We sell time. Everybody knows that. Not everybody knows that our time sold is 45% ahead of last year*. Sold to advertisers who agree that WOR sells the correct time for reaching the country's wealthiest market. BUT we give time. On the hour every hour a relentless "beep" announces to our part of the world that the Naval Observatory has consigned another sixty minutes to eternity. Our files guard scores of letters from yachtsmen, ships' officers, amateur chronometrists—not to mention overclocked housewives—thanking us for the most accurate and dependable time service on the air. Just another straw in the wind . . .

*figure given is for December 1935, as compared with December 1934
Thesaurus Subscribers will Receive Special Washington's Birthday Program Free

Ideal for Holiday Sustaining Feature or for Local Sponsorship

Thesaurus declares still another real dividend!

A complete dramatic half hour presentation of the life of George Washington will be sent to all NBC Thesaurus subscribers for use on February 22nd.

This special gift feature is ideal for local sponsorship, or for a sustaining show. Painting a character portrait of this great man, it is bound to attract and interest the attention of a large local audience.

This is simply another example of the service we render to NBC Thesaurus subscribers.

*129 Thesaurus subscribers to date... and still increasing!

Famous Buccaneers Octet Added to List of Thesaurus Artists

Favorites of Stage, Screen and Radio Offer Special Arrangements for Thesaurus Audience

For the first time, NBC Thesaurus presents the world-famous Buccaneers... one of the finest musical organizations in radio broadcasting. Tops among singing groups, the Buccaneers add even more prestige to the fine list of artists available to Thesaurus subscribers.

The Buccaneers were featured with Burns and Allen, Ford, Grofe and others, for many weeks. They have headlined theatre programs and have starred at famous New York night clubs. All in all, they have the reputation and the ability as entertainers which we are proud to offer our Thesaurus subscribers.

The Buccaneers make an effective program alone or they can greatly add to a variety show built from a group of other Thesaurus artists. They are certain to win local popularity, and help to increase the prestige of your station.

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY
ELECTRICAL TRANSCRIPTION SERVICE • 30 ROCKEFELLER PLAZA, NEW YORK • MERCHANDISE MART, CHICAGO
At last, a scientifically accurate survey!

Here are the results of the first precision survey ever made by mechanically recording the stations dialed and the listening time for each program. The percentages given below are for the first five weeks of a ten-week survey of Boston stations which started Sunday, November 7, 1935. Results of the complete survey will be published later.

**Boston Station Popularity Percentages Broken Down into Hour Periods**

<table>
<thead>
<tr>
<th>Time</th>
<th>WNAC</th>
<th>WAAB</th>
<th>1st N. B. C. Outlet</th>
<th>2nd N. B. C. Outlet</th>
<th>1st LOCAL STATION</th>
<th>2nd LOCAL STATION</th>
<th>3rd LOCAL STATION</th>
<th>4th LOCAL STATION</th>
<th>OUTSIDE STATIONS</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>07:00-08:00</td>
<td>35.8%</td>
<td>5.8%</td>
<td>31.3%</td>
<td>17.1%</td>
<td>7.5%</td>
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<td>.4%</td>
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<tr>
<td>08:00-09:00</td>
<td>29.1%</td>
<td>16.8%</td>
<td>22.5%</td>
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<td>09:00-10:00</td>
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<td>10:00-11:00</td>
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<td>12:00-1:00</td>
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<td>18.8%</td>
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<td>02:00-03:00</td>
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<td>30.5%</td>
<td>19.9%</td>
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<td>06:00-07:00</td>
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<td>.4%</td>
<td>14.9%</td>
<td>100%</td>
</tr>
</tbody>
</table>

ALL DAY AVERAGE | 28.5% | 13.2% | 22.8% | 20.7% | 5.0% | 3.8% | 2.3% | .4% | 3.3% | 100% |

*Station not on the air.

Write for our booklet "The New and Most Accurate Survey Method for Determining Listener Interest in Programs," giving complete details and cost. Every agency and advertiser should have this booklet in order to plan radio campaigns intelligently, whether they are for Greater Boston or for the nation.
Just as in August, 1920, WWJ pioneered regular daily broadcasting, so it pioneers in the latest field of radio activity.

Atop the Penobscot tower, highest Detroit building, WWJ has erected the first ultra high frequency station in Michigan—one of the few in America.

Already fans are building sets to tune W8XWJ—the official designation for WWJ's offspring just as they did in 1920 when the parent came on the air.

These facts are of interest to advertisers because they indicate how WWJ stands in the Detroit market—America's fourth. We repeat, WWJ is Detroit's own radio station, listened to by more of the homes of the city than any other.

National Representatives: GREIG, BLAIR & SPIGHT, Inc.

New York  Chicago  San Francisco  Los Angeles

WWJ 920 KC — W8XWJ 31600 KC
THE VIRGINIA BROADCASTING SYSTEM

Signs Old Gold! CIGARETTES

2 HOURS WEEKLY (All University of Virginia Sports) as the first client of its 5-station hook-up

THE Virginia Broadcasting System...a group of five progressive stations...selected...regional...popular...reaching more than 3,000,000 population of the State of Virginia and contiguous North Carolina.

One concentrated market, blanketed by the Virginia Broadcasting System! Individually these stations lay down a popular and effective mantle of entertainment, striking directly at the center of the five densities of population which comprise Virginia.

Collectively the Virginia Broadcasting System is the most comprehensive and effective sales medium purchasable in a market of proved steady income, assured wealth, and spendability.

Affiliates:

Charlottesville ... WCHV
Danville ... WBTM
Lynchburg ... WLVA
Newport News—Norfolk ... WGH
Petersburg—Richmond ... WPHR

The VIRGINIA BROADCASTING SYSTEM

Headquarters—WCHV, Charlottesville, Va.

REPRESENTATIVES

AERIAL PUBLICIZING, INC.
30 Rockefeller Plaza New York City

SPANGLER & BEERY
1319 F St., N.W. Washington, D.C.

February 1, 1936 • BROADCASTING
FIGURED conservatively, we estimate that Cliff Sleiningher's ancestors have caused us the loss of 17,243 working hours by dubbing themselves "Sleiningher" instead of "Jones".

Sleiningher, it seems, is a provocative and devastating name. Telephone operators especially, and others of both high and low estate, derive a sadistic pleasure in its mutilation.

But it's all very simple. Slei as in "Sly", ning as in "ning", ger as in "Gertie". (The name "Free", our spies inform us, is rarely troublesome even to advertising men.)

Anyway... now that you know how to pronounce it, how about giving us a ring? Miss Constantinappapolis, will you get Free & Sly-ning-ger on the phone, please?

FREE & SLEININGER, INC.
Radio Station Representatives

NEW YORK 110 East 42nd St. Lexington 2-8660
CHICAGO 180 N. Michigan Franklin 4273
DETROIT New Center Building Trinity 2-8444
SAN FRANCISCO Russ Building Sutter 5415
LOS ANGELES C. of C. Bldg. Richmond 8184

WHO... (NBC)... Des Moines
WGR-WKBW (CBS)... Buffalo
WIND-Gary — WJJD-Chicago
WHK... (CBS)... Cleveland
KMBC... (CBS)... Kansas City
KFAB... (CBS)... Lincoln-Omaha
WAVE... (NBC)... Louisville
WTEN... Minneapolis-St. Paul
KOIL... (NBC)... Omaha
KSD... (NBC)... St. Louis
KFWB... (CBS)... Los Angeles
KOIN... (CBS)... Portland
KOL... (CBS)... Seattle
KVI... (CBS)... Tacoma
Transcription Rule Liberalized By FCC

Spot Business Given Impetus as Multiple Announcements Are No Longer Required; Records Placed on Same Basis

SPOT broadcasting, for many months restrained by rigid regulation governing announcements of transcriptions, received renewed impetus Jan. 28, when the FCC Broadcast Division adopted a new announcement rule liberalizing in many respects the provision in force for four years.

Granting in part the petition of the World Broadcasting System Inc., which had battled since October, 1934, for the revised regulation, the FCC adopted a rule (No. 175) which eliminates multiple announcements in 15-minute transmissions. The new regulation becomes effective immediately.

Announcements of phonograph records, required immediately preceding each rendition, are also placed in the same category with transmissions in that the announcement is required only at 15-minute intervals. The new rule, however, specifies that there shall be no climactic differentiation between electrical transmissions and phonograph records. The identifying words, states the new rule, "shall accurately describe the type of mechanical reproduction used."

Announcement producers have contended that narrow interpretations of the former transcription rule placed a severe burden upon the transcription program for commercial usage. With all ambiguous provisions cleared and with a definite rule prescribing announcements only at 15-minute intervals, it is expected that numerous announcements which have shied clear of transmissions now will utilize spot broadcasting.

Aid to Libraries

GREATEST difficulty has been experienced since the introduction of so-called transcription libraries, inaugurated by WBS two years ago. Under interpretations of the former rule by the FCC lawyers, each individual selection, if on separate discs, required a separate announcement, resulting in "breaking" on programs at intervals of two or three minutes. The new rule published on this page eliminates that requirement in clear-cut language.

In brief, the new regulation specifies that a mechanical reproduction, if to be transmitted in duration of 15 minutes, shall be identified appropriately at the beginning of the program, at each 15-minute interval, and at the conclusion. Excluded from this requirement, however, are mechanical reproductions consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than 15 minutes.

1. A mechanical reproduction, or a series thereof, of longer duration than 15 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 15-minute interval, and at the conclusion of the program; provided however, that the identifying announcement at each 15-minute interval is waived in case of a mechanical reproduction consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than 12 minutes.

2. A mechanical reproduction, or a series thereof, of a longer duration than five minutes and not in excess of 15 minutes, shall be identified by an appropriate announcement at the beginning and end of the program in which it is used.

3. A single mechanical reproduction of a duration not in excess of five minutes, shall be identified by appropriate announcement immediately preceding the use thereof.

4. In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of an operatic production), the reproduction of the program proper, no announcement of the mechanical reproduction is required.

5. The exact form of the identifying announcement is not prescribed but the language shall be clear and in terminally understood and understood by the listening public.

The use of the applicable identifying words such as "a record," "a recording," "a mechanical reproduction," "an electrical transcription," will be considered sufficient to meet the requirements hereof. The identifying words shall accurately describe the type of mechanical reproduction used, i.e., where a transcription is used, shall be announced as a "transcription" or an "electrical transcription" and where a phonograph record is used it shall be announced as a "record" or a "recording."

In this connection, it is understood that the Broadcast Division intends to revise the call letter requirement so that the language covering waiving of announcements will be identical with that in the new transcription rule, and include plays, symphonies, operatic productions, and concerts, along with speeches, thus making them consistent.

The WBS petition was filed by Percy L. Deutsch, WBS president, through Attorneys Paul M. Segal and George S. Smith, on Oct. 17, 1934, after numerous stations using the WBS library service had been cited by FCC inspectors for alleged infringement of the announcement requirements.

The petition sought simply to have the FCC lift a prohibition on the announcements of library service transcriptions made exclusively for broadcast purposes. The American Federation of Musicians, however, filed a memorandum in opposition to the request, citing the issue of "canned music" versus "live talent" and made contentions of unemployment among musicians.

A hearing on the petition was held June 20, 1936, before the FCC Broadcast Division with more than a score of parties represented. The FCC contention was supported by the NAB and by Standard Radio Inc., Los Angeles, which also has a transcription library service, and by numerous independent petitioners. Opposition came from the Musicians Federation and others, with the new interpretation of the elimination of the announcement altogether. Local broadcast stations asked for 15-minute intervals, announcements covering tie-ins at station breaks, such as are frequently used by automobile manufacturers.

Rejected Dropping Whole

IN CONSIDERING the amended regulations, the Broadcast Division went deeply into the advisability of dropping altogether the requirement of the transcription announcement for one-minute programs. It was finally decided, however, that they would have to be announced at least a single mechanical.

That phase of the new rule which waives the announcement at 15-minute intervals in cases where transcriptions consisting of a single, continuous, uninterrupted speech, play, symphony concert or operatic production of longer duration than a quarter-hour, creates an anomalous situation. This provision conflicts with the station identification rule (175) now in force, which specifies that call letter announcements be made at half-hour intervals, except where they would interrupt a "single consecutive speech."

(Continued on page 58)

February 1, 1936 · BROADCASTING Page 7
Widespread Support for Radio
In Political Broadcast Fracas

Controversy Flares Anew as GOP Dramatic Series
Is Rejected by Networks But Accepted by WGN

"STATION GOP", as one metropolitan newspaper styled it, sounded off in loud and sometimes bitter fashion during the last month, but public sentiment and editorial comment, except where intense partisanship entered, seemed overwhelmingly to favor radio's side in the twofold controversy aroused over the refusal of the major networks to carry political programs on a sponsorship basis before the Republican and Democratic national nominating conventions next summer.

Chairman Fletcher of the Republican National Committee had no sooner emerged from his tussle with the chains over their policy of differentiating between President Roosevelt and as a potential candidate for reelection, than his radio division chief, Thomas G. Sabin, formerly of WBZ-WBZA, Boston-Springfield, hauled out the manuscripts of Henry Fisk Carlton's dramatic sketches Liberty at the Crossroads and sought to buy commercial time over both NBC and CBS. Both networks auditioned the sketches, and then declined to carry them in furtherance of their policy of allotting as much time as possible to party spokesmen on a sustaining basis but not carrying political programs on a commercial basis until after the conventions.

Position of Networks

PRESIDENT LOHR of NBC informed Fletcher that "to accept such dramatic programs as you have offered would place the discussion of vital political and national issues on the basis of dramatic license rather than upon a basis of responsibly stated fact or opinion." President Paley of CBS asserted that "appeals to the electorate should be based not on emotion, passion or prejudice."

Thereupon the storm broke anew, with the press and cons of the situation commanding hundreds of columns of news carried to all parts of the country on press association wires and with local stories and editorial comment running into millions of words—all again giving radio the recognition it deserves as No. 1 political campaigning medium. Some of the stories took a satirical vein, especially after the first two sketches had been heard over WGN, Chicago Tribune station, which accepted them on a commercial basis under local Republican sponsorship.

The New York Times and the Scripps-Howard newspapers, among others, reprinted excerpts of the initial skit of the series, which Mr. Sabin said was being placed on WGN as a test of the listener-interest they could command preliminary to possible placement on transcriptions on other independent stations later. Heywood Broun commented: "I hope Liberty at the Crossroads goes on the air again and next time over a network. All Democrats, Progressives and Radicals should join me in that wish, because it turns out that Mr. Fletcher's first campaign show is a sort of Republican 'Shoot the Works' and that is putting it mildly. The Democrats, who have been having a tough time lately, can afford to laugh at last. Their attitude toward the 'A' must be, 'Just give them enough radio'."

WGN, which formerly had a policy of placing all politics on a sustaining basis, carried the first sketch from a transcription, the second via a tape link, from New York. The first took a young couple to a marriage license bureau where they were deterred from carrying out their plans when the clerk painted a startling picture of the high cost of living under the tax and other burdens of the present day. The remaining skits involve country storekeepers "spending the campaign" at the store, and Mr. and Mrs. Average Citizen and Andy the Butcher, who satirizes the AAA, among other angles.

The fact that WGN accepted the test series does not necessarily bind Mutual Broadcasting System, it was indicated. Although WGN on Feb. 2 will begin to carry a sponsored series of Sunday Republican talks, A. J. McCosker, WOR president and chairman of MBS, asserted that Liberty at the Crossroads has not been definitely offered but that "WOR will not broadcast them if they are political dramas." Mr. McCosker set at rest press reports that the Republicans would "go to the country" via MBS by making this statement, "The acceptance by us of National Republican Council commercials does not obligate the MBS," he added.

What the policies of individual stations will be in the pre-convention campaign remains to be seen if and when the Liberty sketches are offered on a spot commercial basis. John Shepard, president of Yankee Network, as-
NAB Board Called in Copyright Tangle

Intriguing Suits Are Filed by Warner Bros. Against Networks and Stations; Networks and NAB Still Apart

By SOL TALSHOFF

APPEARENTLY as far away as we can come from a solution of the tumultuous copyright problem, a critical meeting of the NAB board of directors was held last week at the Palmer House, Chicago. The call, issued Jan. 24 by James W. Baldwin, permanent executive of the NAB, had been diagnosed by him as a move after more than a dozen infringement suits against the major networks and independent stations were filed by the Warner Bros. publishing houses, each seeking damages of $5,000 for each alleged infringement.

In announcing the board meeting, the third since the copyright fight developed last fall, Mr. Baldwin said he would submit a detailed report on developments since the last emergency meeting in New York in December. He would seek "instructions" on what future course the NAB should take in the light of the opinion that developments warrant a new appraisal by the NAB's board of 18 members.

Diversity of Viewpoints

THE MEETING is certain to be hot for there has developed a long and serious disagreement among the members of the nationwide networks and of Mr. Baldwin, acting for the NAB, on what is to be done about the copyright problem. The year ended the networks have not performed the Warner houses' music, using the remaining ASCAP copyrights in the independent catalogues. On the other hand, some 240 stations individually had reorganized their repertory for the temporary three-month period which ends March 31.

Among independent-owned stations there has developed a deep resentment over the arbitrary action of ASCAP, taken without advance notice or explanation by the ASCAP staff in notifying them of the termination of the temporary extensions previously given all stations on a nationwide basis and demanding five-year extensions as of Jan. 15. For the ASCAP's Warner-less repertory was not put together because the same amounts in royalties and sustaining fees that they had paid the preceding year when the Warner music was included in the ASCAP pool.

Any move for a special membership meeting of the NAB, which would be in the nature of an extraordinary convention of broadcast station owners, was ruled out until determination by the Chicago board meeting. Mr. Baldwin had asserted that the plan for a special meeting of all holders of ASCAP membership, which would mean the signatures of some 130 member stations.

In a report of a general membership meeting, Ed Crane, manager of KGK, Butte, Mont., a leader among ASCAP members, castigated some ASCAP members, suggesting that such a meeting be called by vote of one-third of the NAB membership. Advocating an end to the copyright controversy once and for all, he declared, "This is an international issue and the United States is to be carried on by representative citizens from every one of these states, it is time Copyright must be abolished.

Mr. Cranev praised the work of Managing Director Baldwin declared the independent stations will not be sold down the river." He added that there was no need for stations to do "in and do what we should have done long ago."

ASCAP Signs 558

ASCAP, according to E. C. Mills, general manager, on Jan. 28 had five-year license renewals from 558 stations. He declared that there were "no substantial stations" which had not renewed or which had not signified their intentions of so doing, pending clearing up of certain technicalities.

One of these was Mr. Mills' assertion that no additional "newspaper" contracts would be issued. Those in force prior to the Warner withdrawal were being renewed but no others will be written. The newspaper contracts were exclusive to the networks and the original sustaining fee mutually agreed upon.

Meanwhile, reports were widespread that there would be a sweeping reorganization of ASCAP and that Mr. Mills probably would retire from his post. To Mr. Mills said: "So far as I know there is no prospect whatever of any possibility of that nature."

ASCAP directors, Mr. Mills declared, has been deferred from January to April.

ASCAP Torn With Strife

IT IS QUITE apparent that turmoil is to continue as NAB publisher members obviously are watching closely the activities of the Warner houses. Should they derive from their independent operations revenues substantially in excess of the $342,000 they received through ASCAP, as well asallow for their composers, then rather drastic things may be expected.

Mr. Mills from Nov. 29, 1932, until March, 1933, was the president of Radio Music, Inc, a music subsidiary created as a result of which subsequent was dissolved after having failed to accomplish its purpose. Prior to that time Mr. Mills was ASCAP general manager. He returned to his post afterward.

Despite the ASCAP extensions and the Warner withdrawal, status, there is still the view that the next six months will see far-reaching changes in the entire music situation. There should be a reorganization or dissolution of ASCAP as such, it is more than £thano. The "White figure in the radio music situation, "will become prominently identified with an independent music pool if one is created either by radio publishers or by certain of the music groups.

The long-anticipated litigation over the Warner withdrawal is expected to develop on Jan. 17, but not with the fury that had been indicated. The pending infringement suits by the Warner Bros. in the New York-Philadelphia, are still regarded merely as the opening salvos. Nevertheless, the networks see the opportunity of clarifying the most significant of the legal issues that has developed since the assertion that, in spite of the Warner withdrawal, the Society still has the right to license for public performance a substantial portion of the Warner catalogs by its contractual relationship with composers publlshed through the networks.

There are rumblings of all sorts of suits for legal redress. For ex-

ample, the catalogs already had drafted suits against the networks which will allege restraint of trade on the ground that the ASCAP, urges that music and record publicists should have no freedom to approach the music buyers, and that the networks should have the right to bargain away the ASCAP licenses. Meanwhile the networks and some 300 independent stations are operating without Warner music and, aside from the suits alleging infringement of Warner numbers, they claimed they felt no interior fear that they might be interrupted by ASCAP offerings. Warner music, it was pointed out, had a peak value to them on Dec. 31, when the split developed. Since then, however, it is asserted the burden has become less and it is thought that possibly in a short time will become a relatively unimportant matter.

Method of Payment

THE MAJOR difference between the nationwide networks and Mr. Warner corporation is that independent publishers have been that of method of paying for copyrighted music. At present, it is argued, both the networks and the independents have lost, since the former are doing without Warner music yet are paying the same price as herebefore, while the independents are paying ASCAP the same as before and are forced to pay Warner the equivalent of four times their former rate (in most instances) for the 25 to 40% of the former ASCAP catalog for which they claim exclusive licensing.

In 1935 the ASCAP income from radio was approximately $3,000,000. As things exist at present the income will be about the same. Warner will suffer an unestimated amount and above that sum from independents. Warner's stand, as expressed recently by Warner Bros. president of the motion picture firm, has been that the networks must pay their proportion share.

Warner Bros. Contracts

On a Three-Month Basis

Signed by 213 Stations

FOLLOWING is a list of 213 stations which, up to Jan. 27, had Warner Bros. contracts for the three months period ending March 31. In the case of full-time stations, the agreement is for the remainder of the current quarter, for the time stations or those stations not doing business below a certain quarter-hour rate, are doing business at their highest quarter-hour rate. All told, it is reported that 240 stations have actually signed contracts with the Warner music publishers, but the following list was made public by Warner Bros., according to the vice-president, from the list.

On the list are 98 stations owned and managed by the NAB.

Public Domain Library

Is Offered by Lang-Worth

ANNOUNCEMENT was made Jan. 28 by Langlois & Wentworth Inc., 855 5th Ave., New York City, that Lang-Worth Feature Programs Inc., as one of its divisions offering to stations copyright-free dance music, describing its public domain repertory as the "largest transcribed copyrighted-free library in the business," which includes the following:

- dance tunes, folk tunes, nursery songs, songs of the masters, and new "pop" songs many of which are on the hit parade;
- Seventy programs, including over 300 separate selections, were said to be the basis of Lang-Worth's immediate shipment. Its new production schedule, the announcement stated, guarantees 12 new selections each week.

AMERICAN network announcers will be aboard the maiden voyage of the giant new British liner Queen Mary from Southampton to New York next spring. The crew of 1,500 sailing on the trans-Atlantic liner were carried from the Normandie on its first trip.
Radio's Most Successful Year

Estimates Surpassed as Industry Shows 20% Rise For 1935; Local Volume Registers Notable Gain

RADIO broadcast advertising has just completed its most successful year with a gross time sales volume of $87,533,548, according to data contained in the MUTUAL BROADCASTING COMPANY Blue Book prepared by Herman S. Hettiger, of the Wharton School of Finance and Commerce of the University of Pennsylvania.

Radio's advertising bill for 1935 exceeds that of the preceding year by 20%, and is more than three times the gross volume of 1929. The initial impression was a drop of $57,000,000 of 1934 by more than 50%. It may also be noted that the local volume advertising which the non-network held to 26.0% and totaled $17,065,686.

Local Volume Grows

PARTICULAR encouragement is to be found in the growth of local broadcast advertising volume during the past year. The gains were 54.7% for 1934 as compared to the preceding year, local spot advertising during the year just closed and registered a gain of 26% over 1934 volume.

Compared to radio broadcast advertising the held for the year, local broadcast advertising increased 5.9% and national farm advertising was up 2.6%.

Broadcast advertising during December and for the year just closed is set forth in the following table:

<table>
<thead>
<tr>
<th>December</th>
<th>1935</th>
<th>1934</th>
</tr>
</thead>
<tbody>
<tr>
<td>National networks</td>
<td>$4,944,445</td>
<td>$4,030,349</td>
</tr>
<tr>
<td>Regional networks</td>
<td>1,277,114</td>
<td>1,170,729</td>
</tr>
<tr>
<td>Local</td>
<td>1,707,240</td>
<td>1,683,688</td>
</tr>
<tr>
<td>Total</td>
<td>$8,928,809</td>
<td>$7,884,866</td>
</tr>
</tbody>
</table>

Total broadcast advertising during December rose 5.8% as compared to the preceding month and showed a 25.0% increase as compared to the December 1934 level. Gains were general as compared to the preceding month, local broadcast advertising rising as compared to the usual season downswing at this period.

National network advertising in December exceeded that of the corresponding month of the preceding year by an increase in volume of 46.8% in 1935. National non-network volume increased 99.8%, while non-network business rose 39.6% during the course of the year. Broadcast advertising showed the strongest gains in the medium in recent months, exceeding the previous December's level by 33.4%.

Non-network advertising gains were fairly general among all classes of stations. Regional stations showed a gain of 39.7% in December, and the local broadcast advertising showed the greatest gains in the medium in recent months, exceeding the previous December's level by 33.4%.

National network advertising in December exceeded that of the corresponding month of the previous year by an increase in volume of 46.8% in 1935. National non-networks volume increased 99.8%, while non-network business rose 39.6% during the course of the year. Broadcast advertising showed the strongest gains in the medium in recent months, exceeding the previous December's level by 33.4%.

Local broadcasting advertising in December was up 26.0% over the corresponding period of 1934, rising 43.5%. Local stations continued to show the greatest gains in non-network advertising during the year just closed. In the national non-network field the broadcast advertising had reached a peak of 26.0% and totalled $17,065,686.

