of the Radio Division of the Committee. The amount to be expended has not been definitely stated, but said an extensive campaign would be conducted on all networks, and presumably on independent stations.

Simultaneously, Mr. Sabin announced the appointment of Robert Taplinger, former CBS press department, to handle the radio publicity account of the Committee. The Taplinger organization this year will conduct an extensive campaign of national publicity in connection with the political broadcasts.

OUT-OF-TOWN football games of Ashland (Ken.) High School are sponsored on WCMF by the Boyd County Democratic Campaign Committee.

“Taking Liberty”

ONE of the most unique merchandising stunts of all time was completed last week in New York, in collaboration with Liberty Magazine during the last week in Oct. On the front cover of the magazine, 500,000 copies of Nov. 2 issue of Liberty, distributed in the New York metropolitan area, appeared a sticker reading: "Listen to the sports broadcast over Station WMCA, Saturday night, between 9 and 7 o’clock." In return Liberty got a 50-word tie-in on the program (Radio Review) which is sponsored by Natural Bloom Cigars. Thus one advertiser gets two spots, and the subscriber to take a mention on his program in return for a remarkable merchandising job.

A NEW station in Bridgeport, Conn., to operate with 10-kw. daytime, on 1370 kc, is sought in an application filed with the FCC Oct. 15 by New England Radio Corp.

Keith McLeod Takes Post With Alsup Recordings

Oct. 22, by A. A. (Harry) McLeod of the transcription and program production organizing which was formed by former partners in Broadcasting Abroad Inc. Mr. McLeod, who is now on the recently renamed WNAC, Denver, was with WJZ, New York, when WBC was organized in 1927. He was named the first musical supervisor of the network. He resigned early in the year to become a member of the board of Broadcast- ing Abroad Ltd. He was also formerly musical director for the department of religious radio of the Federal Council of Churches of Christ of America.

Bellows Charges FCC, Broadcasters Censor Radio

THE UNQUALIFIED charge that radio is censored by the FCC through its interference with programs, quantities, and content, and by the broadcasters because they cannot do otherwise, is made by Henry Prall, President of the Fraternal Order of Police, in the original Federal Communications Act of 1934, in which he is a member, was created in 1927 and by a process of elimination based on program service made reallocations of broadcasting station facilities.

In a searching and lucid discussion of the whole radio censorship question, Mr. Bellows criticizes sharply the actions of the FCC with willful violation of that provision of the law which prohibits censorship of programs and advanced that the FCC should restrict itself to technical rather than program regulation.

Social Responsibility

THERE was no criticism of commercial broadcasting per se; "The FCC did not, for example, question the power of the heads of the networks in this language: "The fact that broadcasting is inherently a limited monopoly—as the press, for example, is not—imposes a great responsibility on the broadcasters, and particularly on the heads of the two major networks. The power of discretion is squarely in the hands of Mr. Aylesworth and Mr. Paley, presidents of the networks. The FCC effort to prevent a good deal more than any two private individuals ought to have. That they have so far used it on the whole discreetly does not materially alter the case. The principal restraining influences are two: sensitiveness to public opinion, and, still more, the ever-present fear of government, the FCC, and the government may surrender some or all of their facilities. But even with these restrictions, the potential effectiveness of the censorship through exclusion is very broad, and any such concentration of power in the hands of a few people who regulate with money making has manifest dangers."

Mr. Bellows charge of censorship by the FCC brought a prompt retort from Chairman A. W. G. Smith, of the FCC. Mr. Pratt’s speech was of course at the ABC Convention in San Francisco. Mr. Bellows, who is the first production chief, who was member, was created in 1927 and by a process of elimination based on program service made reallocations of broadcasting station facilities. Mr. Pratt, in his speech, said that the FCC would not work an censorship programs that seemed to be out of step with requirements of the public opinion and Mr. Pratt asserted that the Commission can exercise no censorship whatever over programs.

Chairman Pratt Replies

ASKED to comment on theBellows’ article, Mr. Pratt said: "Mr. Bellows’ article is indeed interesting. While there are regulations Act of 1934 specifically prohibits the censorship of programs by the Commission, we must determine whether in the case of the public interest, the FCC must not limit the censors that public interest, convenience or necessity will be served by such a limitation. Case in point, stations are cited for inquiry after broadcasting programs advertising quack medicines or cures for incurable diseases and lottery schemes or any other misrep- resentation of fraudulent presentments. I do not consider such citations as censorship. I do feel, however, that such broadcasts are clearly against the public interest and should be subject to the scrutiny of the Broadcasting Division."

"It is the duty of the Commission to be sure that everything that would like to have a license to be satisfied that it operates in the public interest, and to pass on this matter, the public interest, the Court of Appeals,” Mr. Pratt continued, "is to say whether or not they are in the public interest. The Court of Appeals of the District of Columbia, it seems, has already said that their fruit would be to themselves."

Mr. Pratt’s speech, wrote Mr. Bellows, is proof that censorship is too frequently made in the air. He charged that stations today are more subject to extra-legal threats for alleged sin in programming and are far more alarmed about future possibilities. "That they so seldom openly complain, in almost as those who are not entitled to in a society of license."

"The Commission has all the good things of radio—power, frequencies, time—to give is natural to fawn upon a Santa Claus who carries a formidable bludgeon in one hand."

Mr. Bellows pointed out, has not yet ruled anything whether the censorship provision Act of 1934 is constitutional. David Lawrence, he stated, holds the FCC is legally limited to phy- sical and technical matters, and that the moment it goes beyond this and takes program quality and content into account, effective censors are born. In the long run, censors will do something toward mitigating its severity, but that the basic questions some day must be answered."

Summarizing his censorship con- cerns, Mr. Bellows said the an- swer to the question "Is radio censorship unqualified?" is unequivocal "Yes.

"It is censored by the FCC, de- spite the law through interference with programs. It is made possible by the threat of re- (Continued on page 44)
TWO “HOT SPOTS”
Now Open!
Join this honor roll of “Best Hits.” There are just room for two more—at 5:30 and 6:30 Mondays to Fridays. Have a John Blair and Co. representative give you the complete story on these time-tested Hot Spots. Mail breakdown for these periods, success figures of preceding and following programs, etc. are all available, but you had better hurry.

KNX
SUCCESSFULLY BUCKS
BEST ADULT NETWORK
PROGRAMS WITH
KID PROGRAMS
From 5:00 - 7:00 in Southern California is the equivalent to 8:00 - 10:00 in the east, the hours when the majority of big network commercials originate.

The two networks, by necessity, feature big names and music shows during these periods, while KNX has developed them as children’s listening period. It is the contention of KNX that children are not interested in adult shows, and therefore, KNX set about deliberately to capture the attention of children with programs designed for their entertainment solely, because if the kids are listening so are the adults. That this policy has borne fruit for KNX’s advertisers appealing to children is evidenced in a recent survey conducted in the Southern California territory by a national agency which revealed that the three most popular children’s programs on the air were:

1. Air Adventures of Jimmie Allen for Richfield Gasoline
2. Jack Armstrong—All American Boy for Wheaties
3. Little Orphan Annie for Ovaltine

All are KNX features—between 5:00 and 7:00.

“THE VOICE OF HOLLYWOOD”
John Blair & Co., National Representatives
Reallocation Plea Of WLWL Is Heard

FCC Resumes Case Involving Clear Channel Assignments

CLIMAXING one of the most vigorous political lobbies for broadcasting facilities ever witnessed, WLWL, New York, operated by the Paulist Fathers, concluded its presentation of testimony before the FCC Broadcast Division en banc last week with its petition for a "junior reallocation" which would affect the assignments of nine stations on five clear channels. It got in the breaking-down of two.

Now operating the equivalent of two hours per day, the station sees full or partial use of its one-class license on the 850 kc. clear channel assigned to WLWL by Loyola University, New Orleans, also a Catholic institution. To efffect this, the other station and channel shifts are sought.

The hearing was begun last June, but after two days it was recessed until Oct. 24. It appeared likely that it would run for a week or ten days, but the five or so days of stations out of approximately 60 notified by the FCC of the hearing plan to witness the presentations involved were prepared to offer numerous witnesses in opposition to the far-reaching proposal.

Coverage Questions

IN RESUMING the WLWL case, George O. Sutton, counsel for the Paulists, said that the question of the number of priests in support of the application for the full-time assignment of WLWL to what is now a clear channel. He also introduced evidence of three engineers to support the growing use of a directional antenna, there would be no substantial losses in coverage.

Mr. Sutton, through testimony of one physician and other witnesses, attacked medical programs broadcast by ABC and NBC. WLWL had operated by a Jesuit institution, as well as over other opposing stations. He apparently took his cue from the similar MacRorie hearings before the Broadcast Division earlier in the month. Opposing counsel rested against introducing any evidence on the ground that programs were not at issue and because no notice was given that programs would be considered. The Division, however, reserved ruling as to admissibility.

Appearing in outright opposition to the Paulist petition are WABC, New York, municipally-owned station assigned to WLWL in behalf of WLWL were T. A. M. Craven, of Washington, and Paul Godley, of Montclair, N. J. Corporation counsel, both of whom maintained that it was technologically desirable to reduce the number of clear channels.

Appearing in outright opposition to the Paulist petition are WABC, New York, municipally-owned station assigned to WLWL in behalf of WLWL. Represented by Herman McCarthy, attorney on May 14, the corporation counsel represented by Paul M. Segal; WFAA and WBAP, Dallas - Fort Worth, by Mr. Godley; and WOR, New York, represented by Horace L. Lohnes. The Paulist Fathers have sought

MEDICAL ACCOUNTS ON THE AIR

Good Taste the Criterion, Declares Miss MacRorie,
Pointing Out a Solution of Problem

RADIO, being a guest in the home of each listener, and affecting the feelings of its host, must use the yardstick of decency and common sense in medical advertising, Miss Minnie Livie said. "Let your commercial credits be brief and stimulating, the rest of your program stimulating and your radio advertisement investment will bring you results that will find entirely satisfactory," she told the association.

In giving an outline of the methods used by NBC in establishing medical standards, Miss Minnie Livie gave a thorough analysis of the whole question of medical advertising.

As To Symptoms

"FIRST let us consider the question of symptoms," she said. "I do not need to tell you for it has been my experience, that on interrogating habitual, elderly bodies having jurisdiction of such matters that a competent treatise on symptoms should not be represented as a competent treatment for the ailment or cause that produces the symptom. If we attempt to make it popular, symptoms must be handled carefully. A headache and a sore throat may characterize a simple cold or they may indicate scarlet fever. The descriptions of symptoms in this case should read headache and will find irritation due to a common cold.

"In the wide field of products designed to cool the blood, care should be taken in describing these persons listening to the commercial credits of such products, must be aware that the source of their distress but there is always the danger that they may allude to. Moreover, the broadcasting station must review very carefully descriptions of symptoms and the phraseology using the descriptions.

"The temptation to extend the usefulness of his product is one that few medicinals manufacturers seem able to resist. Salines, for instance, generally start their careers as laxatives - soon they are recommended for fevers, colds, and kidneys up to scratch. Then, frequently, they become agents for introducing some form of kidney corn, neuritis and allied ailments and finally they become the panacea for nearly all human ills." In this age of high specialization to advertise a product as a cure-all seems to be poor psychology, and we are sure that the public is taxied when asked to believe that the same pill or powder will correct repeatedly to obtain improved facilities without avail. They were largely responsible for the provision in the Communications Act of 1934. The FCC has taken an active part in investigating the advisability of allocating facilities to educational, religious and other non-profit institutions.

Dr. G. W. Hoover Begins Consulting Service on Food and Drug Accounts

To AID radio station managers in the selection of food, drugs and cosmetics accounts and the scrutiny of advertising continuities, Dr. Hoover, former chief of drug control of the Department of Agriculture, now a consultant with offices in the Postal Asso- ciation, Washington, has announced the extension of his practice to embrace the radio field. Dr. Hoover, who has been consultant for drug and food manufacturers and advertisers on the Federal Trade Commission and other technical control of drugs, medicines and foods subject to the requirements of federal and state laws.

Dr. Hoover's standing in his field has been investigated by Broadcasters and found to be of the highest. Until eight years ago, when he entered private specialized consulting practice, he was employed by the Federal Trade Commission. The Commission, joining it 20 years earlier under Dr. Harvey Wiley, the great 19th century food and drug control, has been chief of its Chicago station and chief of its central food and drug inspection district.

Three New 100-watters Are Authorized by FCC

THREE new broadcasting stations in the local category were authorized last week by the Broadcast Division of the FCC. Sustaining Examiner P. W. Seward, the FCC granted the application of the Paulist Fathers of Cincinnati for a station in San Diego, to operate on 1200 kc. with 100 watts, daytime. The station becomes effective Dec. 10.

At its Oct. 22 meeting, the FCC announced that the application of the Seward Corporation for a station on 1170 kc. with 100 watts unlimited time, sustaining Examiner G. H. Hill. Also sustaining the same examiner, it granted the application of Evansville on the Air, Inc., for a station in that city for an assignment identical with that in Nash- ville.

Simultaneously, the FCC ratified an application of Radio Station WOAC. Springfield, Tenn., to move its transmitter to Nashville. The station operates on 1210 kc. with 500 watts, and is serving a poor area. Heretofore Nashville had only two stations - WSM and WLAC. Sustaining Examiner M. D. Wiley issued the FCC authorized KIEM, Elks, Cal., to change frequency from 1210 to 1450 kc., and to increase its power to 5000 watts, with unlimited time. The order becomes effective Dec. 3.

AMERICAN SAFETY RAZOR Corp., Brooklyn, is charged with price discrimination in a complaint issued by the Federal Trade Commission.

KDKA, Pittsburgh, used the police teletype networks recently to announce that it would broadcast the annual police shooting contest.

AmeriCan RADI0 HISToRY
A Market... Rich in Families
A Station... Rich in Popularity

TOTAL POTENTIAL CIRCULATION
257,700 RADIO FAMILIES

Potential circulation of KOA as determined by the new NBC Method of Audience Measurement, by aireas. Copies of this map are now available and will be sent to you at once, upon request.

KOA
50,000 WATTS
DENVER

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

November 1, 1935 • BROADCASTING
Texaco Launches Unique Campaign For New Program

Merchandising Tie-ins Feature Jumbo Fire Chief Displays

UNDER the direction of George W. Vos, in charge of all radio advertising for The Texas Company, a new advertising campaign is supporting the new Jumbo-Fire Chief radio program which made its initial bow to the radio audience the night before the annual regular Texaco-WeAF network.

Part of the story of this new show is built around a circus, naturally it must have an elephant and this elephant's name is Jumbo. So Jumbo is featured throughout all the printed material used in this campaign. It shows Jimmie Duran riding Jumbo and broadcasting at the same time.

There are 50 Texaco dealers from coast to coast. Every dealer receives a complete kit of materials, including postcards, a 4-page Jumbo Special, a 10-page accordion folder, Jumbo stamps, etc.

Fifty thousand postcards went to all dealers, and a like number of window strips. Five million postcards were distributed to all dealers to mail to customers as give-aways, inserted in letters and statements, or distributed among personnel, etc. There are 8 colors on each card so that the dealer may affix his name in that spot. All this color is in two colors—red and black.

The 10-page folders will be included in the Christmas package sent out from the New York office or any of the branch offices. This folder tells all the news about the new radio program. In this folder the sponsor intends to distribute over 2,000,000 pieces of this material.

“Sweet Station”

WDAS asks Ouster Of Recording Suit

Contends in Test Case That Band Leader’s Ban Illegal

DISMISSAL of the suit alleging unauthorized performance by WDAS, Federal Radio Telephone photograph records and filed by Fred Waring, orchestra leader and president of the Waring orchestras, seeking to prevent performances of phonograph records by radio, was sought in an answer filed by the Waring Company on Nov. 26 in the Philadelphia Court of Common Pleas. The answer was signed by Maurice Steppacher, WDAS counsel, who had the collaboration of William A. Schneider, former Attorney General of Pennsylvania. The answer takes up the interests of the broadcasting industry. The case is regarded as of extreme importance because it affects the broadcasting of all phonograph records.

As grounds for the dismissal, Waring stated that before he recorded the numbers alleged to be broadcast without authority, had served a full term of notice, and had offered the rights to manufacturer, advertise and sell the records. It brings out that Waring had no right to make the performance, since they were held by N. Witmark & Sons, music publishers.

Waring’s conclusion was that it brought out that Witmark had granted RCA Victor the license to use the compositions in recordings, and that the compositions of the recorders held ASCAP the performing rights.

Waring Paid In Full

WARING, it was stated, had received $250 per selection, paid by his lawyer for full settlement for services after the recording, and the check had been deposited by Waring without objection. Moreover, it was not known that WDAS, at the time the Waring records were performed, had a valid license from the publisher of the records to use their numbers. After playing the selections for RCA Victor to enable it to make phonograph records, WDAS paid a $500 royalty to Waring. It now said that Waring had no rights in any kind in the records and RCA Victor was not bound to Waring by contract or agreements, and that WDAS that at the time it performed the numbers, Waring knew the records would be sold to the public, and said the WDAS that if RCA Victor to limit in any way the use which the purchasers of the records might make of them, retained by it a valid license to WDAS that at the time it performed the numbers, Waring knew the records would be sold to the public, which could be used for broadcasting purposes.

The contention made in behalf of WDAS that the record was not licensed for radio broadcast, was held to be wholly immaterial, however, in view of the fact that Waring was not the holder of the performing rights for that particular number, and had no contract which covered this provision.

The numbers in question were "True Young and Healthy" and "You’re Getting to Be a Habit with Me", which WDAS admitted having performed, but which Waring had contended that the numbers were performed "by request", and had indicated that this was done for the purpose and solely upon which to bring the test action.
RIDE THE MAGIC CARPET

WHAS

TO THE FIRESIDES of MILLIONS

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<th>RADIO EQUIPPED HOMES</th>
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<td>Primary and Secondary</td>
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<td>Night-time Coverage</td>
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<td>4,399,280</td>
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REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

50,000 WATTS—CBS BASIC OUTLET
John W. Guider Renamed Head of Bar Committee

JOHN W. GUIDER, Washington radio attorney, has been reappointed chairman of the Bar Committee on Communications of the American Bar Association, Chicago headquarters of the association has announced. Serving with Mr. Guider this year will be Prof. Edwin M. Borchard, Yale University; Bruce W. Sanborn, St. Paul, Minn., former Washington radio attorney and former general counsel of the FCC; Douglas Arant, Birmingham, Ala. Prof. Borchard and Mr. Sanborn are new members of the committee which will hold several meetings preparatory to its report on radio and communications for the next meeting of the ADA in Boston, to be held in August, 1936.

Carney, Hegelund Named To NBC Production Posts On the Pacific Coast

KENNETH BOSTWICK CARNEY, for the past six months and a half years on the production staff of the NBC News Department in San Francisco, has been promoted to the position of Western Division production manager for the network, with headquarters in New York City. Carney's successor, Donald Cope, who resigned Oct. 1 to join the radio department of Benton & Bowles Inc., New York. Born in San Diego, Cal., Carney who is 31, attended Annapolis, leaving the academy to become a power plant engineer. Subsequently he worked for the Burbank-Westinghouse and Westinghouse, then entered the advertising business. He was advertising chairman of the Schmidt Lithograph Co., San Francisco, and was also with the advertising agency in that city and in the East. Radio continuity writing for a San Francisco advertising agency was the start to his affiliation with the NBC staff in 1932. Carney is married to Noll Buntelsen, an advertising manager for the Frank Werner Shoe Co., San Francisco.

Fred Hegelund, writer and advertising executive for the NBC's Western Division continuity department in San Francisco on Nov. 8, when the United Broadcasting Network was announced. He is to write advertising continuity for the Women's Magazine of the Air, NBC-KFO network afternoon variety show.

