The 1936 YEARBOOK
(322 Pages)
Was mailed to all subscribers February 14-15

ANNUAL SUBSCRIPTION $3 INCLUDING YEARBOOK

www.americanradiohistory.com
Did You Get Your Copy
of the
1936 YEARBOOK?

It was mailed to all regular subscribers to BROADCASTING MAGAZINE on February 14-15 ... a 322-page volume that took us a whole year to compile, edit and produce ... a reference directory that should be on the desk of everyone identified with the business of broadcasting ... a compendium more valuable to radio advertising executives than their local telephone directory.

The 1936 Year Book, among other features, contains the following directories and tabulations important in the daily routine of every advertising agent, radio advertiser, program builder, broadcast executive, etc.:

Directories of U. S. and Canadian Broadcasting Stations
(By call letters, frequencies and states, with executive, sales, program and engineering heads, with local addresses, telephone numbers, etc.)

National and Regional Networks
(With personnel, rate cards, lists of accounts and agencies, etc.)

Advertising Agencies Handling Radio Accounts
(With addresses, phone numbers, radio personnel)

Radio Outline Map of the United States
(Showing all cities having radio stations)

Cumulative List of National and Regional Advertisers Using Radio
Station Representative Directory
Newspaper Ownership of Radio Stations
Directory of Transcription, Recording, Program and Talent Services
Station Subscribers to Press Association Services
Stations Accepting and Rejecting Liquor Accounts
Radio Editors of U. S. and Canadian Newspapers
Directories of Radio and Advertising Associations, Market Research Organizations, etc.

Directories of Consulting Engineers, Radio Attorneys, etc.

Bibliography of Radio Literature
Executive, Staff and Field Personnel of FCC

Text of Communications Act of 1934; also FCC Regulations
Directory of Broadcasting Equipment Manufacturers
Lists of Short Wave, Television and Experimental Radio Stations

World Log of Radio Stations, Indicating Whether They Sell Time

and many other features
DESPITE all the talk about ownership of various assets, these days, we still hear very few people disputing the fact that F J & F gives the best service in the radio-representative field.

True, we have no monopoly on hard work, no copyright on honest thinking. But you’ll see our lights burning far past five-thirty, most nights — and if you drop in, you’ll find that the boys and girls are working late to do a good job for some old customer, rather than trying to dig up dope to land a new account.

Which sounds sanctimonious, but is merely sensible — as proved by the fact that business is getting better every month for F J & F. Give us a ring the next time you need help.

FREE, JOHNS & FIELD, INC.
Associated with Free & Steiner, Inc.
Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8460

CHICAGO
180 N. Michigan
Franklin 6737

DETROIT
New Center Building
Trinity 2-8644

SAN FRANCISCO
Rust Building
Sutter 8415

LOS ANGELES
C. of C. Bldg.
Richmond 6194

WCSC (NBC) ....... Charleston
WIS (NBC) ....... Columbia
WAIU (CBS) .......
WOC (CBS) .......
WDAY (NBC) .......
KTAT (SBS) .......

WDRC (CBS) .......
WKZO (MRN) ..... Kalamazoo
WNOX (CBS) ..... Knoxville
KOMA (CBS-SBS) ..... Oklahoma City
WMBD (CBS) ..... Peoria

WPTF (NBC) .......
KTSA (CBS-SBS) ..... San Antonio
WDAE (CBS) ..... Tampa
KTUL (CBS) ..... Tulsa
KALE (CBS) ..... Portland

Southwest Broadcasting System
Special Copyright Session Adopts Measures Looking Toward Solution of Problem; Baldwin Drafts Plan to Lease Rights

NEW COURSE of action toward blunting the copyright issue, including possible creation of a music supply within the broadcasting industry to insure an industry-controlled reservoir free from the restraints of outside groups, was started at the NAB board meeting in Chicago Feb. 3. Network and "independent" station board members, however, still failed to see eye-to-eye and the recriminations of past sessions between these groups were again evident.

It can hardly be said that anyting of a concrete, binding nature was done that indicates concessions on either side toward a solution. Instead the board upon recommendation of Managing Director James W. Baldwin adopted a series of resolutions making possible a legal attack upon the problem that has harassed the industry perhaps more than any other in its history. Several other recommendations offered by Mr. Baldwin seemed of a highly controversial and inflammatory nature, were voted down.

As was expected, it was fight for the opening of the meeting, with networks pitted against independent stations on questions of allegedly discriminatory contracts with ASCAP, and on related questions that have caused a schism in the industry such as the so-called "swapper" contracts with ASCAP.

Infringement Suits
VEN while the board was in session, Warner Bros., publishing hundreds of an alleged infringement suit against CBS and its affiliated stations and on the following day, filed another of $65,000 against NBC on 199 counts. Thus far the Warner houses have led more than two dozen suits, seeking maximum damages of nearly $5,000,000 against the networks and individual stations, mainly in New York area. More suits are in the offing, it was announced. Of greatest significance was the board's approval of the Baldwin proposal that the "suit" be a music supply within the industry "be recognized." This endorses a revival of the novel device, as was the case with the NAB four years ago which failed even to approach the mark set for it in an ultimately recouping a music supply.

Under the board action Mr. Baldwin will draft and submit a detailed plan to set up a corporation to purchase, sell, lease and license performing rights, compile and distribute information on availability of copyrighted music, procure foreign as well as domestic city stations and set up an open pool. If necessary the corporation also would publish music. Mr. Baldwin already has begun work on the plan. In another resolution, he was authorized to hire counsel and other services to retain specially qualified people.

Mr. Baldwin has in mind a commercial, profit-making corporation rather than a wholly-owned NAB subsidiary such as was the Radio Program Foundation. Stock would be sold to finance it. Its long-range objective would be to set up the kind of commercial music organization with which broadcasters can readily deal for their advertising clients and for themselves without being subjected to the arbitrary demands of combines such as ASCAP.

In about six weeks (April 1), Mr. Baldwin hopes to have his plan completed. He will then seek another meeting of the board. The action of the Feb. 3 meeting did not authorize him to set up the corporation but specifically provided that the plan would require action of the board itself.

Mr. Baldwin's Report
WHEN the Feb. 3 meeting was called to order 15 board members and Mr. Baldwin were present. Absent were Vice President Charles W. Myers, KONI, Portland, and William C. Ward, Veterans Admin. Mr. Allen, WLV, Lynchburg, Va., due to pressure of other business; Treasurer Isaac D. Levy, WCAU, Philadelphia, vacationing in Florida, and Alfred J. McCosker, WOR, Newark.

The meeting opened with the reading of a strongly-worded report by Mr. Baldwin, 21,000 words long, which required nearly three hours to complete. He recounted the history of copyright negotiations from 1926 to the present. Comment on alleged actions of the networks were sharply critical. ASCAP was condemned for its arbitrary and high-handed dealings.

The first recommendation offered by Mr. Baldwin was that he be authorized to print and distribute the document, together with a statement of the board's action on it, to NAB members and to "such other portions" as he believed had a legitimate interest in it. That was adopted by a split vote.

Harry C. Butcher, CBS Washington vice president, declared he might use "minority" report to the membership.

He said that Mr. Baldwin's report had the effect of making the networks the "goats." "Political activity" within the NAB last spring and summer, he asserted, had resulted in many stations receiving "advice" against signing the ASCAP five-year contracts with no increase in cost, as had been done by the network-owned stations and by some 30 others. Moreover, Mr. Butcher argued that parts of the Baldwin report were open to challenge as "fact and "certainly as to interpretation" and that the whole tenor was "vindictive against persons who had conscientiously acted in good faith for the industry."

Mr. Butcher contended that the "net result" of the copyright negotiations since the impasse of Dec. 31 is that broadcasting stations are paying more for their music than ever before.

The network defense was borne by Mr. Butcher along with F. M. Russell, NBC Washington vice president, and William S. Hedges, manager of NBC owned and operated stations. There were repeated pleas for unity, with the clear inference on behalf of the networks that the effort now is for a constructive solution, rather than "ratifying the bones of corpses of the past."

There was contention over the Warner Bros. withdrawal from ASCAP which developed Dec. 31 and threw the industry into turmoil. Network representatives were maintained they are getting along

---

WARNER PUBLISHING HOUSES ASK MILLIONS

In Damages for Alleged Infringements

AFTER FILING a dozen or so suits for alleged infringements of ministerialities for the networks, Harms Inc., of an alleged infringement of "Chansonette," broadcast over 29 CBS stations on Jan. 15, Warner announced that it seeks damages at the rate of $5,000 for each of 179 individual infringements, as well as an accounting of the profits. It stated also that papers for further claims to be filed are now in process of preparation.

Kraft, Hollywood, was made defendant in a suit brought in Federal Court, Los Angeles, Feb. 6, by Harms Inc., seeking $40,000 damages. The plaintiff avers the station played four musical compositions publicly and without the consent of the copyright owners. The numbers were Oh, Lady, Be Good, Old Fashioned Love, You Let Me Down and Where Am I.

Suit Against NBC
THEN, on Feb. 10, it loosed the largest single suit—against NBC—seeking damages of $995,000 and an accounting of profits for alleged infringements. Harms Inc. sought at $5,000 for each alleged station performance aggregate $85,000. This suit, it was reported Feb. 10 by CBS, was withdrawn.
better than ever without Warner music; that the part radio plays in popularizing music is indicated in the fact that there hasn't been a Warner "hit" tune since the network stopped playing Warner music; that the network stations will be defended by ASCAP under its guarantee to networks and will take at least two years to adjudicate, and that the resolution signed with Warner are simply paying about $200,000 more on a yearly basis than Warner had when Warner was in ASCAP.

On the other hand the independent board members, obviously in the main, insisted that none of the network stations will be extended with ASCAP last summer and committed all stations on networks to signing five-year extensions. They also argued—and adopted over network opposition—a resolution that, in the case of network programs, the NAB declares itself in favor of clearance of copyright at the source so that only the originating station will be held responsible for infringement and affiliates will be under no obligation to secure licenses for such programs or bear infringement penalties.

Per Piece Method

There was no discordant voice on ultimate working out of a "per piece" method of compensation in lieu of the "royalty" method of group sustaining fee being paid to ASCAP by the great bulk of stations.

Reaffirmed was the resolution favoring "per piece" adopted by the last three NAB conventions. The board also accepted, approved and ratified the resolutions of condemnation of Mr. Robert Kennedy and his advisory committee in the grueling eleven hour negotiations with ASCAP for extensions of contracts after last Dec. 31 and the working out of the temporary Warner arrangement which looks toward "per piece" method of compensation.