MIDNIGHT SPONSOR

12:4 a.m. Every Night

PETER FOX BREWING Co., Chicago (Fox De Luxe Beer), has contracted for a four-hour program to be broadcast from midnight to 4 a.m. seven nights a week for 52 weeks beginning Feb. 1 over WIND, Gary, Ind. In addition to being one of the largest sales campaigns in the history of this medium, this is also the first commercial exploitation of night broadcasting in Chicago. The idea was conceived by E. S. Mittendorf, manager of the advertising agency returned from California where this type of program has been a pronounced success. The programs will be brought to the air through the use of cored music, with some studio talent, and will be announced by Brooks Conant. The program will be short announcements, featuring the names of dealers throughout the Chicago area.


Automotive Billings Up

AUTOMOTIVE advertising over the NBC and CBS networks reached a new high this year during the first three months of 1935. CBS had a total billing of $2,492,374 from nine accounts; and that network included seven automobile manufacturers, making a combined total of $4,277,945, an increase of $1,517,215 over 1934 figures of $2,775,646. This has been a steady increase in the amount of radio advertising done by the automobile industry since 1931, when the combined total was only one-third of the present billing. The rise in automobile broadcasting this year has not included any spot broadcasting campaigns such as the Chevrolet transcriptions now being broadcast over nearly 400 stations, nor any of the spots being used by Chrysler, Ford, Studebaker, Plymouth and others.

Nine Over $1,000,000

PROCTOR & GAMBLE Co., Cincinnati, spending 80% of its network appropriation of more than $2,000,000 for NBC daytime hours for its products through various agencies, was placed on the list of NBC clients during 1935, rising from ninth place in 1934. Eight other NBC clients spent more than $1,000,000 on broadcasts in 1935.

Armadillo in South

ARMAND CO., San Diego (armadillos) is using one minute spot announcements over five stations in the South. The announcements are on WBS, WSB, WFM, WABE and WTM. K. H. Koster & Sons, Adv. Co., Inc., Chicago, is the agency.

CBS, MBS Booking Finds B-S-H Again

First Radio Agency

N. W. Ayer Takes Second Place

On CBS, Erwin, Wasey Third

LEADING the CBS and Mutual Broadcasting System time placements for 1935, Blackett-Sample-Hummert Inc. reported total billings of $6,014,246, of which the company received $192,000,000, and $1,067,746 and spot for $1,234,144.

The Blackett-Sample-Hummert breakdown for the year was decided in detail by the agency. Although CBS and MBS reported the agencies placing the lowest volumes for the network NBC has declined to do so for policy reasons. It is believed, however, that the Blackett-Sample-Hummert also led the NBC list.

Agency reports that a 23.2% gain in radio billings over 1934 when all agencies were considered.

Total NBC and CBS network time sold during 1935 amounted to $4,067,746. NBC Red network accounted for $18,722,715, CBS for $13,617,604 and NBC-Blue for $11,668,499. MBS billings for the year amounted to $821,000.

Although Blackett-Sample-Hummert reports $13,746,746 for the year in various networks, the MBS figures cover only the last six months of 1935, the only period during which statistics were compiled.

Leading Agency Billings on CBS (1935)

Blackett-Sample-Hummert Inc $2,501,397
Erwin, Ayer & Son 1,922,632
Erwin, Wasey & Co. 899,001
Batten, Barton, Durstine & Osborn Inc. 946,138
William Esty & Co. 80,863
F. Wallis Armstrong Co. 149,958
Francois Hooper Agency 750,712
F. R. & McCann Agency 140,000
Stack-Goble Adv. Agency 745,941
National Advertising Agency 3,426,429
Hutchins Adv. Co. Inc. 556,916
Bennett Adv. Agency 1,488,182
Young & Rubicam Inc. 848,540
Westinghouse Adv. Co. 574,490
Lassen & Mitchell Inc. 358,472
Rudinson, Company Inc. 307,911
Lord & Thomas 297,140
Rhode, Williams & Cunnigham Inc. 328,167
Ceci, Warwick & Cecill Inc. 240,000
Geyer, Miller & Adv. Inc. 660,000

Agency Billings on MBS (July to December, 1935)

Blackett-Sample-Hummert Inc $154,418
Belisie-Williams-Green & Finn 308,000
Erwin, Wasey & Co. Inc. 440,000
H. M. Kiesewetter Adv. Agency 354,000
NBC-Blue Adv. Agency 350,000
Marschall & Pratt Inc. 354,000
Eart Ludgen Inc. 180,000
Kenedy & Eberhardt Inc. 178,000
Aitken - Kynkett Inc. 129,000
Young & Rubicam Inc. 129,000
Meyerhoff & Associates Inc. 108,000
J. Stirling Getchel Inc. 98,000
Nelser-Meyhoff Inc. 62,000
Kelly & Shubman Inc. 41,000

Page 10
Kleenex Cuts Price 25%—Thanks to Radio
By STUART SHERMAN
Vice President, Lord & Thomas, as told to Bruce Robertson

And Uses Radio Exclusively to Introduce Quest and Bring
It to the First Rank Among Products of the Type

A FEW WEEKS ago the announcer on The Story of Mary Martin program told listeners that the makers of Kleenex had dropped its price. At the time of the broadcasts, it had been reduced 25%. "This new low price," he said, "has been made available through your support of our program by buying our product."

A 25% reduction in cost to the consumer is a remarkable result itself from a radio program just over a year old. But the program did even more than that.

The International Cellucotton Products Co., sponsor, also used the Mary Martin show to introduce and promote its newest product—Quest, a deodorant. In less than eight months Quest had pushed itself up into the top ranks of the highly competitive field, its radio backing supplemented only by an announcement in the drug trade press and a single ad in the October, 1935, Vogue.

That's what Mary Martin has done for the companies. The reason it did so for itself as a show is equally amazing. Entering into competition at the outset with old, well established programs, one of the first year's broadcasting found The Story of Mary Martin ahead of all others in the class of listener popularity! It won its spurs in the entertainment field and—perhaps because of that—proved itself a superb selling tool in the bargain.

Success Secret
THE SECRET of this outstanding radio selling success? Careful planning, testing, showmanship and merchandising—put together with a love for the programs, the sponsor and the public. Sponsoring and selling are so inter-related that the two go hand in glove, if a record of success is to be maintained.

The program which provides a good example of the story is International Cellucotton laboratories' perfect quest in the fall of 1934. Plans for a radio program were not new, but Kleenex alone was to be featured at first—an established product which previously had been advertised in newspapers and magazines.

After the usual number of auditions of several types of programs, the Story of Mary Martin was selected as the one which would best fit in the Kleenex story and hold the interest of women, the principal buyers of Kleenex. The program and its potential audience also qualified as a vehicle for advertising Quest, should plans for a radio program for the deodorant be made.

The show chosen is a 15-minute serial, broadcast five days weekly and timed to reach women during what the executives call "the end of the day at home" moments. Its story is that of a woman whose husband is in love with another woman, and who must make a decision which will either enable him to live or fight to regain his love.

To make sure they were right, the company gave Quest early exposure, before embarking on a costly nation-wide campaign, the makers of Kleenex decided to test the program in the Chicago area. Early broadcasts were kept pace with the British empire radio service in reporting the death of King George, carrying special reports from London over their own short-wave circuits and picking up the British short-wave broadcasts through their aerials. The funeral also was broadcast, with Mutual Broadcasting System joining the Canadian Commission network's pickup of the BBC reports while the NBC and CBS had their own reports. American listeners heard the flash reporting the death at the moment. It was being broadcast to the world via Daventry and the Empire system, and in the early hours of Jan. 29, from 4:15 a.m. onward, they heard the funeral services from London.

It was learned later that the anonymous voice telling the news of the death of the British monarch the night of Jan. 20 was that of Sir John Reith, director-general of the BBC, who is well known in this country. NBC received a radio-gram stating that the announcement of the sovereign's death by the British radio station was deemed consistent with the momentous importance of the event, although he would not permit his name to be mentioned.

Canadian stations, for the first time since broadcasting began in the Dominion, went silent on Jan. 20. All stations closed down after 7 p.m. in deference to the dead monarch, with no broadcasts on the Canadian airways being heard until 10:45 p.m. when regular news flashes went on. Then they signed off again and remained silent until the following morning.

show, accompanied by an announcement of the new station lineup, new time and date of change.

Mailing of the gift was so timed that the picture of Miss Smith reached listeners the last week in March—just before the shift. Simultaneously, the free offer was broadcast in results to this advertising and marketing to bring the plan complete. As a result, Mary Martin's transfer did not mean a loss of audience. The old audience went right along. Better still, a large and equally responsive audience was created over the new stations.

Quest and Kleenex have shared some honors from the first CBS broadcast. An opening announcement on one product and a closing one on the other is the usual system followed. So effectively has radio sold Quest that today drug and department stores in every part of the country agree in placing this newcomer among the top three items in their lines of roints, and many of them rank it in first place.

Sales results have been matched by sales reports on other programs, in addition, the statements made are credited almost exclusively to Mary Pauline Callender of London, who had the country over through printed advertisements as a woman's consultant.

WINS LISTENER FAVOR
THAT such treatment has won favor among listeners is best proved by the fact that so far not one of the thousands of letters which pour into the Mary Martin mailbox has complained about Miss Smith's use of radio for advertising. Plot developments, time of broadcast and amount of advertising are chosen carefully on every radio program, but not a single objection has been received which calls for a disclaimer. The story of the new Quest is one of women's satisfaction. Miss Smith finds the program's commercials objectionable. On the contrary, the International Cellucotton Products Co. reports that the women have written their thanks for the product and its advertising.

The story of Mary Martin has been heard Mondays through Fridays over 38 CBS stations from 12:30 to 12:45 a.m. EST. Lord & Thomas is the advertising agency.
TINY MICRO-WAVE TRANSMITTER
Midget Set Good For Four Miles Developed After
Two Years of Research by O. B. Hanson

DEVELOPMENT of the world's smallest micro-wave transmitter, for portable use in covering special events, was announced Jan. 20 by O. B. Hanson, P.E., chief engineer (see cut). The midget transmitter covered distances up to four miles in imaginative tests, and is expected by Mr. Hanson to become the successor of the more cumbersome relay broadcast portable transmitter which is carried in the "coat-pocket" of the announcer.

Development of the transmitter, Mr. Hanson said, is the result of two years of research, which included experimental ultra-high frequency transmissions from the top of skyscrapers in New York. It will enable announcers to carry a microphone to any desired point, or circles a building, without any semblance to a feed for a regular broadcast transmitter.

Development of General Mills is sponsoring Betty Crocker for Gold Medal flower and Betty & Bob for Bisquick, using NBC. On CBS the sponsor has the Jack Armstrong series promoting Wheaties.

THE AudiT GROUP Plans NEW Radio cENSUS

WITHIN the next month the Cooperative Committee of Fifteen created jointly by the NAB, Association of National Advertisers, and American Association of Advertising Agencies will make available full ownership and distribution in the United States, estimated as of Jan. 1, 1936, according to an announce ment Jan. 24 by NBC. A subcommittee of the cooperative unit has been working on this for several months.

The estimate of the committee, it is understood, will be accepted as official by all the units. NBC stated it would use the compilation in drafting new potential circulation figures. Early estimates of sets for the year made by the Radio Manufacturers Association run over 6,000,000.

The committee was created to draft plans for a projected independent radio audit bureau. The set survey was the first task assigned it. The subcommittee entrusted with this work comprises John Karol, CBS research director, H. V. Strong RCA consultant, for NBC; A. W. Lehman, assistant managing director of AHA; David A. Robinson, and Herman S. Hettenger, NAB.

BIG SERIES On CBS For General Mills

GENERAL MILLS INC., Minneapolis, plans a full-hour program five days a week for four CBS stations, starting in April. Plans for the series are still in the formative stage but it is understood that an hour can be divided into two parts and used for the Radio-Academy and Midwestern listeners, 10:15-11:15 a.m., with repeat for the Far-Western and Eastern areas.

Among plans considered is that of promoting a different General Mills product each day. Another idea is to break each program into four divisions, with each division promoting a separate product. CBS officials are also contemplating the possibility of several commercials to provide across-the-board clearance.

Muzak Enters New York With Its Wired Radio

Muzak Inc., a division of North American Co., utility holding company, is planning to introduce shortly in New York its wired radio service in various cities. The first series of broadcasts, which will be started in Cleveland residences, is planned. The plan is to sell the idea of wired music to public places through subscribing agents visiting barber shops, tap rooms, etc., for the time being.

A charge of $15 per month will be made. If the client desires special equipment an additional charge will be made. Muzak will give 24-hour service. Wire from radio station will be transmitted via regular telephone lines. Only establishments interested in this program which comprise New York City can subscribe. Muzak will use only music from its own library. Service will emanate from the rooftop Bldg., Fourth Avenue and 17th St.

WILLIAM E. WITZLIEBEN has resigned as advertising manager of American Tobacco Co.

BROADCASTING • February 1, 1936
COVERAGE

From 7:30 to 8:00 P.M. on the night of January 7, 1936, during the network program of the Household Finance Corporation featuring Edgar A. Guest, a poem-calendar by Mr. Guest was offered to the listeners. To secure the poem-calendar, listeners were instructed to write the station to which they were listening. The following map shows the distribution of mail by counties received at the WREN offices from the states of Missouri and Kansas.

It should be noted the map is based on the mail received at WREN during the first 5 days following the program of January 7th. Only that mail actually directed to WREN was computed. Mail directed to the National Broadcasting Company or to the sponsor was not included and mail received by WREN after 5 days was not computed.

Listeners had no advance notice of the offer. A sizable amount of mail was received from 16 states and from Canada in addition to the states of Missouri and Kansas.

WREN

Transmitter now located 18 miles west of Kansas City, to serve the greatest number of listeners in the Kansas City, Topeka and St. Joseph markets.

It's 900 miles from St. Louis to Denver and WREN is the only outlet for NBC Blue Network Programs.

Now 5,000 Watts Power---New RCA high Fidelity Transmission.

February 1, 1936 • BROADCASTING
Final Ruling on Station Rights To Phonograph Records Sought

Higher Court Action Likely After Recent Decision in Favor of Fred Waring in Suit Against WDAS

FINAL adjudication of the legal right of broadcasting stations to perform phonograph records for public performance without the authorization of the recording artist is indicated both on behalf of the NAB, as James W. Baldwin declared Jan. 10, and in the behalf of Fred Waring's orchestra leader.

The Philadelphia decision, which applies only to WDAS and renews the suit there, which involves Waring recordings only, does, however, set a precedent. On behalf of the NAB, James W. Baldwin declared Jan. 10, he was hopeful the case would be decided finally by a Federal court. WDAS also has a present conflict with the KSTP, a 10,000-watt competitor in St. Paul.

The suit brought by Waring last year was regarded as a test case. Waring had argued with the National Association of Performing Artists, a new organization created for the avowed purpose of preventing the broadcasting of phonograph records via radio. Following the decision, it was stated that the WDAS Phonograph Record Co. presents its new advantage and launch a widespread campaign.

The temporary injunction, as stated in Jan. 10's Northwestern Daily News, was granted by Judge Harry S. McDevitt, of the Court of Common Pleas, Philadelphia, who denied counsel for the station and for the NAB, as intervenor, and probably will be argued before the full court of three judges in March. William A. Schneider, former attorney general of Pennsylvania, was retained by the NAB, and he was represented by William A. Carr and James Gilliland. The Waring counsel was Maurice J. Spieser.

Court's Findings

THE COURT upheld the Waring contention that he had an "unique" organization, and that his interpretations of musical compositions were factors to be considered in granting sales of his records. WDAS counsel, along with the NAB, had argued against this and had maintained that the recording artists, paid by the recording company and using the musical works of others, had no performance right in connection with the record.

Particular reference was made in the decision to Waring, who argued that Waring received $1,500 per week for his radio performances, "pro-ceeding to an international manu-facturing corporation. On the other hand, it said his records are purchased for 75 cents at retail. The E. B. Lee case in which Waring was placed in connection with himself. The court held that WDAS' use of the Waring record in the face of the restriction stamp on it stating it was not for broadcast use, was "intentional interference with complainant's right". It also held it was an interference with Waring contractual relations with his network sponsor, Ford Motor Co., which has a contract for exclusive broadcasting purposes.

"Uninterpretable talent" of the complainant is creative and veste in him an incorporeal property right, just as firmly as though it were corporeal property. Such incorporeal property is entitled to protection, the court ruled.

"Unfair competition" was created by the WDAS performance, the court ruled, and "at the outset" said he had no infringement of his property right, "an injury to his name and identity implied in showing that the law will follow science and, in protecting propery rights, corporeal and incorporeal, tangible and intangible", the court said the manufacture and sale of the record under the conditions in the WDAS case "does not constitute a publication."

"Unfair competition" was created by the WDAS performance, the court said with "a high degree of probability" the limitation of the use of restriction stamped on the record was a condition inseparable from the record, and that the stamped restriction is not an interference with the purchaser's use of the record. WDAS did not "intentionally interfere with the complainant's right in connection with the record."}

TO WAX AND BACK

WSAI Gives Post-enactment of Mayoralty Election

"Presto Change Broadcast!"

FROM voice to wax and back to voice again, all within the same day! That is what WSAI, Cincinnati, accomplished in an election session held in month with unexpected success.

At the Cincinnati Council Chambers on Jan. 8, the issue was that of election of the Mayor. After a week's deadlock, Mayor Russell Wilson was reelected for his fourth consecutive term. On the day of the election, however, commercial commitments prevented WSAI from broadcasting the session. So the entire proceedings were recorded.

That same evening the heated session, "edited" to 40 minutes of transcription, was broadcast. Joe Ries, WSAI educational director, superintended the broadcast and announced on the AD listing in the spots edited out of the record so effectively that the engineers in master control were hardly able to detect when the record was stopped and the ad editing began.

WSAI reports it was delayed with the cooperation of the broadcast, because of the intense local interest in the campaign. As a final touch the transcription were presented to the city council for its archives as an "audible" record of the session.

In future are, left to right: Joe Ries, WLW-WSAI director of educational activities; Mayor Russell Wilson of Cincinnati; Jimmy Alderman, WSAI announcer, and Fritz Witte, WLW publicity staff.

Musicians' Strike Settled in Chicago

Threats of a strike by union musicians at the Chicago headquarters of NBC and CBS were dispelled Jan. 15, for two years at least when the network officials offered a new contract to James J. Petrillo, president of the Chicago Federation of Musicians. This will call for the employment of a minimum of 20 musicians (five more than were required) by each NBC or CBS station originating network musical programs, a union scale of $110 if the musicians sustain the NBC programs and $140 if on commercial shows for a 30-hour week. Practice would be $110 per man, as most of the men are employed on both sustaining and commercial broadcasts.

The further demand of the musicians that the music libraries of each network be a union manufactory was turned down by Bob Kaufman, program director who said that this network has been giving the music librarian for some time and merely added five additional musicians to comply with the terms of the new contract. At the NBC program director Sidney Stroz stated that an additional union man is being employed to meet the federation demand. Although NBC operates two stations in Chicago (WMAJ and WENR), Stroz states that the addition of five men will bring the library up to the quota required by the new contract.

Before the contract was signed both sides agreed to call off the amenity of the situation. Petrillo presented the union's demands to the network officials who said they would not see their way clear to accept them. Petrillo threatened a strike, which the network agreed to comply with by calling in substitute musicians and signing up.

WGN, Chicago, key of CBS, has a one-month strike, which was not cleared, and the same situation applies to the other individual stations in the city.

Nelson Named Radio Head

Jack Nelson, formerly producing the Eddie Cantor program, has been named radio director of Lennen & Mitchell Inc., New York, to succeed Marion Parsonnet who is on leave of absence to go to the West Coast for Dunham & Co. Inc., New York, agency, where he will produce the National Ice Manufacturers. Mary Pickford show or CBS, Feb. 2. Nelson has rejoined Lennen & Mitchell to work on the production staffs handling the Paul Whiteman-WGN and the WGN, Chicago, programs. In 1930, Mr. McMurtie was connected with the agency when he handled the Paul Whiteman-WGN and the WGN, Chicago, programs.
ANOTHER Example of KNX’s Program Exploitation Service!

To get youngsters to ‘sample’ ALL of its seven ‘KID’ programs — KNX gave away seven puppies for the best letters on why listeners liked each of the seven feature kid shows broadcast during the KNX ‘Children’s Hour’ (5 to 7 P.M. nightly).

Contestants had to listen to all seven programs before writing!

From ‘Dick Tracy’ at 5 P.M. to ‘Elmer Goes Hollywood’ at 7 P.M., the entire kid tune-in ‘sampled’ each of KNX’s seven kid shows for one solid week . . . and that, gentlemen, is building audience . . . seven audiences!!

“What Junior Wants—Mother Buys”!

If you want to sell kids, select time during KNX’s ‘Kids Hour’,* — one of the biggest ready-built juvenile audiences in America . . . yours for the asking.

* A ‘natural’ for KID ‘test campaigns’!

KNX
THE VOICE OF HOLLYWOOD • Natl. Repr.  JOHN BLAIR & CO.
February 1, 1936 • BROADCASTING
Radio Supported in Political Row

Continued from page 8

One of the most intelligent editorial summaries of the whole situation was given in the Scripps-Howard newspapers on Jan. 15, which stated, in part:

Sometimes we think our lot in newspaper editing is a hard one. But we must confess that the picture we have above described gives us repose, by contrast.

In this first place, we don’t have to meet the space problem that the chain broadcasters have. In broadcasting the space consists of 24 hours, about eight of which have to be sub-

before publication” start. We can add pages. The broadcasters can’t add hours.

But that’s not the most important consolation. Without in least the en-

hancing the implication that the Federal Communications Commission has anything to do with the rulings of the broadcasters, we nevertheless are dis-

posed frequently to give thanks that

we aren’t operating under a license that we did not expect to be so much money

In general, we think Mr. Paley is meeting his problem with wisdom and

We believe he has shown in retaining the standing of the radio

the broadcasters are wise also as a matter of plain business in not ac-

the political money has a

We believe the chief duty of the broadcasters is to strive for ever-

The night time was decided upon, naturally, in the light of what we have seen.

But, of course, practically the entire proceedings of both of the big conventions, day and night, will be carried by the networks, as in 1928 and 1932—all on a sustaining

The broadcasting industry joined with Harrison E. Spangler, western division director of the Republican National Committee, in “laughing off” the alleged reports from radio fans that the air channels were being “sprayed” with de-

The Chicago headquarters to issue a press release quoting Mr. Spangler as saying:

I talked with Tom Sabin, national director of radio for the national committee, and he tells me that what happened to the trans-

WGN gave the sponsor one extra run on the Liberty show to compensate for the first night trouble.

The networks were willing to carry Talmadge’s own speech (CBS later scheduled it from the convention from 1:15 to 1:45) but declined to disrupt regular programs while handling the full convention, which he planned to stage at night if given a nation-

The Turners, applied to the FCC for authority to extend land lines from the Big Four in Chicago, to Villa Acuna, Mexico, 75,000 and 10,000 watt border stations re-

Huston in Phila. Inquirer-Publie Ledger

Just Use “Editorial Judgment”

Hulton in New York Herald Tribune

Will It Come to This?

A UNIQUE “PLUG”

Inter-City Urges Audience To

Tune Over to CBS Station

More flame was temporarily added to the fires of controversy that burst over radio’s use for political purposes during the last fortnight when Gov. Eugene Talmadge, Democrat, of Georgia, joined the Republicans in charging that President Roosevelt and the New Deal by their refusal to broadcast the full proceedings of his convention of Constitutional Democrats at Miami, Fla., Jan. 29. Gov. Talmadge charged “conspiracy to prevent free speech” when the networks declined to give or sell time to broadcast the full conven-

How the Political Cartoonists Interpreted the Radio Situation

Talmadge Charges New Deal Control

But Drops Complaint as CBS Provides Half-hour Hookup

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and handle it along the lines of their usual extensive reporting of Republican and Democratic national conventions.

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SPEED

is what counts!

That is why you, whose station is served by Transradio, were able to flash the news of the death of King George V of Great Britain to your listeners before the British Broadcasting Company itself could tell an anxious nation of its monarch's passing.

Not only four minutes ahead of the famed BBC, but also of every press association in America by twice that margin, Transradio scored an astounding beat on the first great world news event of 1936. It did not concern itself with the usual, risky "unconfirmed rumors". At 7:10½ p.m. (EST) on January 20, it flashed what its clients and their listeners really wanted to know: "King George is dead – Prince of Wales is King."

1936 promises to be the biggest news year of a decade. Transradio, already possessor of the most sensational record of "beats" ever known, started it off auspiciously by being first with the AAA decision, the reprieve of Bruno Hauptmann, the death of King George. If your station pretends to give its audience "news while it is news," Transradio service is essential.

Write or wire for rates.

Transradio Press Service

342 Madison Ave. NEW YORK
When factories in our town reported more than one hundred twenty-seven thousand wage earners at work, we thought that sounded pretty good. When auto sales hopped as much as twenty percent, and private building permits practically doubled, we were inclined to lead a cheer or two. But, when bank debits climbed well over a half billion additional and factory payrolls were upped a cool seventeen million... Eureka!... we just had to break into print with the news!

What, you say, is this... an advertisement for the City of Cleveland? No, we answer. But, because we believe that Cleveland and its retail area represent a market you can’t afford to pass up in 1936... a densely populated, rich, spending territory... we take this space to tell you so. But why? Because we know that, to crack or capture this market, you’ll need to tell your story to the audience of WGAR, Cleveland's Friendly Station.

Cleveland’s pockets most certainly are not lined with fishhooks, depend on that. And when you plan to cast for your part of the coin of the realm being spent in Northern Ohio, we’d like to have you keep these facts in mind. WGAR is "tops" in dollar volume of advertising and in number of national spot accounts among all Cleveland stations... in number of retail accounts among the city’s network stations... and first in daytime audience in Cleveland’s compact 35-mile retail area. So, bank on us to help you sell this market where millions will spend millions in 1936!