Hegelund was production manager of the old KTB, now KSF, and was in charge of the NBC's Western Division continuity department in San Francisco on Nov. 8, when the United Broadcasting Network was announced. He is to write advertising continuity for the Women's Magazine of the Air, NBC-KFO network afternoon variety show.

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DODGE TWO-HOUR SHOW CLIPS Unique Sunday Morning Feature Over WBBM Blasts Opposition to Long Programs

BY BRUCE ROBERTSON

SUNDAY morning radio programs in Chicago are pretty well divided into two classes: Church services and a broadcast of some announcement, last March, that the Dodge Dealers Association, Inc., was going to sponsor a two-hour Sunday morning broadcast over WBBM, using a name orchestra and soloists and announcing a dealer in the area, was an event. The evening hours, was real news for the radio editors to pass on to their readers, which they did so promptly; and it was immediately that the program was assured of an audience from the very start.

And, while a radio program (or indeed any advertisement) cannot be expected to make direct sales of such high-priced merchandise as automobiles, this program, that was launched the last of March from 9:30 to 11:30 a.m., was cut to an hour and a half during the summer, but remained the full two-hour period on Oct. 8. The program is sponsored by the NBC, which opened the series of broadcasts of professional football games each Sunday by a five-minute bulletin in which the Dodge Dealers are sponsoring the fourth successive season.

Rush "Gloose Dodger" show contains four parts. The first is a musical show, including the music of a particular country, or of one composer, or from musical comedies, or the popular songs of a particular year, or some similar classification of the guest artist period. At popular composers were featured, playing including some of their songs. Recently the programs have had such artists as the Mills Brothers, Ruth Etting and Bing Crosby as guest artists on a series of electrical transcriptions made especially for Dodge by Decca Records Inc.

The third section of the broadcast, led by the Dodge dealers, is the "Gloose Dodger" program. Each number on this part of the performance is dedicated to some Dodge dealer, which permits dealers to get a personal airing of their own, is a formal manner. About fifteen dealers are mentioned on each broadcast, so that each of the 54 members of the Dodge Dealers Association is named every third or four weeks. Following this, the orchestra plays the hit songs of the week, for the final part of the broadcast.

Novel Commercials Used

Dodge commercials are worked into the show in various ways; as dialogues between Keller and one of the famous announcers used to deliver announcements, as comedy bits—every way and any way that fits in with the program, Straight commercials are used sparingly.

Paradoxically, this two-hour program began as a 16-minute round written by Eddie Cantor in which this noted comedian says that one hour is too long for radio to hold the listener's interest.

"When I came across this statement," says Dale Perrill, radio director of Rothrauff & Ryan Inc., Chicago agency in charge of the Dodge Dealers Association advertising, "I stopped reading and began to think about it. I had purchased bulk time for clients, principally for broadcasts of baseball or football games, and the listeners were worn out before the hour was up. I thought I would listen to a sports program for two hours or more than they would like a two-hour program of musical entertainment. As the Dodge dealers had sponsored series of football broadcasts for them, I decided to follow them, and out of this idea thinking came the inception of the present series.

Agency is Enthusiastic

"WE MAKE no appeal for mail or other comment from the public," Mr. Perrill has stated, "but members of the Association report that many of the people who come into their showrooms mention having heard the program. We know that the dealers like the program, that they tune in it in every Sunday, and that they feel it has been an asset to their business.

"Why, when it was suggested that these broadcasts be dropped because their time came too late in the day?" asks the agency's radio investigators. "In just four hours of radio each Sunday seemed a little excessive, the dealers refused to consider the idea. Indeed, many members of the dealers continue straight on through.

"We at the agency believe that the program is of value, that it is a reminder of the time when the average American is not occupied with the routine business of his weekly work and when he is quite capable of listening to a broadcast of the drive he is taking his family for that afternoon and wishing that he had a new car to take them in. And they are more likely to buy a new car, and the program does not directly result in the purchase of a new Dodge, it at least gives the public a friendly feeling toward the Dodge organization which may very possibly be the basis for a future deal."

With the exception of posters announcing the program and portraying the orchestra and soloists at work, the program was to be displayed in his show room, little effort has been made to merchandise the program. The costs are proportionately, so that more than a member of the Association on a sliding scale that Liberal's Victory Upsets Broadcast Range in Midwest

One-man Regulation as Result Of Election Is Foreseen

BY JAMES MONTENGE

Little are any days for Canada's radio commissioners and media executives who are not on Canada's civil service roll. With the election turning off the creative hand of Director of Premier R. B. Bennett, who appointed the radio commissioners, a Liberal administration on entering office in June will be able to work. But the three radio commissioners are not likely to hold their positions long. Other executive posts in the commission are also slated to go, since these are largely political appointments.

Just how the new administration having started the investigation of private broadcasting which ended in the nationalization of broadcasting, is going to treat the radio question, is not yet known. Undoubtedly it will be a little while yet before actual action is taken in this growing is the circles that the government should hire one of the leading national broadcasters as a guarantor to publish the national broadcasting system on its feet. There are too many complainers as to the present state of the broadcasting networks. The fact that the networks can be practically stopped by the new administration, bears out the opinion held in radio circles that the three-man commission is in the nature of a one-man organization, with prominent executives of private stations asked to serve on the national system.

Electoral Listening

THAT Canadian radio listeners who used their radio sets to listen to the federal election campaigns, is evidenced from an increase of 80,000 licenses taken out during August and September, just prior to the election. The number of licenses delivered to the last election in 1935, the Canadian Department of Trade and Commerce places at 750,000. It is expected that in the two months previous to the 1936 election 50,000 licenses were taken out by listeners. Advertisers were favored with a larger audience by the fact that nearly 80,000 more listeners have licenses on the air at the time, totaling 625,000 at the end of September.

CKNC, Toronto, which was among the first to issue the issue of the "Radio Guide," or "voice in the sky" as the radio industry calls it, on Oct. 14, was deferred to schedule its own song-Oct. 31. The 10-kw watt transmitter, it is understood, will be left intact as emergency equipment for CRCT, Toronto, and will depend on the number of cars handled by each dealer, as is done in all Association campaigns.

"While the Association has issued the "Radio Guide," our new drive is on," says Dr. Ford, "most of the station's work has been done through its advertising," says Perry, "most of our work has been eliminated to a large degree. They are dealers who have said that they will not use the "Radio Guide" and to convince them that their real competitors are not the other dealers, but the dealers in other lines of automobiles."
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**—that helps sell TIME!**

When blank spaces stare at you from your station schedule, call on Standard Radio Transcriptions to fill them up!

The “Stand-Out” talent on Standard Transcriptions has been helping station operators in every part of the country fill up open time with the most desirable advertisers in their territories. Many a doubtful prospect has been turned into an enthusiastic sponsor after listening to the “Sons of the Pioneers”, Kay Kyser and his Orchestra, the King’s Men—or the wealth of sparkling Hollywood talent contained in the great Standard Library.

Well over eighty of the leading stations throughout the United States are today using one or more of these Transcription Services—at an amazingly low cost-per-program. Write today—let us tell you more about the Standard Radio Transcription Services—and how they can help you sell TIME!

NEW SERIES! "SONS OF THE PIONEERS"
Now—this sensational special feature augmented into a library of over 200 selections! Going fast—wire or write today!

**STANDARD RADIO, INC.**
6401 HOLLYWOOD BOULEVARD, HOLLYWOOD, CALIF. - 180 NORTH MICHIGAN AVENUE, CHICAGO, ILL.
Bruno, With New “Mike”, Reorganizes Its Force

COINCIDENT with its introduction of a new velocity microphone in the medium price field, known as Model SK4, Bruno Laboratories, New York, announced the appointment of Paul R. Fernald, formerly with the Kenyon Co., as sales manager, in a reorganization ordered by William A. Bruno, president. Paul R. Fernald succeeds John Koppel, resigned. In addition, Paul von Kunitz, formerly chief engineer of the General Broadcasting System and later connected with American Radio News Corp. and Hearst Radio, has been appointed chief engineer of the radio division of the Laboratories.

The new microphone is of completely new design, weighing less than two pounds and in a casing measuring only 6x2 ½ x ¾ inches. The magnetic circuit incorporates super-size magnets of the newly invented nickel-aluminum alloy type, giving a field strength four times as great as cobalt steel.

New Alka-Seltzer Discs

DR. MILES LABORATORIES Inc., Elkhart, Ind. (Alka-Seltzer) has launched a new transcription campaign, Those O’Malley’s, a radio version of Ann Cameron’s Saturday Evening Post stories of the family of tin can tourists, mother, children and goat, who wend a precarious journey from coast to coast, patching up their car and living off charity. Mrs. Cameron herself wrote and directed the 39 episodes of the radio series, which were recorded under the direction of Walter Biddick Co. in Los Angeles. Wade Adv. Agency, Chicago, places Alka-Seltzer advertising. The programs are broadcast over KDKA, KMOS, WBT, WGN, WHAM, WOR, WCAU, WSB, WOWO, WTRC.

WHBU, Anderson, Ind., will rebroadcast programs originating in the studios of WCKY, Cincinnati, L. B. Wilson, manager of the latter station, having granted permission to WHBU for the rebroadcasts.

Radio Termed Aid To All Other Media

Mr. Fitzpatrick Explains Value Of Broadcast Advertising

HAVING outgrown the step-child stage and attained adult status in the advertising family, radio is promoting sales in the most spectacular fashion in advertising history and not only is enlarging its own possibilities for achievement but is of inestimable force in educating, in entertaining and in maintaining and constantly improving our standard of living. This is the opinion of Leo J. Fitzpatrick, vice president and general manager of WJR, Detroit, and president of the NAB.

Speaking at the recent direct mail advertising convention in Kansas City, Mr. Fitzpatrick reviewed radio’s development as a medium, and in addition reminded that radio has aided other forms of advertising. “Just as we in broadcasting would welcome the advent of any new medium which would protect or increase our revenues,” he said, “the newspaper is acquiring a fresh slant on radio; the spirit today is one of genuine cooperation.”

What Is to Come

IN RECALLING the growth of radio, he explained that “the full development or radio is yet to be, but in 13 years broadcasting has been scrutinized, criticized and tested in a fashion which I do not believe any other advertising medium has had to undergo. Radio advertising was so different from other forms. It did not appeal to the eye. . . It appealed to the ear. . . and to the imagination. It was a somewhat vague one . . . and to spend money in broadcasting seemed like taking a terrific chance.”

“I think I have more actual faith in advertising than any other force in the world today. I think had business men of advertisers been in complete control during the depression we should have been able to find our way out much earlier than the politicians were able to do for us. I frankly don’t believe that there is such a thing as over-production; not in a country of ninety million people, rich and productive like this; I can’t see over-production in a country where many a man has never hoped to own more than one pair of shoes or one suit of clothes at a time.”

Northwest Agencies Form Group for Improvement Of Advertising Standards

TO IMPROVE merchandising and trade practices in the Northwest, agencies in that section, including Twin Cities, Duluth, Fargo and other cities, have formed the Northwest Council of Advertising Agencies. Discussion of sales problems and interchange of ideas are planned and it is expected that wasteful advertising methods as well as rackets can be eliminated to a marked extent.

Requirements for membership are being recognized by at least one official national media association and the maintaining of an office will service facilities, according to War H. Olmsted of Olmsted-Hewitt Inc., Minneapolis, secretary of the council. Cooperation of radio stations, publishers and others interested in improved advertising practices will be sought.


The council “will act as a force ful medium for acquainting the public with the functions and value of advertising, as well as serving to correct misunderstandings and abuses,” Mr. Lewis explained.

Real Pro! These National Advertisers and their products are effectively using our one minute dramatizations and transcriptions.

- Listline
- Prophylactic Tooth Brushes
- Quaker Oats
- Carter’s Little Liver Pills
- Fleischman’s Yeast
- Bayer Products
- Heinz Products
- Swansdown Flour
- Baker’s Chocolate
- Schob Clothes
- Carey Salt
- Parkway Bread
- Merita Cakes
- Hartz Mountain Bird Seed
- Kay Jewelry Stores
- People Stores
- Kay Bee Stores
- Dr. Ross’ Tooth Paste
- Tonico Bayer
- Evanol

In our service we cooperate with and through recognized advertising agencies. We specialize in foreign language programs (Spanish; Italian; Polish; German; Portuguese and Jewish). Send your advertising literature or that of your client, without cost, we will submit sample recording.

We are pleased to announce that our production department is now under the personal supervision of Mr. Keith MacLeod, formerly Musical Supervisor, National Broadcasting Company, New York.

Carlsbad Sprudel Salts
- Bath-a-sweet
- Tanga
- Glazo
- Phillips Milk of Magnesia
- Vigoron
- 30-30 Cold Capsules
- Cutex
- Clemons Clothes
- Penetro
- United States Life Insurance Co.
- Dri-Bath
- Associates of Judea, Inc.
- Instantina
- Sidney Ross Co.
- Caffia-Aspirina
- Frixal
- Grove’s Bromo-Quinine
- Negritas
- Pastillas de Adams

Radio Recording, Inc.
Time - Talent - Transcriptions

29 West 57th Street
Eldorado 5-0780
New York

BROADCASTING • November 1, 1935
By adding station WOOD in Grand Rapids, Michigan, to the NBC Networks as an optional station, we’ve done something mighty important. For, up to this point, no national network broadcaster could properly reach the radio families in this territory.

Now, the ONLY satisfactory way into West Michigan is wide open to the NBC Network advertiser. It’s a wealthy market. It’s the second biggest in Michigan. The wholesale and retail business in Grand Rapids alone averages more than two hundred millions yearly.

And WOOD is a very important station. Under the fine management of the Kunsky Trendle Broadcasting Corporation it has always maintained high standards... always offered excellent entertainment. And, as a new member of the NBC Networks it will enjoy even greater prestige.

Here is a decided must for the network advertiser. It’s optional on our rate card. It should be compulsory... in the interest of your sales.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
NEW YORK * WASHINGTON * CHICAGO * SAN FRANCISCO
SBS is "on the job" for football broadcasts of Southwest Conference games this year, using a new sound track to transport equipment and a new parabolic mike—the first in the Southwest—for the actual pickup. Joe B. Haigh, SBS field and feature engineer, is shown in the picture with the new track and mike. SBS is broadcasting two and three games weekly over six or more stations, with the Humble Oil and Refining Co. as sponsor. The network has application in for a mobile transmitter to be installed in the sound truck. Plans are being made for a series of public events broadcasts in connection with the forthcoming 1936 Texas Centennial.

TUFTS College has installed an amateur station, W1KN and W1XAW, for its Radio Society, composed largely of young electrical engineering students seeking practical radio experience.

Sherwin-Williams on NBC
SHERWIN - WILLIAMS Co., Cleveland (paints), will inaugurate a radio series over the entire NBC-WEAF network beginning Dec. 1, 3:30-4 p.m. and each Sunday thereafter. The initial contract is for 13 weeks. Talent has not been completed for the show, to be of the musical type. The series marks the return to the networks of this sponsor after a lapse of several years. The last network show used Paul Whiteman's orchestra.

Pompeian on CBS
POMPEIAN Co., Bloomfield, N. J. (cosmetics) on Dec. 2 will start a thrice weekly musical program on 26 CBS stations, to be heard at 4:45-5 p.m., Mondays, Wednesdays and Fridays. Programs are to originate in the oval room of the Ritz Carlton Hotel, New York. The contract is for 52 weeks. Topping & Lloyd Inc., New York, has the account.

Sendol Co. Finds Radio Responsible For a 3000% Jump

Kansas City Firm Leaps Upward After Turning to Broadcasts

USING radio principally, Sendol Co., Kansas City proprietary concern, has increased its business 3000% during depression period despite cut-price competition from competing products of the same generic type. J. L. Corless, advertising manager of the company, says that radio has been the business medium for opening new territory.

The plan of expansion is based largely on radio coverage rather than geographic considerations. Salesman sent into new territory the company studies business overflowing from adjacent established territories. From maps depicting centers of radio audience, the company judges business potential market.

Prior to the first broadcast some eight years ago, the company was a small local concern operating in the Kansas City trade territory.

Expansion Methods

PROGRAMS vary from quarter-hour transcriptions on smaller stations to half-hour musical shows by the company's own talent or larger stations. To get a mailed check on radio results, the company usually offers pictures of talent or samples of the product to those who write letters giving their opinions of the broadcasts.

As many as 75 stations have been used at a time in covering territory from Indiana and Louisiana, extending as far West as the Rocky Mountains. At present some 30 stations are being used. Sendol salesmen, with radio-equipped cars, keep track of the sponsor's programs and check public reaction as well as signal strength while they are on the road. The noon hour has been selected in most cases for Sendol programs since the sponsor believes it has been able to command the largest audience in mid-day.

42d Street Program

CHARLES P. HUGHES, originator and producer of the First Nighter series, broadcast first over WIBO in Chicago and for the last five years over an NBC network under the sponsorship of Campana Corp., Batavia, Ill. (Italian Balm), is leaving this series to launch a new program Behind the Camera Lines over WGN, Chicago, beginning Nov. 8. This new show will be sponsored by the 42d Street Sales Co., Chicago (cosmetics). Agency: Beaumont & Hohman Inc., Chicago. June Meredith, leading lady in 264 First Nighter productions, will be starred.

Calox Series on WOR

McKesson & Robbins Inc., Berkeley, Calif., making some 400 drug products, has started a six-weekly program titled Uncle Don Club on WOR, Newark, for its Calox tooth powder and antiseptic. The program supplements periodical advertising and is directed to children. N. W. Ayer & Son Inc., New York, is the agency.

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BROADCASTING • November 1, 1935

“Upon Analysis of station performance for the first two weeks of our program your station stands

First on the List”

So writes a New York Agency with reference to a daily feature broadcast over twenty-two stations throughout the country.*

22 Stations in 22 Markets and WEEI in Boston was first on the List!

On Your next list—include STATION WEEI 590 Kilocycles "At the Top of the Dial" BOSTON

*Name of advertiser, agency and program on request.
He had SIX huge cavities which needed immediate care...and like YOU he waited until he had a swollen jaw. There's no reason for aching teeth...AND certainly no reason for continuously slipping sales. HEARST RADIO is comparable to your dentist...FILLING YOUR SALES CAVITIES in six huge markets is OUR specialty. Let's tell YOU more about it!

HEARST RADIO

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

HEARST MAGAZINE BUILDING, 959 EIGHTH AVE., NEW YORK • COLUMBUS 5-7300
HEARST BUILDING, MARKET AT THIRD, SAN FRANCISCO, CAL. • DOUGLAS 2536
HEARST BUILDING, 326 WEST MADISON STREET, CHICAGO, ILL. • CENTRAL 6124
YOU’VE HEARD THE STORY ABOUT THE MAN WHO BUILT THE Better Mousetrap

The marriage of Listener Interest to Selling Effectiveness is another stellar accomplishment! It is this type of startling Idea-Creation that brings business from 100, 300, 700, even 1,000 miles away.

For when national advertisers such as General Motors (Pontiac), General Mills (Bisquick), etc., (see opposite page) use the facilities of MID-WEST, you know there MUST be a reason. And that reason is: IDEAS! Into every MID-WEST recording are built novelty and sound entertainment + plus + hard-hitting commercial value that hammers a two-fisted chorus on your cash register. That’s the music the advertiser likes to hear—the music he is sure of hearing when he comes to MID-WEST, the organization distinguished for custom-built programs packed with punch and studded with sell. No wonder Minneapolis has become the Mecca of profit-minded sponsors!

Want us to prove that MID-WEST can build a better mousetrap? We’ll submit one measured-to-order for your own particular mouse! No obligation, of course. Just a phone call, telegram—or even a postcard—starts things.

But get it off TODAY, please!