Under the heading "Policies with Respect to Copyright" the board adopted and went on record with resolutions of condemnation advanced by Mr. Baldwin, but rejected four others with barbed shafts. The board regarded many of these reaffirmed the "per piece" resolutions of past NAB conventions.

The second read: "That all discriminations in license agreements in respect of commercial stations be declared unlawful and against the best interests of the broadcasting industry and of the public, and such discriminations should be done away with in all haste."

In its original form this recommendation made specific references to the network contracts, to that procured by Treasurer Levy for WCAU (payment of percentage on programs) and ASCAP for ASCAP music, only minus sales compensation tied to the newspaper form of contract, under which stations paid a guarantee and a royalty for sustaining, or sustaining fee, arbitrarily set. The third recommendation adopted all of the above, but substituted a "royalty" copyright on network programs by the networks and the fourth declared that the action of ASCAP in this matter would have an amount corresponding to

(Continued on page 43)

Page 8

Suits Filed by Warner Bros. Publishers

<table>
<thead>
<tr>
<th>Song</th>
<th>Suits Filed</th>
<th>Damages Sought</th>
</tr>
</thead>
<tbody>
<tr>
<td>Remick vs. WOR</td>
<td>My Isle of Golden Dreams</td>
<td>Jan. 27</td>
</tr>
<tr>
<td>Remick vs. WOR</td>
<td>I Wonder Where You Are</td>
<td>Jan. 17</td>
</tr>
<tr>
<td>Harvey vs. CBS</td>
<td>I Get A Kick Out Of You</td>
<td>Jan. 17</td>
</tr>
<tr>
<td>Harms vs. CBS</td>
<td>Chansonette</td>
<td>Feb. 6</td>
</tr>
<tr>
<td>Warner vs. WMC</td>
<td>1 Like Mountain Music</td>
<td>Mar. 31</td>
</tr>
<tr>
<td>Remick vs. WMC</td>
<td>My Buddy</td>
<td>Mar. 31</td>
</tr>
<tr>
<td>Harms vs. WHN</td>
<td>1 Like Mountain Music</td>
<td>Jan. 31</td>
</tr>
<tr>
<td>Remick vs. WHN</td>
<td>There's a Shanty in Old Shanty Town</td>
<td>Jan. 17</td>
</tr>
<tr>
<td>Witmark vs. WHN</td>
<td>Put On Your Old Grey Bonnet</td>
<td>Jan. 17</td>
</tr>
<tr>
<td>Remick vs. WIM</td>
<td>Lullaby of Broadway</td>
<td>Jan. 21</td>
</tr>
<tr>
<td>Warner vs. WMC</td>
<td>Painting the Clouds With Sunshine</td>
<td>Jan. 23</td>
</tr>
<tr>
<td>Remick vs. WHN</td>
<td>Where Am I (Am I in Heaven)</td>
<td>Jan. 23</td>
</tr>
<tr>
<td>Remick vs. NBC</td>
<td>Pardon My Heart</td>
<td>Jan. 27</td>
</tr>
<tr>
<td>Remick vs. WMC</td>
<td>Congratulate Me</td>
<td>Feb. 7</td>
</tr>
</tbody>
</table>

* Sally's Studio Inc., New York, is a codetendant.
† Scehenny Products Co., and William H. Rankin, New York advertising agency, are codetendants.

Kobak Joins Lord & Thomas; Witmer Takes His NBC Post

No Other Changes at Network Expected at Present; Kobak Fulfills Desire to Enter Agency Field

EDGAR KOBAK, for the last two years NBC vice president in charge of sales, has resigned effective March 15 to join the New York staff of Lord & Thomas as vice president.

Mr. Kobak's resignation was announced by Mr. Kobak, the departure of Vice President Richard C. Patterson Jr., for a three-week vacation in Florida and the Chicago visit Feb. 14 of President Lenox R. Lohr in company with Board Chairman David Sarnoff and reports regarding radical shakeups in the NBC organization, practically all of which are disclosed in official sources as unfounded.

Mr. Kobak's intention to resign to enter the agency field was reached before Mr. Lohr became NBC's president on Jan. 1, succeeding M. H. Aylesworth, now chairman of the board of RKO and vice chairman of NBC. With Mr. Patterson's resignation the official announcement Feb. 11, gave out no details, it was learned reliably that Mr. Sarnoff sought to make Mr. Kobak to remain, but was unsuccessful in view of Mr. Kobak's long-cherished ambition to enter the agency field.

Mr. Kobak has been the subject of conferences involving not only Mr. Sarnoff and Mr. Lohr but Albert D. Lasker, chairman of Lord & Thomas, and Sheldon Coons, vice president in charge of the agency's New York office. It is understood Mr. Lohr handles the advertising of RCA and its subsidiary companies, including NBC, and has been, it is believed, to wind up his NBC duties sometime before March 15, and expects to take a short vacation before joining Lord & Thomas on that date.

Vice President Patterson's resignation has been the subject of constant rumor since President Lohr assumed office, but is denied in official quarters. Reports are frequent of Mr. Patterson's remaining as a director of the agency and exercising his duties as executive vice president are believed to have been taken over by Mr. Lohr.

Mr. Lohr accompanied Mr. Sarnoff to Chicago where the latter went to NBC's offices. Mr. Lohr on Jan. 11 was in Washington as a dinner guest of President Roosevelt, after which he joined the RCA chief for the Chicago trip.

At Chicago they were to discuss NBC contracts with Mr. Trammell, NBC western division vice president, which gave rise to reports that Mr. Trammell might offer the network to Mr. Kobak. This also was officially denied and it was denied entirely, it was said, that Mr. Trammell was transferred to New York in any capacity.

The Kobak resignation is effective almost two years from the time he joined NBC on March 20, 1934, after having served with the Mhoon office for many years. Now 41, he was a vice president of McGraw-Hill when he went to NBC in 1934 as a vice president in charge of the talent department after he resigned to join NBC. A native of Chicago and a

Taggart Negotiates To Acquire WFBM

Reports of Other Transfers Are Heard in Many Sections

NEGOTIATIONS practically have been completed for the sale of WFBM, Indianapolis, by the Indianapolis Power & Light Co. to Patrician, member of the Democratic National Committee and president of the French Lick Syndicate. While the exact figure of the sale and the indication of price has not yet been made, it is reliably reported that most details have been cleared and that an agreement on the deal that the station's license will be filed shortly with the FCC, so that in line sales and negotiations during recent weeks have been rather brisk. WOWO, for Wayne, Ind., department store owner, is said to file transfer to Westinghouse, and an application will be filed shortly for assignment of lease of WSM, from the Commonwealth Edison Co., also were heard by the FCC.

It also has been reported that the Southwest Broadcasting System might be turned over to new owners,以免 the sale owned by the group, but this was denied by Lee Armer, president of WERB, whose station, owned by the Commonwealth Edison Co., also were heard by the FCC. A year ago Hearst radio interest had endeavored to procure the station, and the recent reports were made by Mr. Kennedy, chairman of the Securities & Exchange Commission, had bid to the successful bidder. Mr. Taggart, son of the late Democratic leader in Indiana, a native of Indianapolis, who was born 50 years ago, but he resides at his hotel at French Lick. He is director of the American National Bank, Indianapolis and was a member of the District Reorganization Board of NRA.

WFBM is an affiliate of CBS operating on the 1230 kc. channel with 1,000 watts power. It is mar and to be joined by Washington, D.C., and Southwestern stations, and is said to be financed by Edward Petry & Co.

Among other sales pending of that of WMAL, Washington, D.C., to the late Mr. Hill; WMAL to Hearst Radio Inc. Now operated under a lease by NBC, the station's sale is in field holding, pending in the District of Columbia Supreme Court, brought by certain of the heirs to the estate of Mr. Hill, to sell at stipulated figure had been reached with Hearst Radio about a year ago.

Reports relating to the Southwest were that the owners of the Oklahoma City, Oklahoma, independent stations, which operates WYK, Oklahoma City and KLZ, Denver, had discussed possible purchase of the stations by Mr. Armer, however, declared that reports of the sale were "absolute fiction."
Year and Yearbook: An Editorial

AT ABOUT the time that you, our subscribers, are reading these columns, the postman should be delivering to you this 1936 Broadcasting yearbook. This 322-page volume of directories and reference material provides, we believe, the most thorough and accurate compendium of data and indices available anywhere. And it has been prepared and published this year by the Pacific Newspaper Advertising Bureau. This is but a reflection of the growth of the broadcast advertising field, whose total 1935 time sales volume of upwards of $81,500,000 represented a 20% gain over the previous year. As a first approximation, the yearbook's cordial reception last year by the advertising fraternity enabled us to keep pace with our rising industry, as indicated in the increased volume. This in turn is due to the fact that we have bent every effort to make the Yearbook all-inclusive in scope and as authentic a record as human ingenuity could make it.

Extremely significant is the statistical review of the 1935 business of broadcasting compiled for us by Dr. Herman S. Hettinger, which, along with the increased size of the various directories, reflects the amazing growth of the industry last year. Advertisers and agencies showed a greater appreciation of the versatility of radio as a medium, as evidenced especially in the greater use of non-network and regional network advertising, for tasks such as local advertising in markets changing fit market contours and applying special pressure at particular seasons.

Furthermore, the wider use of radio for advertising is also reflected in the growing volume of miscellaneous business and in the rising proportion of total gross time sales represented by other than convenience goods. New vehicles for advertising, such as higher priced articles such as automobiles, housefurnishings and clothing.

General developments within the medium seem to presage greater economic stability for all to enjoy. Several trends seem to confirm this view. The more rapid growth of broadcast advertising other than that over the national networks reflects a wider distribution of the broadcast advertising dollar, and it seems likely this trend will continue throughout 1936. The local broadcast advertising growth during the last year (26% over 1934) is particularly encouraging because of its probable salutary effect on the economies of the smaller stations and those not affiliated with networks.

The marked rise in local station volume and the development of broadcast advertising in this field, together with the increased use of salesmen who contribute to the improved economic position of the industry as a whole. It would seem, therefore, that the broadened economic base, so necessary to the ultimate development of broadcasting, is beginning to come into being at least to some degree.

Rendition trends are highly significant. The rise of live talent advertising volume can mean but one thing: That an increasing number of advertisers are recognizing the skill of their stations and the standard of their facilities make possible the production of a quality of program acceptable to national and regional advertisers. The result of this realization by the public also has been contributed improved program standards among the stations. The lag in announcement revenues, as compared with 1933, indicates that time and facilities are being sold to an increasing degree and the relatively less attention is being paid to the smaller units of sale.