Facts mentioned in the first paragraph represent comparisons between the first ten months of 1934 and the first ten months of 1935, as supplied by the Cleveland Chamber of Commerce.
ONE OF RADIO's most beautiful studio structures was inaugurated Jan. 15 when the new 5,000-watt transmitter of KFBJ, Sacramento, Cal., one of the five stations operated by the McClatchy newspapers, went into operation. The new building, with its three studios of most advanced design, all being of live and dead end type and the live end utilizing paneled of Australian mahogany. The paneling itself is unique in that each panel is fastened only at the ends and not at the sides, allowing it to vibrate freely as sound waves strike it.

The large auditorium studio is 50 feet wide, 40 feet long and has a ceiling of 20 feet. The two smaller studios are 18x30x14 feet. Six-inch thick rock wool is used in the acoustical treatment for the walls and ceilings. Each studio has its own separate control room and control panel with the master control panel in the large studio. RCA speech input is used throughout, with some Western Electric and Brush microphones. The station's 35,000-foot vertical radiator was built by Truscon. It is the first broadcasting tower ever built of even cross-sectional diameter throughout. The transmitter is RCA.

At the inauguration ceremonies, G. C. Hamilton, who supervises all the McClatchy newspapers, and is general business manager of the newspaper group, dedicated the new plant in a public service and made some pertinent remarks concerning newspaper affiliations with radio. Said he:

"Our experience in operating a chain of radio stations, concurrent with the publication of a group of newspapers, has convinced us that each has a separate field; that neither ever will compete seriously with the other. Other publishers are finding this out. This is the reason why newspaper opposition to new broadcasters is breaking down. It is not recognized that broadcasting is a separate business. It today, rather than reduces, newspaper reading."

to hold hearings, to sit and act durine sessions and recesses of the present Congress, in Washington, DC. He employed expert, clerical and stenographic services. Witnesses would be required to attend, by subpoena or otherwise, both from the government or private agencies.

After introducing his resolution Jan. 15 Mr. Connery placed in the Congressional Record a "factual history" of the Mexican program incident. Simultaneously he addressed the House on the resolution, and brought into his speech the matter that it was known to him that KFYR, Bismarck, N.D., both of which had to do with deceptions ordered by the FCC for alleged violations of the law. In neither case, however, have the de-

irregularities in the granting and renewal of radio licenses; the broadcasting of broadcast announcers are uniform and are regulated under regulation and the alleged corruption on the part of certain persons officially connected with the FCC to influence the acts and activities of said Commission.

Mexican Case Again

THE RESOLUTION first mentions the protest against the Mexican broadcast and the FCC's reply that the program was construed not as obscene. It goes into the testimony before the House Appropriations subcommittee of the FCC officials to the effect that broadcasting licensees were the subject of "profanity" allegations of monopoly in broadcasting, and alleged denial of facilities to educational, labor and non-profit organizations; and takes cognizance of the FCC "self-investigation."

The committee of five would be authorized to investigate all charges made within the FCC jurisdiction and report to the House with recommendations. It would be authorized

February 1, 1936 • BROADCASTING
WHEN GOTHAM LIGHTS DIMMED
Candles Are Pressed Into Service; Disc Tumblers

WHEN for the first time in the history of New York City one-half of the city was without electric lights during the late afternoon and early evening, Feb. 1 the experimental authorization under which WWL, New Orleans, the dominant broadcasting station in that city, had been operating full time on the 500 kc. channel. WWL, in its petition filed Jan. 28, requested withdrawal of its consent under which WWL and KWHK, both CBS outlets, are permitted to operate full time. WWL operates the equivalent of two half-stations on the 500 kc. channel.

The WWL petition was based upon alleged interference resulting from the operation of WNEW and WBNX on the 500 kc. channel. WPG, Atlantic City, is the dominant station on 1100 kc. according to an application for the experimental consent for KWHK’s experimental operation on this channel.

WWL, licensed to Loyola University, is operating full time on 1100 kc. WNEW and WBNX formerly shared with KWHK. In both instances, the experimental authorization, which the stations revert to their former assignments at any time without hearing, upon 10 days notice.

Strong Language

In THE petition for relief, which finds its way to Washington, it is alleged against the Loyola Jesuits, strong language is used. Conten- tion is made that WWL was “misled” in obtaining its consent for the operation of KWHK on 1100 kc., which it alleges made possible the full-time operation of both stations. Moreover, it stated that WWL had given assurances that the stations would operate simultaneously on the 500 kc. channel used by WWL.

As grounds for its petition, CWB of Old Gold for the welfare of the Paulists, said: “It is enough to say that Station KWHK is now causing serious damage to, and within, the normally protected service area of station WWL and without just cause or reason.”

In the lengthy petition, mention was made of the pending application of WWL for full-time on the 810 kc. clear channel to be effected through a realignment involving upwards of 50 stations. This was vigorously opposed at hearings held in New Orleans, which the station primarily concerned.

It was alleged that WWL’s service was being curtailed “by a station which was assigned to this frequency partially due to a consent obtained under false pretenses and without the promised cooperation given at the time the consent was obtained.” WWL also was accused of favoring broadcasting programs “carrying false and misleading advertising, using the mails in furtherance of the same and thereby from a concern which is not licensed in Louisiana, carrying programs which have been declared to be unfair competition, and advertising various forms of nos-
Placing an advertising campaign with KWK is the same as holding a royal flush in a game of straight poker. You Can't Lose! When you let KWK handle your advertising for this important St. Louis area, you may be sure of results. KWK is known as the station that gets RESULTS. Why not let us arrange an advertising campaign for you?

KWK

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS, MO.

Representative
PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

February 1, 1936 • BROADCASTING
sings, sportscaster and musician symbolize the programs of the day. Behind these figures, the character, range and tempo of the audience reached by radio are represented, in streamlined train and airplane, motorcar, corporate office, supermarket, gas station, hotel and farm home. In the two companion panels, the electrical genius behind radio is depicted by engineers at a studio control board, by tower, broadcast antenna and the essential power, those days of radio, by the figures of musicians, instruments and winged horses. The three panels are 38 feet long.

STUDIO MURALS AT WIBM — Not all that is modern and fresh in radio comes from metropolitan centers. Thus, WIBM, Jackson, Mich., built its studios in oversized display windows on a busy street corner. And now, striking murals decorate the inner wall of that studio. The murals were painted by Allan Thomas, a new figure in American decoration, and a native of Michigan. His work is done in bold color, but there is no obvious tracing of foreign influence in his painting. In the large center panel, the figures of a religious leader, athlete, actor,
KDKA's Home Forum is a gold mine for Advertisers. Broadcasters say of it...

"It is highly gratifying that your station is now producing returns at a lower cost per return than any of the twelve stations on the air."

S. O. S. COMPANY

"I wish to take this opportunity to congratulate you upon the success of your broadcasting our Sur Grip Masons. Orders are coming in 'way beyond our expectations."

BROCKWAY SALES COMPANY

"I cannot tell you how thoroughly delighted we are with the way you are cooperating. We actually count you as a member of our organization."

ALLAN-KNAPP, INC.

KDKA

50,000 WATTS

PITTSBURGH

KDKA is one of NBC's managed and operated stations. Others are WEAF, WJZ, New York • WGY, Schenectady • WBZ-WBZA, Boston and Springfield, Mass. • WRC, WMAL, Washington, D.C. • WTAM, Cleveland • WMAQ, WENR, Chicago • KOA, Denver • KPO, KGO, San Francisco.

KDKA's potential circulation is 954,500 radio families according to the New NBC Method of Audience Measurement, by areas.

NBC Thesaurus Recorded Program Information Available At All These Stations.
Merchandising Notes

Hats for Millions—Tarzan and Milk—In Your Bathroom—The Mystic Code—Tricks With Bisquick

TEXAS Co., New York (Texaco) recently turned over the New York Hippodrome, scene of two previous broadcasts, to NBC-WEAF network, Tuesdays, to citizens of Danbury, Conn., home town of P. T. Barnum. Four trailheads of Danbury folk came to New York, all wearing Fire Chief hats which they wore at all other shows in New York, and at the broadcast. Texas Co. has given away some 5,000,000 Fire Chief hats.

LOS ANGELES Bureau of Power and Light, city-owned, with a twice-weekly afternoon half hour on KFI, has supplemented the daily series with a semi-monthly eight-page leaflet of recipes. The radio programs are conducted by Anita White and Ann Martin, who will collate the recipes and issue them in printed form two weeks after the broadcast. The all-telegraphic kitchen, in the tradition of the series. While the city bureau does not itself sell electrical appliances, it hopes to promote their use of electricity and to suggest that fans go to their neighborhood dealer. Fifty thousand copies are being distributed through electrical stores and downtown department stores. No attempt is made to sell the appliances, which may go in person to their dealer. Card signs and leaflet displays have been distributed to all dealers.

PISER FURNITURE Co., New York, disappointed at response for a free booklet offered on its WMCA program, was about to go off the air. On the last program, however, listeners were told to write in for a valuable gift and picture of the new Piser furniture. Requests quickly passed the thousand mark and the sponsor decided to stay on the air.

DOW DRUG Co., Cincinnati, sponsoring a series of quarter-hour broadcasts on WCMC, Cincin-
nati, thrice weekly, has a tie-up whereby United States Playing Card Co. prints the lessons in return for display space on the reverse side of the printed sheets.

TO PUBLICIZE their new radio serial, Tarzan of the Apes, on WHQ, milk dealers and producers of Dayton and vicinity held a theatre party for Miami Valley children at which time the film The New Adventures of Tarzan was the feature. Admittance was by milk bill, and the radio serial was heard in building trades to herald the coming of the one-time Johns-Manville program broadcast Jan. 13 over an NBC-WEAF network. Ten thousand copies of the extra issue were sent to prospects and dealers.

DURING 1938 WOR, Newark, re-
eceived 980,000 pieces of mail from radio listeners. This does not include mail that was dispatched directly to sponsors or agencies.

CAMPANA Corp., Batavia, Ill. (Italian Balm), has arranged with Western Union for messengers to install dispensers in homes in some 5,000 communities. A call to Western Union brings a specially trained messenger with kit. Western Union will charge the customer 20 cents, Campana paying the remainder of the cost. Dispensers may be arranged on windowsills without the use of screws. Some 2,500,000 dispensers already have been installed and another 2,000,000 are expected to be developed from the new service. Dealers are offered a special merchandising deal to meet retail business. The new promotion was to be advertised on Campana's two network programs starting Jan. 31 as well as in 20 national magazines.

Mary Morgan, director of Campana's Institute of Beauty and Charm, offers listeners a series of 50 bulletins giving advice on personal problems. Bulletins may be obtained in exchange for a complete carton from the standard size Italian Balm or Dreskin, or for three small cartons.

GENERAL MILLS Inc., Minneapolis, using both network and spot radio, has offered a 40-cent booklet *Take a Trick a Day With Bisquick*, containing illustrated recipe material, in exchange for a box top from Bisquick package.

SACHS Co., New York furniture store, frequently sponsors benefits on WMCA, that city, and uses other stations for foreign language programs. One of the programs is a radio English lesson. Since male harmony trio, has given more than 6,000 programs on WMCA. The store has been on WMCA since 1924 and has just renewed for three years for programs every day except Monday.

COOPERATING with Liggett & Myers Tobacco Co., WBT, Charlotte, N.C., is issuing the sponsor's booklet concerning the Chesterfield program.

TO REACH New York City's polyglot population with its sales and institutional messages, Consolidated Gas of New York, big metropolitan gas and electric utility holding company, on Jan. 4 began daily series of programs in a different language each day over WBNX, New York, for a series of 50 Sundays. Mondays with Hungarian, the programs are successively in German, Italian, Spanish, Greek, Jewish and Polish. In New York, the concert soprano who knows 22 languages. Auxiliary announcements are in each, each program being designed to reflect the taste and temperament of the nationality represented. Illustrated here is the panel from the front cover of the utility's announcement of the program, prepared in formal invitation style.

YALE OIL Corp. of Montana, quickly exhausted its supply of 10,000 Will Rogers photographs after offering them through three announcements of KGLL, Billings, Mont.

CARLSBAD CRYSTAL Sales Co., New York (salts), received 12,140 responses from three afternoon announcements on WBLM, by February in the first week of sponsorship of the Johnson Family. A sample of the salts was offered, as well as a picture of the script author and cast. Offer of hymn book by Meadowridge Memorial Park, sponsoring a Sunday afternoon series, drew some 300 requests on the first program.

WOR LISTENERS to the number of 68,799 went to grocers in a week in mid-January to get applications for the mystic code announced on the MBS Omar the Mystic program sponsored by Puritan Bakers Co., Chicago.

SOUTHERN CALIFORNIA FLO-
RAL INDUSTRIES, Los Angeles, the cooperative of flower growers, wholesalers and retailers, early in February will present for six months a weekly series of fruit, KLY, Los Angeles, through W. Austin Campbell Co. It will be in dramatic form and will be created as a goodwill broadcast rather than a direct sales effort.

You are cordially invited to listen to an inaugural group of broadcasts featuring:

Florence Leffert
Celebrated Contralto Supranor

in a new commercial series
sponsored by

Gas and Electric Companies of Consolidated Gas Company of New York

to be held during the week of January 27th, and daily thereafter

on Radio Station
WBNX
(2250 k. w.)

Sorcery, Gibson Productions.

See Inside For Schedules of Broadcasts

Programs In Seven Languages

WBNX

Now

BROADCASTING • February 1, 1936

GULF
FUNNY WEEKLY
PUBLISHED ONCE A WEEK-FREE AT ALL GULF STATIONS

Adventures of PHIL BAKER, Bottle . . . . and . . . . Beetle!

PROMOTING Gulf Refining Products With Comic Sheet

GULF REFINING Co., Pittsburgh, broadcasting Sunday evenings on CBS with Phil Baker, puts out four-page tabloid size colored "funnies," like this one. The Phil Baker show is promoted both in the comic strip and on display items on the bottom of the first page. Balloons in the strip do not promote Gulf but the page is reserved for the spon-
or. The Gulf comic sheet has a circulation of 2,500,000 copies and is distributed free at Gulf stations. Young & Rubicam is the agency.
Now serve your listeners

Fresh MUSIC!

in your recorded programs

... from the vital and varied transcriptions of the new

If you have become ear-weary from the hackneyed style and constant "re-hash" of recorded program libraries, you have a thrill coming in these new, different and diversified recordings by ASSOCIATED. Fresh music from the masters and the moderns; fresh, distinctive orchestrations and arrangements; first-chair musicians under the batons of outstanding conductors, and fresh talent in vocal solos and choruses.

Now available
Over 1400 titles!

more than 50 hours of continuous playing time!

Included in the initial library of ASSOCIATED RECORDED PROGRAM SERVICE are more than 1400 titles—carefully picked selections that are always good programming. These total more than 50 hours of continuous playing time... with constant diversification.

From Symphonies to Swing Bands

This unusual recorded service already comprises 16 different classifications of musical types and combinations, including large symphony orchestras, chamber music, Gypsy ensembles, organ music (both church and theater), operas, musical comedies, spirituals, sophisticated Continental dance music, swing bands, military bands, martial music and various novelty combinations.

The "Tops" in Talent

Only leading artists of radio and "first-line" name orchestras have been used in these recordings—such names as Emil Coleman, the Dorsey Brothers, Isham Jones, Louis Katzman, Sam Lanin, Edwin Franko Goldman, etc.—all favorites with listeners and synonymous with Broadway and Hollywood.

Three-dimensional recording with quieter surface!

Western Electric Wide-Range-Vertical Cut (Hill and Dale), recorded under license by Electrical Research Products, Inc. And pressed on VINYLITE—the material with the quieter surface.

produced by

ASSOCIATED MUSIC PUBLISHERS, Inc.

WRITE FOR FULL INFORMATION

25 WEST 45th STREET • NEW YORK CITY

February 1, 1936 • BROADCASTING
Program Ideas Assistance.

**Let George do it**

**with proved stations**

Each station listed has a record for obtaining splendid results... popular broadcasting supported by one hundred per cent cooperation in merchandising assistance.

WHEN YOU WANT

Program Ideas
Distributing Help
Merchandising Plans
Rates and Honest Coverage Figures
Buyers, not just listeners
Facts, not fancies.

**PHONE OR WRITE**

George Roesler
Radio Station Representative

360 N. Michigan Ave.
Chicago Central 8020

238 General Motors Bldg.
Detroit Madison 2717

**MONTANA stations have formed the Montana Association of Broadcasters as a state unit of the NAB, it was announced Jan. 23 by Mrs. Jessie Jacobsen, manager of KFBB, Great Falls, who was selected secretary-treasurer. The organization was formed at a meeting in Helena in January at which all stations in the state were represented. Elected president was Ed Crane, manager of KGIR, Butte. Arthur J. Mooney, manager of KGVO, Missoula, was elected vice president.

The three officers will serve as the executive committee. Monthly meetings are planned. Others present were Don Tresor, owner, KGEZ, Kalispell; C. O. Campbell, owner KGHL, Billings, and Ed F. Krebsbach, owner of KGXC, Wolf Point.**

**Brooklyn Case Deletions Delayed for Third Time; Newspaper Acquires Two**

A THIRD postponement of the effective date of its decision ordering deletion of three stations in the so-called "Brooklyn case" was authorized Jan. 21 by the FCC. Scheduled to become effective Jan. 22 at which time WBCB, the fourth of the stations on the 1300 kc. channel, and the *Brooklyn Daily Eagle*, a new applicant, would share the facility, the FCC postponed the effective date until Feb. 6.

Simultaneously, it was learned, the Jewish-language newspaper *The Day*, of New York, has purchased 51% of the stock in WLTH and WARD from their present owners, subject to FCC approval. The purchases, it is understood, were made from Samuel J. Gelbard, president of WARD, and Rabbi Aaron Kronenberg, principal owner of WARD.

Prior to its postponement action, the FCC Jan. 15 overruled motions of WLTH and WARD for oral arguments in support of petitions for rehearing subsequently filed. It had also denied an application of WVFW for rehearing, after the station had announced that control would be disposed of to the Veterans of Foreign Wars.

On Jan. 22, WWED, New York, operated by the Debs Memorial Radio Fund Inc., and affiliated with the Jewish Daily Forward, filed with the FCC an application for rehearing. The station has requested the facilities of the four Brooklyn stations as against its present part-time operation assignment. Contention was made that the FCC, in its decision, overlooked or failed to consider certain material questions in connection with the WVFD application, which had been denied. The application, it was held, asked not only for full time for WVFD on the 1400 kc. channel, but for full time on its present assignment of 1300 kc. if stations now on that wave could be shifted to the 1400 kc. channel.

The petitions for rehearing filed by WARD and WLTH held that the FCC decision ordering their deletion was "unjust and unwarranted" and that the findings were arbitrary and capricious. In each petition there were details of the normal provisions of both NBC and CBS contracts with affiliated stations on clearance of time. The FCC decision could result in so-called "block-selling" of time on the stations to be not in the public interest.

It was contended that the networks follow the general procedure complained of in the cases of these stations on a "grand scale," including procuring of talent, sale of time to advertisers, production and announcing, with the network retaining more than 40% of the total amount realized from broadcasts and out of its share compensates the talent and others assisting in the programs."

**Program Crusade Reopened by FCC**

REOPENING its "program crusade" after several months of quiescence, the FCC Broadcast Division Jan. 28 granted temporary licenses to a number of stations pending investigations of certain programs. One station — WAAW, Omaha — was set for hearing on program questions.

Sterling Casualty Life Insurance Co., Chicago, using spot announcements on a number of stations, was the account mainly under surveillance despite the new importance of this account, featuring "penney-a-day" insurance, it was learned at the Postoffice Department, now being "investigated," but no action of any character has been taken. It was stated at the Department that at this time it cannot be said whether the company's operations are such as to warrant punitive action by it, and that it neither has a clean bill of health nor a citation. In its radio continuity the company solicits sales, and the Postoffice Department's investigation is centered on that phase.

Among the stations given 90-day licenses on Jan. 28 pending investigation, are WHO, Des Moines; WJR, Detroit, WLS, Chicago; KMMJ, Clay Center, Neb.; WWVA, Wheeling, Va.; WAAW, whose renewal was set for hearing, has an application pending for assignment of license to the Nebraska Broadcasting Co., a subsidiary of the Omaha World-Herald.

Among other temporary renewals ordered by the Broadcast Division Jan. 28 were WGFL, Chicago, operated by the Chicago Federation of Labor, for 30 days, and WATL, Atlanta, for 60 days.

**DR. ARTHUR E. KENNELLY, professor emeritus of electrical engineering at Harvard and co-discoverer of the Kennelly-Heaviside layer, ionized "ceiling" in the upper atmosphere from which radio waves are reflected back to earth, announced for the first time the results, on Jan. 28 was awarded the Macmillan Award at the New York convention of the American Institute of Electrical Engineers.**

**"We're more than a broadcast medium"**

**The world's 1,521 broadcasting stations during the fiscal year 1934-35 consumed 2,420,000,000 kw. hours of electrical current, radiated 8,688 kw. total power bill ran $165,000,000, estimates Arthur Burrows, secretary-general of the International Broadcasting Union, Geneva.**
Completely surrounded by snow-capped mountains, barren deserts and a large, wet ocean, the Los Angeles market is peculiarly isolated from the rest of the world. Hence radio station power is a secondary consideration because the cream of this market is concentrated within a radius of only 60 miles. Consider these facts.

1. Within the 30-mile inner circle are 2,318,525 people, including the rich communities of Hollywood and Beverly Hills—175,000 people having an average family income in excess of $5000 per year.

2. Within the 60-mile outer circle are 2,587,102 people—81% of the entire population of Southern California. The per capita buying power in this area is $1351—the second highest in the United States. The average Los Angeles family spends more each year for retail merchandise than the average American family earns.

For economical, thorough coverage of this great market, choose KFWB—Los Angeles' favorite independent station. Alert advertisers are getting outstanding results from KFWB because it has power enough to do the job; because its rates are lower; and because its motion picture tieup and program policy attract a large, responsive audience.

This map, beautifully printed in colors, will be sent on request to anyone interested. Write for your copy.

This Map Shows Some Significant Facts About Radio In Southern California...

KFWB
Los Angeles
Owned and Operated by Warner Bros. Motion Picture Studio
Free & Sleininger—Exclusive Representatives
Right of NBC, Texas Co. To Scripts of Ed Wynn Sustained in Uproar Case

DECREES of U. S. District Court, Massachusetts, restraining Uproar Co. from suing NBC and the Texas Co. for alleged conspiracy to prevent publication of a pamphlet called Uproar containing radio scripts of the Ed Wynn programs sponsored on NBC by Texas Co. was upheld in a ruling Jan. 7 by the U. S. Circuit Court of Appeals for the First Circuit.

In holding that the Uproar Co. has no basis for a conspiracy action, Judge Morton sustained the lower court's finding that Uproar Co.'s publication of the scripts was a wholly unauthorized use of the material and of the name Graham, referring to Graham McNamee, stooge in the Texas Co. broadcasts.

Judge Morton found, however, that Wynn owned literary property rights in the scripts and had the general right to publish them, a right he had assigned to Keenan Products Inc., but ruled that Wynn was not at liberty to make any use of the scripts which would weaken or interfere with benefits which the Texas Co. might derive from its advertising under its contracts with Wynn.

In dissenting, Judge McElhaney voiced the opinion that the Texas Co. court was without jurisdiction in equity to hear the case over the plaintiff's protest and that the plaintiff had the right to publish and sell the script by deleting reference to Graham McNamee.

Here is the radio staff of the California Pacific International Exposition at San Diego, which begins its second season Feb. 12, and will run 238 days. They operate the two radio studios and the 157-station loud-speaker system, sponsored by the Associated Oil Co. of Los Angeles.

Seated left to right are: R. C. Coleson, announcer; D. D. Burr, Associated Oil Co., Los Angeles; Albert J. Trankle, sound control; Nellie Guentert, secretary; Clyde M. Vandebug, director of radio, who will assume radio charge of the Texas Centennial when it opens this summer; Arthur Linkletter, manager, public address; Gary C. Breckner, manager radio. Back row (standing): G. M. Huber, deputy sheriff assigned to studios; Charles Douglass, technician; William Fritz, maintenance; Charles Phillips, technician; W. T. Brown, chief engineer for C. C. Langevin Co.; Robert Conroy, technician; William Dulin, engineer; Harry Kiehl, chief technician, and Charles Mahan, announcer.

Last season, there were 478 broadcasts from the exposition, including 56 Coast-to-Coast, 89 Pacific Coast and 233 local. Many of the programs were those of regular network sponsored carried from the fair grounds.

FORMERLY prohibited by U. S. Navy regulations from having any broadcasting stations, the Republic of Panama during 1935 authorized four short-wave broadcast outlets and on Jan. 1, 1936, licensed WPXO to operate commercially in the broadcast band with 20 watts on 1440 kc.

WJR Declares Dividend With $352,602 Earned EARNINGS of $325,602 during 1935, equivalent to $2.50 per share, were announced at the annual New York brokerage firm of E. W. Hutton & Co., which recently undertook to sell publicly 37,265 shares of common stock with a $5 par. As reported to the Securities & Exchange Commission in Washington, the corporation issued 28,065 shares to the underwriters, with an option to purchase another 5,200 shares when and if the FCC authorizes WJR to acquire all the capital stock of WGAR. Cleveland, under same control but a separate corporation. The application to register the issue with the SEC was filed Nov. 14 and became eligible for public offering Dec. 4.

EFFECTIVE March 31, WJAR, Providence, R. L., is granted an increase in power to 1,000 watts, with directional antenna, under a decision handed down Jan. 28 by the FCC.
Kroger's G-Men of the Kitchen ride WHAS' 50,000 Watts into millions of homes on Tuesday evenings. The dials are tuned in on WHAS for the bigger programs. These WHAS homes are clustered about Kroger Grocery & Baking Company stores in several States. The G-Men work scientifically in their "House of 1,000 Eyes," showing women, who buy 98% of the family groceries, how the Kroger Food Foundation selects for them only the very best, high-test products which are served on millions of tables daily. And WHAS produces thousands of letters from women in answer to Kroger's "Hot Dates In History" program, featuring Hot Dated Coffee each Monday and Friday evening. You, too, should cash in on this peak sales-producing coverage by WHAS in the radio-equipped homes of the rich Ohio Valley. WHAS' 50,000 Watts gives coverage plus. Daytime Coverage, primary and secondary, 3,461,100. Nighttime Coverage, primary and secondary, 4,339,280. And the plus market, outside of the Ohio Valley, gives you more than 20,000,000.