MID-W
MID-WEST PERSONNEL OUTSTANDING IN RADIO FIELD

Harold D. Finkelstein, President. For 20 years a showman. Twenty years of practical experience in vaudeville, motion picture presentation, dramatic stock, musical tableaux, etc. Through Mr. Finkelstein, Mid-West offers production ability of unquestioned value.

F. W. Ferrin, Vice-President, in charge of sales. His nine years of radio merchandising experience cover every phase of the industry. Mr. Ferrin's merchandising knowledge has spelled success for many radio advertising campaigns.

L. M. Knopp, Secretary and General Manager. Former newspaper man, with years of advertising, promotional and programming experience. Recognized nationally as one of the leading commercial continuity writers in the country.

K. L. Sueker, Chief of technical staff. Outstanding in the field of electrical recording. The man who perfected equalization, which gives Mid-West full range transcriptions of definitely superior quality.

AMONG THE MANY WHO HAVE BEATEN A PATH TO OUR DOOR

General Mills (Bisquick) Minneapolis
General Motors (Pontiac Motors Corp.) Detroit
Mid-Continent Petroleum Corp. (D-X Gasoline) Tulsa
Tidewater Oil Co. (Tydol Gasoline) Minneapolis
Brown & Bigelow (Remembrance Advertising) St. Paul
Minneapolis Honeywell (Automatic Temperature controls) Minneapolis
Pillsbury Mills (Flour) Minneapolis
Acme White Lead & Color Works (Linex-Furnex) Detroit
John Morrell & Co. (Packers) Ottumwa
Maurice L. Rothschild (Clothing) Chicago & Minneapolis
Nash Coffee Company (Coffee) Minneapolis
Hamm Brewing Company (Beer) St. Paul
American Gas Mach.ne Company (Industrial) Albert Lea
Grau-Curtis Corp. (Flexsteel) Minneapolis
Chocolate Products Company (Stillicious) Chicago
Steelcote Manufacturing Co. (Paint) St. Louis
Chamberlain Lotion Company (Hand Lotion) Des Moines
Skinner Mfg. Company (Raisin Bran) Omaha
The Pen-Jel Corp. (Pen-Jel) Kansas City

ST RECORDINGS INC.
24 SOUTH SEVENTH STREET • MINNEAPOLIS, MINNESOTA

November 1, 1935 • BROADCASTING
Via The Back Door

EVERY recognized form of legal procedure which we know about was thrown overboard in the "test cases" of the FCC's authority over program and advertising matter growing out of the Marmola citations. Three important broadcasting stations were placed on trial in a proceeding that plainly showed that one bureau of government was using another as its cat's paw.

Experts of the Food & Drugs Administration paraded before the FCC, and damned everything that had been advertised over these stations as dangerous to public health. Some of them had admitted that their own bureau could not prosecute the manufacturers of the products because of the limitations of the law under which it functions. Yet, in a left-handed way, they proposed to make stations the goats by getting action through the FCC.

Upon the evidence procured by a junior attorney of the FCC and upon the testimony of these Food & Drugs experts, FCC counsel built their cases. They introduced a mass of evidence about past prevalence of Marmola on which the stations had not been given notice.

We do not condone all medical or proprietary advertising. Perhaps the less of it on the air the better. But the four-day exhibition furnished by the Marmola hearings, if carried to its logical ends, put forth such biased and one-sided evidence that perhaps 90% of the country's stations could be similarly penalized and probably a greater percentage of the newspapers.

We see some ray of hope in the stipulation procedure worked out with the Trade Commission under which it will collaborate with the FCC in clearing such matters. After all, newspapers and magazines, which carry a far greater volume of medical and proprietary copy, seem to get along with a minimum of difficulty in pursuing that course, and there seems to be no reason why radio should not benefit in the same way.

In spite of the testimony of one of the Food & Drugs experts that his organization is ready to help stations in checking on programs, little advice of value has come from that bureau as to what products and claims stations may or may not carry. Indeed, it looks as if every radio manager is expected to be a biochemist or engage one, if he wants to be on the safe side. Add to that the fact that the medical fraternity itself is widely split, except for the widely-publicized fact that the American Medical Association is opposed to self-medication of any kind.

These Food & Drug experts now seek from Congress substantially greater powers to give them control over all advertising in the food, drug and cosmetics field, where they are now restricted to labeling of foods and drugs. We shudder to think what will happen if they get those broad powers.

But in the current "test" cases we cannot understand why, if the Food & Drug Administration cannot take action against the manufacturers directly, it should be permitted to coerce another agency, without authority over manufacturers, into penalizing the medium which the advertiser happens to use.

A Red Herring

KNOWING full well that they cannot stop the broadcasting of news, what with newspapers themselves, their stations and their big press associations now in the news broadcasting field for bear, the Inland Daily Press Association resolves that news must be kept "simon pure"—meaning unsponsored. If not a dying gasp in their now-lost fight on radio itself, the resolution can only be interpreted as an attempt to draw a red herring across the trail of their real motive, which is a "sorehead" effort to defeat radio as an advertising medium.

The Inlanders make the wholly untenable charge that radio news is subject to sponsor editing and censorship because it is paid for by advertisers; in one breath they assert it should be labeled as "advertising" (which it is by the mere mention of the sponsor's name) and in another they declare the FCC should force it to be given unsponsored as a station public service. Anyone who has read the radio act knows the FCC has no such authority.

The publishers overlook entirely that most of the 135 or more newspaper-owned stations carry or are willing to carry sponsored news; that contracts like the UP's with stations assure no trifling with news reports; that in practically all radio stations the news reports are handled if not actually delivered by newspapermen or former newspapermen—and that no better example of news twisting could have been given than the recent Associated Press reports that UP is selling its news directly to Esso, which is utterly untrue.

Radio is perfectly capable of handling news honestly and fairly. No one has yet had cause to complain of the "menace" seen by our publishing friends, and no one is likely to find cause for complaint for the simple reason that the sponsor never sees the news before it is broadcast. The publishers, especially those who have missed their radio opportunities or don't yet see them, certainly die hard!

Pre-Session Lobbying

FORCES opposed to commercial broadcasting are starting unusually early this year in their Congressional lobbying. The American Civil Liberties Union, which now boldly admits that it voted the bills and resolutions introduced by Rep. Frank Morse (D.) of California at the fag end of the last session of Congress, has sent out letters soliciting the support of "minority interests" in jamming through this legislation, notably the resolution which has as its objective the creation of a government-owned or controlled network.

The "Committee on Radio" of the Union, in a letter sent out Oct. 11, says the Scott bills are but a "first step". It adds that there is nothing in the legislation "that clashes with the concept of ultimate public ownership or any other ultimate method of broadcasting operations". It espouses a coordinated movement to sponsor the legislation. "It is particularly important," says the letter, "since we are faced by a determined united front of broadcasters unwilling to make the slightest suggestion."

The letter is an unvarnished effort to organize a lobby designed to wreck commercial broadcasting. The Union some two years ago espoused a government network, but evidently gave the idea up as a hopeless job.

Tying directly into the Union lobbying activity is the action of the American Federation of Labor at its convention this month. It adopted a report attacking alleged monopolistic tendencies of both newspapers and radio. In. of Labor are therefore unpledged to lobby for government ownership legislation in Congress.

The Union lobbying activity is but another warning to broadcasters that they must get busy and keep their Congressional delegations informed of the facts. It is not enough to wait until Congress convenes next January and start the educational process after the lobbying minorities have gotten to them. Now is the time to keep Senators and Congressmen posted, so that when the reforming crusaders begin their onslaughts they will come face-to-face with legislators who are acquainted with facts. Only if this is done will the broadcasting industry be saved from considerable trouble and expense at the next session.

A Job Well Done

AFTER more than a decade of stewardship for Uncle Sam—six years of which were spent as chief engineer of the Radio Commission and its successor, FCC—Dr. C. B. Jolliffe is departing to join RCA as its engineering chief.

It was under Dr. Jolliffe's technical direction that broadcasting and other modes of radio communication were developed and regulated in orderly fashion after their unguided and chaotic beginnings. Barbed shafts aplein have been hurled at the FCC and its predecessor Radio Commission, but they were never directed against the engineering departments functioning under the strictly non-political hand of this scientist and engineer.

It will be hard to fill Dr. Jolliffe's shoes, for he combined executive ability and economic understanding with his academic and technical attainments. The FCC will be doing well if it finds a man capable of carrying on in the same paths set by Dr. Jolliffe and his aids. Whoever is selected to engineer the department should play no part in the appointment, for a job that is scientific does not mix with politics.
EDGAR ALBERT FELLERS

"There are really only four rules for radio success," says Edgar Albert Fellers, who signs his mail E. A. and who is called "Ed" by most radio's executives. "Know your product. Know the people who buy, or should buy it. Use the stations that those people listen to. And give them the kind of radio entertainment they like to hear."

And Fellers ought to know, for during the last decade most of his time has been spent in directing the radio activities of the Mantle Lamp Co. of America, every year spending more money for radio and every year seeing sales leap ahead of the year before, despite no depression.

It was in 1926, when a trip to Cincinnati exposed him to the enthusiasm of Powel Crosley, that Fellers began to think about radio as a possible advertising medium for his company's kerosene lamps. But he was busy with other things and for some time thinking about radio was as far as he went. Then one day he and Mr. Fressa, vice president of the company, stopped off in Shenandoah, Iowa, and called on Henry Field. Before they left Shenandoah, Mantle Lamp had sponsored its first broadcast—a five-minute talk by Mr. Fressa on the merits of Aladdin Lamps to the audience of KPNP.

"The response to this initial effort was so gratifying," says Fellers, "that we dashed headlong into an elaborate radio campaign. We bought time wholesale; we hired a staff of high-priced consultants to write; we were sure that radio was God's gift to advertising and we wanted to clean up before our competitors discovered it. But instead of being a radio for life, Fellers still believed that there were profits in broadcasting if one could only find the right way to get them. During the following year he and the company's other representatives visited most of the major stations in the country, learning what they could about the listening habits of the rural population, potential purchasers of Aladdin lamps.

"When we returned to the air,"

P H O T O

REPRINTED FROM THE

PERSONAL NOTES

RAEDIE BEEVER, formerly in charge of studios and production for WXYZ and the Michigan Network, has been appointed production assistant to H. Alton Campbell, general manager, George W. Travis, president of the Kunsky-Trendle Broadcasting Co., announces that Theodore A. Fellers, formerly a production man with NBC and recently with WJW, has taken complete charge of production.

W. VICTOR GEORGE, formerly manager of CFCE, Montreal, who recently opened his own agency in that city, has been named general manager of WTOR, Toronto. Mr. Porter, president, as master of ceremonies, confirmed the sixth degree of Albert Fellers upon him. Mr. Gilman is the third man ever to receive this distinguished honor, the other two being Chief Justice Davis and Hon. George Stanton Hotchkiss.

"The response to this initial effort was so gratifying," says Fellers, "that we dashed headlong into an elaborate radio campaign. We bought time wholesale; we hired a staff of high-priced consultants to write; we were sure that radio was God's gift to advertising and we wanted to clean up before our competitors discovered it. But instead of being a radio for life, Fellers still believed that there were profits in broadcasting if one could only find the right way to get them. During the following year he and the company's other representatives visited most of the major stations in the country, learning what they could about the listening habits of the rural population, potential purchasers of Aladdin lamps.

"When we returned to the air,"

DON E. GILMAN, NBC Western division vice-president, San Francisco, was host of the annual initiation dinner and meeting of the Charles H. Raymond Chapter, Alpha Delta Sigma, held in that city Oct. 13. John Unydi, past president, as toastmaster, made a glowing tribute to Mr. Gilman, who was honored as Distinguished Alumnus. This past summer Mr. Gilman, formerly APA president, last summer was elected to his second term as APA chairman.

PHILIP LASKY, general manager of KSFo, San Francisco, was vice-chairman of the Radio Activity Committee for Navy Day, celebrated in that city recently.

GROVE FINK Jr. has joined the commercial department of KYA, San Francisco. Wayne Woodside, sales executive, has taken a six-month leave of absence.

MAJ. J. ANDREW WHITE, president, WBI, formerly with WLW, was married Oct. 18 to Miss Kay Alexander, of Monte Bello, Cal., at Port Chester, N. Y. It was their third marriage.

JOHN H. STILLWILL, former commercial production manager of WHE, Indianapolis, has been appointed general manager of KTSa, San Antonio.

MAX GRAF, general sales manager of Titan Productions Inc., San Francisco, has been named as sales manager for New York Nov. 1 on a business trip, to be gone a month.

CLIFF ANDERSON has resigned as KFNF's advertising manager at San Francisco and will go into business for himself.

FREDERICK R. HINKLE, formerly with King Features Syndicate on Oct. 28 because publicity director of WINS, New York, replacing Edythe Wakefield.

RALPH C. BRUNTON, president of the Northern California Broadcasting System (KJBS, San Francisco, and KQED, San Jose), has taken a 13-week vacation to Seattle and Vancouver, B.C., made a closing trip for the year, spent three months of a doctor's degree from Chicago Medical College when illness put an abrupt end to his studies, and vacuumed all ambitions; that he started work as a traveling salesman for Dr. Scholl and has become assistant advertising and sales manager before leaving after seven years to join Mantle Lamp Co., as assistant advertising and sales manager of sales and advertising, the same Mr. Presha, incidentally, with whom he is now associated in the advertising business.

Fellers is married and the father of a seven-year-old daughter. He disclaims any hobbies, but he seldom travels without his golf clubs and his bridge game does not suffer from neglect.

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CBS Honors Dr. Bagley

DR. WILLIAM C. BAGLEY, of Teachers College, Columbia University, and chairman of the board of consultants for the American School of Radio, Ministry of Education, was awarded the CBS medal for distinguished service to radio, the seventh person thus honored this month. CBS presented the award on a program from 10:45-11 p.m. by William S. Paley, CBS president. The program was produced by Dr. Bagley's contribution to education in the American School of the Atr. Dr. John W. Studebaker, U. S. Commissioner of Education, spoke on the program.
BEHIND THE MICROPHONE

WILLIAM FULLER, for the past year on the continuity staff of KYA, San Francisco, has been promoted to producer of dramatic programs. He succeeds Walter Patterson, who came to KYA a few months ago from NBC. Patterson has returned to the network’s One Man’s Family cast in which he portrays the character of Capt. Nicholas Lacey, High P. Marshall, formerly with WBEZ, Los Angeles, has joined KYA’s continuity department. Edward Kenny, from the San Francisco Examiner staff, has taken on the publicity of the station, succeeding Lynn Church who has gone back to announcing.

ALUN WILLIAMS, formerly of KOIN, Portland, Ore., has joined WIP, Philadelphia, as night announcer. Sanford Gevery, formerly of WIPEN and WCAU, Philadelphia, has been added to the WIP announcing staff. Clifford Weeks, formerly of WJW, Cincinnati, and WGN, Chicago, has been named WIP news editor.

CHARLES W. HAMP, head of Charles W. Hamp Productions, Hollywood transcription firm, and a former NBC continuity artist, underwent an operation in Cedars of Lebanon Hospital, Los Angeles.

FAYE LEMMONS, formerly of Lucentate Theatres, has joined WFAB, Dallas, as director of promotion and special events. Robert Leigh has been promoted to the announcing staff.

EDWARD LAUX, brother of Francis Laux, world series announcer, has joined the announcing staff of WCAU, Philadelphia, replacing Alan Scott, moved to the program department.

HERI KENNEJY, announcer of KLX, Oakland, Calif., was married Miss Florence Alampmure of that city Oct. 21. A KLX staff luncheon, in honor of the couple, was given on Oct. 23, with Helen Wegman Parmelee, staff pianist, as mistress-of-ceremonies.

HARRY ROGERS, program manager of KYA, San Francisco, is scheduled to speak before the high school teachers of Oakland, Calif. in the Lowell Junior High School Dec. 2 on “Radio’s Contribution to Education.”

ROBERT SAUDEK, continuity editor of KDKA, Pittsburgh, is to be married Nov. 2 to Miss Elizabeth Koch, of Warwich, R. I.

JACK RANDALL, tenor, formerly of WRAL, Baltimore, has joined the artists staff of WHIG, Greensboro, N. C.

BOB BROWNE, of the continuity department of KOIL, Omaha, has recovered from an attack of influenza.

ANITA GILMORE has been added to the NBC Western Division publicity department, San Francisco. She succeeds Jacqueline Self who resigned Oct. 15 to return to her home in Pueblo, Colo., where she will be married to George M. Schroeder, Los Angeles business executive.

MABELLE JENNINGS, until recently a dramatic critic of the Washington Herald, has started a twiceweekly theatrical, movie and news review, Washington Times Weekly.

DON HULSE, of the Chicago CBS maintenance department, is the father of a boy born in October.

OSCAR N. (“Yank”) TAYLOR, radio editor of the Chicago Daily Times for the last eight years and before that editor of the weekly radio magazine published as a supplement to the Chicago Post, is leaving radio to take over the management of a Florida orange grove.

RADIO QUEEN — Jessica Doniglet receiving the trophy award — known for the Chicago Tribune Radio Exposition in recognition of her selection in a nationwide poll as Radio Queen of 1935, with Earl Foorman,there Electric district appliance sales manager, New York, making the award.

TRUMAN BRADLEY has left the CBS studios in Chicago to become a free-lance announcer. Bradley, originally from the East Coast, started his Chicago career as “Brad” with the Easy Aces series, before joining the command of WTM and CBS.

ELMIR HAUGHMAN, formerly of WLW, Cincinnati, and Doug Brown, New York actor and singer, have joined the announcing staff of WCKY, Cincinnati. Lee Goldsmith has been promoted to studio director, succeeding James S. Altemus, who resigned to join WLW-WSAI, Cincinnati.

GENE CLARK, chief announcer of KJHS, San Francisco, has been transferred to KQW, San Jose, and placed in charge of that station’s continuity department. He is also assisting in production.

JACK DOHERTY and Earl Sheridan, Buffalo comedy team, have been signed by ABC, Cleveland, for an oil sponsor, continuing to Cleveland three times a week.

DON DAYRE, formerly of KPI, Los Angeles, and WHAS, Louisville, has joined WDDY, Minneapolis, as a master of ceremonies.

JACK CARRINGTON has returned to KJUR, Los Angeles, to announce the midnight to 6 a.m. programs.

VERNE HINER, former announcer at KTM, Los Angeles, returned to the station in October after a year’s vacation tour.

FOSTER RUCKER, staff announcer of KQPO, Long Beach, Cal., in October will be the holder of the honorary champion of California and Nevada at the district Kiwanis convention.

ELEANOR O’REILLY and Larry Smith have formed a talent agency, with offices on Santa Monica Blvd., Hollywood.

J. M. COOPEGRIM, head of the music library of KFJ, Los Angeles, has gone to New York to enter similar work, and both KFJ and KFJH has joined the KJH announcing staff.

GEORGE EDWARD WALLIS, Philadelphia announcer, has joined the staff of WIPF, that city.

LEO BOLLEY, announcer of WFBIL, Syracuse, was married in October to Helen Bockmiller, of Elmira, N. Y.

GEORGE SNELL, of the announcing and production staff of KDIT, Salt Lake City, has had two stories selected in the Best Short Stories of 1935, as edited by Edward J. O’Brien.

WALT KEEPER, of KRX, seen here in the announcing staff of WDC, Davenport, Ia. Benne Alter is announcing part-time.

The 1935 Summer Advertising Schedules of KSD were the largest in the station’s 13 years on the air.

For the Best in Radio Broadcasting, Listeners Turn Their Dials to KSD.

550 Kc.

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

BROADCASTING • November 1, 1935

Half a roof may be better than none . . . BUT
for a thorough job you’ve simply gotta have
Balanced Coverage

There’s ONE independent in NORTHERN CALIFORNIA that gives that!

KSFO
SAN FRANCISCO - OAKLAND 560 Kc. . 1,000 watts — full time
LOTS of mail (and we have it) may speak volumes, but it’s a balance of mail that counts most. KSFO’s full-time local advertisers prove it.