Full NAB Session on Copyright Status Unlikely Before the Summer Convention

PRELIMINARY plans for the 14th annual convention of the NAB to be held in Chicago during August were considered by James W. Baldwin, NAB managing director while meeting in New York last Monday. Simultaneously it was indicated following the special NAB board meeting in that city Feb. 3 that there will be no special membership meeting of broadcasters for consideration of the copyright problem.

While the NAB board designated the latter part of July as the time of the convention, it was also decided that the convention will be held probably at a month earlier. The political conventions and other commitments of leading hotels in the city may necessitate a change in date. The executive committee, which will make the final decision, consists of President Leo J. Fitzhugh, Texas; Vice President Bsky Reynolds, Pennsylvania; Vice President and Managing Director Baldwin.

Mr. Baldwin surveyed the facilities of the Chicago Hilton hotel, but noted that the convention, but made no decision, pending determination of a definite date. The convention, as usual, is planned to begin on a Monday and run for three days, with registration and the golf tournament on the first day of the meeting.

The NAB board at its Feb. 3 meeting felt the need for a special meeting at this time to consider the situation which probably will be prior to April 1, but unless some unforeseen contingency develops there will be no call for an extraordinary membership session.

STANDARD BRANDS TO TOP NBC LIST

STANDARD BRANDS Inc. in July will launch its fifth radio program over NBC, promoting Royal Gelatine, and Chicago's Frank Fay is signed for a 15-week build-up on the Fleischmann-Rudy Vallee program. This program has been originated by Jack S. K. Rogers, NBC's advertising director, and appeared on since last December.

With the introduction of the fifth program, Standard Brands probably will jump into top place as the largest NBC account. One Man's Family, heard over NBC-WGN, Chicago, will be sponsored by Royal Gelatine and Chase & Sanborn tea but in April this program will be devoted exclusively to promoting the latter line. When the Fay program takes the air Royal Gelatine will have a program all to its own, a half-hour evening show.

Standard Brands has always used NBC for its radio advertising and ranked third in NBC billings last year, being topped only by Proctor & Gamble and General Foods Corp. Frank Fay is the latest radio star to emerge from the Rudy Vallee variety hour. Other programs that have broken on this program are Joe Penner, Helen Jepson and Bob Burns.

J. Walter Thompson Co. is the agency handling Standard Brands' advertising with John U. Reber, vice president in charge of radio. The firm is known for guiding all talent and production work.

Programs now on the air and sponsored by Standard Brands follow:

Majestic Radio Players (Chase & Sanborn coffee), NBC-
WEAF, Sundays, 8-9 p.m.; Robert Ripley's Believe It or Not, NBC-
WJZ, Sundays, 1:30-2 p.m.; One Man's Family (Fleischmann's Royal Gelatine), NBC-WEAF, Wednesdays, 8:30-9 p.m.; and Rudy Vallee's Sunday show (Fleischmann's Yeast) NBC-WEAF, Thursdays, 8-9 p.m.

Insull Files for Charter

For Network in Midwest

APPLICATION for a corporation charter was filed in Springfield, Ill., Feb. 14, by United Broadcasting Co., network of low-powered Midwest broadcasting stations now known as Insull, former public utility magnate. While Mr. Insull continues to maintain his policy of silence regarding his plan, it is believed that filing of applying for a charter is believed to indicate progress towards a completed operation.

Additional indications that the ABC is preparing to take its place in the radio picture are evidenced by the appointment of M. H. Roesler as sales manager of the network and of Gene Fromherr as sales representative. Mr. Roesler last year formed his own station representative organization and will continue to act as sales representative for stations which have been dissolved from his activities for the new network. Mr. Fromherr succeeds C. E. King, formerly of United Broadcasters, Chicago advertising agency specializing in radio.

RAY WALDRON, who presented the Sports Review over WAAF, Chicago, for the past two years, died Feb. 2, from pneumonia.

February 15, 1936 • BROADCASTING
Cock-a-Doodle-Doo 
Plymouth Rock Rooster, as NBC Daytime Sales Symbol, Tactfully Emits Cheer for Mr. Lohr

THAT NBC sales executives believe in realism when it comes to sales, was denoted at a 7:30 a.m. breakfast meeting of 70 executives held at the Fillmore Feb. 3 in Radio City. The break- fast started when the NBC broad- casts were turned off. The occa- sion was a pep meeting on the sale of daytime hours over the two NBC networks.

With plenty of ammunition on hand to show the effectiveness of daytime hours, the unique meeting was conducted by NBC vice president in charge of sales. Symbolic of the new- daytime campaign was a giant Fly- mouth Rock rooster, which was permitted to strut about the Rain- bow Room in the RCA building during the session. The rooster, it appears, will be the art theme used by NBC in its daytime sales cam- paign.

At high spot of the session came when Lenox R. Lohr, new NBC president, was presented to the group. Mr. Lohr said, "I talk. While the exact quotes are not available, it is reported that

After three-year hearing Brooklyn case is ordered to start all over again

AN ENTIRELY new hearing on the so-called "Brooklyn case" pend- ing before the Federal Com- mission Radio Commission for three years was ordered Feb. 5 by the FCC. The special hearing was taken after petitions for rehearing had been filed by the three stations, which had been ordered deleted—WLTH, WARD and WVFV—but the decision to reopen was not based on granting of those petitions.

At its meeting on Feb. 10, the FCC set the hearing date for April 28 and 29, and unless the petitioners travel, it is expected to be re- quired to complete the hearing.

New information has come to the FCC. The May 30th edition of the newspaper, The Day, published in New York, had purchased 51% of a stock in WTH and WARD. The VHF capacity of Foreign Wars also had formally notified the FCC earli- er of the assumption of control of WWFF. The decision of the FCC is that these stations be deleted as of Jan. 22, with one-half time on the air, and that a new station be allocated to WBBC, the fourth time-sharing station, and the other half to the Brooklyn Daily Eagle.

In deciding on the deletion, the FCC said that present licensees of the four existing stations had been extended indefinitely and that they would be eligible for new licensees.

Income From NBC Third of RCA Total

Recapitulation Plan Subject to Stockholders' Approval

WITH announcement of a proposed plan of recapitulation for the Radio Corporation of America, which was approved by the RCA board of directors, David Sarnoff, the company's president, on Feb. 1 distanced himself from five operations of RCA, which were to be divested of operations were $87,563,646 during 1935, an increase of 13.2% over the 1934 gross of $77,300,112.

It was reported that net income of the company will amount to $5,100,000 for the year, an increase of approximately 24% over 1934 net income. This amount is subject to an audit now in progress.

Although the preliminary report did not break down revenue by subsidiary, sources, the company's importance of NBC as a revenue source is indicated by year-end figures which showed NBC grossed more than $30,000,000 from time sales and radio advertising ac- counted for nearly one-third of RCA's revenues. The parent company's biggest income source, pre- sumably depended on NBC and its produc- tion subsidiaries. NBC net figures have not yet been made public.

Plan of Recapitulation

The new plan of recapitulation was evolved by Joseph P. Kennedy, former chairman of the Securities & Exchange Commission, retained by RCA, and was designed to make a study of its capital structure and submit recommendations. The plan will be submitted to RCA stockholders for appro- val to be held April 7, and may be summarized as follows:

1. The borrowing of $10,000,000 from seven banks at 2 3/4% annual in- terest for five years, renewable by agreement of the stockholders.

2. The retirement of all the out- standing first mortgage bonds of $2,000,000; the seven banks now offered cash at the callable price of $55 a share, requiring $27,257,853, and ac- cepting $5,000,000 cash now offered to be held April 7, and may be summarized as follows:

3. The exchange of each share of outstanding first mortgage bond for $55 in cash and a certificate of $2,000,000 in accrued dividends at present amounting to $21,660 a share, for a block of stock in NBC totaling of one and one-fifth new first preferred shares and one common share.

Trade Commission Action Involving Radio Accounts

The Federal Trade Commission announces the following action involving radio:

Cal-Aspirin Corp., Chicago, ordered to cease claiming that Cal-Aspirin contains the nutritive properties lacking in ordinary aspirin, that it is less toxic, is more efficient; Pratt Food & Drug Co. ordered to cease certain claims about its Super-Iodized B. P. Dairy Food; Universal Extra Corp., Brooklyn, ordered to cease certain claims about its Refrigerator; Foster-Miller Co., Buffalo, claimant charging untrue statements about Donan's pills.

The Commerce Department issued a fraud order against P. T. M. Products Inc. etc., Los Angeles.
Radio Sells Radio Itself Over the Air

By John B. Kennedy

Radio Commentator and Journalist

Broadcasting, Communications, and Radio Equipment Sold In Series Utilizing the Entire Globe as a Studio

If a showman could reach out into the world and get any act he desired, no matter where it might be located, he would receive the dollars and continents to Paris, Rome, London, Vienna, Honolulu, Manila, Africa, Australia, the South Pole, or the Pole, if he desired, in the ether, at sea, or submarines; all without apparent effort; and if he could perform these feats week after week, month after month—he probably would believe he was enjoying a sweet dream.

But all that is actually happening on Sunday afternoons from 2 to 3 o'clock on The Magic Key of RCA programs. Millions of listeners on a nationwide NBC-WIZ network, including Honolulu and Canada, are hearing it. Jumping views of time and distance as if they did not exist, the Magic Key is assembling outstanding talent of the world with the ease of a sorcerer and adding it to talent in the studio where the programs originate.

These programs radio is selling radio itself over the air, through its own facilities. But they are not "stunt" broadcasts. If an artist can come to the studio, fine. If he happens to be in Stockholm, still fine! The story in this case is the story now in the ease with which radio leaps around the globe. While the audience is enjoying 60 minutes of well-aimed, unfoldable entertainment, the meaning of that story—radio progress—is absorbed incidentally.

Speaking for itself, radio sells for itself in this series, reminding the world that actions speak louder than words. The pattern of the program provides an excellent selling point in the promotion of radio products and services. To those who just have been "put wise" to the things radio takes in its stride, a word is sufficient. The "word" goes something like this:

"Our listeners may perhaps be interested in knowing that the equipment and facilities which made it possible for us to tune in Madrid, Spain, were designed by the same engineers who built the new 1936 RCA Victor Magic Brain radio."

Woven into the action is the history of radio achievements and the part RCA has played in bringing them about. This is an excellent "selling" point for equipment manufacturing—to the rapid and well-rounded advance of radio technique. The fact that progress has been made in this field of communications through integrated research is never lost sight of.