MILLIONS TUNE-IN ON WHAS FOR THESE FEATURES: Ford and Warin's Pennsylvanians; Lincoln and the Ford Symphony; Stewart-Warner Alemite and Heidt's' Brigadiers; Pebeco and Eddie Cantor; Lady Esther and Wayne King; Dill's Best with Pick and Pat; Consolidated Cigars with Harv and Esther, and Teddy Bergman; Campbell's Tomato Juice with Burns and Allen; Riget & Meyers Tobacco Co. with Lily Pons and Nino Martini; R. J. Reynolds Co. and Camel Caravan.
W1XBS Joins Inter-City, Becoming Ninth Station WITH THE addition of W1XBS, Waterbury, Conn., as of Feb. 1, the Inter-City Group, regional Eastern seaboard network, has acquired its ninth link. The high fidelity station, which operates on 1530 kc. with 1,000 watts, will serve the New Haven - Waterbury territory, filling in the gap between WMCA, New York key of the chain, and WPRO, Providence.

W1XBS was formerly aligned with the American Broadcasting System enterprise, which the Inter-City group, in effect, succeeded. It is owned by the Waterbury American - Republican. Besides those named, other stations in the group are WIP, Philadelphia; WDEL, Wilmington; WCBM, Baltimore; WOL, Washington; WMEX, Boston, and WLNH, Laconia, N. H.

KLO Added to NBC KLO, Ogden, Utah, on Jan. 15 joined the NBC network as a supplementary Blue outlet, linking into the new NBC-WJZ transcontinental. Utah thus gets its second NBC outlet with KDLT, Salt Lake City, remaining on the Red. The Ogden station operates with 600 watts on 1400 kc. Licensed to Interstate Broadcasting Corp., its controlling stock is held by A. L. Glassman, publisher of the Ogden Standard-Examiner.

WLAK is the call of the new 100 watt station on 1310 kc. at Lakeland, Fla., for which Lake Region Broadcasting Co. holds a construction permit.

Look, Mr. Advertiser! By STATION BREAK

A DESK drawer is like a woman’s wardrobe. Everything goes into it... good, bad and irrelevant. Cleaning it out is tantamount to the rediscovery of America. A good deal of junk and some amazingly fine things turn up.

Since the drawer reserved for that cold, moist material was hopelessly congested, something had to be done about it. The results of the house cleaning appear here.

ORIGINALY we intended to suggest some New Year’s resolutions for advertisers and agencies, as well as for broadcasters. Our rough notes on the subject intrigued us so that we reproduced some of them.

BUYING programs by cerebration rather than by the wishbone is recommended to current and incipient sponsors. Your wife’s fraticulous cousin, who sings, may be unacquainted with the psychology of Pocketbook. Does she still have intimate contact with it?

THE ZERO! In a station’s watt-age figure often signify little more than their name implies. Stations should be bought in terms of coverage and similar factors. This is for both advertisers and agencies.

REMEMBER that an advertising medium’s responsibility ends when it provides an initial exposure of your advertisement. The program is just as much your responsibility as it is the printed advertisement which you insert in a periodical.

A 10% AUDIENCE may look small, but if it represents an average circulation per dollar expended greater than any other medium can provide, it is still a good investment. Some advertisers prefer fully worship percentages. Let’s measure our effectiveness in terms of the thousands of listeners reached and the effect made upon them.

PRINTED words and written words are different. If we announced as we conversed, we’d do a much better job of fitting into the living room.

RADIO can furnish an amazing wealth of scientific data regarding who listens. Why not ask it to provide more information than you require of other media?

RADIO, as any advertising, is but one portion of the entire sales program of a company. It will be most effective if intelligently coordinated with the rest of the program. Let’s view it in that light.

A PARTING shot to the agencies. Did you ever set aside a desk drawer, and study it as thoroughly as you should have, during the past year?

TURNING from suggested resolutions... We have two additions to the slogan and trade mark club. Have you noticed any new ones? The slogan “at the siem of the flying red horse?” A few nights ago we were interested in hearing the use many of the slogan’s “Better things for better living through chemistry,” on DuPont’s “Cavalcade of America.” We wanted to know why it is especially good for radio.

WE’VE noticed an increasing tendency on the part of broadcasters to explain their service and their problems to the public... in a professional and... that good-natured, unapologetic manner. Ted Husine’s brief comments on the growth of broadcasting... similar items on other network programs... the WOR “Fireside Chats”... are indications of the trend. Every station should do it. There’s an old Biblical proverb regarding hiding lights under bushels which fits the case.

WE LIKE the Crosley idea of having advertisers record the worst program heard over WLW. It won’t hurt any industry to look at itself, others see us.

TWO FORMS of radio advertising which have achieved prominence in the South and West recently intrigue us... the broadcasting of tobacco and of live stock sales. Radio high is the way to organized commodity markets!

IT’S BEEN a rather quiet experiment but we were more than a little interested at Pepsodent’s presenting a half-hour variety show at a time of the day previously dedicated exclusively to juvenile drama. Perhaps someone will present some good dinner music for listeners some day. Don’t forget that they said it couldn’t be done when Pepsodent originally sponsored Amos ‘n Andy at the hour and in manner they did.

“There’s a zest and tang to Campbell’s tomato juice that you can’t get from anything different.” We like that—its brevity, simplicity, easy to say and remember. It’s just not to get over but one idea. Repeated over a period of several weeks at widely spaced intervals one can recite it. May we suggest it as a standard for spot announcements.

WE’VE been interested in seeing the Saturday Evening Post take to the air... and it revives our faith in the millenium. We also note with satisfaction NBC’s cooperation with Delineator, Stage and Esquire in the hearing field. Every medium has its legitimate place, and cooperation between media serves materially to strengthen advertising as a whole.

WE NOTICE that the U. S. Bureau of the Census will publish a survey of the manner in which consumers spend their income. It should be of interest to advertisers and sales research departments. We often wonder whether stations and radio advertisers are making the use of the most of the recent government reports with regard to such matters as home ownership and equipment, the purchase and ownership of different types of commodities by various income groups and like material. There is a veritable gold mine of marketing and sales information entrenched by the Government. These days, more than has been provided in several previous decades.

IT’S THE little slips which make any industry human. We were delighted on New Year’s Eve to hear Lawrence Tibbett dedicate his next song to England, Australia, New Zealand, and the better part of the world, and to find the song to be “Down Among the Dead Men.”

WSAI Being Transferred To Downtown Cincinnati REMOVAL of WSAI, Cincinnati, little sister station of WLW, will be handled by the Crosley Radio Corp., from its present transmitter location at Oakwood, Ohio, to the heart of Cincinnati, is being effected, pursuant to authority procured from the FCC. WSAI is an affiliate of the NBC-WFAE network.

Plans, according to Powel Crosley, president of the company, call for a new and... We’re looking forward to the Western Electric high - fidelity transmitter will be installed, and the station continues to operate with 1,000 watts wattage and 2,500 watts day. A Truson steel single vertical radiator, 230-feet in height, will be placed also. The new station is being erected under direction of Joseph A. Chambers, WLW - WSAI technical supervisor, and will be completed around March. 1

Censorship SO DO ADVERTISERS

Programs broadcast over KSD measure up to the high character of the better homes of the nation, due to the rigid censorship policy of this station.

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

www.americanradiohistory.com
The STANDARD LIBRARY OFFERS . . .

... the most favorable

BALANCE

in make-up

supreme

QUALITY

in recordings

CONSIDER the make-up of the Standard Library—in the light of the present music-tax controversy:

31%—TAX FREE, PUBLIC DOMAIN SELECTIONS
45%—ASCAP SELECTIONS
24%—WARNER BROTHERS SELECTIONS

That's why station operators who use the Standard Transcription Library sleep soundly these nights —only 24% controversial selections in the entire Library — the lowest percentage of any similar service. Standard plans shortly to feature a total of over 500 numbers either entirely tax-free (public domain) or ASCAP!

That's one side of the Standard picture. Over 150 leading radio stations know the other side as well: The supreme quality of every Standard Transcription—a quality made possible by the newest, most highly perfected RCA-Victor recording apparatus, unexcelled studio facilities, and genuine Vitrolac pressings with their amazingly life-like reproduction! AND NO DUBBING! Talent? Standard continues to feature "big-name" "standout" orchestras, soloists and specialty groups —drawn from the huge talent reservoir of Hollywood!

... and over 200 non-copyright songs in "SONS OF THE PIONEERS"

The present situation throws the spotlight strongly on the famous "Sons of the Pioneers" series — which now totals over 200 selections — every one non-copyright! The most readily salable transcription feature ever offered—the kind your toughest prospects will grab up!
A POPULAR misconception of the Territory of Hawaii is that the bulk of the population is foreign. It might be surprising for you to learn that this territory as a whole is much less foreign than the Province of Quebec, and that the city of Honolulu is probably no more foreign (if as much) as Youngstown, Ohio, Hammond, Indiana, or New Orleans, Louisiana.

It is true, of course, that there is here a sizeable percentage of the population of foreign extraction, but the overwhelming percentage of that population are not only English-speaking, but American citizens. Even the Japanese who have settled here are two-to-one American citizens, the great majority of them English speaking; their children going to 185 public schools. Hawaii is a prosperous American state. It has:

- 29 Banks with $80,497,015 deposits ($48,298,291 savings)
- 76 Hotels
- 83 Hospitals (including plantation hospitals)
- 125 Libraries
- 49,038 Automobiles
- 55,570 Electric meters (not counting plantation systems)
- 17,220 Gas meters
- 23,518 telephones
- 185 Public schools with 2590 teachers, 82,965 pupils
- 50 Private schools with 593 teachers, 12,312 pupils
- 4 Colleges with 182 teachers, 2,869 students
- 1 University with 125 teachers, 1,500 students
- 516 Churches
- 67 Theaters (nearly all with modern sound equipment)
- 7 Steam railways
- 39 Newspapers (including 9 dailies)
- 2 Radio broadcast stations

The United States Army comprising a community of about 25,000 persons, disbursed $12,755,585 in the territory of Hawaii last year, large increases are expected this year. The United States Navy, comprising some 12,150 persons, spent $12,000,000 in Hawaii last year. Tourists represent over $10,000,000 in "New" money annually.

It is possible with one announcement over KGMB, Hawaii's premier station, to reach 70% of the Buying Power of Hawaii's 70 Million Dollar Market.

KGMB
HONOLULU HAWAI!i

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIA HOTEL

CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. • CHICAGO, 100 N. LaSALLE ST.

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Broadcasting • February 1, 1936

Competitive Bidding for Coaxial Cable Urged by NAB in Brief Filed With FCC

LOOKING toward the day of practical television, when present "aural" broadcasters may also be television broadcasters, James W. Baldwin, NAB's manager, directed on Jan. 18, filed with the FCC a brief in connection with the petition of the A. T. & T. for the installation of a coaxial cable between New York and Philadelphia. The matter has been the subject of controversy before the FCC for several months.

The brief, filed by the NAB as an intervenor, takes into account the possibility that the coaxial cable eventually will become the "wire line" link between television stations, just as telephone lines now link the networks. Stressed in the brief was the importance of "competitive bidding" for television lines leases presumably will be based on such expenditures. A. T. & T. witnesses had contended that competitive bidding was impracticable.

The contention was made, however, that "other qualified witnesses" indicate that independently developed apparatus may be expected to be useful in achieving the objectives of the development of the coaxial cable itself has taken place to a considerable extent outside of New York. The NAB witnesses had estimated that the probable cost of installation of the proposed cable between lines would be $315,000 and $320,000.

"The NAB, on behalf of its members", the brief concluded, "the NAB, the potential customers for coaxial cable service, if and when it should become available for developmental use, respectively requests that the Commission in any modified 'Findings and Order' it may make in this case:

(1) Provide that reasonable access for experimental use of the cable may be had by bona fide experimenters under clearly defined conditions;

(2) Provide that reports submitted to the Commission contain full details of cost items which may eventually be capitalized; and

(3) Provide that use of the coaxial cable in public service be contingent upon further Findings and Order of the Commission made after full hearing at which all interested parties may appear and be fully heard."

A. T. & T. Assure Broadcasters

THE A. T. & T. in a brief reply statement by Harvey Hoshour, general solicitor, and Frank Quigley, counsel, said that the cable's experimental installation provided for its free use for experimental television transmission by all bona fide experimenters, as had been unequivocally stated by Dr. Frank B. Jewett and T. V. McGee of the Bell Telephone Laboratories. In its reply statement the A. T. & T. declared that it had agreed to transmit to the FCC reports at regular intervals on the experimental installation and operation and was prepared to render a full accounting before the cable was placed in commercial use. As far as competitive bidding for the experimental installation, the A. T. & T. renewed its objections made during the January hearings that such procedure during a testing period was not efficient or economic and was not the practice either in this country or abroad.

The A. T. & T. statement also noted a number of errors in the NAB's citations of testimony at the previous hearings and declared that the Bell System wanted to assure the broadcasting stations that as the number of customers of future television it desired to construct and operate the Coaxial Cable for visual broadcasting on regular lines which would be satisfactory for the broadcasting industry.

Patent Rights

ALTHOUGH the A. T. & T. Co. insisted that its interest in its new wide-band or coaxial cable is primarily for telephone services, the adaptability of the cable to network television again occupied much of the discussion early in January before the FCC, sitting en banc on the pending application for an experimental installation of a coaxial cable between New York Philadelphia.

The FCC is insisting that the cable shall be held available to all bona fide television experimenters, to which President Frank Jewett of the Bell Laboratories has acceded. The FCC also wanted to know about the cost of manufacturing the cable as the possible future use. The A. T. & T. objects strenuously to opening the manufacture of the cable to competitive bidding since it plans to have it manufactured by its affiliated Western Electric Co.

A witness at the hearing was Philo T. Farnsworth, head of Farnsworth Television Ltd., one of the major experimenters in visual broadcasting. He recommended that the cable be held open to all bona fide experimenters and that the cost should not be based on any $10,000,000 investment. He declared, however, that the proposed 1 megacycle bandwidth of the cable must be increased to at least 2½ megacycles, asserting that the former could handle images of only 225 lines whereas 343 lines will probably be the minimum in television.

Farnsworth Project

MR. FARNSWORTH revealed that he had developed a coaxial cable of his own capable of 2½ megacycles and that he had a project under way for a 10-mile cable to be fabricated by the General Cable Co. Under design by counsel, Mr. Farnsworth added that the A. T. & T. coaxial's band limitation does not represent the 1 megacycle bandwidth, but in the terminal equipment, indicating that with repeaters the cable's band width can be adequately increased. He declared, however, to A. T. & T. counsel that "if you don't get your cable in soon, you are going to face radio relaying of television."
Food-Drug Legislation Faces Indefinite Delay
With Congress Crowded

INDEFINITE delay in the House on consideration of the much-revised Copeland Bill (S-5) to regulate the sale and advertising of food, drugs, devices and cosmetics, was indicated Jan. 20 by Chairman Chapman (D.) Kentucky, of the subcommittee handling the bill.

Mr. Chapman asserted he had been unable to call a meeting of his subcommittee thus far this session due to the pressure of other legislation. He could not even guess when such a meeting would be held. Even after the meeting, Mr. Chapman pointed out, there was the job of rewriting the bill to accord with his committee's views. "Not a line has yet been written," he asserted.

After the subcommittee concludes its work it must report to the Interstate and Foreign Commerce Committee, of which Rep. Sam Rayburn (D.) Texas is chairman. This committee has a heavy legislative docket.

According to Mr. Chapman no further hearings are contemplated by his subcommittee on the measure, which passed the Senate last session after having been revised a half-dozen times during its two-years of pendency. He has indicated that at least one "important" amendment to the measure is planned.

As the bill passed the Senate last session there was little active opposition. Thus far only one trade group—the Institute of Medical Manufacturers—has come forward this year to oppose it.

Another bill (H. R. 10124) identical with the Copeland Bill was introduced in the House Jan. 13 by Rep. Kennedy (D.) of New York, and referred to the Interstate and Foreign Commerce Committee. Presumably this was done in an effort to expedite consideration of the Copeland measure in the House.

Washington Outlet Plans

CONDITIONAL upon an FCC grant of 1,000 watts on 1230 kc. to WOL, Washington, D. C., now operating with 100 watts on 1310 kc., the newly-organized United States Broadcasting Corp. has filed an application for a new 100 watt station in Washington on 1310 kc. Head of the corporation, holding 98% of its stock, is William Dolph, former NRA radio chief, now manager of WOL, who would manage both stations. If WOL gets the higher power, for which it has made formal application, it is expected the station will become the Washington outlet of Mutual Broadcasting System. At present WOL is carrying one MBS account—Whelan Drug Stores Delaware Corp., New York (chain stores), Sundays, 6-6:30 p.m., for which Young & Rubicam Inc., New York, is the agency.

LaChoy Participations

LaCHOY FOOD PRODUCTS Inc., Detroit (chop suey, chow mein in cans) is using announcements on the WOB, Martha Deane program and will in the near future take similar spots twice a week in Philadelphia on the WCAU Women's Page of the Air. N. W. Ayer & Son Inc., New York, is the agency.
Statistical sources for the text: U.S. Census Bureau figures for Population; Department of Commerce—Daniel Starch figures for Radio Ownership; Daniel Starch for percentage of Sets in Daily Use and Hours of Use per Day.
SOME ARGUMENTS HAVE A COMPELLING SIMPLICITY

32,630,000 people live, eat, buy drugs and automobiles in the smaller cities of the U.S.—the cities of 2,500 to 100,000 population. That’s 53.5% more than live in cities of 100,000 to 1,000,000. It’s 116.6% more than live in cities of 1,000,000 and over. How can you better reach these people than by radio? Over 85% of them, in small cities and large, own one or more radio sets. And over 80% of the radio-owning families listen every day. Listen, on an average, considerably over four hours each day, as every study of daily audience-listening shows—whether the study is made by automatic recording device, by personal interviews, by mail questionnaires or by telephone; whether conducted by advertisers, by agencies, by universities or by radio stations. How, then, can you better reach these people who are your entire market? And what better choice for you than Columbia, which serves this market? It is already the choice of more advertisers (and more of the country’s largest advertisers) than any other network.

“THIS IS...THE COLUMBIA BROADCASTING SYSTEM”

February 1, 1936 • Broadcasting
Radio Above Politics

WE REITERATE what we wrote once before in these columns—that it will be a sad day indeed for American radio if broadcasting stations, like newspapers, begin to bear the labels "Democratic" or "Republican" or "Socialist" or whatnot. Yet that is exactly what some of the politicians, not only the Republican "outs" but certain Democratic "ins" we know, seem to be driving toward. We refer not alone to the constant lobbying of Senators and Congressmen of both big parties for wave length and power and new station privileges for their constituents—a lobby that probably will never be investigated by Congress but that is the bane of the FCC's existence as it was of the old Radio Commission.

The whole fuss over Republican Chairman Fletcher's several charges of "censorship" leaves radio unsullied, for non-partisan reaction favored the networks' policy of declining to permit dramatized politics or sponsored politics before the official opening of the campaign, which starts after the nominating conventions. Even some of the anti-radio press joined in agreeing with Mr. Paley's assertion of radio's right to exercise "editorial judgment" within program limits, an assertion which no one can charge to partisanship on either CBS's or NBC's part in view of their standing offer to give the Republicans every bit as much free time as the Democrats for their party speakers.

It is significant that most of the "outbursting" was done by Chairman Fletcher himself, and was not joined in by other party big-wigs like Hoover, Borah, Vandenburg, Knox, Landon, McNary or Snell. The explanation is simple. Those men have never had, so far as we know, any complaint against the networks, nor against any radio station. They have always been treated fairly, which means they have gotten time practically whenever they asked for it within reasonable limits of time and program schedules.

To say that what goes out over the radio waves is dictated or dominated by the Roosevelt administration is absurd. Radio has neither been given nor received any particular favors from the New Deal. The Democratic regime is continuing the policy of the preceding Republican administration in issuing station licenses for only six-month periods despite the law's discretionary allowance of three years. Certainly the encouragement of prudent business by any administration should permit radio to place itself on a stable economic basis by means of longer licenses.

We suspect—and we are not being partisan, either, for we belong to neither party and cannot even vote in the District of Columbia—that Messrs. Fletcher, Talmadge, et al, are playing that oldest of all games of politics: Creating issues where none exist for the sake of publicity and rabble-rousing. Some of the Republican press charges, for example, that television is being thwarted by the Roosevelt administration from coming out in time to let the people see the party candidates and their spokesmen in the next campaign, are sheerest stupidity. Yet no less a party organ than the New York Herald-Tribune carried a "letter to the editor" and a staff cartoon in its issue of Jan. 19 asserting and intimating that such was the case.

Unshackling Spot

FREEDOM of action which it has never here-tofore enjoyed will be experienced by spot broadcasting by virtue of the FCC action revising, clarifying and, to some extent, relaxing the rule governing mechanical reproductions and their announcement.

While there will be many who may quibble about the amended rule, there really can be no valid complaint, in our opinion. There are those who are violently opposed to elimination of the announcement altogether. Without going into the merits of that issue, it is enough to say that the revised rule does not eliminate the announcement; it simply liberalizes it, and substitutes understandable English for ambiguous phrasing which has had everyone in a tizzy.

Whether the FCC acted wisely by including phonograph records for announcement at 15-minute intervals, is debatable. After all, phonograph records are not made exclusively for broadcast purposes, whereas transcriptions are—and for that reason seem to warrant special treatment. The fact is, however, that the phonograph rule, requiring announcements before each rendition, was impossible of enforcement anyway, and probably has been the most frequently violated rule on the books.

Clarification of the transcription rule should encourage the use of spot broadcasting, particularly by regional accounts which require flexible timing and placement. Many prospective spot advertisers have balked at the use of transcriptions because of the not infrequent conflict with radio authorities over announcements. Their plaint has been that everything bad that happens in radio hits the transcriptions hardest. For the library services, such as those provided by WBS, Standard Radio, NBC Thesaurus and Associated Music Publishers, it unquestionably will prove a boon.

The RADIO BOOK SHELF

FOUR handsome volumes, each of 75 pages or more and each bound in heavy covers, have just been published by NBC under the general title of "Broadcasting Books." The volumes treat with NBC's policies and activities in the fields of artistic and cultural endeavor, covering (1) public affairs; (2) music, literature, drama; (3) religion, education, agriculture; (4) the home. As source and reference material for students of American broadcasting, the books will be valuable additions to any library of radio literature. An interesting sidelight on 1934 Grand Ole Opry is that 72.2% of its programs that year were sustaining. One section of the volume titled To All Homes covers pointedly the thesis that "radio begins with entertainment," at least in America, where the theory is native that "private broadcasters, competing freely with one another, will give the listeners the service that the listeners themselves want," as against the foreign theory that "the Government, either through an agency of its own or through designated groups of citizens, should give to the listeners the programs that the Government thinks is best for them to hear."

TWO EDITIONS of the Radio Bulletin, a new bi-monthly publication of the Don Lee Broadcasting System, attractively printed and illustrated, have been issued. The Don Lee newspaper is devoted to news of radio advertising and personalities connected with the stations of the network organization, the November issue carrying a spread of pictures and data also on Northwestern associates of Don Lee and CBS. The 8-page Radio Bulletin is one of the most ambitious and enterprising publication ventures ever undertaken by any broadcasting concern.

A NEW and more comprehensive edition of Air Law: Outline and Guide to Law of Radio and Aeronautics, half of whose pages are devoted to citations on the law of radio and to a radio law bibliography, has been published by Howard S. LeRoy, Washington attorney, with offices in the Colorado Bldg. The 1936 edition, completely indexed and cited, has been published to include 1935 developments, and contains citations of much of the legal material that has been appearing in Broadcasting.

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CONTRARY to all the rules of success stories, Helen Wilkie Wing, director of radio for Needham, Louis & Broby Inc., Chicago advertising agency, got her start in advertising by running herself on a Michigan beach.

"Oh," she explains, "I just happened to be out on the beach. You see, I was looking for a week or two before going back to my lecture tour before high school auditors. Mrs. Needham, a summer neighbor, came up to me and knowing I wrote children's stories, mentioned that her husband's firm was handling the advertising for The Bookhouse for Children. 'He ought to hire me,' I said. And, changed the subject.

"Mrs. Needham returned to Chicago that weekend and mentioned our talk to her husband, who realized that the girl who was writing the copy was leaving to get married. Two days later I went to work on a trial basis for Needham, Louis & Broby, where one of my first jobs was to write a children's radio program. That was six years ago and I'm still here, very much engaged in radio, all because of a sun bath at the psychological moment."

In spite of Helen Wing's insistence that her presence in the advertising world is due entirely to a suntan, she was well placed for the break when it came. True, she had no previous experience with advertising, either on the air or in print, but a resume of her kaleidospic career furnishes a solution to her present success in the advertising field.

A young widow with a baby son at an age when most girls are just beginning to think of marrying and settling down, her life-long ambition to write, compose and play piano spurred into action by necessity, Helen Wing neglected none of her many talents.

While she was busy marketing on the musical publishers' charts with countless songs and operettas, she augmented her income by contributing verse and stories to a number of children's publications. At various times, she served as accompanist to many famous singers and opera stars, and for one gala season she accompanied Grace Hoverson on a continental tour which took them all over Europe. And there were scores of side excursions into various other fields.

There was the out-door theatre venture, for instance, though it could hardly be called a "venture" since it was a pronounced success and since she was in complete charge for four seasons. Modeled in classic tradition, and located in a beautifully landscaped spot at Castle Park, near Holland, Mich., this little art theatre was Mrs. Wing's pet hobby for years.

Then there was the time she took her own operatic company out on the road—and the interlude she spent as head of the dramatic department of the Bliss School in Oak Park—there was a concert of the did pianolouge of her own composition before high school assemblies all over the country—there was a brief shot at comic opera and a larger one at a big vaudeville tour as accompanist for a two-way performer.

"Every one of these widely diversified experiences that I was unwittingly piling up has helped me in advertising," says Mrs. Wing. "But probably the biggest aid in radio was the time I spent with the Chicago Symphony. Delving before audiences of all ages in all parts of the country, meeting with committees in country hamlets and in major cities, being entertained by ministers' wives and ladies aid chairman, gave me an appreciation of the preferences and prejudices of the average American that is constantly in my mind as I plan a program that will go into their homes to win their friendship and patronage for one of our clients."