KSFO and you get balanced coverage. And note the swell frequency!

THE ASSOCIATED BROADCASTERS • INC
RUSSELL BLDG. • SAN FRANCISCO, CALIFORNIA
Paul S. Lasky, General Manager
National Representatives
JOHN BLAIR & COMPANY

Page 40

www.americanradiohistory.com
"Just doing 80 eh?"

Sure. We're doing 80. And proud of it! When one radio station broadcasts 80 per cent of the automobile spot advertising in its territory, that's really stepping on the old accelerator.

But records like this don't simply happen. There are reasons. Most important, is the fact that more than one-fourth (26.5 per cent to be exact) of all pleasure and commercial automobile owners in our state live within the primary intense coverage area of WGAR...one out of every four of Ohio's best prospects for new cars and trucks is in the audience of "Cleveland's Friendly Station."

We've heard on good authority too, that motor car manufacturers and their ad-men nod knowingly when they learn that WGAR is doing a larger total dollar volume business than any other station in the city...has been awarded more national spot accounts than any other local broadcaster.

Sure. We're doing 80 on the automotive speedometer...and just itching to step on the old accelerator for more good advertisers, whether they make autos, or ships, or shoes, or sealing wax.

WGAR
"CLEVELAND'S FRIENDLY STATION"
Member N. B. C. Blue Network
John F. Pott, Vice President and General Manager
Edward Petry & Co., Inc., National Representatives
Last Solid Hour on WSM's famous Saturday Night "Grand Ole Opry" now available at bargain rate

- Here is one of the most desirable radio openings in America! With practically all other Saturday night time booked—two stations we are able to offer the full hour on WSM's famous "Grand Ole Opry" (8:00 to 12:00 every Saturday night) at a truly bargain rate. This is the same four-hour show that (1) received from 30,000 to 50,000 letters a week last season, (2) produced over 18,000 requests for a sample from one half-hour program for one advertiser: 8,616 fifty-cent orders for another, (3) won Radio Star's Magazine's medal "For Distinguished Service to Radio," and (4) is reputed to have a larger audience among the farm and industrial classes in cities and communities East of the Rockies and including the Southwest than any other spot program. Built up by approximately 500,000 house-to-house calls each week, this program offers unusual merchandising possibilities and an audience unequalled anywhere in America at this rate.

IN THE CONTROL ROOM

JOHN G. COOK, James F. Hackett and Leroy S. Gardner have been named to the technical staff of WOR, Newark, by Fred P. Popole, chief engineer, Cook formerly was in the radio research headquarters of Texas Co., and a ship radio operator. Hackett has been with CBS several years, as well as General Motors was with CBS a year and was a Navy operator four years.

FRANK PIERCE has been named chief engineer of WOR, Darentor, replacing William Davis, who has gone to WJO, Des Moines. Ray Palmer has been added to the WQO control room.

ARTHUR OMBREG, of the transmitter staff of WCAU, Philadelphia, and Mrs. Ombreg are parents of a son born in October. Mr. Ombreg, who was injured in an auto accident in July, is expected to be released from the hospital around Nov. 1.

Leroy ANSPACK has returned to the engineering staff of WCRC, Des Moines, after a two-month piano concert tour.

JARO HERSHEY, engineer and announcer of WOWO, Fort Wayne, Ind., is writing a radio column for the Indiana Farmers Guide.

JACK ELIASEN, technician-announcer at KJRH, San Francisco, resigned Oct. 15.

LEE SHEPHERD, formerly of WCAU, Philadelphia, has joined the engineering staff of WCYX, Cincinnati. He is also a songwriter, announcer and actor.

CLINTON M. TODD, chief operator of WNAX, Yankton, S. Dak., was married in October to Miss Wyveth Platekuthner.

ERNST WHITNEY has joined the engineering staff of KDFY, Salt Lake City. Allan Guderson, also a new member, is working as transmission operator.

AIR BEELEY in October joined the technical staff of KTL, Los Angeles, replacing Don Hailey who resigned to become associated with an oil company.

GEORGE SHERMAN, master control supervisor for CBS in Chicago, is father of a boy born in October.

CLAIR WIDENAUER, former engineer of WOWO, Fort Wayne, Ind., has been named assistant manager of KNO, Des Moines.

PETER CLARK, of RCA Mfr. Co., Hollywood transcription division, left for Canada late in October to study new sound equipment.

Barron Opens Office

JOHN H. BARRON, senior broadcast engineer of the FCC, formally resigned from the FCC effective Nov. 1, and has established offices in the Earle Building, Washington, D.C. Mr. Barron, who has been with the FCC for five years, Mr. Young taking over as president at Winfield, Kan.

LEON MILLER, former radio editor of Wona-Week, has returned to the studio after illness from pneumonia, Peggy Williams has joined KOW-Rex as librarian.

DON FORBES, for the past year on the announcing and production staff of KHI, Los Angeles, has resigned to join the staff of KKN, Hollywood, in a similar capacity. Forbes was formerly program director of KOR, Vancouver.

PLANNING before an audience of a thousand college students in its new auditorium, the Los Angeles Times in October started a Sports Edition of the Air, weekly, on KHI, Los Angeles.
THE NEW 300D Transmitter exactly meets the requirements of one hundred watt broadcast stations.

FIRST, the transmitter is capable of highly faithful transmission, a definite assistance in holding listener interest.

SECOND, the equipment is simple to install and maintain, and all annoyances of a technical nature are eliminated.

THIRD, the 300D is as reasonably priced as is consistent with best possible design and construction.

The 300D has remarkable performance, exceeding all of the new standards of high fidelity transmission. The frequency response at full modulation is uniform within plus or minus 1 db. from 30 to 10,000 c. p. s. The absolute hum level is 60 db. below 100% modulation. (This corresponds to a weighted value of approximately 95 db.) Total distortion components are less than 5% of the fundamental at 100% modulation. The maximum frequency deviation is less than ten cycles. Power is readily increased to 100 250 watts. The design of the transmitter is simple and straightforward so that the excellent performance obtained in the laboratory is readily duplicated day after day in actual operation.

COLLINS RADIO COMPANY
CEDAR RAPIDS, IOWA

NEW YORK CITY
11 West Forty-Second Street
Bellows on Censorship

(Continued from page 24)

fusal to renew licenses; it is censored by the broadcasters themselves because, owing to the limitation of facilities, they cannot do otherwise.

The first type of censorship may or may not be publicly beneficial, but certainly it is not unavoidable. In view of the manifold abuses which may grow out of any extra-government activity of this sort, it would seem wiser, in the long run, for the Commission to stick to what is clearly its business—the promulgation and enforcement of adequate radio traffic regulation — and leave program censorship strictly alone. Violations of the law governing public utterance, alone, should be dealt with in the case of radio exactly as in that of newspapers or of ordinary addresses. A Commission which today openly disapproves of certain types of entertainment for children may tomorrow placate the emotions of minority opinion for their elders.

"As for the other kind of censorship, the kind exercised by the broadcasting companies, it seems to be absolutely no way of avoiding it. There cannot possibly be either stations or time enough to accommodate everybody who wants to use them. Government operation, as in most foreign countries, is simply an extension of public utility, or an exchange, but King Log for King Stork, a last resort, to be considered only in the event of failure of the private companies to render an acceptable service, and gross misuse of their powers of censorship by exclusion."

"The key to the answer is in a fuller recognition by the broadcasters and the public of the vast responsibilities which the possession of such arbitrary powers entails, and the replacement of such executives as serve in radio simply as a means for making money by persons with a truer sense of their obligations to society. Broadcasters have more authority than newspaper editors; but no one familiar with the two groups would argue that in breadth of vision, in education, or in courage's adherence to ideals the two groups are as yet on a par."

"The American press has fought and won the battle for freedom from censorship. It believes, and rightly, that a government-controlled press is a sure precursor of censorship. Broadcasting is in some respects more potent even than the press as a molder of public opinion. In most countries it has already lost even the simulacrum of liberty, and has become wholly subservient to whatever administration stresses moment control of the machinery of the press."

"In America such a possibility seems remote, but there are danger signals flying. And because the initial progress of any censorship is devious and sly, concealing itself as it emerges, the worst feature of the present censorship is the denial that it exists. If we recognize and act accordingly, maybe we may stem the tide."

Dr. G. E. Halley Joins In Forming New Agency

Dr. GEORGE E. HALLEY, lately an account executive with the Chicago office of Free & Steininger and previously for many years with the sales staff of KMBQ, Kansas City, has joined with H. GLIDDEN and Edward V. Murphey to form a new advertising agency, Glidden, Murphey & Halley Inc., with headquarters at 43 East Ontario Street, Chicago.

Mr. Glidden came to Chicago more than 20 years ago as advertising manager for Marshall Field & Co., went to Butteck Publications as Midwestern sales manager, and for the last 18 years has been engaged in advertising agency work. Mr. Murphey has recently been manager of the Chicago office of Kajjo & Co., newspaper representatives, and previously was in the advertising business in New York City. The new agency will specialize in marketing research for its clients, making scientific studies of present-day markets and businesses with which Mr. Glidden has devoted much of his time during the past decade, with special emphasis on radio market analysis.
Associated
Recorded Program Service
now available to radio stations!
Recorded on
VINYLITE
the newly discovered material just released from the laboratories of the Carbide and Carbon Chemicals Corporation after years of experimentation.

NOISELESS SURFACE — NO WARPING — IMPERVIOUS TO CLIMATIC CHANGES — DEEPER, RICHER TONE QUALITY —

Western Electric Wide Range System—Vertical cut (Hill and Dale) and Recorded under license by Electrical Research Products, Inc.

Well balanced musical programs—Elaborate productions—Most carefully selected talent.

Program scripts and regular monthly releases.

PRODUCTION LIMITED
Radio stations will be served in the order of applications received.

Produced by—

ASSOCIATED
MUSIC PUBLISHERS INCORPORATED

25 West 45th Street • New York

November 1, 1935 • BROADCASTING
News Sponsorship Alarms Press Body

Inland Convention Asks FCC To Bar Advertising Tieups

TAKING a new tack in the fight against the broadcasting of news, the Inland Daily Press Association, composed of smaller Middle Western dailies, at its Oct. 16 meeting in Chicago passed a resolution calling upon the FCC to prohibit the sponsorship of news matter. It demanded that the FCC require that news be handled purely as "an unsponsored editorial service from the station itself to its listeners in the public interest, convenience and necessity."

That the FCC is not likely to take action was seen in the fact that demand appeared certain, in view of the specific prohibition in the Communications Act of 1934 against the censorship of radio programs. While the matter has not yet been taken up officially, it was said informally that the FCC that news sponsorship was a matter of private contract not covered by the law.

The charge that the public is being "fooled" by sponsored news, and that such news is subject to station editing, was freely made at the Inland meeting, and it was asserted by President L. I. Noyes, publisher of the Ironwood (Mich.) Globe, that when news is sold for sponsorship it ceases to be news and becomes advertising. So far as could be learned, no radio had given any news program to its side of the subject, although it is well known that newspapers-owned stations are among the leaders in carrying sponsored local, UP, INS and Transradio news.

Contract Provisions

TO THE CHARGE that UP is selling its news direct to Standard Oil, to be sponsored on behalf of Esso, prompt retort was forthcoming from Clem J. Randau, business manager of the UP, who blamed it on a misstatement which he said had been widely circulated by the Associated Press. Mr. Randau went on to deny charges that
"Misstatement is absolutely untrue (1) UP signed contracts with individual stations owned by NBC which in turn entered into agreements with news service to Esso, (2) all our contracts with broadcasters state specifically that UP was to pay for all time editorial direction of broadcasters of news reports to the extent that fact stated in broad-
casts shall be the same as stated in the news reports received from UP, (3) all our contracts require that all commercial announcements shall be clearly indicated as such and not broadcast to appear as an integral part of said news reports."

"These provisions positively refuse your statement that advertising may change from unspon-
sored broadcast news to suit sale their products. We do not believe that you have not been presented situation but since you were misled we would like to have true situation laid before Inland convention and express equal promi-
ness with your previous statement which understand was based on false report of our competitor and which was presumably de-
gigned to damage our business."

To this wire, Mr. Noyes replied by telegram that Mr. Randau's "clarifying statements" were read to the convention. Mr. Noyes then added: "I did not state that UP sold its news service to Standard Oil. Stenographers' copies of my address did not exactly carry words which I actually used yesterday. I stated 'Public announce-
ment has been made that the UP sold its news service to NBC which in turn is reselling to the Standard Oil Co. for broadcasting purposes.'"

The text of the convention reso-
lution follows:

Whereas, The United States postal laws prohibit any newspaper, magazine, or periodical from printing any editorial or reading matter for which money or other valuable consideration is paid unless it is plainly marked "advertising," and Whereas, The holders of radio licenses in the United States are accepting money from advertisers for the use of the air to disseminate editorial comment as a part of their advertising in order to sell their product, and Whereas, The taking public now has no means of determining whether a news broadcast is paid for and edited by the advertiser or the advertising agency, and Whereas, The Congress of the United States has designated full power to the FCC to regulate radio broadcasting in the United States and to license those stations which are operating in the "in-
terest of public convenience and neces-
sity."

Therefore, be it resolved by the Inland Daily Press Association in convention as-
ssembled that the FCC be requested to pro-
tect the listeners on all news broadcasts and preserve the true news value by re-
quiring all news under the title of news to be broadcast only as an unspon-
sored editorial service from the sta-
tion itself to its listeners in the public in-
terest, convenience and necessity. Be it further resolved that all news-
gathering organizations and the newspaper be requested to cooperate in developing an equitable plan for the broadcasting of news bulletins at no cost to the public service in the name of the par-
ticipating groups.

Be it further resolved, that a copy of this resolution be sent to the FCC and to each member of the Congress.

Dawson Heads AAAA Group

JOE M. DAWSON, vice president of Tracy-Locke-Dawson Inc., Dal-
as and New York agency, has been appointed chairman of the Committee of the American Association of Ad-
vancing Agencies. Members of the committee include: Harrison At-

Mrs. Lewis Lacey

MRS. LEWIS LACEY, wife of the program director of the Southwest Broadcasting System network, died Oct. 15, in San Francisco hospital. Mrs. Lacey, the former Glover Sanderson, was a graduate of the University of Texas and Randolph-
n College and a member of Gamma Rho Lota Phi Beta sorority. She is survived by her husband and her parents. Mrs. M. C. Sanderson, of Texarkana, Ark. Mrs. Lacey will be remembered in Salt Lake City, where her husband has with KSL, and in San Francisco, where Mr. Lacey was with KYA and NBC, and in San Antonio, where he managed KFW. Before becoming program director for SBS in Fort Worth.

DRUG PRODUCTS Inc., Long Is-
land City, is using radio spot an-
nouncement to introduce a new product called Rel, for head colds.
increase in Broadcasting
Of Baseball Is Predicted
During the 1936 Season

POSSIBILITY that more major
and minor league baseball teams
will permit broadcasting of games
next year is pointed out by Sport-
ing News in its Oct. 24 issue. Ob-
jections of club owners are disap-
pearing, the periodical says, as
they find that any possible losses
in attendance are offset by revenue
received from the stations.

Officials of the Philadelphia Ath-
etics, according to Sporting News,
said that he is risking $5,000 for
broadcast rights. The publication
also reports that General Mills
Inc., Minneapolis (Wheaties),
plans to spend a half-million dol-
ars on baseball broadcasts next
year, with KMOX, St. Louis; WBBM, Chicago, and WCAU, Philadelphia, said to have been
signed, as well as ten Yankee sta-
tions for Boston games.

The New York situation is com-
plicated by the suit brought by
National Exhibition Co., owners of
the Giants, against Tele-Flash
and the New York Telephone Co.,
in which damages are claimed for
alleged bootlegging of games, ac-
cording to Sporting News.

The magazine reports that 90%
of the stations in Mexico picked up
broadcasts of World Series, even
broadcasting on Sunday, ordinari-
ly a silent day, after official sanc-
tion had been given.

Brunton Is Chairman
RALPH R. BRUNTON, president
of the Northern California Broad-
casting System (KJBS, San Fran-
cisco and KQW, San Jose), has
been appointed chairman of the
San Francisco Advertising Club's
Radio Department for the ensuing
year. He succeeds Harry F. An-
derson, NBC Western division
sales manager. Philip G. Lasky,
manager of KSFO, was made vice
chairman of the departmental.
Others on the committee are C. F.
MacGregor, president of Mac- Gregor & Sollie Inc., San Francisco
transcription producers; Owens V.
Dresden, commercial manager,
KFRC; Walter A. Burke, McCann-
Erickson Inc., and John Parsons,

WEMP Makes Debut
WEMP, new Milwaukee station on
1510 kc. with 100 watts power, for-
tally took to the air Oct. 20 after
a five-day series of test programs.
The station is equipped with com-
plete RCA high-fidelity installa-
tion and a new vertical radiator.
It is operated by Milwaukee Broad-
casting Co. In charge is John C.
Mevius, formerly active in Eastern
stations and sound laboratories.
Merrill F. Trapp, with a back-
ground including network produc-
tions, is program director.

Kurtis Brownell
KURTIS BROWNELL, NBC
tenor, was killed Oct. 19 in a mo-
tor accident near Oklahoma City.
Funeral services were held Oct. 24
in Winnetka, Ill., his home. Brown-
well acquired radio fame when he
substituted on short notice for
Richard Crooks, who was ill, at the
Metropolitan Opera.
**Merchandising Notes**

"Prevue Party" for Drug Trade — Promoting "Jumbo" Program — Window Displays — "Today on the Air"

To acquaint druggists with the new Leln and Fink show featuring Gene and Glenn on WHO, Des Moines, the station in cooperation with the Des Moines Wholesale Drug Co., gave a "Prevue Party" for the drug trade preceding the debut of the new program. An invitation was sent to each druggist and his wife to write station WHO for tickets to the party, which was held in the West Ball Room of the Ft. Des Moines Hotel.

EIGHT sponsoring merchants, two newspapers and WHAS, Louisville, cooperated in an amateur series in which 672 acts competed. Sponsors drew their acts by lot and quarter-hour programs were staged by each store, a final competition winding up the series.

**HOUSEHOLD FINANCE** Corp., Chicago (small loans), has adopted a program of education in family money management and consumer "better buymanship" after several years experimenting. Fifteen bulletins on how to buy specific types of merchandise have been issued and are available to non-customers as well. The sponsor is currently using an NBC-WJZ network Tuesdays, 8:30-9 p.m. Charles Daniel Frey Co., Chicago, is the agency.

**AMERICAN PACKING Co.**, St. Louis (Sunrise meats), is using its daily magazine, Views of St. Louis, to discover the views of its listeners regarding Republican Presidential timeliness. Each morning Harry Flannery, conductor of the program, asks his audience this question: "If you were to select the Republican candidate for President in 1936, what man would you select and why?" Prizes of a combination box of candy and meat carving knives are offered for the five best answers each day.

**THE FRONT cove** of the current issue of Famous Detective Cases, which Finlay Strauss Jewelry Co., of New York, is sponsoring over WMCA, carries a notice to its readers that stories in the magazine may be heard dramatized over WMCA. The sponsor has a tie-up with the publisher of the magazine, MacPadden Publications, whereby he may use the stories for the advertising he gives the magazine by giving credit to it for the material.

**STANDARD OIL Co.** of New Jersey, promoting its Esso Extra news flashes on 13 Eastern stations and Louisiana Road on 30 CBS stations, has sent to dealers a large illustrated brochure describing its radio advertising, with maps showing coverage of the stations. Dealers are urged to display board posters which exploit the program, and some 500 separate time table cards were distributed for customers. The sponsor claims it has "the biggest radio campaign ever put behind any product".