Broadcast stars, of course, fit neatly into the programs, as well as musicians and news commentators in foreign lands who can be "brought" to the network through the short-wave facilities of RCA Communications Inc. Recording artists and screen stars have a natural place, because the application of radio principles to phonograph and sound motion picture recording and reproducing has made them known to everyone.

In one of the merchandising plans used in connection with the series the subscribers to the Metropolitan Opera in New York City were invited to attend a broadcast featuring a group of recording artists. Were the Metropolitan subscribers interested?

The sponsors expected around 600 acceptances. Days before the broadcast every one of the 1300 seats in Studio B-8, the largest in the world, had been filled up.

And the Metropolitan Opera subscribers were still begging for more. The only solution was to offer them tickets for the Magic Key broadcast on the next Sunday afternoon. This overflow audience filled the studio to capacity.

A short time later when the Philadelphia Symphony Orchestra broadcast from the Academy of Music in its home city for the full hour of the program the subscribers to the orchestra were invited guests of RCA. Again every available seat was urgently sought.

Calling the Cues

TO ALL those especially invited audiences of music lovers the recently compiled Victor Library of Recorded Music and the Magic Brain, radio phonograph that heads the RCA Victor line, were described. Everyone remained after the programs to listen eagerly to demonstrations. In the continuity a place was left for local station announcers to mention dealers in their districts who had the de-luxe receiver and the record library for sale. Response throughout the country was most gratifying.

After another program featuring music from abroad, the audience, from the opera "Porgy and Bess," now running in New York, the sale of a Victor album of "Porgy and Bess" records leaped to the proportions usual for a simple popular dance record.

The Magic Key series climbed to "outstanding event" listing on radio pages of newspapers all over the nation after its premiere on Sept. 29 of last year. It is still there. Incidentally, that premiere gave a hint of what was to come by establishing a new top for mileage of "pick-ups" for a sponsored program. Music and voices were brought a total of 32,400 miles to be broadcast from the Radio City studios of NBC.

The men at the addressed program control boards of RCA Communications Inc. direct the overseas acts in a radio show and call the cues as easily as a stage manager in a small vaudeville theatre. A full half-hour before the program begins, engineers start conversations on the private, point-to-point telephonic channels with the foreign stations they are bringing into their network.

In checking to make sure all is in order, the program spotlights half-way around the globe it is known exactly how the program is progressing and those who are to appear are waiting before the microphone when the control-board men say: "Go ahead; the program is in the ether during such a broadcast. Voices and music flying to New York by the shortest possible route at times traveling the "great circle" to the North Pole, for example—pass themselves going out to the various telephonic channels with which the Magic Key is supplementing the regular network stations. The engineers hear by the network and short-wave listeners, voices of engineers circle the world with directions and cues calling.

Anybody, Anywhere

I CAN SAY from experience that it makes a program commentator hop to keep up with the possibilities. While riding through Central Park in one of the latest streamlined models, I have interviewed by short-wave a motor car executive at the Auto Union, a sportsman, the Central Palace. I have talked with Edward Beatty in Addis Ababa, Edgar Ansel Mowrer in London, the Portland Rose Festival Queen in the central radio operating room in New York City while the audience listened to the radiotelegraph signals from far-off places... so the list goes on. When anybody, practically any place and any time can be put on a program, the commentator doesn't know what is coming next—but he knows it should be magic.

To the audience the show is the thing. And what a show it has been! Before the end of the first 13-week period, recently, after the array of attractions—each of headline rating in its field—included 21 artists in the classical group, 11 famous dance orchestras, six famous foreign entertainers, and 22 Broadway and Hollywood stars. Then, after the overseas broadcasts, seven radio stars, and five famous persons had appeared."

Behind the Stars

TYPICAL highlights have been the Vienna Symphony Orchestra, Leopold Stokowski and the Philadelphia Symphony, Albert Spalding, Efrem Zimbalist, Lauritz Melchior, Lucresta Bori, Helen Jepson, Otto Lehmann, such dance orchestras as those of Whiteman, Vallee, Benny Goodman, Himiner, Garber, Dorsey, and Ray Noble, the University of Stockholm Male Chorus, Royal Hawaiian Band, Walt Disney with Mickey Mouse and his gang, George M. Cohan, Beatrice Lillie, Walter Huston, Eleanor Powell, Franchot Tone, the description of the China Clipper take-off from Hawaii, and the Navy Day Celebration around the world.

The program has been a production that has had 42 separate points of pick-up from the studios in the first 13 weeks. The tabulation of the first 13 weeks: RCA Radio is the real star behind those stars in The Magic Key series; radio at its peak. The program is blending entertainment from across oceans with that in the studio, to be listened to in millions of homes on modern receiving sets.

February 15, 1936 • Broadcasting
Plymouth Series Marks Chrysler's Return to Network

Ed Wynn Program on CBS Has Extensive Merchandising

PLYMOUTH MOTOR CORP., Detroit, in announcing plans to reach the mobile network users with a "big name" program Feb. 13, which is heard Thursdays, 9:30 to 10:00 p.m., over 70 CBS stations. Ed Wynn, comedian of radio and stage, returned to the air in a brand-new character, "Maxwell Gitter the Traveler," supported by Lentie Hayton's 22-piece orchestra, The King's Men quartette, and a large vocal ensemble.

Wynn's new characterization is patterned after the Gulliver of Jonathan Swift's classic of 300 years ago. He is changing costumes several times during the broadcast. John McIntyre, known through his appearance on the Man of Time, is handing Plymouth's commercials.

Wynn, S. Young, formerly of the NBC announcing staff, is serving as Ed Wynn's straight man, his first experience as stage. Graham of the NBC network personnel asked to join the series because he did not wish to perform outside of NBC, and he accepted the condition Mr. Young resigned from NBC and is now working on a free-lance basis.

Return of Chrysler

THE program marks the return of the top-selling Chrysler to the air after a lapse of nearly four years. The last chain series, except one-time programs, was the Zeigfeld Folies of the Air with Fred and Harry Zeigfeld as master of ceremonies, a Sunday night program that was on the air from April to June 1932. Plymouth started a disc series on 81 stations late in January, known as the "Paulding" or "Truth Barlow" (Broadcasting, Feb. 1). It was scheduled originally for three weeks.

The network offered a tie-up with the CBS program through a weekly contest in which a 1936 Plymouth deluxe four-door sedan is given to a listener, who has been chosen from among the winners of the contest. The winner then wins the radio audience a question each week, and the best 75-word answer wins a Plymouth. Blanks upon which contestants' answers must be written are being secured at Plymouth showrooms, and the dealer's name appears on the entry blanks.

In addition to the usual conditions which apply to the evenings, the contestant must furnish the name of the dealer from whom he obtained his entry blank. The Plymouth Disc will be delivered to the winner by the dealer from whom he obtained the application. The first prize winner will be announced Feb. 27, based on entries received from the initial broadcast. There are 13 posters, displays and entry blanks which have been furnished to all the Plymouth dealers from coast to coast. Spot ads appear in eight Plymouth magazines. A prize poster will be in Billboard, Variety and other magazines. The entering of the sweepstakes extends the Plymouth's advertising reach to almost complete coverage of the country.

Local Disc Placements Are Considered by GOP

PLANS for the expansion of the Republican National Committee's series of programs titled Liberty at the Crossroads have been announced. Oberst Tom Sabin, director of the Committee's press, has been sent to political leaders in various parts of the country to report on the reception. There is a possibility that Mr. Sabin may leave the question of local placements to local leaders.

Varying reactions are expected to the program. Since the programs were introduced in 1936 to a popular network station on a sponsorship basis. The programs were rejected as commercial by the networks in pursuance of their policy not to permit dramatized political programs and not to sell time to the political parties until after the nominating conventions next summer.

This being a presidential year, and with the radio audience so much the consumer, the board of directors of the Radio Manufacturers Association, meeting in Chicago last week, voted to extend the campaign. The radio stations will carry the programs.

THIS is being a presidential year and with the radio audience so much the consumer, the board of directors of the Radio Manufacturers Association, meeting in Chicago last week, voted to extend the campaign. The radio stations will carry the programs.

The program was sponsored by Chrysler Motors and the semi-weekly series was heard on WOR, New York. A. C. Flannery, Chrysler's radio manager, said: "This program is a national campaign that will carry our workout message to every city in the country and the country's capital, Washington. The program is a way of giving us an idea of how the radio audience will react to the message."

"With the program comes a sign that can be sold on the radio stations, a series of magazine ads, and a series of window cards."

"We have chosen a network of 77 stations which reach 91,000,000 Americans in homes, and short wave transmission will bring the program to many more Plymouth owners. We have picked the night of the week which has been proved statistically to be the best for broadcasting. The network enables the broadcast to be heard from coast to coast when the maximum number of listeners are tuned in.

A transcription campaign has been arranged for Dodge automobiles, especially for implement dealers. The discs are quarter-hour programs to be played by Dodge dealers in their stores.

The network of programs a week, two hours a week will be heard on the networks and through the broadcast. They will be broadcast on the networks and through the program, and they will be broadcast on the networks.

Van Camp Soup Food Co., Inc., Terminal Island, Cal. (White Star Tuna), is planing an intensive campaign of radio and print advertising to sell more than $400,000 to be spent. Radio will be used among other media. Agency is Edmund A. Wynn, Hollywood.
A Broadcast Station Has No Audience! 

A Discussion of Circulation and Call Letters and Such; It's the Program

By HARRISON HOLLWAY
Manager of KFRC, San Francisco

A BROADCAST STATION has no audience! Which is to say, it is my contention that no one listens. It is the opinion of experienced broadcasters that a radio station's business is to broadcast, not to have a particular audience. Potential audience is to a broad- cast what circulation is to a newspaper. Therefore, a station may have an audience, but it is to broadcast what circulation is to a newspaper.

A broadcasting station has no audience—it has a potential audience. A newspaper can guarantee its circulation. So can a radio station. As a matter of fact, it is the policy of many stations to guarantee that an advertisement will be read by no more authority than potential audience can assure that a program will reach a given number of listeners. Having much of ABC audits, the fourth estate confusedly inferred that there was assurance. When a station is to radio what circulation is to a newspaper, then, for the purpose of comparison, potential audience is the total number of units sold. Therefore circulation is the total number of units sold in the primary area where the station is to be heard. This total is pretty easy to learn since the 1930 census.

Not the Call Letters?