"Living in such a city as Chicago, associated largely with sophisticated advertising men and women, I find this other experience a most helpful balance in keeping my copy key with the type of person I am trying to reach."

A recent trip to Montreal and Radio City (in vacation disguise) resulted in two new contracts for S. C. Johnson & Son's radio entertainment in addition to the weekly

HELEN WILKIE WING

February 1, 1936 • BROADCASTING
ARTHUR GARbett, director of education of NBC's western division, will remain in New York until early in February, taking part in a series of conferences arranged by the Rockefeller Foundation.

C. STUART HEMINWAY, former Chicago advertising manager of Fortune Magazine, has joined the sales staff of WOR, Newark. Mr. Heminway was at one time on the Eastern staff of American Weekly and was once advertising manager of Judge, as well as a member of the staff of the Paul Cornell Co., now Geyer-Cornell & Newell. C. L. (Chet) THOMAS, formerly of WLW, Cincinnati, and WINS, New York, has joined the sales department of KSD, St. Louis.

JOSEPH CATANICH, formerly on the sales staff of KILJ, Los Angeles, has joined the radio department of the Los Angeles Community Chest.

ARTHUR KEMP, promotion manager of KNX, Hollywood, was married in January to Miss Doreen Mitchell, of Hollywood. The ceremony was performed in Santa Barbara.

EDMOND FROELICH has joined the staff of Radio Service, Hollywood program firm, as a salesman.

FRANK P. DOIERTY, president of Broadcasters Inc., owning KKRD, Los Angeles, in January was elected to the board of directors of the Los Angeles Chamber of Commerce.

EUGENE J. GRANT, for five years assistant sales manager of KFI and KECA, Los Angeles, has been appointed NBC account executive in San Francisco.

CAMPBELL EMBRY, transferred from the general advertising department of Hearn Enterprises, New York, Melvin S. Conn, department store executive, and Lewis Hall, son of Bob Hall, actor, have been added to the sales department of WBAL, Baltimore.

DAN SEYFORTTI, in charge of talent and talent auditions at KWK, St. Louis, has been named director of publicity of the station.

CLARENCE M. GARNES, formerly of KOMA, Oklahoma City, and recently commercial manager of KADA, Ada, Okla., has resigned to become manager of WIBZ, Ponce City, Okla.

JACKSON E. NICHOLS, former attorney and now to radio, has been appointed promotional director of KJJS San Francisco, and KQW, San Jose.

“SAM HOUSTON BENNY” — The program with the 10-gallon hat (which he recommends for use as a Jello mixing bowl) is radio’s No. 1 comedian, Jack Benny. With him is Dale Miller, press director of the Texas Centennial, who invited the comedian to the event when it opens next spring. Mr. Benny accepted, and probably will key one of his NBC programs from the Lone Star State.

Preferred Program List Named by Luella Laudin
A LIST of “preferred programs” of the Women’s National Radio Committee was read Jan. 15 by Luella S. Laudin, executive secretary of the committee, in an interview with Dick Fishell over WMCA, New York. Miss Laudin asserted that radio programs are better, since the committee was organized, but added that there is still room for improvement. She especially called for new talent on the radio, deploying the same means of the “big name” programs and artists heard year after year.

The committee’s list of preferred programs at the moment included General Motors, N.Y. Philharmonic, NBC Symphony, Philharmonic, Old Man’s Family, Grand Hotel, Hollywood Hotel, Show Boat, Lowell Thomas, Burns & Allen, The Morning Show, Celebrity, Music Hall, Capitol Family, Rudy Vallee, Fred Allen, Wayne King, Farm & Home Hour, Guy Lombardo, Service, Andy, Fred Waring, Caswell Coffee Hour.

“Pretty good children’s programs” were listed by Miss Laudin to include: Bill Slater’s Journal of the Air, Richard Blondell’s Story Teller’s House, Animal Closeups, Alfred Terhune, Grandpa Burton, Animal News Club, Sparringa, The Fuzzlers, Billy & Betty.

Jackson-Katz Merger
LOWELL E. JACKSON, who recently became sole owner of Jackson & Katz station representatives, has announced the dissolution of that company. Mr. Jackson has joined the Katz Special Adv. Agency, with headquarters in New York and with seven branch offices, whose president, Eugene Katz, recently announced his company’s intention of expanding in the radio representation field. The Katz firm heretofore has been engaged largely in newspaper representation and has also represented some newspaper-owned radio stations. Mr. Jackson takes with him some of his former stations, the Katz organization now representing KLRA, Little Rock, Ark.; WGST, Atlanta; WWO, Fort Wayne; WMC, Memphis; WXY, Oklahoma City; KLZ, Denver, among others.

Elliott for Congress
DR. FRANK W. ELLIOTT, formerly with WHO and WOC, now living in retirement in Davenport, Ia., has again announced his candidacy for Congress on the Republican ticket. He will run for the nomination in the June primaries in the Second Iowa District against R. H. Jacobsen, of Clinton. Dr. Elliott was the Republican nominee in 1932 but was defeated in the Roosevelt landslide, although the district is normally Republican.

Tommy Lee to Wed
THOMAS S. LEE, president of the Don Lee Broadcasting System, Los Angeles, is to be married to Patricie Haven-Montague, San Francisco society girl. Formal announcement will be made early in February, but with no definite date set for the wedding. Miss Haven-Montague recently started a film career by taking part in The Great Ziegfield.

DOMINATING THE PACIFIC NORTHWEST MARKET

KOMO-KJR

POPULARITY
KJR, NBC Blue Network
KOMO, NBC Red

PERSONALITY
Variety — Showmanship — Rating
1. KOMO
2. KJR
Outstanding Talent — Excellent Production

PRESTIGE
Seattle’s Pioneer Radio Stations
KJR Founded Jan. 1923
KOMO Founded April 1925

POWER

KJR 5000 Watts

KOMO 1000 Watts

EDWARD PETRY & CO.
National Representatives
NEW YORK - CHICAGO - DETROIT - SAN FRANCISCO

BROADCASTING • February 1, 1936

Page 38
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LESTER MITCHELL, formerly of WXYZ, Detroit, has joined the announcing staff of WJRE, that city.

EARL WILLIAMS, formerly named program director of KFEG, St. Joseph, Mo., Jigs Miller, formerly of KHJ, Shenandoah, Iowa, has been named assistant program director and will take part in several programs.

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CATHERINE SPENCER, of the continuity department of KMTR, Tulsa, is to be married in February and will resign her position. Lillian Fisher, of the same department, also is to be married in February and will resign.

LOWELL LAWRENCE, commentator on WHB, Kansas City, is the father of a baby girl born in January.

BEN WEEMS, radio gossip of WWV, Wheeling, W. Va., has spent her sixth year on the air for W. H. Colvig & Son, style shop.

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TELLING THE WORLD—All about the historic opening of the Coachella Tunnel from the exact center of the 18 mile long tube which comprises a major link in the Colorado River aqueduct. Left to right are W. F. Ludlow, technician, and Charles Bulot Jr. and Ted Bliss, announcers of KHJ, Los Angeles, who covered the event for CBS.

ELLIOT LEVY, formerly in charge of the San Francisco offices of the Thomas Lee Artists Bureau, has been appointed Pacific Coast booking manager for the service, which is affiliated with the Don Lee Broadcasting System. With Wilt Gandour, assistant to Levy, who has been placed in charge of dance band bookings for Northern California and the Pacific Northwest.

GORDON WILLIS, on the announcing staff of KGFC, San Francisco, has been made production manager, succeeding Andy Potter, who resigned Jan. 15 to join KMJ, Fresno, in a similar capacity.

MARVIN YOUNG, NBC producer in Hollywood, wrote Scoping the Stars, the play in which Don Ameche starred during the Campaign Grand Hotel program over NBC Jan. 20. Young, until recently with the San Francisco NBC production department, has written a number of one-act plays which have been produced on Grand Hotel and the First Nighter program.

JAMES DONOVAN, of the Boston Globe, will present Transradio news on WCO, Boston.

JOE WEEKES, formerly of WLV, Cincinnati, and WXYZ and WJR, Detroit, has been named announcing staff of WKO, Kalamazoo, replacing Edward Denkema, who has gone to WJB, Chicago.

ROBERT B. WHITE has resigned from his production duties with the CBS Detroit district and announcing staff of WOR, Newark.

WAYNE SANDERS, formerly with Michigan stations has joined the production staff of WWVA, Wheeling, Pa. Paul Myers, Wheeling announcer on WWVA, has been awarded a scholarship at West Liberty State Teachers College.

MRS. HELEN DAVIS has been added to the staff of the Central States Broadcasting Co. in Omaha as studio hostess, replacing Phontelle Jones, transferred to the continuity department.

GEORGE GUNN, formerly of WURF, Gainesville, Fla., has joined the engineering staff of WPLA, Clearwater, and has been assigned to the Tampa studios. Marli Liles has been promoted to production director, succeeding Bert Arnold at WFLA, Buffalo. Harold H. Meyer has resigned from WPLA to become program director at WJR, St. Paul, Minn.

Paul Jones, former WFLA pianist at the Tampa studios, has been shifted to announcing.

DON OTIS, announcer at KFAC, Los Angeles, was married Jan. 20 to Mrs. Barbara Yule, a Hollywood, Calif., author.

GEORGE CASE, announcer of WCPO, Cincinnati, also writes short stories, produces a radio gossip column, does voice-over work for several newspapers, and produces a number of local programs.

WALTER W. COOMBER, formerly of WTAQ, Norfolk, has joined WEED, Rocky Mount, N. C., handling transcriptions of other programs.

EUGENE BLOODGOOD, formerly an announcer at KRKD, Los Angeles, has joined the staff of KFAC, that city.

DANIEL A. BOWERS, formerly with KID, Idaho Falls, has joined the announcing staff of KTM, Los Angeles.

JIM LLOYD and Bob McConnell, veterans of Southern announcers, have joined WROL, Louisville.

HAL BENNETT, formerly of WHBD Mount Orab, O., and WSMK, Day- ton, has joined the announcing staff of WBNR, Memphis.

BOB HAWK, wise-cracking announcer whose program of phonograph records and nifty titled Red Hot and Love Down has been broadcast for two years as a daily feature on WCFL, Chicago, has moved his broadcast to WJJD, that city.

EDWARD LYNN, Los Angeles radio serial scene, has been named managing director of the National School of Broadcasting, Los Angeles. He will take up residence in addition to the school work.

G. J. G. RICHER, who recently has been a director of WXYZ, Detroit, is now production manager has been made studio manager. The latter position has been vacant since Bruce Beam beat the duties of assistant general manager under H. Alana Campbell. Richler will have charge of all studio departments and will direct the programs broadcast over the Michigan Broadcasting System, including the NBC network and the Network of the World.

LOUIS LANSWORTH, KFRC, San Francisco, continuity writer and producer, will be married to Patricia Geisler of that city Feb. 29. Their engagement was announced last November.
Useful Goldfish Bowl

ENGLAND’S powerful Drov-itch transmitter, operating with 150,000 watts on the long wave, 200 kc, has enlisted goldfish for efficient operation. A school of more than 100 of the little finny tribe has been planted in the water tank that feeds the tube cooling system. They were found the best medium for getting rid of moss and other fungi growths in the water that might find their way to the giant tubes.

WORL Is Reorganized

ACQUIRED recently by purchase from the Roper Babson statistical organization, W B S O, Needham, Mass., whose call letters have been changed, WORL, has been reorganized and has established offices and studios in the Myles Standish Hotel in the Boston Back Bay district. The WORL call was used for the first time Jan. 5. The new personnel of the station includes George A. Cockrell, president and operating manager; James E. Phelan, formerly with WNAC, vice president and sales manager; Forrest N. Maddix, former WJSO manager, studio personnel manager, salesman and announcer; Edward W. Center, program director; George R. Luckey, formerly with WLLH, chief engineer; Richard Cobb, formerly with WLLH, Lowell, sports and news commentator and announcer; Richard Bates, announcer; Gerard Aldrich and Stanley Dozios, operators.

Columbus Don Lee Broadcasting System

KDU - KFC - KGB - KGS - KFN - KNJ - KGW - KBK - KON - KVI - KOL - KFY

Affiliated with COLUMBUS BROADCASTING SYSTEM - Representatives RADIO SALES INC. - New York, Chicago, Denver

C. Ellsworth Willy, General Sales Manager - 7th and Bixel Streets, Los Angeles - 1000 Van Ness Avenue, San Francisco, California

February 1, 1936 • BROADCASTING
Colgate's Teaches Skeptics a Lesson
Back in 1927, With Misgivings, the Company Started to Use Radio—A Story of Successful Merchandising

By KEN R. DYKE
General Advertising Manager
Colgate-Palmolive Peet Co.
Chairman of Board
Association of National Advertisers

THE crystal set era was singing its swan song back in 1927, but radio as an advertising medium was admittedly still in its swaddling clothes. Those who considered the medium good for prestige, and for prestige only, were, of course, led; those who considered it as a sales medium were few indeed. Yet the officials of Colgate-Palmolive-Peet Co., after careful consideration, decided to set their sails and experiment in this new medium of advertising. The three component parts of the company, dating back to the organization of William Colgate & Co. in 1806, had used practically every form of advertising. Many forms had been rejected; others, such as newspaper and magazines, being used almost constantly.

1927. The company decided to use radio to its advantage, and the story of today is this... "WJAY certainly gets results!" Ask any of the big radio advertisers on the Avenue. They'll tell you they're using WJAY, and why.

EDITHE F. MELROSE
Manager

40,000 BOTTLE TOPS!

These were the total returns to a local contest just completed on Station WBAL.

If you too are interested in returns as well as sales, we are quite willing to be tested. Ask for full details.

10,000 Watts
BASIC NBC BLUE NETWORK

WBAL

NOW IN NINTH YEAR—Here are members of the "Palmolive Beauty Box Theatre" cast celebrating Colgate-Palmolive-Peet's eighth birthday. Left to right are Kenneth McGregor, production man; Peggy Allenby, actress; John Barclay, actor; Gladys Swarthout, soprano; Al Goodman, orchestra leader; Francia White, actress; Bill Adams, actor.
Dance tunes for the "swingiest"—brilliantly arranged and performed by Broadway's Best—free as the air.

Folk tunes—nursery tunes—songs of the masters—melodies from memories lane, that have hummed and sung and whistled their way into the minds and hearts of every living soul the world over. Hear them reborn in the subtle, swingy dance rhythm of youth.

New "pop" songs fresh from Broadway—many of them destined for "hits." Fox-trots—waltzes—tangos—topical songs. A continuous flow of sparkling new tunes in endless variety—available NOW to radio stations and advertisers through the LANG-WORTH PLANNED PROGRAM SERVICE—the largest transcribed copyright-free music library in the world.

Urgent demands from subscriber members have forced an immediate tripling of our production schedule. All music will continue to be copyright free in the U.S.

Seventy programs—over 300 separate selections—recorded and ready for immediate shipment. They include every division of musical and vocal interpretation of the world's most familiar melodies. New production schedule guarantees 120 new selections monthly.

All recordings made by R.C.A. Victor under the personal supervision of a group of radio specialists with a background of practical knowledge gleaned from long years of experience in every branch of radio entertainment.

A booklet describing in detail this exclusive copyright free music service is available...also "easy payment" purchasing plan for radio stations will be sent on request.

New double-faced audition program demonstrating the "scoops" above available at $2.50 i.o.b. New York City.

LANG-WORTH FEATURE PROGRAMS, Inc.
A DIVISION OF LANGLOIS & WENTWORTH, Inc.
420 Madison Avenue • New York
PACIFIC COAST REPRESENTATIVE
LOWE FEATURES • Russ Building, San Francisco
Nation's Radio Bill Nearly 750 Million; Census Shows 22,501,670 Radio Homes

NEARLY $750,000,000 was the cost of entertaining America by radio during 1935, according to figures cited before the Radio Club of America, New York, Jan. 18, by Dr. Orestes H. Caldwell, editor of the trade journal Radio Today and former Federal Radio Commissioner.

Some 7,780,000 radio sets and 73,000,000 tubes purchased during 1935 cost the public $867,000,000. To operate the nation's 28,500,000 radio sets now in use, listeners paid $150,000,000 for electricity, batteries, etc. and they called in service repairmen to the tune of $68,000,000, according to Dr. Caldwell.

Meanwhile $86,000,000 of "time on the air" was sold by the nation's networks and stations, and talent for these programs cost the sponsors at least $25,000,000.

Number of Radio Homes

ALREADY there are far more "homes with radio" than homes with either telephones, automobiles, or electric light, Dr. Caldwell revealed. Homes with radio sets now total 28,500,000. Of these 80% have "second sets", not counting the 3,000,000 automobile sets now on private cars, thus bringing the grand total of radio sets now in use to 28,500,000. These sets represent a past investment of over two billion dollars on the part of the listening audience.

First industry to recover from the depression, radio is now making tremendous demands on the nation's steel, copper and lumber production. During 1935, there went into radio receiving sets more than 1500 carloads of steel and 3500 carloads of lumber. Curiously, also, Dr. Caldwell remarked, makers of radio purchased a million miles of wire in sets manufactured during 1935—enough wire to reach four times to the moon.

As of Jan. 1, 1936, according to the January issue of Radio Today, 22,501,670 homes in the United States, with radio sets equipped with radios, leaving only 8,413,790 homes without radios. This compares with the census of radio for Jan. 1, 1935, of 21,455,790 radio homes, or 89.4%. The magazine's census of radio homes by states as of the beginning of this year shows:

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<th>State</th>
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That it is absolutely essential to use WSPD if they want to dominate this great market of Northwestern Ohio and Southern Michigan.

Arrange for Convention

TECHNICAL radio arrangements for the December convention at Philadelphia June 23-28, were made at a meeting in Philadelphia Feb. 24. At this meeting were Alfred Morton, representing NBC; Paul White, for CBS; G. W. Johnstone and Jack Popelke, for Mutual Broadcasting System. Arrangements for both radio and public address system at the Philadelphia convention will be made with representatives of the hall and with the Democratic Committee. John G. Leight, WCAU chief engineer, will be in charge of public address system installation at the hall.

FCC Injunction Sought

AN INJUNCTION to prevent the FCC from going through with its Feb. 5 hearing on the application of the Monongahela Broadcasting Co., headed by Leonard Leonardi, retired Washington lawyer, for a new daytime station at Rockville, Md., a few miles from Washington, was sought in proceedings filed by the company in the Supreme Court of the District of Columbia Jan. 24. The applicant had been granted a construction permit last July, but it was subsequently set for hearing. Problems on economic grounds filed by WOL, Washington, were rejected by the FCC, and WCAU, Philadelphia, claimed adequate frequency separation, and after withdrawing its protest. The company asked the court to order the FCC to allow it to proceed with construction of the station, using 250 watts on 1140 kc. Mr. Leonardi's company also is licensee of the new WMFD, daytime regional which went into operation in Janu-

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BROADCASTING • February 1, 1936
TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows in the November and December issues of National Advertising Records, those being supplemental to the lists carried in previous issues of Broadcasting:

- Casco Co., Canton, O. (foods)
- Chocolate Products Co., Chicago (beverage)
- Delco Appliance Co., Rochester, N. Y. (radio)
- Frank H. Fleer Corp., Philadelphia (gum)
- General Electric Co., (radio)
- International Magazine Co., New York
- Kaynee Co., Cleveland (men's clothing)
- Lincoln Motor Car Co., Detroit
- National Voice, Los Angeles, (temperature magazine)
- Pritchard & Constance Inc., New York (shampoo)
- Sevilla-Baltimore Hotel, Havana, Cuba
- Spencer Shoe Co., Boston
- Staley Sales Corp., Decatur, Ill. (syrup)


Lazarus & Lippe has been formed at 1500 N. Vine St., Hollywood, to do transcribed programs. They will use the sound studios of Otto K. Olsen. The principals are Miss Elsa Lazarus and Meyer Lippe, formerly of New York.

NATIONAL RADIO ADV. AGENCY, Hollywood transcription firm, has produced a second series of 100 five-minute Bell and Martha discs.

JOHN FEE, for the last six months assistant production manager for MacGregor & Sollie Inc., San Francisco transcription concern, has been made production manager, succeeding the late H. C. Connette. Fee was actively engaged in radio and radio production on the Pacific Coast for many years before coming to MacGregor & Sollie. Maurice Ganasky, Pacific Coast singer and song writer, has been appointed musical director and Ethelyn (Skip) Bookwalter, continuity writer. She is the wife of Louis Bookwalter, technical director for KALB and KOIN, Portland, Ore. MacGregor & Sollie is recording a fifteen-minute 1561 episode news serial, Hughes Reels, with Nash Hughes as narrator. Hughes is also commentator for the Langendorf Plastic serial, sponsored five days weekly over NBC-KFO stations by the Langendorf United Bakers Inc., San Francisco, McClatchy Newspapers, operating four stations in California and one in Nevada, have signed with Titan Productions Inc., San Francisco transcription concern, for its new library service which is being stocked with 1000 musical and novelty transcribed selections. Service will be released over KFBR, Sacramento KMI, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nev.

SPONSORED largely by morticians and memorial parks, Sunday Players, half-hour series of 52 half-hour radio transcriptions has been placed by Merrifield & Price Inc., Los Angeles, on KFYB, KFAR, WSMB, WCAO, WMBS, KTAT, WJSV, KXYZ and renewed on KFOX, WKBW.

CALL letters of WJNO have been assigned to Hazelwood Inc., West Palm Beach, Fla., holding a construction permit for a new 100 watt station on 1200 kc.

On the Up and Up

In brisk tempo and with loud pedal, Oklahoma's retail business got off to a flying start in January. Payrolls, employment, farm incomes and public buying mood are on the upgrade; crop prospects are the best in four years. Cash drawers that began their marked crescendo of bell-ringing last year are due for a busy spring and summer.

As selling opportunities increase in Oklahoma during the year ahead, WKY's ability to serve its audience and advertisers will increase likewise. With the completion of its new studio, WKY will shortly occupy the largest, most modern studios in the Southwest. With these new and greater facilities for service and showmanship, WKY more decisively than ever will be the standout station with audience and advertisers in Oklahoma.

KFDY

Record of Growth

is indicative of the popularity of this Pioneer Station with national and local advertisers.

Many of the largest national advertisers and advertising agencies are using the facilities of KFDY to cover the Spokane, Washington, Trade Area

REPRESENTATIVES

J. H. McGILLIVRA, 485 Madison Avenue, NEW YORK, and Palmierie Blvd., CHICAGO

WALTER BIDDICK CO., 508 Chamber of Commerce Bldg., LOS ANGELES, and 601 Russ Bldg., SAN FRANCISCO

February 1, 1936 • BROADCASTING
Advisory Group is Named
In PWA Radio Workshop

APPOINTMENT of an advisory committee to assist in the Educational
Radio Project launched by the U.S. Office of Education as
Public Works Administration (PWA) project, was announced
Jan. 27 by Dr. J. W. Studebaker, Commissioner of Education. A fund
of $75,000 has been set aside for the work, and a radio "workshop"
will be established in Washington.

At his invitation, Dr. Studebaker announced, CBS has named Ed-
ward R. Murrow, its director of talks, to sit on the advisory com-
mittee. NBC has designated Dr. Franklin Dunham, educational di-
rector. Dr. Ned H. Dearborn, dean of the division of general educa-
tion of New York University, and Mrs. Sidonie Gruenberg, director of
Child Study Association of America, New York, have also ac-
cepted Dr. Studebaker's invitation to confer with W. D. Boutwell, ed-
tor of the Office of Education, who will have charge of the project.

RCA Spots Continued

RCA RADIODRON Inc., Camden, (RCA radio tubes) has renewed the
announcement series running over numerous stations since last fall.

The new series has been en-
larged to 26 stations from Coast
to Coast. The announcements are
live and vary in length from 30
to 100 words. Except over KDKA,
and KGW, the announcements are
broadcast once a day, three days a
week; over KDKA, the sponsor
utilizes six days and on KGW it
is on seven-day schedule. The RCA
glass radio tube (the new metal
tube is not available to the re-
placement market as yet) and the RCA
checkers service, which checks ra-
dio sets for a minimum fee are
provided on the announcements.
Schedule is contracted for 13
weeks. Included in the spot cam-
paign are: WJAR, WPIL, WOAI,
KOMO, WXYZ, WEEI, WCAE,
KSTP, KGW, WSMR, WBBN,
WMAQ, WGY, W GAR, WTIC,
KFJ, WFBF, WKK, WSM, KPRC,
WPA, WTMJ, KMBC, KOA,
WHO, Lord & Thomas, New York,
places the account.

Trade Commission Action

Involving Radio Accounts

THE Federal Trade Commission announces the following stipula-
tions involving radio advertisers and broadcasters:

- If agreements by stations, either by stip-
ulations against advertisers: KNX, John
Sterling Belting Co.; WAAR, WPAB,
WBBR, WHDD, WDKC, Kato-Lek Lab-
atories Inc.; KSTP, Clark Bros. Chew-
ing Gum Co.; WDBO, Brooter's Twin's
Laboratories; WGBS, L. W. Pulsnock 4-0
Vervena Co.; WAGB, Cleveland Resol
Co.: WRDR, Boston, Freedly Remedy
Co.; KNX, Welcome Laboratories Inc.;
WTMJ, Smith Bros. Inc.; WPBC, M. I.
Church & Co.; WRAP, Herl Distribution
Co.; KEX, Kabenten Laboratories; KNX,
Dr. Lewis L. Sherman, "Clinic of the Air" and
Smad Co.; WFLA, Liftone Laboratories
Inc. 4/3 Mrs. Twins Laboratories; WKR,
Cleveland Resol Co.: KGW, Portland,
Oregon, Kabenten Laboratories (Semi-septic Lotion).
-Campbell Cereal Co. agrees to cease
claims that Made-In-New is the favorite
hot cereal, etc.

Real Silk Hosley Mills Inc. agrees to cease using phrase "custom-made";
-Music School of Music (Blinglerand)
agrees to cease claiming instruments are
given free with correspondence course of
24 lessons, etc.