**ANNOUNCING** its radio debut, Roger & Gallet, New York (cosmetics), sent out 2000 brochures to dealers and jobbers, and 2000 counter cards, in addition to a new display container for lip pomade. The brochure shows pictures of Bob Crosby and his orchestra, which started for the sponsor Oct. 25 at 8:15 p.m. on 18 NBC-WJZ stations, and the radio campaign is supplemented by seven national magazines, Marshakl & Pratt Inc., New York, is the agency.

**REPEATING** its big Madison Square Garden show in New York, Great Atlantic & Pacific Tea Co., on Nov. 4 will stage a private party in historic Convention Hall, Philadelphia, with Kate Smith as guest of honor. Some 12,000 employees of A & P stores have been invited to the celebration. Kate Smith will be impersonal of a two-hour variety show.

**AT LEAST 100,000 persons** are believed to have seen the display window of WJG, Richmond, Va., at the recent Richmond Radio Show. Programs of CBS sponsors using the station were featured in the attractive display

WIRE, Indianapolis, entertained some two-score representatives of Indiana Refining Co., and the Texas Co., to hear a transcription of the new Texaco Jumbo program, which started Oct. 2 on an NBC-WEAF network. At another preview, 400 employees of Kroger Grocery & Baking Co. saw the new Kroger program House of a Thousand Eyes, a transcription. It was piped from WIRE studios to a large audience in a local auditorium. Prior to the show, WIRE artists attended the audition of E. Kendrick, manager of WIRE, and Jim Matheny, explaining the radio merchandising angles.

**IRENE WICKER**, whose Singing Lady programs are sponsored by Good Co., Battle Creek, Mich. (cereal), is making a number of personal appearances for this firm. On Oct. 25 she appeared at a city-wide meeting of drug grocers in Milwaukee, and on Oct. 26 spoke to a state convention in Detroit. The Singing Lady is also breaking into print with an article scheduled for the December issue of England's Parents magazine, giving her impressions of English children gleaned during her recent visit to London.

**WFBP.** Syracuse, gave its new fall programs a send-off with a daily Today on the Air, supplementing other merchandising and promotion. By G. S. Oertel, in charge of merchandising, adapted programs to products and accounts in contacting dealers. A list of grocery products advertised on WFBP was printed on a card and sent to dealers for reference in their orders. A separate card was prepared for druggists.

**FOLLOWING** its success with an amateur contest, staged with the cooperation of eight Louisville merchants and the Courier Journal and Times, WHAS, Louisville, signed Oertel Brewing Co., for eight amateur programs. The broadcasts are presented from the stage of the National Theatre.

**UNITED Cigar Stores** in Chicago and New York are using window stickers to promote listeners for the Isham Jones broadcast over WOR and WGN. These stickers are cut-outs in the form of a microphone.

**CONTI PRODUCTS** are distributing paper baskets to display their line of soap products. On the basket is a sign which advertises the station that broadcasts a Conti program in the community. The sponsor is using a spot campaign.

**WHO Merchandising**

**WHO.** Des Moines, has created a five-man department in the direction of Harold W. Fulton, for 11 years with the advertising department of the Des Moines Register and Tribune, Des Moines. Later he was district manager for the Chevrolet Motor Co. in northeastern Iowa and Wisconsin, which is associated with the Iowa Broadcasting Co.

WSAY are the call letters assigned by the FCC to the new 100-watt station to be built in Rochester, N. Y., by own Radio Service.
WTCN Presents

NEWS DRAMA
Mondays, Wednesdays and Fridays from 7:00 to 8:15 P.-M.
A Thrilling Dramatization of Events That Are Ongoing in the News of the Day
KEEP YOUR RADIO DIAL TURNED TO 1250

MILLIONS WILL SEE—The promotion of WTCN, Minneapolis, on the back of all trolley transfers in that city, is the first time advertising has been allowed on transfers in that city, or perhaps any other city. Some 70 million transfers will exploit WTCN in a year.

Calls Are Quadrupled
By Cooperative Survey
Of Program Popularity

CALLS on radio listeners by the Cooperative Analysis of Broadcasting, used by many agencies and advertisers to check program popularity, have been made in the place of 400,000 a year since Oct. 4, according to Dr. D. P. Smelser, chairman of the CAB governing committee and head of the market research department of Procter & Gamble Co., Cincinnati.

Interviews are to be made four times a day instead of once, Dr. Smelser said, the number of calls thus increasing four-fold. The base for program popularity ratings will be set-owners instead of set-users. The number of calls in each city varies from 38,000 in New York to 4,000 in Spokane.

Other cities to be covered are Los Angeles and San Francisco, with more than 16,000 each.

Besides Dr. Smelser, members of the governing committee are George Gallup, Young & Rubicam, treasurer; Chester H. Lang, General Electric Co.; George W. Vos, Texas Co.; L. H. Weld, McCann-Erickson Inc.; A. W. Lehman, Association of National Advertisers, agency members are named John Benson, AAAA president, and advertiser members by Allyn B. McIntire, ANA president.

The surveys will be made simultaneously in 33 cities, covering 168 days. In most of the cities there is dual or triple NBC and CBS competition.

THE SOBY YARDSTICK
OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.

BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave., Wilkinsburg, Pa.

LIBEL INSURANCE
For KFPY, Spokane, on its New
Public Opinion Series

A NEW IDEA in the handling of controversial discussions over the air has been introduced by Tom Symons, operator of KFPY, Spokane, who recently started a Sunday night period titled Public Opinion to which all comers are invited to express freely their views on local and national subjects. Four to six speakers take the microphone weekly in the 9:15-10:15 period, the station requiring no advance purusal of their speeches and demanding only that the speakers be reasonable citizens.

To protect itself against possible libel and slander suits, the station has taken out an insurance policy similar to policies written for newspapers which protects it against judgments of $2,500 to $50,000. The premium on the policy runs between $100 and $200 annually.

Mr. Symons, explaining the new department, stated that it was inaugurated as a public service. Unlike many stations, KFPY does not even require its speakers to sign waivers exculpating the station from joint liability for any utterances. The policy does not apply to political campaign speeches, which are handled solely on a commercial basis. Mr. Symons has placed E. Harve Partidge, for 18 years on the editorial staff of the Spokane Chronicle, in charge of the period—his job primarily being that of determining whether the subject has sufficient public interest and examining the reponsibility and standing of the speakers.

Cairo Conference

THE EGYPTIAN government has announced that Feb. 1, 1938, has been chosen as the date for the next quadrennial International Telecommunications Conference at Cairo, at which all nations of the world gather to agree on international practices for all branches of radio.

THE WBAL AUTO SHOW IS
52 WEEKS LONG

Yes, every week WBAL does a selling job for Chevrolet, Cadillac, Dodge, Ford, Oldsmobile, Plymouth and many others. Gas and oil, tires and other accessories also find a profitable market in WBAL's audience of 4,000,000 listeners.

Whether your products cost a penny or thousands of dollars—WBAL will do the job intelligently and well.

You sell Maryland when you buy WBAL.

WBAL
BASIC NBC BLUE
10,000 WATTS 1060 Kcs.

National Representatives
HEARST RADIO
NEW YORK CHICAGO SAN FRANCISCO

Wanted Representatives

Who can sell directly to sponsors a six months' radio merchandising plan that has been sold in the following cities:

KSL—Salt Lake
KFPY—Spokane
KOL—Seattle
KFAC—Los Angeles
KSO—Des Moines
WKRC—Cincinnati
KFWJ—Fl. Worth
WHIO—Dayton
WHB—Kansas City
WEB—Duluth
KFJ—Los Angeles
KECA—Los Angeles
2-GB—Sydney, Australia

If presented to a logical sponsor can be sold on first presentation.

All Territories Open Except the New England States and New York.

Will give exclusive territories if you are a worker. Other Programs Available.

Write for information and state your set-up. Don't ask for more territory than you can handle.

Advertising Agencies' Inquiries Invited.

TRANSCRIPTION SERVICE BUREAU
C. C. McINTOSH
5505 Melrose Ave. HOLLYWOOD, CALIF.
Neutrality or War — Radio's Status

(Continued from page 13)

beft secured in writing and is filed with such license.

Violation of the section is to be punishable by "immediate revocation" of license. This is censorship pure and simple, and in a most outrageous form. The Secretary of State is to determine what the people of the United States are to hear on issues which may be of transcendent importance to their welfare and perhaps to their very lives! Unimpeachable as is the integrity of our present Secretary of State, the right to vote on issues and on candidates dates a mockery if the voter is to be fed his information by an official interested in justifying the views and conduct of the Administration of which he is a member.

Because of its historical interest, reference should be made to an incident which took place at the beginning of the World War. The Hague Convention of 1907 (to which the United States is a party) forbade belligerent nations (a) to erect on the territory of a neutral Power a wireless telegraphy station or other apparatus for the purpose of communicating with belligerent forces on land or sea, and (b) to use any installation of this kind established by them before the war on the territory of a neutral Power for purely military purposes, and which has not been opened for the service of public messages. It also provided that a neutral Power must not allow any of these acts to occur on its territory.

In 1912 the Atlantic Communication Co., an American corporation controlled by German stockholders, applied to the Secretary of Commerce for a license to operate a wireless station on Long Island, under the Radio Act of Aug. 13, 1912. On Nov. 2, 1912, the Attorney General of the United States advised the Secretary of Commerce that, under the statute, the issuance of a license was mandatory, and a second potential source of additional obligations which may be imposed on broadcasters.

The Radio Act of 1912 gave the President power "in time of war or public peril or disaster" to close any radio station and remove the apparatus, or to authorize the use or control of any such station or apparatus by the Department of the Government, upon just compensation to the owners. It did not give the President similar power in order to preserve the neutrality of the United States. Nevertheless, on Aug. 5, 1914, only a few days after the beginning of the war in Europe, President Wilson issued an Executive Order specifically applicable to radio and providing in part: "All radio stations within the jurisdiction of the United States of America are hereby prohibited from transmitting or receiving for delivery messages of an unneutral nature, and it is hereby decreed that no person or company doing business in the United States shall, directly or indirectly, transmit or cause to be transmitted any radio message which is intended to be carried to a neutral Power or country other than the United States of America."

A month later, on Sept. 5, 1914, another Executive Order was promulgated authorizing the condemnation of one or more of the high powered radio stations for government use or control in Transatlantic communications. All this was over two and a half years before the United States was itself at war. This action was doubtless taken by what had occurred in the meantime in connection with the Sayville station.

Immediately at the outbreak of war, Great Britain had cut the German marine cables and it appears that thereafter the Sayville station was used for communications of a military character. The United States Government began censoring the messages handled by the station but, it is said, by a system of doctoring code messages or by variations between the message as filed and the message as transmitted, the censorship was successfully evaded. Consequently, on July 9, 1915, the Sayville station was seized as further than a mere infringement of the law of neutrality, and a Navy Department officer took over its operation and control. Page upon page might be devoted to the neutrality proclamation issued by President Wilson during the World War. From Aug. 4, 1914 to Aug. 9, 1915 the President issued about 14 proclamations declaring and enforcing neutrality which, in addition to referring to the neutrality statutes, provided that the conduct not covered by these proclamations be governed by the laws and the regulations of the nation. Of these, the President's 1914 and 1915 is again to be repeated, and if conduct not covered by the neutrality statutes or proclamations be adjudged illegal by Executive proclamation or order, fairness requires that the proclamations or orders describe the new offenses clearly and definitely.

Public Interest Clause

A THIRD potential source is an old acquaintance, the statutory standard of "public interest, convenience or necessity." If the FCC is correct in its view that, in determining whether it will renew a station license, it may take into consideration any and all programs previously carried by the station, or feared to be broadcast in the future, then it may legally refuse to renew a license because of programs which, irrespective of whether they are otherwise legal, do not meet the Commission's conception of public interest, then indeed it is hard to forecast what broadcasters may legally be expected to do in the role of citizens of a neutral country. It is to be hoped, at least, that, so far as procedure is concerned, they will not have to carry a burden such as at times they seem to bear in connection with advertising, i.e., responsibility for what may be in the files of any one of three or four other governmental regulatory agencies (e.g., the Pure Food and Drug Administration, the Federal Trade Commission, the Post Office Department and the Department of Justice). The Commission's power to make regulations is just as broad as it has ever been and as its power to grant or refuse applications for renewal of license; both powers are governed by the statutory standards of "public interest, convenience or necessity." If, therefore, the Commission should decide to discipline broadcasters for alleged breaches of neutrality, it is reasonable to expect that it will first promulgate definite regulations on the subject so that they may be advised of their rights and duties. It is also reasonable to hope that the broadcaster will not be held to the absolute and arbitrary liability to which he has been subjected by decisions under the copyright laws and the law of defamation, that is, liability for an offense not knowingly committed.

In permitting discussion of issues such as those raised by wars...
CBS Thwarts British Move To Halt Speech by Italian

AN INQUIRY into the facts relating to the British Postoffice Department's refusal to relay the scheduled Oct. 10 broadcast of Baron Aloisi, chief Italian delegate to the League of Nations, has been ordered by the FCC. Baron Aloisi was to have spoken from Vienna via the Transatlantic telephone over CBS, but was refused the British short wave facilities as an application of British sanctions against Italy. Thereupon CBS invited him to speak direct from Rome, which he did on the following Sunday via RCA Communications Inc. circuit. The incident aroused considerable comment as illustrating British censorship methods, especially in view of the fact that the Ethiopian delegate had been permitted to speak over the same circuit a few days earlier. Though the FCC has no authority over British radio, which is a government monopoly, the incident lent strength to its recent decision granting A. T. & T. authority to operate another Transatlantic radiotelephone circuit direct with a new French government station to be erected in Paris next spring.

FCC Schedules Hearings On 12 Abeles Applications

HEARINGS on applications for 12 of the 15 new stations in Midwest communities being sought by Emmons L. Abeles, Minneapolis attorney, have been set before an FCC examiner during the week of Dec. 9. With the exception of a new 250-watt station sought in St. Paul, which would take over the facilities of KGDE, Fergus Falls, Minn., all of the other applications are for 100-watter.

Programming of this typical sort has helped make WAAT listened to—in more ways than one, as advertisers can tell you from dollars and cents results.

WAAT has no illusions of comparison with the stars of the Very First Magnitude. It does offer itself, however, as a mighty brilliant constellation in the firmament of near great stations definitely able to do a checkable, productive job.
High NBC Talks Chief
STANLEY HIGH, journalist and news commentator, Oct. 28 was named to the newly created post of director of talks of NBC by John F. Royal, NBC vice president in charge of programs. He is a former editor of the Christian Herald and European correspondent for the Christian Science Monitor, and joined several NBC years ago as a news commentator.

Citrus Spot Campaign
FLORIDA Citrus Commission will use radio in conjunction with a printed media campaign to get under way shortly. It plans to spend best an additional $400,000 and $500,000 for all advertising this fall and winter. Ruthrauff & Ryan Inc., New York, handling the account, says it plans to use five-minute dramatized spots over stations located in its client's territory, who does not have national distribution. The station list has not yet been completed.

New Oil Campaign
ATLANTIC REFINING Co., Philadelphia (oil) launched an improved one-minute spot campaign over about 50 stations during the week of Oct. 28 to Nov. 2. Practically all stations in New Jersey, Delaware, Ohio, and Pennsylvania were used, including all of the stations which broadcast the Saturday night CBS program for this sponsor. Spots were scheduled for twice each evening. N. W. Ayer & Son Inc., New York, is the agency.

Steel Maker on Air
COLUMBIA STEEL Co., San Francisco (manufacturers of steel products), for the first time is including radio in its advertising and is using 15 minutes daily, five times weekly, on KGW, Portland, and KFBK, Sacramento, and KGW, Stockton, in a three-week test campaign. Titled The Bridge Builder, the broadcast tells the romantic story behind the scenes of the building of the San Francisco-Oakland Bay Bridge, now under construction. As a tie-in, a piece of the wire cable being used in the bridge cable-spinning operations is sent to all listeners writing in for this souvenir. Walker Adv. Agency, San Francisco, is servicing the account.

Western Electric's NEW NON-DIRECTIONAL MIKE
...let's them really gather 'round and sing

$70
[including cord and jack]

Dynamic type... picks up equally well from all directions. Developed by Bell Telephone Laboratories... made by Western Electric... distributed by Graybar. Order yours today.

Western Electric BROADCASTING APPARATUS

**USED HIS PALATE**
Alert Selling Lands Ice Cream and Pretzel Accounts
A CLEVELAND pretzel company was a bit doubtful about using radio — also an ice cream company. So Lloyd Venard, sales promotion director of WQAR, that city, letting his palate be his guide, sold both companies by having them include institutional copy for each other.

The ice cream copy reads: "There's nothing that adds to the deliciousness of our ice cream like a few pretzels. They give that contrast of tastes that makes you wish you'd discovered them before." Then the pretzel company says: "Some folks prefer beer with pretzels. Possibly you do. But, for those of you who haven't liked beer — try pretzels with your ice cream."

**Iron Range's Second SUSTAINING** Examiner Hyde's findings after a hearing, the FCC has authorized Head of the Lakes Broadcasting Co., operator of WQBE, Duluth; WQBF, East Grand Forks, and WMFG, Hibbing, Minn., to erect a new 100-watt station on 1370 kc. in Virginia, Minn. The order is effective Nov. 26, after which construction is scheduled to start. The station will be the second on Minnesota's Iron Range and will complete the third link of the Northern Minnesota network planned by the WQBE-WMFG operators, who already have the two stations linked by telephone wires.

**Television May Use New Coaxial Cable**
TELEVISION development was interpreted as having been given new impetus with a declaration by the American Telephone and Telegraph Co., that it had no objection to having its proposed coaxial cable system used for television transmission between New York and Philadelphia, used for visual transmission, in a petition filed Oct. 29 with the FCC seeking a rehearing and reconsideration by the Commission of its order issued last August authorizing the cable's construction.

A. T. & T., which was joined by the New York Telephone Co. in the rehearing petition, however, and was granted only to consider its possible lack of jurisdiction over experimental operations but also to clarify the language of its order to permit the use of the cable for the development of A. T. & T. television patents and to amend other language to protect the property rights of the cable for the telephone company, which developed it.

The petition, in citing television transmission and the FCC's order that parties interested in the development of television cable systems may have opportunity to operate television and use the cable, declared that the A. T. & T. and New York Telephone companies have "no objection of any kind" to its use of the cable with which petitioners themselves would experiment, available to the use of other parties for the purpose of constructing and testing television apparatus to the terminals of petitioners' cable and of experimentally testing said apparatus." The A. T. & T. petition, however, wished the Commission's order clarified that the cable's television use should be limited to television transmitting and receiving experiments by outside parties.

Other points of the petition for the FCC's reconsideration of its order stressed that the terms of the order should be revised so the T. & T. & N.Y. property rights in the cable should be protected.

RCA announced several months ago that it would expend upwards of $10,000,000 in television experiments, and that next fall it would establish a test station somewhere in the area between New York and Philadelphia. It is known that it plans to use the coaxial cable for experimental visual transmission — looking to the day when there will be network-television broadcasting.

**New Foley Series**
FOLEY and Co., Chicago ( Foley's Honey & Tar), is sponsoring Lulu Belle and Scotty six mornings a week from 8 to 8:15 over WLS, Chicago. Lulu Belle was named first of all women entertainers on the air in a nationwide popular roll recently conducted by Radio Guide and was fifth in the more recent Coast-to-Coast vote for this year's Radio Queen. Agency: Lysassen & Salomon Adv. Agency, Chicago.
Here are a few flash-backs from recent issues of Broadcasting. They speak for themselves—clean, accurate news beats, devoid of rumor, guesswork or gossip. They give you one of the reasons why Broadcasting enjoys the confidence of nearly 5,000 regular readers among national and regional advertisers, advertising agencies, station executives and others in the business of broadcasting.
The Business of Broadcasting

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

WSM, Nashville

Procter & Gamble Co., Cincinnati (Weekly, thru Channel-


Singerland, Rahn & Drug Co., Chicago, weekly sp, thru Heath-Scott Inc., Chicago.