A NEWSPAPER is just so much compressed pulp turned out by a mechanical press until Mr. Reader incidently reads your advertisement. Parenthetically, lest this statement bring the deluge, I rec- ommend to you a newspaper which searches for bargain copy but, against which, I match the listener fidelity to your station. The broadcast radio, “sampling” is largely accidental and dependent on the pro- gram. To a large degree, the moti- vity of the diaster's patience is mea- sured by the merit of entertainment and not by the call letters. It is not true that all such shows do not have an audience; that, following a Bowes, an Allen or a Cantor with a Joe Glunk and a Slap-Happy Hill-billies coaxes the admitted large audience of these major-leaguers through an anti-climatic period of musical brutality. They just don't coax unless the sample is good.

Hanging the Medals

I FEEL quite confident that, if I were a prospective radio advertiser or an agency man, I would be much more impressed by a report that a station had an audience than by a report that a station, stunted to have, by “What station are you listening to now?” it took 18 programs during the week, 40% on ten programs, 30% on seven and so on. And during the time this station had second choice programs showing I would like to know of what the competition consisted. If it can be shown that the high-percentage program should feel confident that, comparatively meritorious, their program should draw an equal audience without taking into consideration the one variable—competition on other stations.

This provocative and sparkling article by one of the West Coast’s pioneer broadcasters, poses some views for every advertiser, advertising agent and station operator to conjure with. Some of his views are startling, for he takes an unusually bearish attitude (for a station executive) toward most audience surveys, and he tells why. Then you try to figure out the whys and where-fores of the rates that stations charge.

It must be admitted that the network stations, in most any com- munity, have the independents penalized 15 yards at the kick-off of separate ability and “being known by the company you keep”. But I hasten to say: “How about an article questioning the effectiveness of the independent stations as advertising media because I believe I have created some interest in this subject? If it’s the program that counts—that it’s Mr. Advertiser and not Mr. Station Manager who should wear the wide coat-labels on which to hang the medals.

But, gentlemen of the clinic, don’t buy the answers. One of the questions is: “Why is your rate what it is?” I doubt if there is one station manager or owner in ten who can answer this question. It is a night-time hourly rate being what it is. Groping for a yard-stick and speaking historically, I recall that some 14 years ago the light dawned on the A. T. & T. that WEAF might be used by someone else as a spot-station in the same area and the station would have gone with them.

There is no theater that has a resident audience. It has seats which represent a potential audience. Analogically, a broadcasting station has no perpetual audience. Its “seats” are the receivers which once produced each weekly tape can hear its competitor. If the show is good the seats will be regularly filled by virtue of word-of-mouth advertisement. The careful radio, “sampling” is largely accidental and dependent on the program. The votivity of the diaster’s patience is measured by the merit of entertainment and not by the call letters. It is not true that all such shows do not have an audience; that, following a Bowes, an Allen or a Cantor with a Joe Glunk and a Slap-Happy Hill-billies coaxes the admitted large audience of these major-leaguers through an anti-climactic period of musical brutality. They just don’t coax unless the sample is good.

Library Programs Put Local Sponsor In Dominant Place

Brewery and WFEA Successful In Late-hour Campaign

HOW SMART merchandising and salesmanship can sell transcription library services for local spot programs is told by Charles G. H. Evans, manager, WFEA, Man- chester, N. H. In a letter Feb. 3 to Frank E. Chirzini, assistant manager, and Mr. Evans related how Cold Spring Brewing Co., of Lawrence, Mass., had moved their products from fifth or sixth place in volume sales, to top position, without any serious competition. The point is that paid our program the compliment of asking for similar ones.

The use as the basis of the pro- gram the Radio Night Club script. I have enclosed a sample of our commercial continuity, so that you may see how it is handled. The pro- gram is listed as Club Hacker’s 3-X, and is on the air daily except Sundays. "It’s not discouraging the impression that each program is provided by the restaurant which is chosen as the ‘host’ for each program, but in addition to the script which we have found effective is applause, for which we use a Gennett sound effect disc.

The Bundling Hour

"I BELIEVE that we succeeded in permanently laying one ghost when we insisted that the client schedule the commercial continuity. Each time to this time every advertiser has fought shy of anything after 10:00 p. m. on the ground that New Hampshire listeners were in bed and after that hour. Bundling is still supposed to be an old New England trick.

"We fought for 10:30 p. m. on the ground that since the law requires that all beer taps be closed promptly at 10, we decided to remind listeners that they had only a short time to order that final bundle.

"Our client suggested, at our opening conference, that what the brewery needed most was dealer cooperation. Well, this was the point that if the brewery was willing to do something for the individual dealer, he could be a little more zealous about sug- gesting the merits of 5-X Ale to customers who failed to specify a brand.

"We evolved the plan of making individual restaurants ‘hosts’ for each bundle. Each was agreed to be lettered by letter two days in advance of his broadcast that he is to be the host and this is followed up on (Continued on page 37)
Repeal of Davis Amendment Is Asked of Congress By FCC

Equitable Distribution of Radio Service Sought; Freedom of Speech Plan Favorred in Some Details

A NEW plea for repeal of the so-called Davis amendment upon which the present quota-system of broadcasting facilities, according to population, is based, was made to Congress Feb. 10 by the FCC in a letter to Rep. Rayburn of the House Committees charged with radio legislation.

The letter stated that the FCC believes the amendment to be the only legislative request to be made of Congress at the present session.

The Commission day the FCC sent to Rep. Scott (R. Cal.), a letter commenting upon his three "freedom of speech" bills introduced at the last session. In some respects the FCC favored these measures, while in others it offered opposition. The FCC, as is well known, by the American Civil Liberties Union, would throw open station facilities at specific frequencies to others, and would make other forum discussions and include provisions to protect the stations from libel or slander suits.

Little Chance of Action

BECAUSE of the heavy burden of legislation facing Congress there is little prospect for enactment of any important radio measures at this session.

The most inflammatory of radio proposals before Congress is the Conroy resolution for a thorough investigation of the radio industry, which has particular reference to its broadcasting activities. The resolution narrowly passed the House Rules Committee.

The Davis amendment letter stated it was the "earnest desire" of the FCC to have the Communications Act amended to include its provisions. It failed in the last two sessions of Congress.

If repealed, the FCC would be authorized to allocate facilities under the old law as it existed prior to 1927. The FCC, it was pointed out, believes that facilities should be allocated equally among the five radio zones and equitably among the states in each zone, rather than according to population. As revised, the FCC would be authorized to allocate so "as to provide an equitable distribution of radio service" to the states and communities.

If the amendment is repealed the quota system adopted in 1922 by the Radio Commission will be scrapped and the way will be opened for the FCC to allocate facilities on their technical feasibility rather than in regard to population of particular areas.

The review of the Davis amendment was indicated by the FCC as a factor even though it has not been rigidly observed.

Regarding the three Scott bills, the letter signed by Chairman Prall, went into them in great detail. It did not discuss the Scott bill dealing with the establishment of a broadcast research commission, the function of which would be to decide upon facilities and frequencies with no emphasis on possible government ownership and operation.

The commission is in complete sympathy with the purpose of HR-9229 which we understood to be a more effective use of broadcasting on public, social, political and economic lines.

"In our opinion the broadcaster who simply makes his facilities available for the discussion of these issues by responsible people and who exercises no control over the content of his broadcasts should not be held liable for statements made in the course of the broadcast. He should not be held liable for scurrilous defamatory attacks by judgment-proof, irresponsible individuals. We are confident that many broadcast stations with a full realization of their public responsibility, even though relieved themselves of liability, would not permit the use of their facilities for attacks by irresponsible individuals. On the other hand, it is possible that someone in the course of political campaigns or other local controversies might avail themselves of the privilege of broadcasting to permit defamatory attacks by irresponsible persons. In such event permission for the expenditure of time without effective recourse since an unregulatable judgment against the author of the attack would not necessarily compensate for the damage done by such an attack."

Problem of State Laws

THE FCC continued that there is an important distinction between the action of the licensee in merely furnishing physical facilities for others to use for the presentation of physical facilities for the dissemination of his own views. It said that the exemption should not tend to exceed the limits of his capacity as the provider of the facilities and suggested an amendment to the proposed Scott bill to carry out that purpose.

Some question was also raised about the exemption of stations in overriding state laws regarding libel and slander. The FCC expressed no opinion on that. Then it made one further observation: "The number of broadcast stations is of necessity strictly limited. The owners of broadcast stations form a small but powerful group. Their exemption from liability as the providers of facilities, combined with their power to select the persons whose views are to be transmitted, inevitably places tremendous power in their hands."

Discussing HR-9230, which would set aside time for "uncensored discussion" on a non-commercial basis of political and economic problems, for which the FCC would set up an "advisory committee," it observed that its conclusions on the preceding bill. It added that the bill would in no way make the FCC believes to be "more properly than without the scope of Congress than the commission.

Moreover, said the FCC, enactment of the bill would entail an additional heavy administrative burden upon the FCC and would in itself be "very difficult." But if it should become law, it added, "The Commission hopes that the law does not handicap the FCC in its ability to efficiently perform its duties."

The third bill (HR-9211) would provide that each licensee keep complete and accurate records open to public inspection of all applications for time, of all rejected applications and the reasons and similar data. The FCC pointed out that stations now are required to keep a body of records and operating logs and while they do not require the keeping of the kind of information that the FCC would propose, the FCC has borne in mind that Congress has never made broadcast stations public utilities, open to all comers.

Our understanding is that they evolve from consent decrees and cause Congress intended that they should have liberty to accept or reject applications and to abandon frequencies to those who should use their facilities and for what purpose. In urging reconsideration of display of broadcasting stations. Congress undoubtedly intended to give them a tremendous moral obligation. If that moral obligation has not been met to the satisfaction of many they are not real utilities.

KFYR License Renewal Is Granted by the FCC

UPON the basis of new evidence offered at a hearing Jan. 16, the FCC has granted KFYR, Bismarck, N. D., a regular renewal of its station license. The station had been ordained granted because of alleged violations of technical regulations through operation with excessive power.

Additional testimony was to the effect that the violations occurred without the knowledge of H. A. Philips, Philip J. Meyer, and that it was the first citation against the station in 10 years of operation.

The station had filed applications for KFYR's facilities, after the deletion had been made, for the broadcast facilities against the deletion were filed by civic organizations in its service area.

Weco Shifts Debut

WECO Co., Chicago (Dr. West's tooth-brushes, etc.), has changed its radio debut to Saturday, Feb. 22, 10:30-11 p.m. using the NBC-Trimax. The move avoids the re-broadcast to the West Coast, Ethel Shutt and George Olsen and his orchestra will be the talent, the program will be heard on "Woco's "West's Celebrity Night." J. Walter Thompson Co., Chicago, is the agency.