Powerful Latin Outlet

SOUTH AMERICA'S most powerful
broadcasting station is the air at Buenos Aires, using the
call letters LR1 with 50,000 watts. The newspaper El Mundo is the
owner and operator RCA high
fidelity equipment is used. Plans are
under way to install short wave
broadcasting adjuncts, making the
call letters LRX on 31.32 meters
and LRU on 19.62 meters.

Sustaining Disc Series By Brookings Institution

TURNING to spot programming after
year of "Radio" and "Network RVW"
and other networks as a participant in the
National Advisory Council on Ra-
dio in Education's programs, Brookings Institution, an endowed
economic research organization, on
Feb. 1 will send the first of a series
of 25 stations to carry as a sustaining
educational feature. The programs are
semi-dramatic discussions staged at
board meeting of the mythical "Al
American Corporation" duri-
ing which economic problems as they
affect individuals, are discussed.

According to V. F. Lyons, in
charge of radio for Brookings, the
series is entirely non-partisan in
character and is offered solely as
an educational service. The brook-
ings Institution being a non-profit
and non-political organization en-
dorsed the late Robert F. Brook-
ings, Sr., St. Louis furniture manu-
facturer, and headed by Harold F. Moulton, noted economist. The masters and
president of the organization made during
the last week in January at the
plant of Radio & Film Methods
Corp., New York.

Pacific Ad Clubs Plan

C. P. MacGregor, president,
MacGregor & Sollee Inc., San
Francisco transcription producers, has
been named chairman of the radio
departmental for the annual con-
vention of the Pacific Advertising
Clubs Association to be held in San
Francisco in May. His appointment
was made by E. J. Murphy, Los Angeles, president of the Association, at the mid-winter
conference of the organization held in San Francisco Jan. 20 and 21 in accordance with
the organization's program. Mac-
Gregor's appointment was also made
by the Los Angeles Ad Club.

Lenten Radio Series

BROADCASTING through select-
ed Eastern and Midwestern sta-
tions has been added to the aug-
mented program of the Japanese
Crabmeat Association, New York
for Lenten advertising, according
to announcement by the agency in
charge of the campaign, Detroit. Noted
home economists will be featured,
including Esther Kimmel, of the
Detroit Ad Club, Mrs. Thomas
McMullen, of the Yankee
Network; Sylvia Winters of the
New England Network; and
Audrey Young, and other food authorities.

The campaign, consisting of five
minute discs, is scheduled to begin
February 1, the usual time of the
metropolitan newspaper and trade pa-
paper schedules. Programs on WOR,
WOR, WEEI, WEEI, WEEI, and
other stations. Participation pro-
grams will be used on the Yankee
and New England networks.
SIX MONTHS research by three universities in the Master Science series, launched Jan. 12 over an MBS network. The programs, broadcast each Sunday from 4:30 to 5 p.m., are dramatizations of the lives and activities of famous scientists from Archimedes down to our own. To insure scientific accuracy without sacrificing drama, the University Broadcasting Council, producer of the series, brought together a group of leading scientists from the faculties of the three universities—Chicago, northwestern, and St. Paul—which are backing the BBC's attempt to work out the best years of presenting educational material on the air, who collaborated with a staff of experienced writers and production men in the creation of the programs.

THAMES, Rochester, is continuing the True Stories of the New York State Police series under an unlimited extension of contract by Rochester Gas and Electric Corp. which, and recently conducted a survey of the program's popularity. The Monroe County Optometry Society has returned to WHAM with its Marvels of Eysight series, presented last summer, and dramatizing true stories taken from the Society's records.

WFBL, Syracuse, had 14 pages of script written for a dramatic review of the Hastings school to be presented the night of the scheduled execution in June. It is being planned to reveal further developments.

OPERATING with the local board of education and the Grand Rapids Educational Council, WASH-WOOD broadcast each morning special safety slogans and safety essays written by students of the local schools, selected by a committee appointed by the board.

CVAE, Pittsburgh, fed two Stephen Collins Foster Memorial programs into two networks at the same time, using two dramatic stars and one orchestra. Three studios and three control rooms were required. Several times changes were made during rehearsals, but the orchestra played for both programs at the same time, and control room accuracy were the main problems in sending the programs to NBC-WEAF and WBS.

YROL, Knoxville, drew an average of 5,000 calls for each of a series of dramatics during the holidays, bringing a notice from the phone company that it would be necessary to install 250 lines to handle the traffic.

POLITICAL poll conducted by FFRB, Syracuse, sponsored by Ben L. Co. revealed 350,000 of the ballots favoring a Republican presidential candidate, the remaining 50 being in favor of the candidate. Leading Republican choice was Gov. Alfred E. Landon, followed by Senator Borah and Herbert Hoover.

BACKGROUND of current news reports in the benefit of the average housewife is given by Ben Levin of WAGAR, Cleveland, on the daily Soho-Homemaker household program. Housewives are awarded two $2 prizes daily household hints used on the program.

N AMATEUR contest for its employees will be sponsored by WIP, Philadelphia, on Feb. 14 by Philco Radio and Television Co. Only advertising in the form of a notice will be allowed, the contest consisting of a series of Philco name.

OB HAPTER, program director of KRO, St. Louis, has recently made available his program schedules and found that KMOX originates 42 programs a week for the CBS network, in addition to providing 148 quarter-hour commercials and 78 quarter-hour sustaining broadcasts locally each week.

THE testimonial dinner for Harry Hershfield, humorist, staged in New York Jan. 26, was broadcast by WMCA and Inter-City stations. Among those on the guest list were Anson W. Pratt, FCC chairman; David Sarnoff, RCA president; Merlin B. Axlesworth, KKO chairman; Alfred McCoork, president of WOR, New York, and Donald Flamm, owner of WMCA, New York.

WJJK, Detroit, is broadcasting twice weekly a program of special interest to high school students, presenting outstanding athletes or coaches. The program is directed and put on by Al Nagler, sports announcer of WJJK, with the cooperation of high school sports directors.

OKLAHOMA POWER & WATER CO., of Sand Springs, Okla., on Jan. 19 started Amateur Night, a weekly quarter-hour series, Sunday afternoon, on KTUL, Tulsa. Transcription and guest artists from towns served by the company are used.

WKRC, Cincinnati, announced that it was asked by the Cincinnati Times-Star to correct an error which the newspaper had published in a story about a closed bank. The item was included in a news period.

WBT, Charlotte, N. C., will broadcast pickups from a series of Furman University alumni banquets on Feb. 4 as one of its series of educational features. Newest program of this type is the weekly program originating in the local Central High School auditorium. Among other educational broadcasts are those from Enskir College, Davidson College, Winthrop, South Carolina Economic Conference, North Carolina State College, parent-teacher periods, and addresses by Dr. W. H. Frazer, president of Queens-Chicago College. In addition to the Columbia School of the Air, North Carolina School of the Air and the annual WBT Summer School.

WMBG CBS Outlet In Richmond Virginia — New Programs Like New Products Need MERCHANDISING • Let WMBG's Efficient MERCHANDISING DEPT. SUCCESSFULLY Introduce Your Radio Program — Representatives Fugger & Anton • Chicago Hibbard Ayer • New York

Even if you are a musician, this won't make melody and even if you are broadcasting you're not reaching western montana if you're not using WMM in the St. Louis Area.

LOWEST COST RADIO COVERAGE IN GREATER ST. LOUIS.

WMMB BUTTE, MONTANA.

K GIR

Representatives

Joseph McColley • Water Ridge, Co.

New York Chicago Pacific Coast
CHARGED with the responsibility of programming and handling television broadcasts when visual broadcasting is formally introduced to the London public this spring, the British Broadcasting Corp. is facing difficulties that "are enormous and that are enough to tax the imagination and the ability of the experts who have been assigned to the task," reports Henry E. Stebbins, assistant American trade commissioner at London, in a review of current television developments in England published by the Department of Commerce.

It looks now as though public broadcasting of television in Great Britain will begin in May. Mr. Stebbins asserts, with experimental transmissions from Alexander Palace in London starting in March. The BBC must furnish programs for two different transmission systems, that of the Marconi-EMI Television Co., subsidiary of the British Marconi interests, and that of Baird Television, Ltd.

Technical Problems

Each system requires an entirely different studio technique and yet the programs transmitted by both systems must be capable of being received on the same receiver, states Mr. Stebbins. The BBC engineers have been compelled to announce again and again that the advent of television does not mean the obsolescence of ordinary radio receivers, he adds.

"As far as programs are concerned," he says, "it has been tentatively decided at first to broadcast television three hours a day, with each of the two systems on alternate weeks. Believing that the televiewer (the official word of the BBC for those who receive television broadcasts) will tire of programs extending an hour in length, the Director of Television proposes to divide the daily three-hour transmissions into three periods of one hour each, and each hourly period to be divided up into not less than four separate programs.

"It is planned to time these broadcasts as follows: One in the afternoon for women televiewers primarily, one around 6 or 6:30 for the benefit of the trade and for business men, and one late in the evening for general home entertainment. Owing to the fact that the number of private set owners at first will be very limited because, "he adds, "the and the experimental nature of the broadcasts, it is hoped that the two afternoon broadcasts will be available to the general public through trade shows and through a free 'viewing room' which the BBC hopes to establish somewhere in the West End of London. These plans will all have to be approved by the Television Committee.

"It is extremely probable that 'sponsored' programs, already authorized by the Committee in its report, will be used to take care of part of the programs. This does not mean that the BBC will sell the time on the air; it merely means that commercial firms will pay for programs and the listener will be told that such an such a program is being sponsored by such and such a firm.

"As to the types of program themselves, it is proposed to broadcast musical recitals, cabarets, film critiques illustrated by scenes from the films, illustrated descriptions of new developments in automobiles and homes (in this case, very likely sponsored), 'What's new in the shops' (also likely to be sponsored), fashion and. and and other shows, etc., etc. Undoubtedly, a fair proportion of the first programs will be made from commercial films, but it is at present very doubtful if full length feature films will be broadcast, not only to protect the interests of the cinema industry, but also to protect the eyes of the televiewer. It has been authoritatively stated by the BBC's director of television that watching a television screen for an average of five hours a week requires great concentration, and that there will have to be frequent intervals during which the eyes may rest.

What Time Is It?

"ONE FEATURE of the technique to be logical, and it will be a large flat-surface television set which will occupy the entire television screen and which will be available at home for a cent or two. This has been the expected by the BBC's director of television that watching a television screen for an average of five hours a week requires great concentration, and that there will have to be frequent intervals during which the eyes may rest.

Few, if any, plans have actually been formulated for the sale of television outside the amusements field. Sets will be too costly at first and it must be remembered that broadcasts from this first station cannot be received more than 25 miles from the Aleas. As a result, the first year will be experimental, as the member of the Committee originally advised. Additional uses and applications for television programs will be invented and developed as time goes on, and the will doubtless include installation in schools and public places, and even for educational purposes. It will be remembered that the Committee estimated the cost of television for the period (approximately year) ending Dec. 31, 1935, $100,000 (about $900,000).

"The BBC's primary function is to provide entertainment and instruction in the home. It is concerned, except indirectly with public entertainment for people on the mass. Thus the provision of television programs in the cinema theatres is not a problem with the BBC, nor will the need face immediately, although it will double come later. What does concern the BBC in this connection, however, is the attitude of the cinema industry, particularly the exhibitors who are watching developments very carefully.

"To sum up: the BBC is not all happy with the way things have developed; it is not yet ready for television yet; the problems to be solved and the obstacles to be overcome seem to increase as the day when the service will start approaches."
TELEVISION STATUS
EXPLAINED BY RCA

WIDELY published reports originating in New York to the effect that RCA has perfected a television receiving set soon to be marketed for $200, elicited a statement Jan. 23 from Austin R. Beal, chairman of RCA's television committee in charge of television experimental operations, that "television has a long way to go before it will be ready for general home service, and any report that RCA is about to market television receivers is absolutely without foundation."

It is known that RCA Victor is building several types of experimental television receivers in and around New York City when its Empire State Bldg. transmitter goes into test operation within the next few months, which may account for the published rumor. No possibility of marketing actual sets exists, however, until some kind of transmitting system is available—and visual broadcast transmission is still purely experimental.

"When RCA announced its three-point television development program last spring," said Mr. Beal, "it was estimated that it would require 12 to 15 months to build a television transmitter and a number of experimental receivers necessary to carry out the field tests. We are still engaged in that preliminary phase of the project, and obviously cannot be in a position to contemplate commercial service in the near future."

Educational Radio Body
To Hold First Meeting

THE FIRST formal meeting of the Federal Radio Education Committee was held on Dec. 18, a number of "steering committee" meetings have been held at the call of Dr. Studebaker preparatory to the observation sessions. The committee has a fund of $27,000, half of which was subscribed by the National Advisory Council on Radio in Education, and the other half on behalf of the broadcasting industry through the NAB.

Household Finance on MBS

HOUSEHOLD FINANCE Corp., Chicago (formerly Newhouse, Inc.), will return the original Sherlock Holmes program to air over MBS, without OILW, on Feb. 1, Saturdays, 10:30-11 p.m. This program has not been on the air since G. Washington Coffee Refining Co. discontinued sponsoring it over a year ago. Richard Gordon will play the role of Sherlock Holmes as formerly. Charles Daniel Frey Co., Chicago, is the agency.

APEX DRAWINGS

REMEMBER the early days of radio when most all newspapers printed circuit designs and instructions on how to build your own cat's whisker set? Those days are returning, but in ultra modern form in the Detroit area anyway.

The connection with the inauguration of its new "apex" ultra short wave broadcasting station on Feb. 1, the Detroit News operating WWJ, will print schematic drawings for those who want to build their own receivers capable of picking up the signals of the new station. That's because most of the receivers now in use will not pick up the ultra high frequencies.

The "apex" station, like those in experimental service in a score of cities, will broadcast many WWJ programs, along with sports broadcasts and educational programs. The News station will operate on 31,000 kilocycles (31.6 megacycles).

Western Auto Stores

FIRST program to be sold by NBC from its new Hollywood studios is a 13-week series for Western Auto Supply Co., Los Angeles, operating retail automobile accessory stores in Western states, through Dan B. Miner Co., Los Angeles agency. It will start Feb. 1, Saturdays at 7:30 p.m. (PST) over the basic red network plus KFSD, San Diego; KDYL, Salt Lake City; KOA, Denver, and KTAR, Phoenix. Frank Hodek, formerly conductor of the Omaha Symphony but a newcomer to radio, will be music director. William Dugan will adapt the script. Death Rides the Highway will be broadcast in the form of a "safety campaign" program. It will include dramatizations adapted from official records of highway accidents.

Oral Hygiene Series

CALIFORNIA DENTAL SUPPLY Co., Los Angeles, in January launched a radio campaign through W. Austin Campbell Co., that city, on KMTR, KNX, KFWB, Hollywood and KHJ and KFI, Los Angeles. The product is Vita-Cell, a mouth wash that has been sold to the professions for years, but is now offered to the public for the first time. It is planned to distribute Vita-Cell nationally through drug outlets with the radio campaign gradually extended to the East. The initial Southern California campaign will last three months with a staggered schedule of sponsorship to full-time programs, time signals and a few spot announcements.

Calirad Wafer Test

STERLING PRODUCTS Inc., New York (Calirad wafer) will soon start a 15-minute, five-weekly dramatic skit or an unknown New York station as a test of the wafer, manufactured by Bayer Co., a subsidiary. It is a minor vitamin, phosphorous and vitamin D have been added. This product has been made by Bayer for a number of years but this is the first consumer advertising effort. Blackett-Hammett Inc., New York, is the agency.

SAY... or DIAL... or CALL...

No matter what point you want to reach...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy...with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.
### General and Special Experimental Stations Licensed by FCC

**Pioneer Grantees of Licenses and CP’s to Probe “Very High” Frequencies or Ultra-Short Waves**

(Revised to January 21, when FCC ordered temporary suspension of further grants; see article opposite)

#### Call Letters | Licensee | City | Frequencies in Kilocycles | Power in Watts
--- | --- | --- | --- | ---
W1XEQ* | E. Anthony & Sons, Inc. | Fairhaven, Mass. | 31600, 35600, 38600, 41000 | 100
W6XAS | Julius Brantou & Sons Co. | San Francisco, Calif. | 31600, 35600, 38600, 41000 | 10
W1XEG | Connecticut State College | Storrs, Conn. | 86000-400000, 401000 | 500
W9XAZ | The Journal Company | Milwaukee, Wis. | 31600, 35600, 38600, 41000 | 500
W9XHE | Frank O. Knoll & Julian F. McCutchan | St. Cloud, Minn. | 31600, 35600, 38600, 41000 | 100
W6XGK | Ben S. McGlashan | Los Angeles, Cal. | 31600, 35600, 38600, 41000 | 100
W9XER | Midland Broadcasting Co., Inc. | Kansas City, Mo. | 31600, 35600, 38600, 41000, 86000-400000 | 50
W9XES | Midland Broadcasting Co., Inc. | (Portable—Mobile) | 31600, 35600, 38600, 41000, 86000-400000 | 50
W9XET | Midland Broadcasting Co., Inc. | (Portable—Mobile) | 31600, 35600, 38600, 41000, 86000-400000 | 1.5
W6XES* | Monumental Radio Co. | Baltimore, Md. | 31600, 35600, 38600, 41000 | 50
W9XHW | Northwestern Broadcasting, Inc. | Minneapolis, Minn. | 31600, 35600, 38600, 41000, 86000-400000, 401000 | 50
W9XPD | Pulitzer Publishing Co. | St. Louis, Mo. | 31600, 35600, 38600, 41000, 86000-400000 | 100
W9XOK | Star-Chronicle Publishing Co. | St. Louis, Mo. | 31600, 35600, 38600, 41000 | 100
W8XAI | Stromberg-Carlson Telephone Mfg. Co. | Victor Township, N. Y. | 31600, 35600, 38600, 41000 | 100
W8XH | WBEN, Incorporated | Buffalo, N. Y. | 31600, 35600, 38600, 41000 | 100
W8XAU | WKY Radiophone Co. | Oklahoma City, Okla. | 31600, 35600, 38600, 41000 | 100
W3YBY | Baltimore Radio Show Inc. | Baltimore, Md. | 31600, 35600, 38600, 41000 | 100
W8XXE | WTAR Radio Corp. | Norfolk, Va. | 31600, 35600, 38600, 41000 | 50
W8XJW | Evening News Ass'n | Detroit, Mich. | 31600, 35600, 38600, 41000 | 100
W4XCA | Memphis Commercial Appeal, Inc. | Memphis, Tenn. | 31600, 35600, 38600, 41000 | 50
W9XJL | Head of the Lakes Broadcasting Co. | Superior, Wis. | 31600, 35600, 38600, 41000 | 80
W4XBW | WDOD Broadcasting Corp. | Chattanooga, Tenn. | 31600, 35600, 38600, 41000 | 100
W8XJ* | Bamberger Broadcasting Service, Inc. | Newark, N. J. | 31600, 35600, 38600, 41000 | 1,000
W8XE* | Shepard Broadcasting Service | Boston, Mass. | 31600, 35600, 38600, 41000 | 500
W8YAW | Attala Broadcasting Company | Kosciusko, Miss. | 31600, 35600, 38600, 41000 | 100

*Also licensed as facsimile stations

### Facsimile Stations

| Call Letters | Licensee | City | Frequencies in Kilocycles | Power in Watts |
--- | --- | --- | --- | ---
W9XBD | Oregonian Publishing Co. | Portland, Ora. | 1614, 2398, 3492.5 | 1,000
W9XAG | The Journal Co. | Milwaukee, Wis. | 1614, 2398, 3492.5, 4797.5, 6425, 8655 | 1,000

#### Stations Having Both Broadcast Pick-up & Experimental Broadcast Frequencies

| Call Letters | Licensee | City | Frequencies in Kilocycles | Power in Watts |
--- | --- | --- | --- | ---
W2XDG | National Broadcasting Co., Inc. | New York, N. Y. | 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12662.5, 17310, 23100, 25700, 26000, 27100, 31100, 31600, 34600, 36600, 37600, 38600, 40600, 41000, 86000-400000, 401000 | 5,000
W6XHG | National Broadcasting Co., Inc. | New York, N. Y. | 25700, 26000, 27100, 31100, 31600, 34600, 36600, 37600, 38600, 40600, 41000, 86000-400000 | 150
W6XL | National Broadcasting Co., Inc. | Bound Brook, N. J. | 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12662.5, 17310 | 100,000
W6XBS | National Broadcasting Co., Inc. | Chicago, Ill. | 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12662.5, 17310, 23100, 25700, 26000, 27100, 31100, 31600, 34600, 36600, 37600, 38600, 40600, 41000, 86000-400000, 401000 | 2,600
W1XAK | Westinghouse E. & M. Co. | Chicopee Falls, Mass. | 1614, 2398, 3492.5, 4797.5, 6425, 8655, 12662.5, 17310, 23100, 25700, 26000, 27100, 30110, 31100, 31600, 34600, 36600, 37600, 38600, 40600, 41000, 86000-400000, 401000 | 50,000
W8X1 | Westinghouse E. & M. Co. | East Pittsburgh, Pa. | 23100, 25700, 26000, 27100, 30110, 31100, 31600, 34600, 36600, 37600, 38600, 40600, 41000, 86000-400000, 401000 | 20,000

#### Special Experimental Stations Operating as Broadcast Stations on Experimental Basis

| Call Letters | Licensee | City | Frequencies in Kilocycles | Power in Watts |
--- | --- | --- | --- | ---
W1XKA | Westinghouse E. & M. Co. | (Portable—Mobile) | 31600, 35600, 38600, 41000, 55500, 60500, 86000-400000 | 50
W9XKA | Westinghouse E. & M. Co. | (Portable—Mobile) | 31600, 35600, 38600, 41000, 55500, 60500, 86000-400000 | 50
W8XKA | Westinghouse E. & M. Co. | (Portable—Mobile) | 31600, 35600, 38600, 41000, 55500, 60500, 86000-400000 | 150

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**JANSKY & BAILEY**

National Press Bldg.  
WASHINGTON, D. C.

An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting
Enter the ‘Apex’ Broadcasting Station

Pioneer Applicants Get Experimental Permits to Study Local and Other Ultra Short-wave Potentialities

TUCKED away rather obscurely on page 27 of the FCC’s recently published annual report is the beginning of a paragraph statement covering the special and more controversial of the so-called “experimental broadcast” services which, actually, is a sort of preliminary report on that new and increasing class of stations unofficially called “apex.”

Several dozen construction permits for experimental stations in the general experimental classification have been issued during the last year by the FCC, mostly to concerns already engaged in regular broadcasting, and reports are already beginning to come in to FCC engineers about results achieved in the “very high” frequency bands assigned to them, more popularly known as the ultra short-wave band.

The significance of these “apex” experiments (the term is still unofficial, but it seems to be indicating the extremely high radiating points required for a transmitting installation, though it is not very descriptive of the extreme nature of the experimental area of the new class of stations) is suggested by the FCC’s report: “Thus when television is introduced in the very high frequency areas, experimental broadcasting has continued to develop; however, the full possibilities of the frequencies for experimental broadcasting are developing slowly due to the very limited primary service area and the fact that they do not have the characteristics that they serve a small area and beyond this range no interference will be caused to other stations. This is different from the situation characteristic of experiments on the regular broadcast frequencies (550 to 1,500 kc.) which have a moderate primary service area but the signals continue for hundreds of miles so that their interference range is enormous compared with the primary service area. Due to this characteristic of the experimental stations, it has been considered that they offer a means of supplying them with a local service for the centers of population with frequency assignments duplicated at relatively low mileage separations. The individual stations would serve only a few miles, probably in the order of 2 to 10 miles depending upon the power, location of the transmitter, its efficiency, and the radio propagation characteristics of the surrounding terrain.”

What Is Being Done

In broadcasting circles, the question naturally has arisen: Will the ultra short waves (about 2 to 100 kc., or below 10 meters) eventually be opened up for an entirely new class of purely localized stations capable of communicating with those now carried on the 550-1,500 kc. channels?

The question cannot be answered at the present time, for the FCC engineers themselves don’t know. This much only is known: That the term “apex” or “ultra short-wave” is used for experimental operation on the ultra short-wave frequencies. In the tables and charts on page 25 of the FCC’s annual report, the ultra short-wave frequencies, as indicated on the next page, have been granted without hearings for the purpose of learning the efficacy of those channels.

THE PROSPECTS of ultra short-wave broadcasting of sound, facsimile and television have aroused intense interest in technical broadcasting circles. Assigned to the experimental “very high” frequencies already are a score or more of stations, largely operated by existing broadcasters and especially by newspaper station operators. This article and the tabulation on the opposite page are intended to set forth in non-technical fashion the purpose and hope of the experimenters. In later issues, Broadcasting expects to be able to carry reports by the actual experimenters and by FCC authorities on their practical findings in short-wave bands.

General rules have been written, and are now being revised by the FCC as part of its new rules and regulations, soon to be published, but have lengthened to encourage the experiments in order to open up these channels eventually for experimental broadcasting.

The FCC Broadcast Division, however, at its Jan. 21 meeting decided to grant no more “apex” channels until the new regulations specifically applicable to them can be completed by its engineers. Rather, Grant, of the experimental broadcasting Co., operating WHEF, Kusciukso, Miss. The FCC’s suspension of grants for the time being was decided upon to curb the deluge of applications in prospect, most of which are expected to win favorable action, but within the terms of the new regulations.

Interference Effects

MOST OF the companies securing the CP’s, some who are licensed for several months and are already submitting technical reports, will be receiving not only in the local service possibilities on the “very high” frequencies but in building up field test reports which may make their way easier when television and facsimile come. Television, it is well known, will be assigned to the “very-high” or ultra-short wave lengths, and its sound tracks will be on adjacent ultra-shorts rather than in the present broadcast band. Thus when television sets ultimately find their way to the market, they will be combination long, short and ultra-short wave receivers—truly “all wave” sets—and they will be capable of tuning in these waves.

In its most aspect, assuming a high degree of success by present experimenters, it would seem that an unlimited number of hundreds and perhaps thousands of additional local broadcasting stations may ultimately be available on the ultra short-wave band.