Kester Soldier Co., Chicago, weekly sp, thru Aubrey, Moore & Wallace Inc., Chicago.


Methodist Publishing House, Nashville, weekly sp, direct.

Bunte Bros., Chicago (candy), weekly sp, thru Fred A. Rohbins Inc., Chicago.


KINX, Hollywood


BBAL, Baltimore
California Fruit Growers Exchange, Los Angeles (Sunset), 100 sp, thru Lord & Thomas, Los Angeles.

Carston & Howey Co., Lowell, Mass. (Father John's medicines), daily sp, thru John W. Queen, Boston.


City Tax Collector, Baltimore, 10 sp, thru Louis E. Sheeter Adv., Baltimore.

Sterling Products Inc., New York, weekly sp, thru Blackett-Sample-Hummert Inc., N. Y.

WBAL, Baltimore
California Fruit Growers Exchange, Los Angeles (Sunset), 100 sp, thru Lord & Thomas, Los Angeles.

Carston & Howey Co., Lowell, Mass. (Father John's medicines), daily sp, thru John W. Queen, Boston.


City Tax Collector, Baltimore, 10 sp, thru Louis E. Sheeter Adv., Baltimore.

Sterling Products Inc., New York, weekly sp, thru Blackett-Sample-Hummert Inc., N. Y.


KOMO-KJR, Seattle
American Radiator Co., New York, 18 sp, thru Marschall & Pratt Inc. N. Y.


California Brewing Assn., San Francisco, 3 weekly sp, thru Emil Brien, & Staff, San Francisco.


WBBM, Chicago
United Drug Co., Boston (Resell products), 5 weekly sp, thru Spot Broadcast Inc., N. Y.


Pep-Tobacco Co., Wilkes-Barre, Pa. (Kentucky, Winners cigarette), 38 sp, thru Ruthrauff & Ryan Inc., N. Y.

WEXR, Baltimore
Maryland Pharmaceutical Co., Balti-

more (Rem.), 182 sp, thru Joseph B. Zief, Inc., Baltimore.


KYA, San Francisco
Wander Co., Chicago (Ovaltine), 5 weekly sp, thru Brackett-Sample-Hummert Inc., N. Y.


KNOX, St. Louis
Scull Products Inc., New York (Dr. Lyons' Tooth Powder), 5 weekly sp, thru Blackett-Sample-Hummert Inc., N. Y.

Scully Stoves, (gasoline), 5 weekly sp, thru Russell & Ryan Co., Kansas City.

Sterling Products Inc., New York, weekly sp, thru Blackett-Sample-Hummert Inc., N. Y.


Sterling Casualty Insurance Co., Chica-

go (insurance), 20 sp, thru Radio Broadcasting Inc., Chicago.

Dorothy Perkins, St. Louis (cosmetics), 52 weekly sp.

"This hour of silence is coming to you through the courtesy of the Pembington Noiseless Typewriter Company..."

Cartoonist Beaven in the New York American.

WFAX, Westbury, N. Y.
"WAXB QUIET PLEASE"

WMAG, Chicago


Kraft-Phenix Cheese Corp., Chicago (Phenix cheese), 3 weekly sp, thru J. Walter Thompson Co., Chicago.


WGY, Schenectady
Hartiga Mountain Products Inc., New York (bird seed), 13 sp, thru Enos F. Davis Inc., N. Y.


Sun Oil Co., Philadelphia (gasoline oil), 3 weekly sp, thru Roche, Williams, & Co., Chicago.

Duffy-Dwyer Inc., Chicago, 3 weekly sp, thru Walker & Sons, Inc.

Durke-Mower Inc., Lynn, Mass. (funeral horseman dress), 26 sp, thru Walker & Sons, Inc.

Held-Murdock & Co., Chicago (Mor-

arch food), 300 sp, thru Philip F. Palmer & Co., Chicago.

WHP, Harrisburg, Pa.
General Mills Inc., Minneapolis (Bor-


Irons & Rear Inc., Philadelphia (proprietary), 3 weekly sp, thru Ruth & Ryan Inc., N. Y.

L. M. A. Mills, Bronx (proprietary), 2 weekly sp, thru Joseph Katz Co., Baltimore.

WNAX, Yankton, S. D.
Land O'Lakes Creameries Inc., Minneapo-

lis, 3 weekly sp, thru Jahn's Department Store, Minneapolis.


Panda Broquet Inc., Minneapolis (powdered milk), 13 weekly sp, thru Donahue & Co., Minneapolis.

Worate, Newark
Atlantic Sales Corp., Rochester, N. Y. (Coleman's mustard), 3 weekly sp, thru J. Walter Thompson Co., N. Y.

Walkers Laboratory, Plain Dea-

n, N. Y. (chocolate milk, etc.), 4 weekly sp, thru Doakins & Co., Inc., N. Y.

KGBM, Honolulu
O'Connor, Moffatt & Co., San Fran-

cisco (dry goods), 6 weekly sp, thru Waddell & Co., Honolulu.


WCKY, Cincinnati
ITN Co., Elyria, O. (rubber belts), thru Carr Liggett Inc., Clev-

eland.

American Gas Machine Co., Minne-

apolis, 2 weekly sp, thru Coca-Cola Co., Minneapolis.


KGDJ, Eau Claire, Minn.
United Drug Co., Boston (Bexa-

products), 5 sp, thru Street & Fi-

layy Inc., N. Y.

KSFQ, San Francisco
Astana Casualty & Surety Co., Han-

ford, Conn., thru local agencies.

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BROADCASTING • November 1, 193
Networks Run Far Ahead in 9 Months

ONTINUING their upward trend, major network time sales showed gains against last September, and the total of NBC and CBS business for the first nine months 1935 amounted to $34,392,003, his compares with about $29,000,000 for the same period of 1934 and the slightly more than $25,500,000 for all of 1933. At the present rate, with the last few months of the year to be reported, it is not unlikely that the networks will account for $30,000,000 in revenues when the figures for 1935 are compiled.

CBS retained its lead for the greatest increase in full line business. But for September, NBC, with 12.2% ahead of the same month last year. The NBC-Red network, or many months almost "sold out," increased only 1.4%, but the NBC-Blue network showed a gain of 1.5%.

For the nine months so far reported in 1935, the CBS gain is 4.5%, the NBC-Red 18.5% and NBC-Blue 18.8% over the same period of last year.

Colgate Adds Stations

"COGATE, Palmolite—Peet Co., Inc., Erie City (Kwik Sight and Supertone), has enlarged its quarter-hour transcription campaign by adding four stations in the East, where they are WIBX, Utica; WBBE, Wilkes-Barre; WMAS, Springield, Mass., and WITB, Cambridge. In addition,.college.—WSPD, Madison Avenue, has been making arrangements for a new network hookup next February, having reserved time for the 8:30-9 p.m. period, Wednesdays.

The complete station lineup has not been announced, but it will include several supplementary groups. Batten, Barton, Durstine & Osborne Inc., New York, handles the account.

Pittsburgh Glass on NBC

PITTSBURGH PLATE GLASS Co., Pittsburgh, heavy user of spot radio during the earlier part of the year, plans to make its network debut on a big NBC-WJZ hookup next February, having reserved 300 watt under the name of RCA-WJZ. Benton & Bowles Inc., New York, handles the account.

WSOC Transradio News

WSOC's 24-hour Teletype Service makes it possible for us to offer wide-awake advertisers a truly valuable news program. Choice spots already established, with enough steady listeners to make your spot sponsor a real buy! Wire or write for prices to—WSOC Charlotte, N.C.

Networks' Gross Monthly Time Sales

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<thead>
<tr>
<th>Network</th>
<th>1935</th>
<th>Over 1934</th>
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<tbody>
<tr>
<td>NBC-WEAF</td>
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</tr>
<tr>
<td>January</td>
<td>$17,398,140</td>
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<tr>
<td>February</td>
<td>$16,895,720</td>
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TO AID in plans being made by the New Jersey State Police to set up a state radio-telegraph hookup to combat crime, Gov. Hoffman has appointed J. R. Poppella, WOR chief engineer, and G. W. Johnson, WOR public relations director, to the N. J. Police Radio Survey Commission.

LIKE a fleet-footed HALFBACK who knows WHERE he is going WSPD has been making TOUCHDOWN history IN THE radio field OF NORTHwestern OHIO in which ONE of the most RECEPTIVE markets EAGERLY awaits your MESSAGE. . . . INCIDENTALLY our NEW 5,000 watt TRANSMITTER has BEEN COVERING the FIELD with the PUNCH of a JOE LOUIS.

A Few Important Facts to Consider

WSPD is the ONLY Radio Station in Toledo. WSPD is a basic Columbia outlet. WSPD now operates on 2500 Watts day and 1000 Watts night.


WSPD

Studies: Commodore Perry Hotel Toledo, Ohio Transmitting: Perryburg, Ohio
WHY KJR

is the best buy in the Pacific northwest

• MOST

Powerful station in the State of Washington.

• MOST

Popular NBC sustaining programs.

• MOST

Popular service.

• MOST

Listeners per dollar.

• MOST

advertisers consider KJR when buying radio time in Seattle.

- National Representatives: EDWARD PETRY & COMPANY

NETWORK ACCOUNTS

(All times EST unless otherwise specified)

New Business
LARU$ & BRO. Co., Richmond, Va. (Edgeworth tobacco) on Nov. 16 starts program on NBC-WAVE network, Saturdays, 10:30-11 p.m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.


GENERAL ELECTRIC Co., Cleveland (lamps), on Oct. 20 started Matt Clever's Web on 24 NBC-WAVE stations, Sundays, 11-11:30 p.m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

WANDER Co., Chicago (Ovaltime), on Oct. 21 started Saturday Night on the Movies on 5 MBS stations, Mon. thru Fri., 3-3:15 p.m. Agency: Blackett-Sample-Humment Inc., Chicago.

LEHNI & FINK PRODUCTS Co., New York (Hinds cosmetics), on Nov. 4 starts for 52 weeks Harold Davis in His Songs and Yours on 3 NBC-KPO stations, Mon., Wed., Fri., 4:30-4:45 p.m. (PST). Agency: Kenyon & Eckhardt Inc., N. Y.

SHERWIN WILLIAMS Co., Cleveland (paint) on Dec. 1 starts musical program on 42 NBC-WAVE stations, Sundays, 5-5:30 p.m. Agency: Cecil, Warwick & Cecil Inc., N. Y.


PITTSBURGH PLATE GLASS Co., Pittsburgh, in February starts program on NBC-WJZ network, Wednesdays, 8:30-9 p.m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

LABUS & BRO. Co., Richmond, Va. (Edgeworth tobacco) on Nov. 16 starts program on NBC-WAVE network, Saturdays, 10:30-11 p.m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

RENEWAL CONTRACTS


BOURJEAU SALES Corp., New York (cosmetics), on Nov. 18 renews Merv Griffin on 7 NBC-WJZ stations, Tuesdays, 3:15-3:45 p.m. Agency: Mather & Crowell Inc., N. Y.


TIME, Inc., New York, and Remington-Rand Inc., Denver, on Nov. 2 renew joint sponsorship of The March of Time on 24 NBC stations, Mon., Mon. thru Fri., 10:30-10:45 p.m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

GORDON BAKING Co., Detroit (Silver Cup bread), renewes Louie Hunter on MBS for 52 weeks, Mon. thru Fri., 4-4:30 p.m. Agency: Seib Adv. Agency Inc., Chicago.


ALBERS BROS. MILLING Co., Seattle (cereal) on Jan. 6 renewes Your Program with Meredith Willson’s orchestra, Armand Girard gets guest solos, on 5 NBC-KPO stations, Mondays, 7:30-8 p.m. Agency: Erwin, Wasey & Co., Seattle.

Network Changes

DR. MILES LABORATORIES Inc. on Oct. 12 added 4 stations to F. L. Barnum Band on NBC-WJZ network.

TEXAS Co., New York (Texaco products) on Oct. 20 changes NBC WJZ network, Tuesdays 9:30-10 a.m. to Jumbo.

STERLING PRODUCTS Co. on Nov. 14 adds 23 stations to National Mercury-Go-Round on NBC-WAVE network, Sundays, 9-9:30 p.m.

Symphony to Tour

RCA MFG Co., Camden, N. J. will sponsor a five-week tour of the Philadelphia Symphony Orchestra next spring, final arrangements having been completed with Dr. Leopold Stokowski, noted conductor of the orchestra. E. T. Cur-ningham, RCA MFG Co. president, said the purpose of the tour is to take the orchestra to music centers in the United States and Canada as a means of spreading appreciation of good music, with 56 concerts being scheduled. Dr. Stokowski will conduct 25 of these concerts and the entire personnel of 100 musicians as well as tour managers of the managerial and stage staff will be managed by the George Engles, NBC vice president and Charles Wagner will act as joint Managers of the tour. Elaborate promotion plans are in preparation.

LONGVIEW!

—Fifth City in 1936

Texas Building Permits

—That Means Buying New Materials

—That Means Men On Payrolls

—Those Men Listen To KFRO

—Let KFRO Produce For You

KFRO

"Voice of Longview"

Longview, Texas

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BROADCASTING • November 1, 1936

www.americanradiohistory.com
FRANK I. FLETCHER, formerly of Fletcher & Ellis Inc., New York, has opened an office as free lance advertising writer at 9 East 46th St., New York.

ERNEST RADER & Co., Omaha agency, has moved to larger offices at 1416 Dodge St., that city.

WCAO, Baltimore, after Nov. 1 will no longer be represented by Free & Steininger Inc.

AL BANKS, formerly on the commercial staff of WHO, Des Moines, has joined Cole's Inc., Des Moines advertising agency, as production manager.

Air Freedom Necessary

WITHOUT freedom of expression there can be no democracy. David Sarnoff, president of RCA, told the Forum on Current Problems conducted by the New York Herald Tribune Oct. 17, that the management of the station rests the responsibility to see that both sides of national issues have a fair opportunity to utilize radio. Mr. Sarnoff said, in explaining radio's power as a molder of opinion.

On the speaker is the obligation of giving a fair statement in the light of his convictions, he added, while on the public itself rests the responsibility of discriminating between statesmanship and partisanship, faith and prejudice, argument and cold fact.

EARLE C. ANTHONY Inc., San Francisco (motor cars), on Nov. 1, renews for 26 weeks, Noon-day Headlines (United Press News) on a hookup of KJBS, San Francisco, and KQW, San Jose, Mon. thru Fri., 12-12:30 p.m. (PST).
WOKO

BASIC COLUMBIA OUTLET

OPENING NEW TRANSMITTING PLANT
IN THIRTY DAYS

INCREASED COVERAGE IN
Albany
Troy
Schenectady

NO INCREASE IN RATES

RADIO ADVERTISERS

KELVINATOR Corp., Detroit (refrigerators, etc.) has named John S. Garveau as advertising and sales promotion manager for the entire commercial products line. The account is handled by Geyer, Cornell & Newell Inc., N. Y.

ANGOSTURA-WUPPERMAN Corp., New York (biters), planning a campaign including radio, has placed its account with Donahue & Coe Inc., New York.

PENNYSYLVANIA AIRLINES, Detroit, planning a campaign, has placed advertising with Brooke, Smith & French Inc., Detroit. The company operates air service from Washington to Milwaukee.

JONES & DAHIN Inc., New York (Gunga-Din food), is advertising through W. I. Tracy Inc., New York.

BABY Inc., Philadelphia (sun tan lotion), is placing advertising, including radio, through Harry Feigebbaum Adv. Service, Philadelphia.

HEALTHAIDS Inc., New York (Serutan laxative), has placed its account with Zinn & Meyer Inc., New York.

METHUSA Co., Cleveland (proprietary), has named Carpenter Adv. Co., Cleveland, to service its account.

PENNOIL Co., Oil City, Pa. (oil products), has placed its advertising with Fuller & Smith & Ross Inc., Cleveland.

HENRY'S WATCH Co., New York, has placed its advertising with Homann, Tacher & Sheldon Inc., New York.

CALIFORNIA FIGCO Co., Los Angeles (beverage), has named John F. Roberts & Associates, Los Angeles, to direct its advertising.

Heads Radio for Texas Centennial MERLE H. TUCKER (left) has been appointed director of radio for the forthcoming 1936 Texas Centennial, coming from SBS network, where he served as production manager. He was formerly with WAVE, Louisville and WLW, Cincinnati, and recently handled the Alice Joy Talent-Finding contest over SBS. First of the Centennial broadcasts will go on the air Nov. 3 over a regional network with others to follow, Tucker has announced. Shown with him in the picture is Charles Roster, director of publicity for Texas Centennial.

ATLANTIC REFINERS Inc., Bolivia, N. Y. (Bolivian gasoline, oil) is placing advertising, including radio, through Stewart, Hanford & Frohman Inc., Rochester, N. Y.

MISSION DRY Corp., Los Angeles (beverage, syrup) has placed its account with McCarty Co., Los Angeles.

RALADAM Co., Detroit (Marmola), has named Street & Finney Inc., New York, to service its account.


SPEAS MPG Co., Kansas City (apple jacks), planning to use radio, is advertising through R. J. Potts & Co., Kansas City.

AMERICAN CLINICAL LABS, New York (Retardo reducing tablets), has placed its advertising with White & Lowell Inc., New York.

LEHON Co., Chicago (Male-Hide roofing), is advertising through Matterson-Pogarty-Jordau Co., Chicago.

OLYMPIC SISTERS SALES Corp., New York (hair tonic), has placed its account with Murray Breese Associates, New York.


STEWART-WARNER Corp., Chicago (radio sets, auto accessories), has named Merle V. Cox Adv. Agency, Chicago, to place radio advertising.

EDWARD TRAINER, Philadelphia (beverage), is advertising through Jerome Dreyfus & Co., Philadelphia.

VITROLITE Co., Chicago (marble substitute), has named United States Adv. Corp., Chicago, as its agency.

UNITED CIGAR STORES DELAWARE Corp., New York (chain stores) has named Young & Rubicam Inc., to handle its account, now using two MBUs.

PINE TREE PRODUCTS Co., Newport, N. H. (soap) has placed its advertising account with Hilmer V. Fenswall Inc., Cleveland.

NO-DOZ LABORATORIES Inc., Sacramento, Calif. (sleep resisters) using radio, is advertising through Lenoir & Smith, Sacramento.

CUBRISON CRACKER Co., Inc., Los Angeles, is advertising through Emil Brischler & Staff, San Francisco.

MASTER BUILDERS Co., Cleveland (flooring), has placed its account with Meldrum & Fenswall Inc., Cleveland.

OSCAR MAYER & Co. Inc., Chicago (Old Style sausage), has transferred its account to Howard H. Monk Adv., Rockford, Ill.

HEXOL Inc., San Francisco, national manufacturers and distributor of Hexol (antiseptic germicide disinfectant), has appointed the Kelby Norman Organization, that city, to direct its advertising and is using a series of 32 one-minute spot announcements on KOL, Seattle.

PAAS DYE Co., Newark (egg dyes) has appointed Charles Davis Read Adv. Agency, Newark, as its agency. A radio campaign is planned.

18 HOURS!

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

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

TULSA

DOMINATES THE 8TH U. S. RETAIL MARKET

For Complete Market Data, write:

GENERAL SALES OFFICE, KSTP, Minneapolis, Minn., or to our NATIONAL REPRESENTATIVES:


MINNEAPOLIS

KSTP

ST. PAUL

DOMINATES THE 8TH U. S. RETAIL MARKET

BROADCASTING • November 1, 1935
GEORGE W. HOOVER, M. S., M. D.
Formerly Chief Drug Control U. S. Department of Agriculture and for many years engaged in the enforcement of the Federal Food and Drugs Act.