Woco will have an important change in the obligations of stations, and that in addition to present responsibility to afford facilities for such purposes. To attempt to introduce the orders and rules, which would impose an obligation without express statutory authority. It suggested that it is improper to grant the FCC should adopt a "direct and legislative mandate" carrying out its terms because it involves a "broadcast service" which the FCC believes to be "more properly than without the scope of Congress than the commission."

PROGRAM FIXES MURDER TIME

Radio in Car of Minneapolis Publisher Was Tuned To Jack Armstrong At Time of Killing

By DEFINITELY fixing the time of a certain portion of the Jack Armstrong network broadcast, the FCC has made a point in Hennepin County District Court this week where Isadore (Kid) Cann Blumenfeld was on trial for the murder of Wallace Liggett.

At 5:41 p.m., Dec. 9, Liggett was shot and killed by bullets from a machine gun as he slinked from his car at the rear of his home in Minneapolis. Accompanying Liggett in the car were Wallace Liggett, a radio news editor, and a radio sound engineer, who identified the recording of the program. As a result of their testimony the time of the shooting was fixed by interpolation at approximately 5:41.

Defense counsel stated that he would introduce witnesses to prove that Kid Cann was in a Minneapolis barber shop from 5:30 to 6:30 p.m. on the day of the killing. Mrs. Liggett and another witness have identified Cann as the man they saw shoot Liggett as he ran from his car. Wallace Liggett was listening to the Jack Armstrong program. The attorney gen- eral will present evidence of testimony in this case. The judge is hearing testimony in the murder trial.

The FCC has been or- dered by a court to make available the technical records of the program, and Armstrong's orchestra, to the police. The FCC has been ordered to transmit the radio program in question to the state attorney's office, where it is to be made available to the police.
BEATRICE DE SYLVARA
ONE OF FIVE HIGHEST PAID BEAUTY EXPERTS
TELLS MILLIONS OF WOMEN
"HOW TO BE CHARMING"
IN INTIMATE TALKS
MONDAYS - WEDNESDAYS - FRIDAYS ON
WHAS

PHILLIPS
Milk of Magnesia
Charming Cream

PHILLIPS'
Milk of Magnesia
Talos Cream

A 3-DAY BROADCAST TEST OVER WHAS PULLED FROM WOMEN
6000 REQUESTS
FOR PHILLIPS MILK OF MAGNESIA FACE CREAM

Follow the others and do a bigger, better sales job by concentrating your advertising appropriations on the coverage offered by WHAS—the fourth largest CBS Network Station.

85% of the 6,000 request letters came from housewives. The ones who tune in mornings on WHAS programs. They buy 98% of the food and merchandise for their families. The 6,000 requests for Phillips Milk of Magnesia Face Cream came largely from WHAS' rich Ohio Valley Coverage. It is within the WHAS shopping area, populated by 788,620, comprising 188,034 families, owning more than 133,900 radios. But WHAS' 50,000 watts gives any product a grand total of 3,461,100 with its primary and secondary daytime coverage. And the nighttime primary and secondary coverage increases to 4,399,200. So, when buying time on the air keep in mind the Face Cream Test. And also remember, WHAS' Secondary Area Population Coverage is 24,752,138. North, East, South, West.

LOUISVILLE • KENTUCKY
CBS BASIC OUTLET

February 15, 1936 • BROADCASTING
IN AN APPARENT effort to revive the press-radio controversy, with particular emphasis on the sale of news to radio stations, E. H. Harris, publisher of the Richmond (Ind.) Palladium-Item and chairman of the Publishers National Radio Committee of the American Newspaper Publishers Association, revealed in a speech before the Pennsylvania Newspapers Publishers Association last month that he has prepared a plan for submission to the ANPA board meeting in New York Feb. 24.

The plan, it is learned unofficially, contemplates reestablishment of the Press-Radio Bureau on another basis and it is believed to include a proposal that the newspapers force United Press and International News Service out of the field of selling news for sponsorship to the radio stations. At least, Mr. Harris in his speech in Harrisburg, Pa., and again in a statement to Editor & Publisher, made it clear that he was dissatisfied with this situation and that he believes the newspapers should exercise more pressure upon the press associations to stop such sales.

This plan, if adopted by the ANPA board, will be presented to the full ANPA convention April 28 at the Waldorf-Astoria, New York.

Mr. Harris' remarks at Harrisburg drew an immediate retort from the editors and INS heads, many of whom have repeatedly stated that Broadcasting that they have no intention of getting out of the radio field in which they are now firmly entrenched, as evidenced by the directory of radio stations (including many that are newspaper owned) now buying press association news for sponsorship purposes published in the 1936 Yearbook of Broadcasting.

At Harrisburg, Mr. Harris spoke about the radio situation in detail, reviewing the recent AP-KVOS decision on property rights in news and asserting:

"Why should the publisher not require privately owned press associations to include a provision in his contract which will give to each newspaper client a property right in all the news of the association and prohibit the press association from selling this property to any broadcasting station or to any advertiser for sponsorship over the air without his consent?"

Conflict in Views

AFTER asserting that under the present radio licensing system "the party in power takes advantage of its official position to use our broadcasting system in the name and for the benefit of the party in power," and after drawing comparisons with how the government-owned British radio system is used directly and purposely to promote the campaign for the reelection of the party in power," and after drawing comparisons with how the government-owned British radio system is used directly and purposely to promote the campaign for the reelection of the party in power, Harris revisited the way in politics there, Mr. Harris declared that "the press should not surrender its

Hearing on KGKO Shift

TO AID music supervisors in preparing their students for radio, WHK, Cleveland, will conduct a series of six forums when the Winter Music Remnant of the scholastic year in which radio problems such as "mike" technique, proper stance, and other broadcast matters, a regional choral groups, program building and similar problems will be discussed.

The first meeting will be held Sunday, Feb. 16, at WHK's Cathedral studio. All music supervisors will be invited. Mr. Baillie's statement was repeated to Broadcasting in part as follows:

"It was no action on the part of the UP or INS which "nullified" the effects of the Press-Radio Bureau.

The Press-Radio Bureau never prevented the broadcasting of sponsored news from a broadcast with a horizonal to promote the campaign for the reelection of the party in power, Harris revisited the way in politics there, Mr. Harris declared that "the press should not surrender its

Hearing on KGKO Shift

TO AID music supervisors in preparing their students for radio, WHK, Cleveland, will conduct a series of six forums when the Winter Music Remnant of the scholastic year in which radio problems such as "mike" technique, proper stance, and other broadcast matters, a regional choral groups, program building and similar problems will be discussed.

The first meeting will be held Sunday, Feb. 16, at WHK's Cathedral studio. All music supervisors will be invited. Mr. Baillie's statement was repeated to Broadcasting in part as follows:

"It was no action on the part of the UP or INS which "nullified" the effects of the Press-Radio Bureau.

The Press-Radio Bureau never prevented the broadcasting of sponsored news from a broadcast with a horizonal to promote the campaign for the reelection of the party in power, Harris revisited the way in politics there, Mr. Harris declared that "the press should not surrender its

Hearing on KGKO Shift

TO AID music supervisors in preparing their students for radio, WHK, Cleveland, will conduct a series of six forums when the Winter Music Remnant of the scholastic year in which radio problems such as "mike" technique, proper stance, and other broadcast matters, a regional choral groups, program building and similar problems will be discussed.

The first meeting will be held Sunday, Feb. 16, at WHK's Cathedral studio. All music supervisors will be invited. Mr. Baillie's statement was repeated to Broadcasting in part as follows:

"It was no action on the part of the UP or INS which "nullified" the effects of the Press-Radio Bureau.

The Press-Radio Bureau never prevented the broadcasting of sponsored news from a broadcast with a horizonal to promote the campaign for the reelection of the party in power, Harris revisited the way in politics there, Mr. Harris declared that "the press should not surrender its
For eighteen and one-half hours out of twenty-four KWK is increasing sales results for their many clients. Whether your prospects are early risers, mid-day listeners or night owls we reach them with your sales message.

In a large metropolitan area such as St. Louis and surrounding suburbs, the concentrated buying power assures satisfying results from a well presented advertising campaign.

THOMAS PATRICK INCORPORATED
HOTEL CHASE ST. LOUIS
REPRESENTATIVE - PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO
OVER 211,000 commercial announcements in one year—that's the record to be set in a few weeks when the final quarter of a year's continuous presentation of musical transcriptions will be concluded by Chevrolet Motor Co.

The number of broadcasts will total 52,906. At its beginning Chevrolet's WBS transcriptions Musical Moments were broadcast three times a week from 300 stations; in the fourth quarter they were broadcast from 385 stations—three times a week from 289 and five times a week from 96. That makes a total of 1347 broadcasts each week. Further, had all the Musical Moments time been allotted to a single station, it would have provided material for a continuous broadcast, 24 hours a day, for one-and-a-half years.

The year's broadcasting required 26,453 double-faced records. They weigh a half-pound apiece—totaling more than six-and-a-half-tons. Piled up they run 18 records to the inch and the entire lot would make a column 122 feet high.

Furthermore, points out Chevrolet and its agency, Campbell-Ewald Co., no program has been repeated since the beginning of the series. Some standard musical selections or popular melodies have been used more than once but each time in a different arrangement or treatment.

SOUTH AFRICA's broadcasting system next year will be reorganized along the lines of the British Broadcasting Corp., with no more privately owned stations and directed by a board of nine governors appointed by the Governor General.

**WFBC**

Greenville, South Carolina

SUNDAY, March 1, 1936, WFBC, the station of The Greenville News and Piedmont, will go on the air for the first time with its shining new plant, built to the latest engineering expertness and equipped in the best the market affords. Power will be increased to 5,000 watts daytime and the new antenna will greatly increase the coverage of the 1,000 watts night power. Greenville is the center of the most populous and prosperous section of South Carolina, long recognized by national advertisers as the dominant market in the state and one of the leading markets of the whole south.

WFBC Studios: Imperial Hotel, Greenville, S. C.

National Representative: Joseph H. McGillvra, 485 Madison Avenue, New York
Announces
the appointment of
E. KATZ Special Advertising Agency

NEW YORK
500 Fifth Ave.
KANSAS CITY
Bryant Bldg.
CHICAGO
DALLAS
Republic Bank Bldg.
ATLANTA
22 Marietta St. Bldg.
DETROIT
Gen'l Motors Bldg.
PHILADELPHIA
260 S. Broad St.
SAN FRANCISCO
Monadnock Bldg.