So far the reports from stations already in operation—such as the Milwaukee Journal; W9XZ, of the Buffalo and W9XZ, of the Milwaukee Journal; W9XZ, of the Buffalo and W9XZ, of the Buffalo News; W9XP, of the Pulitzer Publishing Co., St. Louis; W9XAS, of Julius Brunton & Sons Co., San Francisco; and W9XAI, of the Stromberg-Carlson Tel. Mfg. Co., New York—are interesting, especially since the special “apex” programs every Sunday afternoon from 1:30 to 2 o’clock. The reports are promising in high-frequency transmission, technical data and other information that appeals to amateur operators and the FCC. They are interested to receive the signals. W9XAI reports having been heard as far away as Salt Lake City.

Pending publication of its new rules and regulations, the FCC is passing out to all interested in “apex” stations a four-page bulletin pointing out what are the various experimental services and what is required to license them. Applications may be bona fide experimenters technically and financially qualified. The various classes of frequencies which are set forth, any or all of which may be requested by qualified applicants interested in general research.

“All applicants,” says the bulletin, “who desire to operate experimental stations in accordance with the foregoing should submit with their applications a supplementary statement confirming their understanding of the facts and that they are willing to submit to the experimental basis only, and that the granting of this authority may not be construed as a finding on the part of the Commissioner that the frequencies requested are believed to be those within the very high frequency range but that they will eventually be so allocated.”

Wide Tuning Range

Despite this restriction, many broadcasters are investing in this form of broadcasting with the idea of (1) whether the ultra-shorts are feasible for localized broadcasting; (2) to build up field reports on the ultra-short waves generally so as to be prepared for television and facsimile, which will inevitably be assigned to the extremely high frequencies; and (3) to contribute to knowledge of the ultra short-wave art as pioneers and thus to be prepared to qualify for the new range of the spectrum when such an opportunity presents itself. Sharply defined characteristics of these waves, according to reliable reports, is at present a virtual impossibility, due to the fact that there is a considerable latitude in band widths in the general experimental miscellaneous class of stations, which are now listed as being from 31,600, 35,600, 38,600 and 41,000 kc., with the 36,000-400,000 kc. band. The FCC has just completed its report on 36,000-400,000 kc.

Whereas ordinary broadcasting in the 550-1,500 kc. band is spaced 10 kc., no definite spacing is fixed on the ultra-shorts because wide tuning is a characteristic of the super-

(Continued on page 62)
WLB, Chicago
Earth Fertilizer Company, Hampton, Ia., 13 sp, thru Lazarus & Salomons, Chicago.

WHK, Cleveland
Remington Rand Inc., Cleveland (business machines), 5 weekly sp thru Cleveland-Sanford Adv. Co., Cleveland.
Deisel-Wenner-Gibert Corp., Detroit (Studebaker-Peugeut) 2 daily sp and 2 sp to S. M. Epstein Co., Detroit.

WJBK, Detroit

SOS Co., Atlanta, 6 sp, thru Bozell & Pennebaker, Atlanta.

KNX, Los Angeles
Artison-Fisher Tobacco Co., Louisville (cigars, cigarettes), 30 sp, thru Kenyon & Eckhardt Inc., N. Y.
Kester Solder Co., Chicago (solder mender), 4 sp, thru Aubrey, Moore & Wallace, Inc., Chicago.

Bath & Body Works, New York (Bath Products), 5 weekly sp, thru H. M. Kiesewetter Agency, N. Y.

La Choy Food Products Inc., Detroit (chop suey, cheoy mein), 3 sp, thru N. W. Ayer & Son Inc., N. Y.

Japan Crab Meat Assn., Chicago, 2 weekly sp, thru Mapox Inc., Detroit.

KFEQ, St. Joseph, Mo.
Willard Tablet Co., Chicago (proprietary), 20 sp, thru First United Bank, St. Louis.


WKB, Lincoln, Neb.

Max Mehl, Fort Worth (old coins), 5 sp, thru Grumbach Brand Co., Chicago.

U. S. Biscuit, Inc., Denver (cookies), 5 sp, thru Bozell Inc., Omaha.


WGN, Chicago

Minesota Valley Canning Co., La Salle, Minn. (vegetables), 30 sp, thru Leo Burnett Co., Inc.

Pen Tobacco Co., Wills-Barre, Pa. (Kentucky Winners cigarettes), 20 sp, thru Ruthrauff & Ryan Inc., N. Y.

Chevrolet Motor Co., Detroit (automobiles), 20 sp, thru Campbell-Ewald Co. Inc., Detroit.

WDBO, Orlando, Fla.


Standard Oil Co., Savannah, N. C. (proprietary), 6 weekly sp, direct.

WENR, Chicago
Chicago & Northwestern Railway, Chicago, 2 sp, thru Caples Co., Chicago.


WAGM, Presque Isle, Me.

The Business of Broadcasting
Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Notes; From the Stations

STATION ACCOUNTS
WZV-WSBA, Boston, Springfield

Arabian Coffee Co., Boston, 2 weekly sp, thru Forrest B. Makeinieke Inc., Boston.
Plymouth Rock Gelande Co., Boston, 2 weekly sp, thru John M. Queen, Boston.

Stieeler Co., New York (windshield ice remover), daily sa, thru Humbert & Jones, N. Y.

Foley & Co., Chicago (Honey & Tar company), 12 weekly sp, thru Lauerson & Salomene, Chicago.

WMAQ, Chicago
Chicago & Northwestern Railway, Chicago, 2 sp, thru Ruthrauff & Ryan Inc., N. Y.

Foster Bros. & Co., Ottumwa, Ia. (Red Heart dog food), 13 t, thru Hurler, Hurst & McDonald Inc., Chicago.


KGLH, Billings, Mont.

Studebaker Corp., South Bend, Ind. (autos), 4 weekly t, thru Roche, Williams & Cunningham Inc., Chicago.


WHAM, Rochester

Bunte Bros., Chicago (candy), 3 weekly sp, thru Fred A. Robbins Inc., Chicago.

Bulova Watch Co., New York, 2 daily sa, thru Billow Co. Inc., N. Y.

Florida Citrus Commission, Lakeland, Fla. (fruit), 110 sa, thru Ruthrauff & Ryan Inc., N. Y.

KADA, Ada, Okla.

French Lick Springs Hot Corp., French Lick, Ind. (mineral water), 20 t, direct.

From the Brooklyn Eagle "Signor insists on this arrangement ... he claims that his voice is best in the bath."
NETWORK ACCOUNTS
All times EST unless otherwise specified

New Business
OWEY'S Inc., Chicago (Dari-Rich Foods) 3-9:45 p.m. on 9 NBC-WCAE stations, Mondays, 1:30-7:45 p.m., Thursdays, 2:15-7:45 p.m., Agency: Russell C. Kramer Adv. Co., Chicago.

ATIONAL ICE ADV. Inc., Chicago (natural ice) on Feb. 11 starts mornings on 55 ABC-WTOC stations, 10:10-11:30 p.m.; Agency: Donut & Coe Inc., N. Y.

FIELIATED PRODUCTS Inc., Chicago (Louis Phillips' ice cream) Jan. 22 started Paris Night Life on 7 NBC-WJZ stations, 11:57.30 p.m., repeat at 11:15.5 p.m.; Agency: Blackett-Sample-Hum- bert Inc., N. Y.

ERIAN TOBACCO Co., New York (Lucky Strike cigarettes) on Feb. 11 started Heartfelt on CBC-WEAF stations, Tuesdays, 10-11:30 p.m.; Agency: Lord & Thomas, N. Y.

OWN OVERALL MFG. Co., Cincinnati, on Feb. 13 starts musical program on MBS, Thursdays, 7:45-8 p.m.; Agency: Kastor & Sons dv., Inc. Inc., Chicago.

HUSEHOLD FINANCE Corp., Chicago (loans) on Feb. 13 starts a 13 weeks series on WNAB, 9:00-10:15 p.m.; Agency: Peddar & Ryan Inc., N. Y.


ROTER & GAMBLE Co., Cincinnati, on Feb. 11 starts a 13 weeks series on the Townend Plan, on 8 California BS-Don Lee stations, Sundays, 11-12 a.m. (PST); Agency: Frank E. Cox Radio Adv., Oakland, Cal.

DGE REVOLVING PENSION ltd., San Francisco (political) on Feb. 15 starts Upbeat Boys on 2 CBS stations, time varies; Agency: Young & Rubicam Inc., N. Y.

LD DAY REVOLVING PENSION ltd., San Francisco (political) on Feb. 16 starts a 13 weeks series on the Townend Plan, on 8 California BS-Don Lee stations, Sundays, 11-12 a.m. (PST); Agency: Frank E. Cox Radio Adv., Oakland, Cal.

ACIFIC GUANO & FERTILIZER Co., Berkeley, Calif., a special on Feb. 2 starts a 13 weeks series on 9 NBC-WCAE stations, Sundays, 7:30-8 p.m., (PST); Agency: Toscaske-Elliot Inc., Oakland, Cal.


ewal Contracts

ners, Los Angeles.

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & SLEININGER, Inc.
National Representatives

February 1, 1936 • BROADCASTING

WESSON OIL & SNOWDRIFT Co., San Francisco (Wesson Oil & Snowdrift) on Jan. 27 renewed for 15 weeks Hawton House on 6 NBC-KPO stations, Mondays, 9:30-10 p.m. (PST); starting February 25, Fridays, 7:30-8 p.m. (PST); Agency: Fitzgerald Adv. Agency Inc., New Orleans.

ERRY FLOY P. Co. (Division of General Mills), San Francisco, (pancake and waffle flour) on Feb. 5 renewed for 4 weeks in Martha's Meade on 6 NBC-KPO stations, Tues., Thurs., and Saturdays, 7:30-8 p.m. (PST); Agency: Westco Adv. Agency, San Francisco.


Zotos on CBS Network
SALES AFFILIATES Inc., New York (Zotos permanent hairdress) will take a coast-to-coast network for the first time using 51 CBS stations beginning Feb. 23, Sundays, 6-6:30 p.m. Phil Spitalny and his 35-piece all-girl orchestra will play for the Zotos Grey Adver- Agency Inc., New York, place the account, which is booked for 20 weeks.

Check your
Dun and Bradstreet Business Is Good in MISSOULA MONTANA
1000 Watts KGVO 1260 KHz

START NOW FOR EASTER:
"The Ober-Ammergau of the Air"

HERE ARE RADIO'S BEST
BIBLE DRAMA!

"Immortal Stories from the Book of Books": 52 superb hour-long biblical transcriptions, En- dorsed by all churches. Time- transcriptions on 8 CBS stations, Midnight to 12 a.m. (PST); Agency: Kroll & Krissoff Inc., Philadelphia.

"Unprecedented BAKERY": Chicago (bread) on Feb. 15 starts a 13 weeks series on 9 NBC-WCAE stations, Mondays, 9:30-10 p.m. (PST); Agency: Tomaszke-Elliott Inc., Oakland, Cal.

ERNING AUTO SUPPLY Co., Los Angeles (auto accessories) on Feb. 1 starts a 13 weeks series on 9 NBC-WCAE stations, Thursdays, 9:30-10 p.m., repeat at midnight. Agency: N. W. Ayer & Son Inc., N. Y.

PACKARD MOTOR CAR Co., Detroit, on Feb. 15 renewes Packard Fiets on NBC (KPO-KFI), Saturdays, 9-9.30 p.m. (PST); Agency: Young & Rubicam Inc., N. Y.


URINE Co., Minneapolis (eye wash) on Feb. 27 renewed for 4 weeks Let's Listen to This on MBS (WOR, WGN, CKLW, WAAB), Tuesdays and Thursdays, 8:30-9:45 p.m.; Agency: Neisler-Yeroff Inc., Chicago.


Network Changes
MARUS & BRO., Co., Richmond (Edgeworth tobacco) shifts Cora Col Pine Club to NBC-WJZ network, Wednesdays, 9-9:30 p.m.

TEXAS OIL Co. shifts to musical program.

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AGENCIES AND REPRESENTATIVES

DOUGLASS ALLEN & LELAND DAVIS, Inc., new Cincinnati agency, has been formed by the former president and vice president of the old line Procter & Collier agency which has been liquidated. The new firm has taken over a number of Procter & Collier accounts, including Crosley Radio Corp.

CLIFFORD F. BROEVER, formerly account executive and radio director of Oakley R. French Inc., St. Louis agency, has opened an agency in St. Louis under his own name.

ROY S. FROTHINGHAM, sales promotion and research counsel, San Francisco, has moved his offices from the Hearst Bldg. to the One Eleven Sutter Bldg., in the same building with NBC.


J. L. SUGDEN ADV., Co., Chicago, has opened a New York branch, at 420 Lexington Ave., with Robert Collins as vice president in charge.

J. WALTER THOMPSON CO. will close its Cincinnati branch Feb. 1, with Howard Henderson, manager, being transferred to the New York office.

A. H. STOCKWELL and James H. Coohey have been transferred from the N. W. Ayer & Son business office in Philadelphia to the New York radio department of the agency.

REESER, ROSSITER & Co., Inc., has been formed at 444 Madison Ave., New York, by the merger of Thomas II. Reese and Ralph Rossiter agencies.

WILLIAM GAINES has resigned as director of publicity for Keayos & Eckhardt, Inc., New York agency.

BERNARD LICHTENBERG, formerly vice president and a director of the Alexander Hamilton Institute, and former president of the ANA has opened offices in the Graybar Bldg., New York, as a public relations counsel. He is taking over the clients of John W. Darr, public relations counsel, who has just been elected vice president in charge of public relations and advertising for Commercial Investment Trust, Inc.

HERBERT L. (Hal) ROSSEN, for the past year radio account executive with the Scholits Adv. Service, Los Angeles, has been appointed head of the J. Walter Thompson Co. press bureau in San Francisco. He succeeds Walter B. Martin who has gone over to the Berkeley (Cal.) Community Chest as publicity director. Arthur Farlow, account executive, who recently joined the San Francisco offices of the agency, coming from Argentina, has been transferred to St. Louis as manager of the Thompson Co. offices. Kelsey Denton succeeds Farlow in San Francisco, having been transferred from the New York offices.

WALLACE ELLIOTT, radio account executive of Tomashke-Elliott Inc., Oakland, Calif. agency, and Jack Mackin, NBC musical conductor, San Francisco, have collaborated in writing two new songs, I Must Be Crazy Over You and Flatttering.

DONALD A. BREYER, radio account executive of Siegal-Fischel Adv. Agency, San Francisco, is the new NYC Hollywood representative appointed by the Joseph Magnin Co. (women's apparel), that city, over NBC-KPO, Sundays, 4-5 p.m., where he has replaced Cliff Engle, NBC announcer, who formerly had the assignment.

XEMO, Tijuana, Mex., has opened a Los Angeles sales office in the Insurgente Bldg., in charge of William Richard, formerly of the sales staff of KIEV, Glendale, Cal.

TOD DAHL, Los Angeles orchestra leader, in January joined the Allied Advertising Agencies, Los Angeles, as a radio account executive.

NED B. ABBOTT, for many years one of the officers and principal owners of the Randall Co., St. Paul printers, has resigned to become associated with McCorde Co. Inc., Minneapolis advertising and marketing organization.

EMIL BRUSCHIER, president of Emil Bruscher & Staff, San Francisco agency, is on his annual trip to Chicago and New York to transact with the Van Camp Sea Food Co. He will return Feb. 12.

MRS. ERMAL P. PROBETZ, vice president and manager, Gardner Adv. Co., St. Louis, was in San Francisco in January to confer with officials of its affiliated agency, Botsford, Constantine & Gardner, on radio activities for the Pet Milk Sales Coro. account.

JOHN B. BLAIR, who left his position as national and western representative for the American Radio History Institute, has joined the staff of Trans-City Public Relations, New York, as a public relations counselor to R. W. Proctor & Co., New York branch.

JAMES L. FREE, president of Free & Kleininger Inc., radio station representatives, and Mrs. Free left Chi- cago Jan. 31 for Miami Beach. While their plan is to spend most of their time in Florida, Mr. Free expects to stop off on route at some of the southern stations represented by his firm, returning to Chicago about the middle of February.

Isaac Joins Blair

GEORGE F. ISAAC, who resigned Jan, 16 as director of radio for Lord & Thomas, Chicago, on Feb. 15 will join John Blair & Co., station representatives, as manager of the Chicago offices.

Mr. Isaac was formerly commercial manager of WGN, Chicago, and before that was in the advertising department of the Chicago Tribune. The move leaves John Blair, president, free for his general duties as head of the organization and for personal contact with the stations the concern represents.

Lord & Thomas Changes

Its Chicago Radio Staff

RECOGNIZING the division of duties of an agency radio department, Lord & Thomas, Chicago, has named Basil Loughrane as program director, with responsibility for the creation and introduction of programs, and M. Lewis Goodkind manager of radio services, with supervision of matters pertaining to facilities, contracts and publicity. These appointments, effective at once, follow the resignation of George F. Isaac as radio director, who on Feb. 15 becomes head of the Chicago office of John Blair & Co.

Mr. Loughrane came to Lord & Thomas two years ago from NBC. At present he is in charge of programs and promotion of Mary Mar- tin programs sponsored by Kleenex, and is acting as guest announcer on both the "Sinbad" and "Pearce" programs for Pepsiost. Mr. Goodkind has been with the agency since 1926, recently as public relations director. Herbert Butter- field, formerly managing director of the Ft. Wayne civic theatre and lecturer in speech at Indiana Uni- versity, will join the radio depart- ment of Lord & Thomas, Chicago, on Feb. 3 as assistant to Mr. Loughrane.

NEW YORK'S METRO- POLITAN AREA IS A VARIETY OF NATION- ALITIES—EACH OF WHICH IS A BUYING MARKET IN ITSELF.

WBNX—New York

Write For Booklet "Market Coverages"

Broadcasting in EIGHT languages besides English WBNX says: "speaks the language of your prospect".

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RADIO TRANSCRIPTION COMPANY

HOLLYWOOD OFFICE

OF AMERICA, LTD.

CHICAGO OFFICE

1509 N. Vine Street ● 666 Lake Shore Drive

BROADCASTING • February 1, 1936

MARKS THE SPOT

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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.

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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
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Radio Advertisers

Jason Au & Magenheimer
A leading manufacturer of 105 Chando transcriptions thrice weekly on WJZ, New York, a dealing retail with Earnings-Young Inc., Hollywood transcription firm.

Anta Fe Trail System, Wichel (bus line), used its radio along with its other media, has named Potts-Turnill Co., Kansas City, as its agency.

B. W. England Telephone & Electrophonic, Inc., formerly known as a network of 50 one-minute transmissions with "do you remember" come on KFSD, KDB, KFI, KECA, KJF, KFBB.


Lessner Co., Findlay, Ohio (keenaving cream) is advertising through Manson & Dall Inc., Chicago.


Ostom Yarnish Co., Everett, Mass., is placing its account with Edmond Co., Boston.

Maha Flour Mills Co., Oma.
Nce, has named Burns-Hall Adv. Agenc.
Y, Milwaukee, to service its account.


B. N. Stetson Co., Philadelphia, has named Kenyon & Eckhardt Inc., New York, as its agency.

Whit Products Corp., Atlanta (Thomas' meat sauce), is advertising through Gottschald-Humphrey Co., Atlanta.

Reeman Shoe Corp., Beloit, Wis., has appointed Erwin, Wasey & Co., Chicago, as its agency.

Sota Chemical Co., Arcadia, Wis., is advertising through Raymond Powell & Co., Memphis.


Ranscontinental & Western Airway, Kansas City (air transport) has named Wm. Esty & Co., New York, to service its account.

Auction Sale of KWKC Is Deferred for 30 Days

A 30 DAY postponement of the auction of KWKC, Kansas City, at auction to satisfy delinquent Federal taxes, has been arranged pending an appeal of the case to the U. S. Board of Tax Appeals. The station posted a bond of approximately $32,000, or double the amount of the delinquency to procure the stay. The station was scheduled to go under the hammer on Jan. 22 because of alleged income tax delinquencies due from Wilson, Duncan, station licensees from 1928 to 1932. The station operates on 1590 kc, sustained hours, with 100 watts.

Also having a bearing on the KWKC case was the report of FCC Examiner Hyde on Jan. 22, on an application for the KWKC facilities. Recommending denial of the application, a judgment of abandonment was rendered by the FCC, on a hearing of the renewal application of KWKC. Mr. Hyde, however, did not make a finding on the renewal application of KWKC, but instead recommended that it be set down for further hearing "to determine whether the licensees [have] consented or is attempting to transfer his license or the rights thereunder to another party and pass upon the consent of the Commission."

Richfield on 17 Stations

Richfield Oil Co., New York (oil products) will return to the air March 2, with a WBSA quarter-hour transistor series featuring the Spring Adventures of Jimmy Allen. The discs will be broadcast thrice weekly over 17 Eastern stations. The series will be on the air four months, sign off for the summer and return in the fall. With the start of the disc series Paramount Pictures is scheduled to release the film "Sky Parade," based on the adventures of Jimmy Allen.

Stations in the campaign are WHN, WAC, WEA, WMS, WBEC, WAGC, WGY, WAFB, WHAM, WBEN, WOB, WGBI, WHP, WCAU, WESG, WMFF, WNBF, Fletcher & Ellis Inc., New York, placed the account.

Time Marches On

Remington Rand Inc., Buffalo, and Time Inc., New York, have renewed the five weekly March of Time series for the week of Feb. 3, again postponing the return of Time's weekly half-hour programs. Batton, Barton, Durstine & Osborn Inc., New York, is the agency.


Carol Irwin, formerly radio director of Pedlar & Ryan, New York, has been appointed chief of radio continuity of Lennen & Mitchell, New York.
of the costs for music performances.

A number of stations, it is understood, had not yet rejected renewal of their ASCAP contracts under the ultimatum delivered by ASCAP Jan. 15. Among them were a group of newspaper stations which presumably has assurances that they would be accorded the privilege of signing the preferential newspaper contracts which they had spurned heretofore. Moreover, it was reported by John Shepard Sd, president of the Yankee Network, had not signed, but instead intended to negotiate an ASCAP royalty based on a newspaper form of contract rather than on the straight 5% plus sustaining fee.

A breach developed on the ASCAP extension with KFWB, Los Angeles, owned by Warner Bros. Gerald King, manager of the station, informed ASCAP he would accept the five-year extension but felt it involved dues beyond the manner in which the extensions were offered. To this ASCAP replied it did not wish KFWB to accept the contract under any feeling of "duress or coercion" and that it did not regard the station as a "desirable" one. The station then was informed that any infringements would be prosecuted.

Mr. King, on the other hand, contended that KFWB was offered a five-year extension along with all other stations, and expected it to be delivered. The station since Jan. 15 has continued to play ASCAP music. Mr. Mills announced Jan. 28 that the station's license had been renewed for the five-year term.

Tin Pan Alley, staggered by the developments in the music situation, was rife with reports that ASCAP might not tolerate the situation; hence, five-year contracts renewal it procured from its music publisher, except the Warner houses at the end of the year. E. C. Mills, ASCAP general manager, on Jan. 24 denied a report that five houses had already withdrawn from the Society. Despite this, there was much speculation on what number of important publishing houses would do about ASCAP. There included Jack Mills, G. Schirmer, Leo Fiest, Marks, and Fischer, which among them last year controlled about 40% of the ASCAP performances over radio. Warner performances last year amounted to about 19% although they controlled between 25 and 40% of the totalASCAP catalog.

Whether there should be an eventual "tie-up" of "per piece" or "measured service" as the method of paying for music performances rating as a major ASCAP royalty basis, probably will be the focal point of the NAB board discussion. The member stations three-month contracts with Warner held by the 240 independent stations provide that an acceptable piece method shall be enforced upon termination of these contracts. Catalogs of Warner music are promised by Feb. 1.

The networks have been unalterably opposed to "per piece" as unworkable and probably much more costly. The networks, however, have been opposed to the proposition of passing the copyright charge on the advertising, which Mr. Baldwin and his "advisory committee" group propose as an ultimate solution.

There was a significant hint of a possible change in the attitude on the part of the networks. At NBC, Leonard Rex Lohr, new president, personally has become identified with the copyright problem. Considerations have been given to working out of per piece as the culmination of a "five-year plan," to begin when current ASCAP contracts expire in 1941—provided there is an ASCAP then.

Why Publishers?

ON ONE major point, networks and independents are in thorough agreement: there is no infringement of an unnecessary factor in the copyright situation who is procuring his tribute amounting to approximately half of the total royalty revenue without contributing to the availability of music. In other words, it is felt that the publisher has been outmoded and is no longer needed yet is forcing payment. To do so amounts to the composition and writer, who do the

creative work, may get a vast amount of revenue.

A new crisis, of course, will develop March 31 when the temporary Warner contracts terminate. There is no assurance that the pence basis stipulated in the temporary contracts will be worked out by that time. In such an event it is possible that extensions of the temporary contracts will be negotiated.

The initial copyright litigation was not the Warner actions, but a suit against Warner by ASCAP against NBC, operated by the city government. Filed Jan. 14, they asked for a declaratory judgment against NBC, Warner, or any NBC licensee, house so the station might be released of possible copyright difficulties. The suit filed in the Southern District Court for the Southern District of New York, as was the franchise suit against the NBC networks and stations. Strangely enough, it is this same court that is trying the anti-trust suit brought by the Department of Justice against ASCAP.

WNYY Sues Warner

THE WNYY suit brought from Mr. Starr a protest to Mayor La Guardia. On Jan. 22 he said that Warner would license WNYY for its music and such an application is made. It is brought in connection to the suit of Warner to charge any fee for performance of its music over WNYY and in any municipal, religious, educational and charitable organizations which do not operate.

The good offices of the Mayor were requested to bring about an amicable solution.

It was Jan. 17 that Warner through its counsel, Wittenberg & Wattebury, of New York, brought the initial batch of alleged infringement claiming the right to a minimum of $5,000 or the innocent infringement dam ages of $50 per number. Remick brought NBC for allegedly performing Put on Your Old Gray Bonnet on Jan. 1, 1936, the very first day of the operation of the Warner houses from ASCAP. Harms Inc. sued CBS for purposed use of God's Red-Headed You. A third suit—and perhaps the most comprehensive—was filed by M. Witmark & Sons, against WHN, Schenley Products Inc., sponsor of the program, and William J Rankin, New York agency for Schenley, for Like Mountain Music. A similar suit, involving sustaining use of the same number was filed by Witmark against WMCA.