CONSULTANT
Drugs — Medicine — Cosmetics — Foods
Label and Formula Requirements

RADIO ADVERTISING CONTINUITY
Consultant to drug and food manufacturers and advertisers for the past eight years on labels, advertising, formulas and technical control of drugs, medicines and foods subject to

REQUIREMENTS OF FEDERAL AND STATE LAWS

Shoreham Building
Washington, D. C.
Telephone District 1169

Power
WHK is second in Cleveland—2500 watts, daytime, and 1000 watts night.

Wave Length
WHK's favorable wave length and position on the dial, plus its power, means larger and more effective coverage for WHK advertisers.

CHA'N AFFILIATIONS
WHK is a basic outlet on the Columbia Network—carrying all of the big CBS Programs.

Rates
WHK rates are lower than any other network station in Cleveland.

Local Advertising
WHK is Cleveland's most listened-to station as evidenced by the fact that more local advertising dollars are spent on WHK than any other Cleveland station.

To cover Northern Ohio economically your logical choice is Ohio's oldest station—WHK.
TRANSCRIPTIONS

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

American Bakers Co., Atlanta (Me- rita bread & cake)
American Gas Machine Co., Albert Lea, Minn. (gas heaters)
Dr. W. H. Caldwell, Inc., Monticello, Ill. (syrup peaches)
Er-Local, Inc., Brooklyn, N. Y.
Fellow Medical Mfg. Co., Inc., New York (sherben)
Fels & Co., Philadelphia (Fels-napha soap)
First National Stores, Somerville, Mass. (chain stores)
P. W. Fitch Co., Des Moines (shampoo)
J. A. Folger & Co., Kansas City, Mo. (coffee)
Golden State Co., Ltd., San Francisco (dairy products)
Health-1Quality Products Co., Cin- cinnati (creme-wax)
D. Hill Nursery Co., Dundeee, Ill.
John Irving Shoe Co., Hartford, Conn.
The Leslie & Kelcy Co., Dwight, Ill.
The Keeley treatment Boys & Girls Club, Inc., New York (Rolls Razor)
Miracle Wax Co., St. Louis (Dri- ling wax)
E. R. Parker Dental Supply, Boston
Penn Tobacco Co., Wilkes-Barre, Penna.
Picker Inc., Chicago (Winners Cigarettes).
Chas. H. Phillips Chemical Co., New York (Phillips beauty cream)
Railway Express Agency, New York
The Schwob Co., Columbus, Ohio (meu's clothing)
Spratt's Patent, Ltd., Newark, N. J. (dog food)
Stewart-Warner Corp., Chicago (radio)
Swartchild & Co., Chicago (jewelry)
Tasmanie Tablet Co., Los Angeles (rheu- matic tablets)
Torgson Stores, New York (Torgson products)
Wheatone Corp., Rahway, N. J. (ce- real)
STANDARD RADIO Co. Hollywood, announces the addition of KGRR, Butte, Mont., WDAF, Omaha, KFWX, San Diego, Calif., and KCRG, Santa Ana, Cal., to the list of subscribers to the Standard Pro- gram Library Service.

TIC: Pacific Coast office of World Broadcasting System on Oct. 15 started to transmit 27 15-minute transcriptions of FRANK LUDWIG and His Orches- tara for an unnamed Eastern sponsor through the New York office of Blackett-Sample-Hummer- rent.

TRANSCRIPTION Service Bureau, Hollywood, has sold its contract bridge disc series to KSL, Salt Lake City.
KEDP, Denver; WIBB, Kansas City; KGW, Portland; WHIO, Dayton; WRC, Washington.

A total of 29 stations now carry the feature, originated by C. C. McIntosh, trans- scription producer.

ROBERT CRANSTON ORDER, San Jose, Calif., announcing the recording of a series of 13 quarter-hour transcriptions, MYSTERY OF LIFE, educational talks, to be distributed by Titan Productions, San Fran- cisco, for use in the Midwest and East. The order now sponsors a educational music series, also a radio program of the same title on KNN, Hol- lwood, Frederick Seid, San Fran- cisco, is the agency.

EDGAR RICE BURROUGHS Inc., Tarazana, Calif., has recorded a new edition of Tarzan discs at Recorders Inc., Los Angeles, and expects to start a new series in De- cember.

CARNATION Co. celebrated its 200th consecutive NBC-WEAF broadcast Oct. 28 with its veteran artists, including Symphony East- man, onetime director of WNC, and his orchestra taking part.

Spratt's Patent, Ltd., Newark, N. J. (dog food)
Stewart-Warner Corp., Chicago (radio)
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Coverage Bureau Still in Dark

(Continued from page 7)

The material being confidential, as far as possible.

Mr. Smelser explained why the AB had decided to increase its calls to four times daily in twenty-five large cities, an increase from 150-000 to 400,000 a call.

He was careful to warn advertisers, however, that the value of surveys, in the present state of the art of audience analysis, is strictly limited. Surveys in general offer spotty and are not usual to jump at sweeping conclusions every time they see a set of audience survey figures, but rather to accept them as depicting a small cross-section of a specific audience in a particular place at one definite time.

He indicated that surveys by radio stations and networks offer valuable source material for advertisers in their studies of markets and how best to reach them, but again warned of the dangers of drawing too many conclusions.

Eager for Radio Data

As members questioned Mr. Smelser on the question of surveys, the conclusion became more and more obvious, as had been the case at the ANA sessions a year ago, that advertisers are eager to learn more about radio and are quite willing, in many cases, to admit that they are not too well informed on the subject.

At the ANA radio session a year ago, advertisers had spoken with some spirit about the rising cost of talent and the competition for popular radio acts. This subject was not brought up at the present session because advertising departments are not quite so budget-pinched this year. It had been a year last year to set up a talent bureau for the voluntary interchange of data on talent costs (actual, not reputed). Apparently the idea died a-borning. Scarcely an advertiser could be found who had any recollection of the plan.

Audit Bureau Still Pends

At the opening of the convention, Monday, 28 behind locked doors, President Allyn B. McIntyre outlined ANA activities of the past year, including inauguration of the Advertising Research Foundation and work of the Cooperative Analysis of Broadcasting.

The broadcasting research group, headed by Mr. Peabody, originally was to have been a part of the Foundation, but it was separated from that body when the "Committee of 15" began last spring to lay the foundation for a joint radio audit bureau.

So far the audit bureau plan has been confined to discussions among the three groups. For the ANA, Mr. Peabody and Mr. Matz, newly elected president, and A. W. Lehman, assistant managing director, have been actively concerned with the project, but it still is in the discussion stage although started almost a year ago.

Mr. McIntyre outlined the achievements of the Cooperative Analysis of Broadcasting, which for several years has been operated by the ANA to inform members of program popularity. He explained that the analysis now will involve 400,000 individuals called a year, having recently been stepped up to that figure from 150,000 calls. The enlarged analysis is expected to provide a more accurate cross-section of public program preferences and to cover additional territory. Quirky, such as has been the prejudice of radio advertisers, as quaintly presented in a novel ANPA survey recently, a number of advertisers indicated that it offered an unfair picture of the situation.

One representative went so far as to say that he believed most advertising folk "had tossed it out the window" because of obvious fallacies. His view was that the survey really had proved to be a boomerang due to its easily perceived omissions and distortions.

How Advertisers Are Spending

THE first report of the ANA's new Advertising Research Foundation was made at the opening session by Mr. McIntyre, who is directing the recently instituted series of advertising and marketing studies. In compiling the advertising-sales ratios, Mr. McIntyre told Broadcasting, questionnaire was sent to 2,118 companies, with some 300 completed replies being received. These replies come from companies spending $70,000,000 for advertising in 1935.

Analyzing advertising expenditures for 1935 and their relation to net sales, Mr. McIntyre, an ex-president of ANA, announced that consumer advertisers as a whole are spending 9.15% of net sales in 1935 for advertising, an increase of 23% over the figure last year. The ratio, however, is 15% under that of 1933, Mr. McIntyre found.

In the consumer lines, the ratio of advertising expenditures to net sales volume varies from 37.8% for proprietory medicines to 2.15% for textiles. Among other items: drugs and toilet articles, 28.87%; soft drinks, 15.56%; jewelry, clocks and silverware, 8.85%; paint, varnish and removers, 8.77%; grocery products, 8.47%; petroleum, 7.70%.

Others on the research committee are Dr. M. W. Stofer, vice president, in charge of advertising, Norwich Pharmacal Co.; Herbert Matz, sales promotion manager, Graybar Electric Co.; Theodore

(Continued on page 65)

IT TAKES PROGRAMS!

As a member of NBC basic Red Network, WHIO went on the air February 9, 1935. Network features, combined with local showmanship, soon made WHIO Ohio's new radio favorite. Now as a member of both the basic Red and Blue Networks of NBC, WHIO offers advertisers an increased audience at no additional cost.

93 S. LUDLOW - DAYTON, O.

$11,000,000.00

PASSAGE by Congress of the Minnesota Fire Sufferers' Claims Bill, and its approval by the President, means that into the lap of Northern Minnesota eleven million dollars will be poured. And—it will start to come almost immediately!

ELEVEN million dollars is quite a chunk of buying power, especially when it's velvet. And it will be spent with all the willingness with which easy money is spent. Residents of Northern Minnesota listen on WEBC from the time they turn it on in the morning until they turn it off with one hand at night, as they turn off the lights with the other.

WEBC is a "natural" as a medium for alert advertisers and merchandisers who warm up a "come eleven" for those eleven million EXTRA dollars! Send now for rate cards and program details; we'll fade you!

WEBC
Head of the Lakes Broadcasting Co.

DULUTH
SUPERIOR

November 1, 1935 • BROADCASTING

Page 61
FCC Advances Plan for Power Boosts (Continued from page 9)

and of supplanting them with 1,000 watt regions within the cities themselves. Now all of these stations, using power of 5,000 watts and more, are required to maintain their transmitters outside of city limits.

New Antenna Rules

The NEW antenna regulations adopted by the Broadcast Division (Rule 131) specify that all applicants for new, additional or different broadcast facilities and all licenses requesting authority to move the location of the station, shall specify a radiating system, the efficiency of which complies with the requirements for good engineering practice for the class and power of the station. It said also the FCC will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice, and that no licensee will be permitted to change the height or supporting structures or make any other changes in their antennas which would result in change in radiating pattern, except upon written application to and authority from the Commission.

FCC specified minimum heights required for stations on particular frequencies. It stated that a review of antenna systems used by stations revealed that many antennas in use do not comply with good engineering requirements. In many cases, it said, efficient radiating systems would increase coverage more than could be accomplished by doubling power.

Modulation Orders

THE MODULATION meter order adopted Oct. 29 (Rule 139), reads as follows:

(a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 50%. When the transmitter is operated with 85% modulation, not over 10% combined audio frequency harmonics shall be generated by the transmitter.

(b) All broadcast stations shall, on and after Nov. 1, 1936, have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with the requirements of transmission and good local service in an no case less than 65% of peaks or frequency recurrence during any selection which normally is transmitted.

(d) The Commission will, from time to time, publish the specifications and requirements for approval, and a list of approved modulation monitors. It will not maintain the percentage of modulation with this action that percentage of modulation is important in the coverage of the station. Observation of many stations, it said, has revealed that the maximum percent available wide and those result that many stations do not tend the service that their assignment capable of rendering, and that some stations overmodulate, result in impaired quality and imperfect reception. These conditions, the FCC said, can be materially improved if all applications are equipped with modulation meters to determine the percentage of modulation at all times. This new rule accomplishes this regulation.

The regulation grows out of informal conference with manufacturers of transmitters held by the Engineering Department last Spring and Summer. It is estimated that the cost per installation of a modulation meter will be from $150 to $400.

All told, it has been computed that the entire reallocation project encompassed in the FCC plan, if finally adopted, will mean expenditures on the part of all classes of stations ranging between $35,000,000 and $50,000,000.

Auto Show Promotion

NBC has issued a four-page booklet in the interest of the Auto Show which will be held at the Grand Central Palace, New York, and thereafter in various other parts of the country. The booklet is printed on hand made paper and tells about the Sunday, Nov. 3, 8-8:45 p.m. broadcast, which is entitled The Horseless Carriage. NBC issues such a booklet every year. Before Automobiles, the story of the invention, development, and uses of the motor car. This year, of course, automobile shows will be held earlier than usual because of the change in promotional schedule by the auto manufacturers to steady employment fluctuations in the automobile industry.

MUNCIE LEADS NATION!

The report of the National Retail Credit Assn shows credit sales increased 40% in Muncie against nation's average of 8.9%.

WLBC—MUNCIE IND.
Jolliffe Resigns to Join RCA

(Continued from page 9)

the close of business November 12, 1935. The past five and a half years during which I have been associated with the Federal Radio Commission and this Commission have been both profitable and enjoyable to me and it has been a privilege and a pleasure to be associated with the members of the Commission and its staff. I wish to express my appreciation of the opportunity that has been given me to render some assistance in laying the foundation for the future work of the Federal Communications Commission.

The FCC post pays $9,000 annually. The Engineering Department embraces all technical frequency activities of the FCC as well as wire line and telephone communications. The engineering staff totals some 50 employees. Dr. Jolliffe was the first regularly retained chief engineer of the former Radio Commission, his predecessors during the preceding three years having been loaned by other departments of the government to the then temporary radio regulatory body. He came from the Bureau of Standards to the Radio Commission.

Both Assistant Chief Engineers Jett and Ring have been with the FCC since its creation, and were with the Radio Commission before that, though in subordinate capacities. Lieut. Jett is a retired naval officer and has been in charge of services other than broadcasting since Dr. Jolliffe became chief engineer in 1930. Mr. Ring, formerly an engineer on the staff of General Electric Co., in Schenectady, has been identified with broadcasting matters since he joined the Radio Commission in 1929.

Lieut. Comdr. Craven, who resigned from the Navy several years ago to enter a consulting engineering practice, had served as acting chief engineer of the Radio Commission in its earlier days. He has held many important communications assignments in the Navy, among them the assignment as chief of the Radio Division of the Bureau of Construction and Repair.

Dr. Delinger was the first acting chief engineer of the Radio Commission, having been loaned to that agency in 1928, a few months after it was created as a purely temporary body. He is recognized as one of the nation’s foremost radio scientists, and it was largely upon his recommendation that Dr. Jolliffe, then his chief aide, was named as the first permanently assigned Radio Commission chief engineer.

Dr. Jolliffe was responsible in large measure for the technical regulations now in force affecting radio broadcasting and other radio services. He was responsible for the introduction of many technical rules to increase efficiency in broadcasting and has had much to do with the drafting of international radio regulations through appointment to these conferences either as a delegate or technical advisor.

Frank Black Honored

FRANK BLACK, NBC general music director, has been made an Officer with Palms of the French Academy in recognition of his services to French artists and for promoting wider knowledge of French music in America.

NOW OPERATING ON 890 KILOCYCLES

KFPY

Spokane, Washington

Take a tip from KFPY's local advertisers, over 90% Renewals during the past year— in spite of increased local rate. You can't fool local advertisers!

REPRESENTATIVES

J. H. McGILLVRA
485 Madison Avenue
NEW YORK

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

J. H. McGILLVRA
Palmolive Building
CHICAGO

WALTER BIDDICK CO.
601 Russ Building
SAN FRANCISCO
**WMEX**

1500 kc — 250 w. L.S. — 100 w. N.

**HOTEL MANGER — BOSTON**

In America’s Fourth Market

Tel. CAPIol 7560—Teletype Bos. 157

**PITTSBURGHERS AND THEIR NEIGHBORS PREFER**

This insures a bulk audience over WCAE

Why don’t you find out about the AIR STEEL TEST?

**WCAE**

PITTSBURGH • BASIC NBC RED NETWORK

National Representative

**HEARST RADIO**

NEW YORK	CHICAGO	SAN FRANCISCO

**KGBM**

HONOLULU, HAWAII

**GATES**

Manufacturers

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

**BROADCASTING** • November 1, 193
Convention of ANA
(Continued from page 61)


Resale Price Maintenance
Rold Thomas, of the Center Co., opened the Tuesday morning meeting with a paper on resale price maintenance laws. He cited out in this address "Marketing Under State Fair Trade Laws", that most plans to evade price-cutting have already been declared illegal or are so expensive an operation that any benefit to the seller or manufacturer is killed.

He stated that resale or resale price maintenance laws and retailers are planning a drive for a similar federal statute.

L. W. Diggs, member of the bar in Virginia and New York, presented an address on advertising ideas and how to guard against damage suits of this type. His address was read by W. H. Azy, advertising manager of R. C. Mfg. Co.

In the afternoon advertising by allied industries was discussed. Speaking were: Automotive accessories, B. A. Broughton, Willard Battery Co.; Department of merchandise, A. O. Buckham, Cluett, Peabody & Co.; distilled products, Carleton Ouy, Hiram Walker Inc.; drug and toilet articles, H. W. Roden, Inson & Johnson; grocery products, Daniel F. Cordo Products Co.; industrial advertising, Ralph Leavenson, Westinghouse Electric & Mfg. Co.; insurance, Arthur A. Fisk, Prudential Insurance Co. of America; petroleum, Ben N. Pollak, Richfield Oil Corp. of New York.

Attention to Marketing
PEN SESSIONS of the convention started on the night of Oct. 17 with a Monti de Ama entertainment feature. At the Wednesday morning session Laura G. Means, president of the Printing Ink Corp., and a former partner in Blackman Adv. Inc., recently reorganized, discussed the history of color and color developments. H. A. Haring, distribution expert, explained how to eliminate waste in marketing. His subject was "A Yardstick to Take the Guess Out of Marketing".

Effie L. Raft, president of American Home Economics Association, spoke on "What Business Should Do to Remove Consumer Suspicion". Her viewpoint was that advertisers should discard and discredit those who are unfair in your ranks" to pave the way for the elimination of consumer doubt as to advertisers' claims.

At the afternoon gathering, President McIntyre gave his review of the broad advertising research. Malcolm McNair, professor of marketing and director of the Graduate School of Business Administration, Harvard University, discussed "The Right to Advertise". Raymond Rabinam, of Young & Rubicam Inc., New York, pointed the way to cooperation among buyers and sellers of advertising as well as advertising agencies.

Closing the convention was the 26th annual banquet, with President McIntyre presiding. The speaker was Willard M. Kiplinger, writer of specialized Washington aviation entertainment, which was provided by CBS.

WLW Drops Gruen Series
But Later Reinstates It

APPEALS to FCC Chairman Prall and various members of Congress, including Senator Wheeler, led WLW, Cincinnati, on Oct. 22 to reinstate the semi-weekly Washington Merry-Go-Round program sponsored by Graphis Watch Co. over the Mutual Broadcasting System after the station had cancelled. WLW dropped the program, it was alleged, because Drew Pearson and Robert S. Allen, who conduct the colloquy and write the widely used newspaper column under the same title, had discussed the manufacture of munitions equipment in Cincinnati and had told an anecdote regarding Secretary of State Hull. WLW told the Cincinnati Post that it had cancelled because the program did not meet its standards rather than because of anything said in it.

The two Washington correspondents took their case to members of Congress, who wired protests, Senator Wheeler sending a radiogram from U. S. Pres. Grant at sea, objecting to alleged censorship. WLW was to have been replaced by several stations which had been secured by MBS and DeGarmo-Kilborn, New York, agency for Gruen.

However, it was decided to go through with the Tuesday and Saturday night series on the original four-station MBS network. The series is contracted for 26 weeks, but discussions have been held with NBC for its possible transfer to that network.

LAHTI, Finland's principal broadcaster, operating on the long wave of 186 kc, will shortly increase its power to 220,000 watts.