As National Advertising Representative

Last year marked the most successful year in the history of this Station. Again it was selected by Variety as first in Showmanship in the Mid-South. Again local merchants favored it with an overwhelming majority of their local broadcasts. Again national spot advertisers by a big margin registered their preference for its coverage and acceptance throughout the Mid-South.

An increase, in a few weeks, in daytime power to 5,000 watts offers the national advertiser considerably expanded sales opportunity at no increase in cost, thru the medium that most dependably brings to listeners of this inland empire the best features of the NBC Red and Blue Networks. Affiliation with the Commercial Appeal—largest daily circulation South—gives the program sponsors the plus values of active, helpful publicity throughout the South's First Market.

Studio and Executive Offices: HOTEL GAYOSO • Memphis, Tennessee

RADIO MARKET MASTER OF THE MID-SOUTH

February 15, 1936 • BROADCASTING
"—till leap year brings
Leap Year—1936—brings February an extra day.

Leap Year—'36—brings to all advertisers a greater appreciation of Spot Broadcasting's extras—flexibility, adaptability and localization—extras which Spot Broadcasting alone offers the radio advertiser.

Leap Year—'36—brings to these stations the renewed confidence of advertising men from coast to coast—advertising men who know that these stations—like February '36—have a definite plus value to offer.

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY — INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO
Unethical Practices Are Most Numerous In NBC Continuity Acceptance Checking

One year of operation of the NBC continuity acceptance department finds the network marking advanced in "building for itself a reputation as the screening agency which will accept the advertising medium that would attract the most desirable class of advertiser". In that year, according to Janet Macrorie, head of the department, 560 policy violations were recorded, not including duplications of violations.

Besides service received from the Federal Trade Commission, Food & Drug Administration, National Better Business Bureau and Proprietary Association's Advisory Committee, the department has studied press comment and audience mail containing comment pertinent to the need of continuity regulation.

Consistent Policies

Late last March Miss MacRorie visited the Chicago, San Francisco, Hollywood and New York offices of the company to discuss the aims of this department with officials at these points and to endeavor to establish consistent enforcement as an policy throughout the owned and operated stations.

"At Chicago and San Francisco," she says, "the work is in the hands of competent editors especially assigned to this work. Records of policy enforcement are kept at all three points. An exchange of these keeps New York, Chicago and San Francisco posted on the work that is being done in continuity acceptance.

"NBC managed and operated stations: Working through the managed and operated stations department, all station managers are supplied with all rulings governing the acceptance of continuity and with records of policy enforcements, as these are released. That station managers are becoming more conscious of the importance of regulation of material broadcast is evidenced by the number of inquiries sent in.

"In general procedure of regulation, this department contacts the salesman handling the account, who, in turn, contacts the agency. Frequently, agency representatives wish to discuss the changes with the writer. A conference follows at which agency representatives, sales representative and the writer thresh out the difficulties involved.

"During the past year, our company has been declining on the ground that, because of the nature of the product, good taste could not be maintained were the product to be fully described and its use promoted.

"As of the start, we have included personal hygiene classification. Cosmetics has been turned down where the credits presented claims which, if true, could not be substantiated. Others have been found unacceptable because credits and hair dyes have also been declined, as have various medical products having poor reputation.

"It is the feeling that much ground is gained if the agency representatives and others interested take opportunity to discuss the policy regulations of this company with continuity acceptance before going on the air. When this is done, few violations of policy appear in the scripts that are submitted afterward.

"The review covers the following:

1. All scripts submitted for broadcast by sponsors of commercial network programs emanating from New York stations.
2. Checking continuity for local commercial programs—WJZ, WEAF.
3. Checking of programs and spot announcements to be broadcast at various points, sold in New York.
5. Checking material for which the Electrical Transmission Department of this company will make the recordings.
6. Checking any copy submitted through Station Relations to go over local stations.
7. Checking contest and gift offers and advertising to Sales Promotion.
8. Checking lyrics (in cooperation with music department).
9. Obtaining information from authoritative sources of the acceptability of Racial and religious efforts, or of programs in which such lyrics are entered upon. Much of such inquiry comes from local stations.

"An encouraging sign is the voluntary consultation by agencies representatives as to the acceptance of certain material before it is submitted for broadcast," says Miss MacRorie. "It is believed that agencies are beginning to suspect that NBC is often right in its decisions and that acceptance of the required changes work to the advantage of the client, as well as that of this company.

"That much work still remains to be done in regulation of commercial credits and in establishing higher standards of good taste in commercial programs goes without saying. However, it is believed that this company has laid the ground work and that the prospect of carrying on toward higher ideals is bright.

Here is the NBC analysis of the 560 policy enforcement reports:

Number of Violations Total

<table>
<thead>
<tr>
<th>Classification</th>
<th>Number of Violations</th>
<th>% of Violations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unethical Business Practices</td>
<td>990</td>
<td>70.2</td>
</tr>
<tr>
<td>Superlatives</td>
<td>90</td>
<td>6.2</td>
</tr>
<tr>
<td>Exaggerated claims</td>
<td>12</td>
<td>0.8</td>
</tr>
<tr>
<td>Derogatory references</td>
<td>80</td>
<td>5.7</td>
</tr>
<tr>
<td>Unfair competition</td>
<td>40</td>
<td>2.8</td>
</tr>
<tr>
<td>Misleading statements</td>
<td>26</td>
<td>1.8</td>
</tr>
<tr>
<td>Dual sponsorship</td>
<td>21</td>
<td>1.4</td>
</tr>
<tr>
<td>Negative comments</td>
<td>10</td>
<td>0.7</td>
</tr>
<tr>
<td>Alarmist material</td>
<td>10</td>
<td>0.7</td>
</tr>
<tr>
<td>Misrepresentations</td>
<td>17</td>
<td>1.2</td>
</tr>
<tr>
<td>Trade Infringement</td>
<td>7</td>
<td>0.5</td>
</tr>
<tr>
<td>Derogatory references to competitors</td>
<td>7</td>
<td>0.5</td>
</tr>
<tr>
<td>&quot;Absolutely free&quot;</td>
<td>6</td>
<td>0.4</td>
</tr>
<tr>
<td>Poor Taste, Impropropriety, Slanging, etc.</td>
<td>88</td>
<td>5.8</td>
</tr>
<tr>
<td>Safe or Harmless</td>
<td>30</td>
<td>2.1</td>
</tr>
<tr>
<td>Memes or Other Networks</td>
<td>18</td>
<td>1.2</td>
</tr>
<tr>
<td>Cross reference NBC</td>
<td>12</td>
<td>0.8</td>
</tr>
<tr>
<td>Cross reference CBS</td>
<td>12</td>
<td>0.8</td>
</tr>
<tr>
<td>Editorial and Legislative Contacts</td>
<td>6</td>
<td>0.4</td>
</tr>
<tr>
<td>Direct Address</td>
<td>5</td>
<td>0.3</td>
</tr>
<tr>
<td>Contact without NBC Approval</td>
<td>5</td>
<td>0.3</td>
</tr>
<tr>
<td>Mention, Aadvertisements, Local</td>
<td>18</td>
<td>1.2</td>
</tr>
<tr>
<td>Sponsorship</td>
<td>12</td>
<td>0.8</td>
</tr>
<tr>
<td>Sales in Studio</td>
<td>7</td>
<td>0.5</td>
</tr>
<tr>
<td>Impersonation without Representation</td>
<td>1</td>
<td>0.1</td>
</tr>
<tr>
<td>Mention broadcast Tickets</td>
<td>1</td>
<td>0.1</td>
</tr>
<tr>
<td>Impersonation of NBC by</td>
<td>1</td>
<td>0.1</td>
</tr>
<tr>
<td>Records</td>
<td>1</td>
<td>0.1</td>
</tr>
</tbody>
</table>

Total | 560 | 99.2 |

Analysis of 560 policy enforcement reports, distribution by accounts:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Number of Violations</th>
<th>% of Violations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automotive</td>
<td>10</td>
<td>1.8</td>
</tr>
<tr>
<td>Building Materials</td>
<td>4</td>
<td>0.7</td>
</tr>
<tr>
<td>Motor Oil &amp; Grease</td>
<td>2</td>
<td>0.3</td>
</tr>
<tr>
<td>Clothing and Dry Goods</td>
<td>5</td>
<td>0.9</td>
</tr>
<tr>
<td>Machinery &amp; Appliances</td>
<td>125</td>
<td>22.2</td>
</tr>
<tr>
<td>Cosmetics &amp; Toilet Goods</td>
<td>158</td>
<td>28.2</td>
</tr>
<tr>
<td>Food &amp; Food Beverages</td>
<td>146</td>
<td>26.1</td>
</tr>
<tr>
<td>Furniture &amp; Fixtures</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>Lubricants, Petroleum Products, etc.</td>
<td>21</td>
<td>3.8</td>
</tr>
<tr>
<td>Radios, Phonographs, Musical Instruments</td>
<td>5</td>
<td>0.9</td>
</tr>
<tr>
<td>Launder Soaps, Housekeepers Supp.</td>
<td>8</td>
<td>1.4</td>
</tr>
<tr>
<td>Stationary &amp; Publishers</td>
<td>6</td>
<td>1.1</td>
</tr>
<tr>
<td>Beer</td>
<td>1</td>
<td>0.2</td>
</tr>
<tr>
<td>Department Stores</td>
<td>8</td>
<td>1.5</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>7</td>
<td>1.3</td>
</tr>
</tbody>
</table>

Total | 560 | 100.1 |

Join the Parade of National Successes Now on—

WSOC
Believe It or Not Ripley
Major Edward Bowes
Jack Benny
One Man's Family
Hit Parade
Fred Waring
Sinclair Minstrels
Voice of Firestone
Grace Moore
and many others.

Wire or write for rates to—

WSOC
Charlotte, N. C.

95 Out of a 100 Have One—

We've said: "In our primary area 87.4% of the homes are radio-equipped".

Ross Federal (Survey) says: "Of the completed calls (16,495), 95.94% of the respondents owned a radio".

You advertisers say correctly: "It's the radios in a concentrated area that count".

Naturally you can best reach that concentrated area through its most popular station...
The clock ticks off the seconds. It's sunrise at KGHL, Billings, Montana. Silhouetted against the struggling light of dawn, you see a single, graceful shaft piercing the sky at 558 feet. What is it?

One of the new self-supporting vertical radiators built by Truscon... the latest achievement in utilizing assigned power to maximum advantage.

Through morning, noon and into the night... programs of every tonal quality are transmitted with high fidelity and almost total absence of night fading.