The following week Witmark filed a suit against WWNEW, New York, alleging infringement of a suit on Jan. 4 by performance of Lullal of Broadway and Remick filed suit against the same station for pur ported rendition of Canadian. Later that day, WJO, Philadelphia, was sued by Remick for alleged performance of Canadian Capers on Jan. 1.

A second suit making an adver...
MONDAY in every detail, KROW, Oakland, Cal., dedicated its installation in the Radio Center building, 404 19th St., on Jan. 12. Utilizing 400 square feet of space for studios and executive offices, KROW has taken the entire second floor of the building. Modernization dominates with the latest indirect lighting in the three studios, sales and executive offices. All equipment is especially designed by G. E. (Bud) Borden, radio engineer, assisted by Ted Binder, chief studio technician, and built by the Reulean, KROW, San Francisco, high-fidelity speakers, amplifier and speech input equipment. RCA high-fidelity transmitters and Western Electric microphones have been installed. A feature of the new station is its electric kitchen studio which is supervised by Arlen Betty Colon, formerly in charge of its press room, economics department of WHK, Cleveland. Station is headed by H. P. Osgood, former manager of the Educational Broadcasting Corp., of Oakland, which owns and operates KROW. Scott Weekley is production manager. KROW also maintains studios in the Bellevue hotel building, San Francisco.

LUCKLESS GRINS—Snapshot of radio group on recent Chesapeake Bay fishing voyage, during which they caught 23 non-edible toadstool, and nothing more except a four-inch trout which won the pool for Robert Corr, KSD engineer in the group, left to right are Paul S. Segal, Washington attorney; Ted Smith, New York representative of RCA Victor, and Harold Rough, the "Hired Hand" of WBAP, Fort Worth. Recipient in rear is a glimpse of I. H. Baker, RCA Victor equipment sales chief: the others on the expedition were back of camera.

WMT, Cedar Rapids - Waterloo, Ia., recently completed tests on a new directional antenna system to be put in operation shortly. Two International Army 412-foot vertical radiators, located on the WMT 120-acre tract northeast of Marion, Ia., comprise the system. WMT has recently installed a General Radio Co. transmission monitoring assembly, which enables the engineers to make complete tests on the studio and transmission equipment.

KTAT, Fort Worth, has placed its vertical radiator in service, being the second SBS station to adopt this type of antenna since the first of the year.

WVLY, Rutland, Vt., has moved into a new studio. KOIL, Omaha, is originating programs for all the major radio stations in the area. At each weekly KOIL feeds these stations a program. Furnishing talent and facilities, KOIL originates programs for the Omaha Baking Co, which is sent to WOW, Omaha. The program also carries on two to three exchange programs.

Three stations comprising the Central States Broadcasting Co. - KOIL, KFAB and KFOR. Another local station, WAAW, carries the Omaha Police Co. broadcast, which originates at KOIL.

FINAL arrangements have been made for the formal opening of the new St. Joseph College of Radio College, WTTA, St. Louis. The college will be held Feb. 9 at Green Bay, WTTQ, which has recently been leased and moved to Green Bay from Eau Claire, Wis., and its programs, as well as those of WSHB, will emanate from the latter's studios in Green Bay.

AS A RESULT of the success radio played in his recent marathon campaign, through WLLH, Lowell, Mass., Mayor Dewey G. Archambault, on the air of his recent inauguration, stated that he will have WLLH microphones installed in his office to air his chats with the citizens of Lowell, according to an announcement by Bob Donahue, manager, of WLLH.

VANCY OSGOOD, one of the first women announcers in the country, has joined the WXYZ Studio Players, Detroit, and has taken auditions for commercial or sponsorship in a program specially written around herself. She is formerly announcer for the Yankee Network. Her husband, Richard Osgood, is continually writer at WXYZ.

WSPR is the call assigned to Conquest Valley Broadcasting Co., for its new 500-watt limited license on 1140 kc. at Springfield, Mass.
as its prayer is consistent with the order herein."

The order concluded that some regulation of transmissions is necessary to protect the listening public from the deception and the artists and producers from "unreasonable injury." At the same time, it held, the "economic situation from the stations' standpoint (which involves the furnishing of a free service to the public) must be recognized." Further, it held that in all cases save a few the use of mechanical reproductions of any duration should be announced in accordance with the standards which were adopted.

Against the former rule, the FCC stated in its decision:

The Commission has received wholesale complaints from licensees against this Rule as thus interpreted on the ground that the listening public objects to the constant and repeated announcements that programs being transmitted are "transcriptions" or "recordings"—Licensees urge that the Rule be revised so as to permit the broadcast of one minute or less announcements by mechanical reproductions without any mention whatsoever of the fact, and that public interest will be served by changing the rule to limit the "transcriptions." It appears from this record without contradiction that mechanical reproductions are not necessary to the established service and of value to the programs of a broadcast station. It also appears that for economic reasons the smaller stations find it necessary to use transcription broadcasts and phonograph records because live talent is not always available to them, and in many cases where live talent is available the continuous use of it is quite costly. Under the existing rule, the use of mechanical reproductions is widespread, and has existed for some length of time; therefore, these frequent announcements would not delay the use of mechanical reproductions.

In clarifying or modifying the rule it should be noted that a clear statement of requirements to make possible the conveyance to the listener by the broadcaster of the information that the listener will know the reproduction is not to be deceived and at the same time not tired by too frequent announcements. A modification of the requirements of the rule herein revised will accomplish such purposes.

There is no doubt but that the listener's interest is enhanced by the knowledge that the same program is being transmitted simultaneously with the reception in the home. Likewise it is most important to guarantee the continuance of such appearances both from the standpoint of the public and from the viewpoint of continuing the painful employment of the artists who have contributed so much to the art of broadcasting. Indeed radio broadcasting would lose much of its appeal to the public if the rendition of live talent programs is in any way curbed.

A modification of the requirements of the rule herein revised from the National Association of Broadcasters, in which it is alleged that the rule is too severe, is generally accepted by the stations and listeners and has become a matter of economic factor in the operation of radio stations. As far as the existing requirements of the rule result in loss of revenue to stations; that station group, going through the same procedure, will be greatly benefited by the removal of existing restrictions. The National Association of Broadcasters urges the Commission to alter the existing regulation.

"Curious Footprints"

ONE of the most unusual promotion books ever issued by a radio network, graphically and effectively set off by a H. Vender Jr. of the Julian & Kokene Co.'s Footsaver account by using the footprint motif with a minimum of word copy, is the one which appeared under the title The Case of the Curious Footprints. It points out that the Footsaver-sharer, the other side of the coin, will decrease in less than four months more than doubled in the territories where CBS was used, an excellent example of how a high class style product was sold by a low-cost radio program. Since the book was published, the company has more than doubled its network size for its Sunday afternoon 15-minute program.

W.S.O.C.

Transradio News

W.S.O.C's 24-hour Teletype Service makes it possible for us to offer wide-awake advertisers a truly valuable news program. Choice spots already set aside each week by enough steady listeners to make your sponsorship of W.S.O.C TRAN RADIO NEWS a real buy!

Wire or write for prices to—

W.S.O.C.

Charlotte, N. C.

Ivy Cream on Yankee;

Blackman Adv. Billings

PROCTOR & GAMECO, Inc.

Cincinnati

Ivy shaving cream on Jan. 13 began participation announcements on Yankee Network and WDRC, twice weekly on Monday, Wednesday and Friday. 

N.Y.C. and CBS billings in 1935 by Blackman (figures in round numbers and based on the one-time-rate for Ivy were: Ivory soap $97,000; Chipso, $92,000; Crisco, $340,000; Lelnk & Fink (Hind's Honey & Sugar) $70,000. The first three products are Proctor & Gameco item and were on the NBC-CBS Network. The Hinds account was transferred to CBS, OBS giving $67,293 as the total.

Foothills Net Changes

STAFF changes at the three stations in the Province of Alberta that comprise the Foothills Net were announced Jan. 23, with Percy Kokenge, manager of CICA, Edmonton, leaving for Toronto to act as Eastern representative. (Continued on page 7)

Quartz Crystals

- Low temperature coefficient "A" cut
- For the broadcast band
- Do not exceed 4 cycles per 1000 per °C
- Mounted in genuine isolant tite adjustable air-gap holder

Only $35.00

Request Circular 32
for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929

Sunny Slope Sta. P.O. Box 6026
KANSAS CITY, MO.
FAST TWO-WAY TYPEWRITTEN COMMUNICATION for the Broadcasting Industry

SAVING minutes has made Bell System Teletypewriter Service almost indispensable to broadcasting. The principal networks and more than 200 other stations use it regularly.

Any number of teletypewriters, any distance apart, can be connected. Pressing a key on one machine simultaneously prints the same character on all other machines. Questions can be asked and answered on the same connection.

Identical, typewritten records of every conversation — and as many copies as necessary — are produced at all points.

By saving errors and misunderstandings, as well as minutes, this flexible, modern communication service in most cases more than pays for itself. Ask your local Bell Company about it.

FOR TEST CAMPAIGNS—

31,000 Prosperous Families in East Texas listen to KFRO. They offer an excellent test market.

You can reach them with

Voice of Longview

Longview, Texas

February 1, 1936 * BROADCASTING
Copyright Parley
(Continued from page 56)
tiser party to the alleged infringement was filed Jan. 19 by Remick against WMCA and Sally's Studio, a fur shop in New York. The alleged infringement was performed at night.
A new batch of suits was filed Jan. 27. Remick filed against WOR for using My Island of Golden Dreams on Jan. 17; Marks sued CBS for using Chansonette on Jan. 8; Wil- mark sued NBC for using Blue Nights on Jan. 5; and Remick sued NBC for using Congratulate Me on the same date.
Under court procedure each defendant has 20 days in which to answer the complaints filed by the Warner houses. It is presumed that ASCAP, because of its repeated claims of the right to license many compositions in the Warner repertory due to contracts with composers, will become a party to the litigation as an intervenor. In each instance the suits ask not only for the $5,000 DAMAGES but for assessment of court costs and attorney's fees against the defendants.

The first offer of a possible "per piece" method of compensation for radio performances came Jan. 29 in a letter to stations from Oxford University Press music publications, through their American agents, to Pittsburgh Press. The letter is understood to contain a substantial number of religious compositions. A corporation named by George von der Goltz Jr., it was stated "We are prepared to license the performance of these works on a per unit basis, at a charge attractive to and easily affordable by the station."

"We believe," stated the letter, "that you will agree with us in that the broadcasting art requires the cooperation of all parties. Nothing will tend in that direction so substantially as the willingness of television stations to pay a reasonable rate for the use of music for broadcasting purposes." No rates were divulged but it was stated that they would be provided upon request, along with the catalog.

Little additional information was available about the new Musical Licensing Broadcasting System, which offered stations for delivery during Jan. 29. A letter from Florida, of which there had not been any registered with the Department of Justice, was said to be a "California corporation.

A trade report was to the effect that a group of men in California had agreed to supply $200,000 capital for the venture, which also, it is said, will be an "interim." Federal Suit Not Dropped AGAIN a forthright statement from the Department of Justice was made possible in that the ASCAP, pending action in New York, had been asked to file a suit against ASCAP, pending action in New York, which was made in correspondence made public Jan. 18 by E. E. Hill, director of WORC, Worcester, Mass.

"You may be assured," wrote Assistant Attorney General John Dickinson to Mr. Hill, that there is no intention on behalf of the Department of Justice of withdrawing from the above suit under the circumstances as they now exist in the copyright field."

Mr. Hill had been offered as the publisher of a "brainstorm," to be worked out to be pure fiction, that the Government had discontinued its suit. Mr. Hill, in a statement, said that he had not dropped the suit. Mr. Hill, wrote, "Copyright publishers are in a position to demand any amount of tribute, even to the complete ruination of the broadcasting industry. The broadcasters, as we understand it, however, have no recourse except through some such suit as the Government has instituted, the discontinuance of which at the present time would work an extreme hardship upon the broadcasting industry."

The editor of the New York Times, in front of the picture was not so bright as had been hoped. Chairman Sirovich (D. N. Y.) of the ASCAP, of course, com- ments that anyone who would strip ASCAP of the arbitrary power it has held through elimination of the $250 infringement penalty and leave the amount of damage to the discretion of the courts, "is the least public interest." It has the endorsement of the State Department and of broadcasters, motion picture exhibitors and hotel operators. The new law is reducing the damages on the hands of ASCAP.

Mr. Sirovich declared Jan. 26 that he was unable to do anything about the bill up to that time because of the pressure of other legislation. He said there had been no contact with witnesses for hearings and for appearances before the Committee. It will be impossible for hearings to be worked out around to a hearing of Feb. 15 or Feb. 22. Then he declared, an orderly schedule of hearings will be worked out that will allow for witnesses from coming from distant points.

If vigorously asserted that witnesses before his committee would not be given the "bum's rush" as the clamor got from the California Senate Committee last session. Moreover, he declared there had been many protests about provisions of the bill which his committee would be disposed to go through.

A new copyright bill (HR 10632) was apparently conceived in San Pan Alley to replace the Duffy bill, was introduced in the House Jan. 20 by Rep. Daley (D.) of Pennsylvania.

It would retain the $250 minimum infringement provision for which ASCAP is fighting valiantly.

Since passage of the Duffy Bill by the Senate, ASCAP along with individual groups in Pan Alley have been conducting a gigantic lobbying drive against the measure. Gene Buck, ASCAP president, has been in Washington on frequent occasions to combat it.

Big Basketball Sponsor
ASSOCIATED OIL Co., Los Angeles, big sponsor of Pacific Coast football games, when the gridiron season ended, undertook the sponsorship of 75 basketball broadcasts, reports Harold R. Deibel, advertising manager. Major games of the season, broadcast locally over KLX, KSFO, KGW, KFAC, KGA, KIRO, KALE, KXL, KSLM and KSL, are designed to support Associated's independent dealers and to keep up the firm's "Smiling Associated Service" slogan.
From peanut to GIANT

...rely on Western Electric

Pioneer makers of vacuum tubes, Western Electric today offers you tubes of most modern design for every broadcast requirement. Continuing research at Bell Telephone Laboratories enables Western Electric to anticipate changing needs. Whatever your tube problems, rely on Western Electric.

Western Electric
Distributed by GRAYBAR Electric Co.

THE LEADER IN RADIO TELEPHONE BROADCASTING EQUIPMENT
February 1, 1936 • BROADCASTING
regenerative receiving sets which are the only ones now capable of bringing in. Thus an "apex" station may broadcast over a band several hundred kilocycles in width—and sharp tuning and reception be accomplished eventually, which will mean confining the transmissions to narrower bands.

In this connection, broadcast engineers are intensely interested in the new "staticless" transmitting system applicable to the ultrashort waves recently demonstrated by Prof. Edwin H. Armstrong, of Columbia University, inventor of the superheterodyne circuit. Maj. Armstrong's system, which RCA has been testing from its "apex" station atop the Empire State Bldg. in New York, employs "frequency modulation" which can be utilized on the wide-band ultrashort waves but cannot yet be adapted to the relatively narrow-band intermediate waves between 500 and 1500 kc.

System is Demonstrated

RECENTLY he demonstrated before an IRE group in New York how he can transmit high-fidelity voice and music for distances up to 56 miles with extremely low powers and without a trace of the buzzing and hums, which are characteristic of lightning and other atmospheres. Actually, the reception with his system was said by some observers to have been more satisfactory than that from 50,000-watt stations over the same distance. It would be logical to assume, therefore, that the ultrashort waves with low powers rather than superpower may ultimately be the most efficient avenues for broadcasting, at least locally.

As explained non-technically, the Armstrong system employs a multiplicity of carrier waves in lieu of the present single carrier wave. Armorgain spreads the carrier over a 200-kc. path, the result being a dissipation of sound over a wider path and its transmission and reception with extreme clarity. Only on the ultrashort waves is there any possibility of securing broadcast bands as wide as 200 kc.

NEW'S SUPPRESSED
TO AVOID ALARM

THERE are times when important news should be withheld from the radio audience temporarily in the opinion of the management of WRVA, Richmond which was heartily applauded by Virginia state officials for its decision. When a bus loaded with passengers recently plunged through a open drawbridge into the icy waters of the Appamattox River, about 30 miles from Richmond, WRVA got the news within a few minutes but decided not to make an announcement (1) because it might cause needless alarm and panic, or (2) because other accidents might be caused by rush of curious spectators and others across the icy highways to the scene of the tragedy.

WRVA has been carrying the governor's address to the Virginia Assembly, historic Williamsburg, which opened its session in January, and is also broadcasting the more important proceedings of the sessions themselves. By keeping an operator and commer with a hand bell, times in, in addition, it carries each Thursday evening a Virginia Legislative Forum presenting members of the legislature and state officials in discussions of pending bills, conducted by Walter R. Bishop, WRV studio director.

Enlarged Studios of NB

In Chicago Nearly Read EXPANSION of broadcasting facilities at the NBC Chicago headquater, with the addition of three new studios and a pipe organ containing a new organ constructed especially for radio, is rapidly nearing completion at Merchandise Mart, Studios H and J with control rooms, are expected to be ready for use by Feb. 10, at Studio G, adjacent to which the control chamber, will be in operation within a few weeks later.

The three studios, now under construction in a previously unused part of the sixteenth floor of the Merchandise Mart, will bring the total number of studio sets operated by NBC to ten. Their enlargement of the Merchandise Mart headquarters. Each of the new studios is 17 by 30 feet size, of sound-proof floating construction, and embodies the most modern technical and acoustical developments by NBC engineers.

IRE Convenes in May

THE 11th annual convention of the Institute of Radio Engineers will be held at the Hotel Statler, Cleveland, May 11-13, it was announced Jan. 28 by Harold F. Westmore, executive secretary. The program is now being arranged, and arrangements of booths for exhibitors are being awarded in order of receipt of applications.

PFILadelphia

Only Philadelphia outlet for N. B. C. Basic

560 Kilocycles 1000 Watts

The Milwaukee Journal

Representatives, Ed. Petty & Co.
Welcome Guest

MORE than a quarter million listeners responded to the offer of a calendar containing a picture of Edgar Guest and one of his poems, announced on the Jan. 7 broadcast of the Welcome Valley program in which Mr. Guest is featured. The offer was made by the program's sponsor, Household Finance Corp., as a check on the popularity of this radio serial, which is broadcast each Tuesday evening over an NBC network. Although the offer was announced only once, more than 252,000 letters had been received by Jan. 28 and they were still coming in.

Zvorykin in England

DR. VLADIMIR ZWORYKIN, RCA television research chief at Camden and inventor of the "Iconoscope" or "electric eye," which is to television what the microphone is to sound broadcasting, is on route to London to lecture Feb. 5 before the British Institution of Electrical Engineers. While in England he will also inspect the two television systems which are being installed at Alexandra Palace.

Radio Legislation Belied Unlikely

In 1929, if any, legislation affecting radio is expected at the current session of Congress because the welter of emergency matters to be handled and because it is a presidential year, Rep. Rayburn, chairman of the House Committee on Radio, told the American Section of the International Committee on Radio at its annual meeting in Washington Jan. 28. Others who addressed the meeting included Dr. T. A. M. Craven, FCC chief engineer; Dr. J. H. Dellinger, chief, engineering section, Bureau of Standards; and Comdr. E. M. Webster, of the CC engineering staff.

Mr. Rayburn discussed the activities of his committee relating to communications legislation. At this time, he declared, its work was to be finished but it is always on the lookout for information. Members of Congress, he asserted, want to be informed on all legislative matters and need the expert advice of those identified ith communications.

Comdr. Craven discussed the salient points that unquestionably will arise with the opening of the ultra high frequency bands above 23,000 kc. While these channels still are regarded as experimental, he said that sufficient knowledge now is at hand to indicate that there will be congestion on those bands as well as in that portion of the spectrum, 150 meters, that is in regular use. Heretofore it had been assumed that an unlimited number of channels would be available.

Fever and Ultra Waves

To PREPARE for international locations of these bands at the radio conference in 1938, Comdr. Craven said it was necessary to accumulate scientific data now to take possible to the orderly use of these bands when the experimental status is overcome.

One distressing discovery of recent weeks, Comdr. Craven said, is that the new ultra-high frequencies "fever" machines being used by medical scientists is not only national but international interference on the ultra-high frequencies. Methods of controlling and regulating them must be evolved, he declared, if interference is to be avoided in the future.

Dr. Dellinger spoke of the International Radio Consulting Committee sessions (CCIR) and forecast that this spring preparations must be made for the next conference to be held in Bucharest in the spring of 1937. On the agenda of that session are such technical items as the selectivity of receivers relation to broadcast channel separation and related problems. Commander Webster discussed the subject of interference on safety of life at sea, which would make navigation.

(UP)

THE TRADE MARK OF
ACCURACY, SPEED
AND INDEPENDENCE
IN WORLD WIDE NEWS
COVERAGE

UNITED PRESS
FOR DOMINANT NEWS COVERAGE

John Blair & Co.
National Representatives of Radio Stations

New York - Chicago - Detroit - San Francisco
January 14 to January 30, Inclusive.

WCMC, Minneapolis, Minn. — Granted license renewal exp. 1-15.

January 21


WCKR, Kansas City, Mo. — Granted license renewal exp. 1-15.
WCMC, Minneapolis, Minn. — Granted license renewal exp. 1-15.

January 28


January 30


Examiners' Reports.

WSPD, Toledo, Ohio — Examined renewal of station authorized June 15, 1932, at which time application for renewal was filed on June 29, 1932.

WFWB, Indianapolis, Ind. — Examined renewal of station authorized June 15, 1932, at which time application for renewal was filed on June 29, 1932.
New Los Angeles Station With Half KFAC's Time
Is Favored by Examiner

ASSIGNMENT of half-time facilities on the 1500 kc. channel now used by KFAC, Los Angeles, to W. H. Kindig, Los Angeles police

-What was the legal and procedural process involved in the assignment of the half-time facilities on the 1500 kc. channel to W. H. Kindig from KFAC, Los Angeles? Did the assignment go through the FCC or was it a direct decision by the examiner? Is there any information on the terms of the assignment or any conditions placed on it?

Frances Foster has been appointed publicity director for WINS, New York, taking over the position left vacant by the resignation of Fred Hinkle. Mr. Foster will continue to handle promotions and merchandising.

RATHER than Quantity has always been our aim. Quality is what distinguishes Scientific Radio Crystals from others. Accuracy is guaranteed BETTER than .01%.

CRYSTAL SPECIALISTS
SINCE 1925
New Low Temperature Co-effi-
cients, indigenous to the
Indiante Air-Gap Holders in
the 660-1500 kc. band. Fre-
currency Drift guaranteed
to be less than 4 cycles per mil-
ute, or 0.5 per cent grade change in temperature.

$50 Approved by Federal
Communications Commission. Two Crystals...$80

SCIENTIFIC
radio service
124 E. Main Street
Huntsville, Texas

January 2, 1936
**OTHER FELLOWS' VIEWPOINT**

**Storm Over Atlanta**

To the Editor of Broadcasting:

In your item [Jan. 15] covering the phenomenal sleet visitation, which recently demoralized Atlanta generally and shut WSB down for nearly two days, you mention that Harry Stone complied with our request to broadcast news of our predicament through WSM. While Harry was good enough to do this, and we are properly grateful, 14 other of America's leading stations were kind enough to accord us the same assistance.

As omission of the latter fact from your story might lead our friends to think we are unappreciative, hope you may find room for publication of this acknowledgment of a wonderful instance of fellowship between stations.

Lambdin Kay, 1936

**Vapex Using Spots**

E. FOUGERA & Co., New York (Vapex) is using one-minute RCA-Victor transcription announcements in the East and on the West Coast, scheduled for 10 weeks. Stations being utilized are: WOR, KFI, KOMO, KGLO, WJPN, KROK, and KDKA. New York, is the agency.

**WANTED**

**Experienced Local Radio Salesman**

State experience, past sales record and age. Liberal salary and commission.

Write—

Richard Westergaard
Commercial Manager,

WNOX
KNOXVILLE, TENN.
CBS Affiliate

**FREQUENCY MEASURING SERVICE**

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department

A RADIO CORPORATION OF AMERICA SERVICE

66 BROAD STREET
NEW YORK, N. Y.
The Press speaks for the 1,017,600 WTAM radio families* throughout the Great Northern Ohio Market:

*WTAM's potential circulation according to the New NBC Method of Audience Measurement, by areas.

WTAM
50,000 WATTS
Cleveland

WTAM is one of NBC's managed and operated stations. Others are WEAF, WJZ, New York · WGY, Schenectady · WBZ-WBZA, Boston and Springfield · KDKA, Pittsburgh · WRC, WMAL, Washington, D.C. · WMAQ, WENR, Chicago · KOA, Denver · KPO, KGO, San Francisco

NBC Thesaurus Recorded Program Information Available At All These Stations
pioneer St. Louis station uses RCA 5-C transmitter
and speech input equipment

Look back over the history of KSD and you see always the note of progressiveness. It was not only first in St. Louis, but one of the first in the country. In the days of DX, listeners eagerly tuned for it all over the country, listed it as a highly desirable station to hear. As the art of broadcasting progressed, KSD kept in the forefront. When it was decided to build new studios, increase power, and install new equipment, KSD came to RCA for its 5-C 5-kilowatt transmitter and associated equipment...This transmitter not only puts a high fidelity signal on the air with typical RCA dependability, but also offers possibilities of easy growth. Should KSD at any time decide to go to 50 kilowatts, and get the required permit to do so, it would be necessary to purchase only a 50-kw amplifier and rectifier to add to the present equipment...This is the RCA unit plan, by which any station can start with 100/250 watts and grow in successive steps without scrapping the original equipment.

RCA Manufacturing Co., Inc., Camden, N. J.

TRANSMITTER SECTION

A Subsidiary of the Radio Corporation of America

New York, 1270 Sixth Avenue   Chicago, 111 North Canal Street   Atlanta, 144 Walton Street N.W.
Dallas, Santa Fe Building     San Francisco, 170 Ninth Street