Plane Hits Antenna

APPARENT negligence was the cause of the death of O. K. Bevins, former air mail pilot of Fort Thomas, Ky., who crashed into the antenna mast of WLW, at Mason, O., on Oct. 15, according to a report from WLW received by the FCC. The Bevins plane, en route from Cincinnati to Detroit, struck the tower and crashed 600 feet. The tower at the time was illuminated, because of fog, despite the fact that regulations do not require illumination during a slight hour. Moreover, a large neon sign also was lit. The report stated that the pilot apparently was unaware of his position until the collision occurred. The mast was not damaged and caused no interruption to service.
FEDERAL COMMUNICATIONS COMMISSION

Broadcast Division

OCTOBER 14 TO OCTOBER 30, 1934

Decisions . . .

OCTOBER 15

WAAM, Milwaukee, granted CP change equip.

WJY, J. B. Robertson, Gaithersburg, Md. — Granted CP 1420 kc 100 w unlimited.

KBQ, Long Beach, Calif. — Granted re-equip.

KGBR, Butte, Mont. — Granted re-equip.

WNEW, Newark — Granted re-equip.

HKG, New York City — Granted license for temp. use.

KRGB, San Diego — Granted re-equip.

KFAB, Lincoln, Neb. — Granted extension of permit for 90 days.

WFRP, Ponca, K. R. — Granted modif. CR.

WCAM, Chicago — Granted license for CP 610 kc.

WFLA-WUN, Clearwater, Fla. — Granted extension of perm. for 180 days.

WENB, Minneapolis — Granted license for temp. use, with WDBN LS to mid-time to 21-3.

WSPA, Montgomery, Ala. — Granted a new license for 15 kw.

WPRF, Fono, K. R. — Granted modif. CR.

WMAQ, Chicago — Granted license for CP 1500 kw.

RATIFICATIONS:

KFRA, Greeley, Colo. — Granted extension for 2 years.

KFEC, San Francisco — Same.

KHJ, Los Angeles — Same.

OCTOBER 22

WRAW, Raleigh, N. C. — Granted CP new equip., move transmitter locally.

KASU, Palestine, Tex. — Granted modif. CP move transmitter and studio loc. in new city.

WOR, New York City — Granted license for CP as modif. new station 40 kw.

KROC, Rochester, Minn. — Granted lic. to move to new site and complete station.

KHLO, Oklahoma City — Granted license for CP change equip.

WWB, Kansas City — Granted lic. to move station.

KGW, Walske, T. H. — Same.

WJRT, Detroit — Granted license for CP change equip.

KJCR, St. Louis — Granted modif. license for CP change equip.

WYR, Muscle Shoals, Ala. — Granted modif. license move studio to Sheffield, Ala.

EDON, Del Monte, Calif. — Granted modif. CP.

APPLICATIONS DENIED

WJY, Janesville, Wis. — Application for new stations.

SET FOR HEARING — WMVM, E. St. Louis, Ill. — Granted move license.

WFG, Burlington, Vt. — Granted move license.

WAV, Fort Wayne, Ind. — Granted move license.

WWE, Fort Worth, Tex. — Granted move license.

WFO, Minneapolis — Granted move license.

WSGR, Sioux City, Ia. — Granted CP aux.

WNYR —Granted CP new equip.

WNEC, Muscle Shoals, Ala. — Granted modif. license move studio to Sheffield, Ala.

KSPR, Sheffield, Ala. — Granted modif. license.

APPLICATIONS DENIED

WJY, Dayton, Ohio. — Application for new stations.

WJY, Janesville, Wis. — Application for new stations.

KCTQ, Fort Wayne, Ind. — Application for new stations.

WSGR, Sioux City, Ia. — Application for new stations.

WNYR — Application for new stations.

WNEC, Muscle Shoals, Ala. — Application for new stations.

KSPR, Sheffield, Ala. — Application for new stations.

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KSPR, Sheffield, Ala. — Application for new stations.
THEY CAN TAKE IT! Receiving sets sales are UP . . . and when people spend good hard earned cash for new sets, they expect fidelity and selectivity. That's what the radio manufacturer sold them . . . a new quality of reception.

CAN YOU DELIVER? Is your station giving your listeners the new quality which they have a right to expect? You CAN— It's simple as this . . . Write to us regarding your transmission problems. Our staff of practical radio engineers will recommend what is necessary to increase your signal strength and quality. Specializing in Broadcast Equipment Construction, Rebuilding and Installation.

W. P. HILLIARD CO.
2106 Calumet Ave.
CHICAGO, ILLINOIS

PHILISCOPE

EXACT FREQUENCIES
are easier to get with Scientific Radio Crystals

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .005% before they leave our laboratories in order to meet our own specifications.

Low Temperature Coefficient Crystals Frequency Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature. Supplied in handsome AirSkein Holders in the 550-1000 kc. band.

Send for our price list and brochure.
WHO'S PAYING THE FIDDLER!

FINER Recordings OFF-THE-AIR AND ELECTRICAL TRANSCRIPTIONS

40% LESS COST

Our story is shot . . . and sweet. Faithful, living reproduction. Up to 30 minute program on each side—at 40% less cost. The famous Dyer Patents. You owe it to yourself and "Gent Treasurer" to hear a specimen or two. Aye—there's proof. In your offices or ours. Write or 'phone.

RADIO AND FILM METHODS CORP.
101 PARK AVE., N.Y. CALÉDIA 5-7330 NATIONAL PRESS BLDG., WASH., D. C.

EQUIPMENT

A 100-WATT transmitter designed to accomplish high-fidelity on a limited budget has been announced by RCA Mfg. Co., Camden. Known as type 100-K, the transmitter is said to introduce simplifications which provide economy and reliability, as well as performance equal to the finest equipment. Latest engineering advances, such as zero-coefficient crystals, Class B modulation and others are incorporated, according to the manufacturer. The transmitter is declared to be as easy installed as a receiver; has its own speech-amplifier. Its expensive tubes are replaced by units contained in a small cabinet. The unit consists assembles permits easy servicing. The exterior is in two-tone gray finish.

GATES RADIO & SUPPLY CO., Quincy, Ill., announces sales of equipment to the following stations: KNEL, Brady, Tex., speech input rack; XEPO, Mexico City, monitoring amplifier, rectifiers, relay control panel, pre-amplifiers; CBK, Regina, unit-amplifier, patching panel, mixer; WMIC, Lajera, Mich., velocity microphone; KADA, Ada, Okla., remote equipment; WTRA, transmitter equipment; CHM, Hamilton, Ont., transcription equipment; KCRQ, Nikola, Okla., transcription equipment; KYSO, Ardmore, Okla., remote equipment; CRHC, Hamilton, Ont., transcription turntable.

WMT, Waterloo, la., is making good progress in its construction campaign. A new, 500-foot tower and completed near Cedar Rapids. It will provide a good directional. Night coverage is said to have increased 50% by the first tower and new transmitter.

Santa Claus

CHRISTIAN FEIGENSSPAN, Newark brewer, currently sponsoring Stan Lopez's Sports Talk on WJZ, New Jersey's flagship station twice weekly, likes the Port of New York Authority deal on TV and radio. He is paying $175 a week to keep it on the air. The weekly Port program was concluded Oct. 24 after the radio budget had been exhausted, so Feigen'span is paying to keep it going. Because of the road and weather service it provides motorists.

A NEW line of compact lightweight portable volt-ohmmeters and test unit is announced by Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa. The units are equipped with a new rugged type d'Arsenal movement and selector switches for range selection, the units simplifying testing of circuit and insulation. Several types are available.

GLASGOW, Ky., has contracted for installation of a new half-wave Blaw-Knox vertical radiator, 350 feet high, to be equipped with a transmitter. Dr. Field intensity studies, he said, indicate that the antenna will give the greatest signal strength, and wider coverage, being the equivalent of an 80% increase in radius. The tower is being erected near WLBD, Muncie, Ind., has completed installation of three new remote control amplifiers. A new Knight 500-WATT transmitter has been ordered.

Statement of Ownership, Management, and Circulation:

Filed by the Act of Congress of March 3, 1933


Before me, a notary public in and for the District aforesaid, personally appeared F. Gathe Taylor, who, having been duly sworn according to law, deposes and says that he is the business manager of Broadcasting Combined With Broadcast Advertising and that he is the official in charge of the same and does hereby certify that the above is true,

Froth filing to the best of his knowledge and belief, a true statement of the ownership, management, etc., as required by law, that the names and addresses of all stockholders owning in the aggregate 5 per cent or more of the total amount of stock, if not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a corporation, the names and addresses of the individual owners must be given. If owned by a trust, the names and addresses of the trustees must be given. If the applicant is a corporation, the names and addresses of the officers and the names and addresses of the stockholders owning 1 per cent or more of any class of stock must be given.


3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgage or other securities are: (If there are none, so state.)

F. GATHE TAYLOR.

Sworn to and subscribed before me this 16th day of October, 1935.

JULIE M. MAYER.

Notary Public.

PRESTO RECORDING Corp., New York, announces an improved chemically coated acetate disc for instantaneous recording. The new product is said to be soft enough to be cut without the need to scrape it and at the same time hard enough to be reproducible at reasonable numbers of times with steel needles. Frequencies of 9000 cycles are said to have been possible with lateral cutters, and up to 9000 cycles with hill and-dale cutters. Surface noise is described as lower than that of standard shellac records.

WOWO, Fort Wayne, Ind., is erecting a tower 450 feet high preparatory to stepping up its power from 10 to 25 kW, with Blaw-Knox Co., Pittsburg engineers on the contract. The tower is square from bottom to top and anchored with four 250-foot 5/8-inch cables. Tests will be made to determine if the two old towers can be used for WUG, Fort Wayne. The five-foot bend of the new radio tower is said to be the largest in Midwest.

WOR, Newark, has installed a former 5 kW transmitter at Kearny N. J., as an emergency unit. It has been connected so that it will operate through the antenna use for the present 50 kW. Unit will be used in conjunction with the new remote equipment, to be operated automatically; should the main transmitter fail.

WPFB, Hattiesburg, Miss., is erecting a 410-foot tower as a construction aid for the Mississippi Power Co. The mast consists of two long-leaf pine crotches and is cross-spliced, and aluminum spliced, and anchored in the mid-air. The antenna will consist of a quarter-inch copper tubing held in place by the mast by 18-inch insulator chains. Over-all height will be 18 feet and the mast will be guaged four sections in three places. A modern wooden transmitter house will be built.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., in November will issue a new edition of its Advance Directories. The directories are engineered, with line drawings and illustrations, 16 pages. A charge of 25 cents has been placed on the lot.

GRAHAM TREVIS, chief engineer at KHOK, St. Louis, has recently completed the installation of a new transmission monitor assembly.

WHEN Rumania's new 150,000 watt broadcasting station goes on the air shortly, its program schedule will include a "government hour" every Sunday morning at 1:00, to which it will be obligatory to all government officials to listen.

PAYROLLS OF 110%

FACTORY payrolls in Wisconsin are 22% higher than a year ago and 110% above the '32 low-point. The increase will buy a lot more of what you sell—if you use the one station that covers the Milwaukee-Wisconsin marks thoroughly—

WTMJ

The Milwaukee Journal

Representatives, Ed. Petry & Co.
Radio for Patients

RADIO far surpasses literature in its appeal to hospital patients, according to John N. Wilson, of Seattle, who for five years has been lending books and radios to inmates of Seattle hospitals. Wilson, who operates a radio store, and 20 book-lending stores, has found that radio not only out-distances books in popularity, but that the customary gift of flowers is being replaced by radios. Twenty-five to 50 per cent of hospital patients, Wilson estimates, have radios in their rooms. The stimulating influence of radio programs which aid in taking the patients' minds off their troubles, is highly commended by doctors who now recommend the installation of radios in their patients' rooms.

Lur-Eye Is Cited

COMPLAINT has been issued by the Federal Trade Commission against Lur-Eye Products Inc., New York (eye treatment) on the alleged ground that the company's Lur-Eye Lash Developer does not have the medicinal qualities claimed in sufficient quantity to produce the results promised, and that it does not contain ingredients to justify claims concerning growth of eyelashes and changing of their texture. The company is given until Nov. 15 to show cause why a cease and desist order should not be issued.

Cosmetic Contest

A THIRTEEN-WEEK radio contract on the sponsor's tri-weekly program and an all-expense air tour to Hollywood are the rewards offered by Hollywood Mask Inc., Chicago (cosmetics), to the best amateur entering a contest being staged in connection with its new radio series, Petals of Love, broadcast three minutes nightly over WGN, Chicago. The contest is not to be broadcast, however; the contestants will apply before a committee who will select the winner, after which he or she will make his radio debut as a full-fledged artist. Agency: Schimmer & Scott, Chicago.

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

In Canada, through the Canadian Pacific Railway Telegraphs.
Plea by Norman Baker
For XENT Texas Studio
Is Denied by the FCC
INDICATING an attitude in opposition
to renegade "border stations" in Mexico established to serve American listeners, the Broadcast Division of the FCC Oct. 22 denied the Universal Advertising Agency, Laredo, Tex., authority to transmit programs across the border to stations in Mexico. In so doing, the FCC sustained an application by Commissioner Thad H. Brown, who held hearings on the application. The order is effective Dec. 3.

NORMAN BAKER, erstwhile American broadcaster who was silenced several years ago because of alleged misdeeds he carried over his station KTNT, Muscatine, Ia., appeared before the FCC Broadcast Division Oct. 17 to deliver an impassioned plea in support of the application of the Universal Advertising Agency, Laredo, Tex., for authority to transmit programs across the Mexican border to the Baker station, XENT, at Nuevo Laredo.

Presenting oral arguments on behalf of the agency application, Baker contended that the FCC should reverse the recommendation of Commissioner Thad H. Brown, who conducted hearings on the application in Laredo, and who recommended adversely. The hearing was held pursuant to the requirement in the Communications Act of 1934 that FCC authority must be procured for transmission of programs across the United States border.

Baker, who conducts a cancer hospital in connection with his Mexican-licensed station, declared he had always cooperated with the Radio Commission, and twice shifted frequencies voluntarily. He said he operated XENT with technical perfection and should be accorded the privilege of having a remote control studio across the border.

THE Wall Street Journal says that September produced the highest cigarette figures in history, estimating the production for the major leading brands as follows: Camel, 36,200,000,000; Chesterfield, 35,500,000,000; Lucky Strike, 36,000,000,000; Old Gold, 8,200,000,000; and Philip Morris, 3,600,000,000. All of these leaders are currently advertising over the networks, several also using spot.

Larus Bro. Back on NBC
LARUS & BRO., Co., Richmond, Va. (Edgeworth tobacco), former NBC network sponsor, and owning station WRVA, Richmond, will return to an NBC-WEAF network Nov. 16, using the 10:30-11 p.m. period on Saturday. The discussion on Pacific coast groups will be used. Strickland Gillilan, noted humorist, will be master of ceremonies and the program will originate at WRVA. The contract is understood to be for 52 weeks. Batten, Barton, Durstine & Osborn, Inc., New York, has the account.

Chicago College Council
Offering 16 Broadcasts
THE University Broadcasting Council, Chicago, recently organized by the University of Chicago, Northwestern University and De Paul University as a cooperative effort to present educational material over the air in the most attractive and effective manner, has announced a location schedule of one network and 15 local broadcasts a week.

The schedule includes: The Round Table, a discussion of current topics by three Chicago faculty members, broadcast for a half hour Sunday morning over an NBC network; The Reviewing Stand, a quarter-hour review of current events by two Northwestern faculty members broadcast Sunday morning over WGN; the U. of C. Chapge Service, broadcast for an hour Sunday morning over WGN; a service from the Chicago Theological Seminary each weekday morning for 15 minutes over WIND; Personality Needs for Social Living, a series of talks by Dr. Albert W. Palmer, broadcast Tuesdays through Fridays for a morning half-hour over WJJD; Illinois League of Women Voters, a 30-minute Monday morning program over WJJD; and a quarter-hour Book Talk by Percy Boynton, U. of C. professor, Sunday evening over WGN.

PROMINENT speakers will join in a memorial tribute to Will Rogers Nov. 2 at 10:30 p.m. over combined CBS and NBC networks, among them being a former President Herbert Hoover.

"Aunt Jemima" Sues
TESS GARDELLA, radio singer and stage star, has filed suit in the U.S. District Court in Chicago, against NBC, General Foods Corp., and the Log Cabin Products Co. Inc. for $250,000, charging infringement of her right to use the name "Aunt Jemima." She claims she has used this name since 1920 and that since 1923 the defendants have presented a radio character under the name of "Aunt Jemima" who imitates her singing style in the Log Cabin show on an NBC-WEAF network, Wednesdays, 10-10:30 p.m.

New Ouvative Series
WANDER Co., Chicago (Oval-tine), launched a new serial, Molly of the Movies, over an MBS network (WJW, WGN) Oct. 21. The show is broadcast 3 to 3:15 p.m. Monday through Friday, and contracted for 52 weeks. It is written by Thompson Buchanan, Broadway playwright, and directed by Kirby Hawkes, also of the Agency: Blackett-Sartment-Sample-Hummer, Chicago. The sponsor also broadcasts Orphan Annie on an NBC-WJZ network five evenings weekly.

Promoting WSM to ANA
WSM, Nashville, told its story to advertiser members of the Association of National Advertisers in which met at Atlantic City Oct. 28-30, with a copy of its "Program Release and Open Time Schedule for the current week. Copies of the promotion piece were mailed to the Ambassador Hotel, where the convention was held and delivered to advertisers as well as agency and other guests along with their other mail.

CLASSIFIED ADVERTISEMENTS

Help Wanted
Writers to produce dramatic scripts for network shows. Country, mystery, melodrama, humor, needed immediately. Box 460, Broadcasting.

Situations Wanted
Operator, now employed, first class Radio telephone Radio operator. WANTED, assistant in sine employment progressive stage. SIX WEEKS ADVANCE NOTICE TO LEAVE. Box 404, Broadcasting.

Manager or commercial manager, present with experience. New York City, seeks connection with station in good location. Proven record. Box 391, Broadcasting.

Music-Talent
Program Managers, Artists, send for list of clients for available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.

For Sale—Equipment
Dual 78 and 33 turntable with separate General Radio input channels and General Radio six channel input mixer mounted in a mahogany steel table. Complete detail on request. Write or wire Nolan S. Walker 1307 DuSable Avenue, S. W., Canton, Ohio.

For Sale—Station
100 watt full time station. Wonderfully opportunity for owner to manage. Box 603, Broadcasting.
THAT EXTRA POINT...

WGY 50,000 WATTS SCHENECTADY

To a Winning Score

There's more reason for an advertiser to use WGY than shows on a rate card, a survey report, or an NBC Aireas map.

For WGY is an "added punch" station, because it has more than usual local identity. Close association with local activities and achievements as a radio pioneer, have solidly molded a feeling of neighborliness between WGY and the people of the Great Northeast.

In this lies the "added punch" which WGY offers the advertiser. An extra point that brings in a winning sales score.

The potential circulation of WGY is 768,800 radio families according to the new NBC Method of Audience Measurement, by aires. Copies of the new WGY aires map will be sent to you on request.

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

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

www.americanradiohistory.com
BUT the tailor's problem is comparatively simple when compared with the complicated problems that confront the studio engineer. Speech Input Equipment must be specially designed for the station's needs to be efficient. Whether it be KVSO, KSD, KNX, or WGN, there is an RCA solution for the problem.

Whether it be the control system for elaborate network productions or the simplified single channel arrangements for smaller stations, the same care and thought is given to the solution of the problem.

Only RCA can bring to you the vast wealth of experience gained in the solution of unnumbered Speech Input Equipment questions, and only RCA can bring to you the highly specialized technical skill which will result in the speedy and satisfactory termination of your difficulty.

Don't hesitate to send in your studio problems. A complete stock of standard panels, designed for extreme flexibility, may be assembled to quickly and accurately fill your individual requirements.