Incorporating every structural, mechanical and commercial advantage, Truscon vertical radiators are accelerating profitable development of commercial stations throughout the country. Also state police stations everywhere are materially improving their efficiency with Truscon vertical radiators.

Truscon offers expert cooperation to station executives, operators, radio consultants and engineers in determining the most efficient and economical design to meet your station's requirements.

TRUSCON VERTICAL RADIATORS

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

Truscon sales offices are located in principal cities. If you are unfamiliar with the location of the Truscon sales office in your vicinity, write to Truscon Steel Company, Youngstown, Ohio.
WHO ARE SOME OF THE STARS OF THIS REMARKABLE SERIES?

THE BOHEMIANS: Second tenor, Walter Scanlan; first tenor, Carl Mathieu; baritone, Paul Parks; bass, James Stanley; director and accompanist, Robert Armbruster. A marvelous and famous male quartet, regularly heard on Kroger's "House of a Thousand Eyes".

DICK POWELL, guest star, regularly heard on the "Hollywood Hotel" program.

MOLASSES 'N JANUARY, guest stars, famous comedy pair. Reminds you immediately of Maxwell House "Showboat" where they are regular features.

FRANK TOURS and HIS ORCHESTRA, one of the outstanding artist groups of radio, regularly heard on Kroger's "House of a Thousand Eyes".

LANNY ROSS, guest star. You know his fine voice of Maxwell House "Showboat".

AN EXAMPLE OF WHAT CAN BE DONE WITH TRANSCRIPTIONS!

Again World meets with remarkable success in solving a unique and important advertising problem. Mr. Stanley W. Barnett, Manager of station WOOD-WASH, Grand Rapids, writes to World—

"I cannot help expressing the favorable impression that I have had in listening to the Kroger show which you have recorded.

"To my mind it represents a new milestone in showmanship on transcribed programs. It has all the earmarks of a show produced at the last minute and put on in the studio, both from a musical and production standpoint.

"My suggestion is that you use this show as an example of what can be done with transcriptions. For I believe this type of show will do much to offset whatever remaining antipathy there may be on the part of advertisers to go in for recording a radio presentation."

GUEST ARTISTS — The Finest in Radio!
FIRST CLASS PRODUCTS — As Sold by the Kro Baking Co.
FIRST CLASS RECORDING — As Provided by World System, with Wide I

Added up, it all equals a FIRST-CLASS PROGRAM an eager, RESPONSIVE Audience for the Kroger THOUSAND EYES."

WORLD BROADCASTING SY
HERE'S a marvelous idea now on the air—doing a big outstanding job of SALESMANSHIP WITH SHOWMANSHIP. It's called THE HOUSE OF A THOUSAND EYES, a series of 52 half-hour programs sponsored by the Kroger Grocery & Baking Company. When this program was conceived, there was no question in the minds of their advertising agency, the Ralph H. Jones Company—the artists had to be the top, the outstanding stars of radio. There was no question about the radio vehicle for this spectacular program either. It had to be the top, too. And that meant WORLD TRANSCRIPTIONS. The depth, the brilliance, and the beauty of Wide Range Recording as developed by World Broadcasting System was just what was needed. And at the same time it expresses the quality of the work of the "G Men of the Kitchen," the chemists and scientists of the Kroger Food Foundation who examine every shipment of food products before they go out to the Kroger Stores. EVERYTHING TOP-NOTCH—the program, the guest artists, the sponsoring organization, and the quality of the radio reproduction.

And there is another way that World fits exactly into this problem. It is a case of REGIONAL ADVERTISING. 16 selected radio stations in the Middle West and South. In the territory of the Kroger Grocery and Baking Company, World Broadcasting System, with its highly flexible method offered the best way possible to broadcast over those selected stations and with utmost economy—no waste.
Howling Calamity Again

WE DOUBT very much whether Mr. E. H. Harris, chairman of the Publishers National Radio committee, is going to succeed in his newest effort to provoke a new radio-press conflict, which was settled for all practical purposes last year when UP and INS decided to sell news to radio for sponsorship purposes. If we rightly gauge the minds and purposes of the leaders of the newspaper publishing field, and taking UP and INS at their words that they do not intend to leave the radio field, Mr. Harris is due for the same disappointment which befell his predecessor, now an eager applicant for radio facilities for his own newspaper, who simply could not put over his fight against radio on behalf of the ANPA.

Mr. Harris' idea is that the press associations should be forced by their newspaper clients to stop selling to radio. He cannot becloud the issue by inferring that sponsors color or distort their radio news reports; several years of experience have shown that they do nothing of the kind, and contracts like those of UP and INS with their station clients show that they have complete control over their reports. Nor are the radio people any less eager to protect their integrity for non-partisanship and freedom of speech than the newspapers, despite the fact that they hold only six-month franchises from the government. As for Mr. Harris' outright charges that the party in power controls the radio, that is both that even Chairman Fletcher of the Republican National Committee could not substantiate after the generous allocations of time on the air his organization and its spokesmen have received, with never a threat from the Roosevelt administration at any time that radio should clamp down on opposition.

Mr. Harris admitted in his Harrisburg speech that many publishers say radio has not injured circulation; we go further and assert that it has aided circulation for the many newspapers owning or cooperating with radio stations. As for the question he raises as to whether the broadcasting of news is not gradually undermining the newspaper as a newspaper, the experience of the last few years certainly has not proved anything of the sort, for newspaper lineage has enjoyed the same comeback from the depression that other businesses have enjoyed, and newspaper properties seem to be in a stronger position than ever.

Mr. Harris fails to take cognizance of the fact that radio has proved itself perfectly capable of gathering its own news, as readily admitted by President Baillie of UP in his reference to the press' inability to halt the progression of Transradio, etc. President Herbert Moore of Transradio would like nothing better than to see the newspapers clamp down on UP and INS; what with their appetites for news whetted all the more by the fuss and bother raised by Mr. Harris and his cohorts, the radio managers will simply turn to Transradio for their news reports if the others withdraw, and what a competition with the press generally would ensue! And we're not at all certain radio might not be better off with its own independent source of news in the long run, especially if the newspaper calmness bowlers continue to howl in these days where live and let live seems to be a motto benefiting newspapers and radio alike.

Some scenario writer with an astronomical imagination, thinking probably of film salaries, must have drafted the six-figure copyright infringement suits which Warner Bros. publishing houses have dumped into the courts. But infringement suits, like libel suits, usually ask a lot and get little.

The Facts First

THE FCC Broadcast Division found itself navigating in hot water again the other day because of the zeal of lawyers on its staff. On the basis of recommendations, it had issued temporary licenses to a number of stations, and good ones at that. At its very next meeting, upon learning the facts, it rescinded the orders.

The incident surrounds the Sterling Casualty Insurance Co. program. The stations were given temporary licenses because they carried the account. But there had been no adjudication anywhere against the Sterling company, although the Broadcast Division apparently was under the impression that it had been cited by the Postoffice Department. The facts were that the Department was making an inquiry and had not reached a conclusion one way or the other.

We hold no brief for the Sterling company or any other advertiser and we do not profess to know whether its advertising is good. But we do say that stations should not be penalized by the FCC and have their reputations besmirched before there is any substantive evidence against them. Such evidence does not now exist against Sterling and it must be said in favor of the Broadcast Division that it was quick to rectify the error when it found it.

All of this commotion about station citations that have fallen flat may be traced to lawyers on the FCC staff who have placed themselves in the position of prosecutors and who have stepped out of character as lawyers to comb the files of other Federal agencies for information they can "get" consistenly with the law. We think that is borrowing trouble and putting the government to needless expense. At the same time it has unquestionably intimidated stations and frightened legitimate accounts from radio.

These recent incidents show how important it is for the FCC to make sure it is right before it acts.

A Radio Boondoggle?

WHILE we are naturally attuned to the political swing these days, we couldn't work up much of a laugh over this "boondoggling" business. But things have changed, because this political pork-barrel has bit home. We refer to the WPA-FHA "plan" under which municipalities would be enabled to finance with relief money the building of new "municipal" broadcasting stations. As outlined, the plan appears ridiculous because it omits every consideration of radio's limitations, and the fact that American radio doesn't want any of Uncle Sam's relief handouts. Yet, because of some things that have happened in current politics, we are not inclined to brush it aside without some investigating. Thus far our investigations have revealed that the whole scheme was a brain-child of subsidiaries in these two agencies. It does not have the sanction of the higher-ups and it is disowned by the FCC which officially knows nothing about it. Steps are being taken to squeal this latest brain-drain scheme of some hidden "brain truster".
ROY SARLES

DURSTINE

SOMEONE has called Roy Durstine "the dynamo in B. B. D. & O." That just about sizes up the newly-elected president of Barton, Barton, Durstine & Osborn, who assumed that office during the last fortnight when William H. Johns became chairman of the executive committee of the agency. As vice president and general manager of B. B. D. & O., there wasn't a single move made in the entire agency, including its branches, that he did not know about—and much of all the agency's activity stemmed directly from his desk.

The broadcasting industry knows Roy Durstine as the first major agency executive who gave complete acceptance to the fact that radio advertising must inevitably be an agency function. More than that, he insisted from the start that client programs must originate in the agency and be staged by the agency—a conviction that ran counter to accepted notions, particularly in high network places, but one that he has carried through as an established policy at least for B. B. D. & O. His pioneering activity in radio, radio programming and radio production have been borne fruit for his company, too, for today it is one of the leaders in time placements and at maximum it has had as many as 33 radio clients staging 1,135 broadcasts per week.

Roy Durstine comes by his interest in radio naturally for his is the creative mind well trained in the fields of music and showmanship. Born in North Dakota in 1886, he attended Lawrenceville prep school and Princeton University. At college he wrote and played in the annual shows of its famed Triangle Club and also edited its newspaper The Princeton Tiger. Upon being graduated in 1908, he became a reporter for the old New York Sun, serving for four years after which he became manager of Theodore Roosevelt's Bull Moose campaign.

It is perhaps of interest to point out that there was more scope for his efforts in advertising he subsequently joined Calkins & Holden, then went into business with James O. Berrien as Berrien & Durstine. In 1919, together with the well known writer, Bruce Barton and Alex F. Osborn, he organized the firm of Barton, Durstine & Osborn, which in 1928 merged with the George Batten Co. It was in 1923 that his interest in radio was awakened. Bruce Barton had visited Station WOR during a broadcast in which Ed Wynn was guest artist. He returned to the office enthusiastic about this new means of communication and told Durstine about it. His partner bought his first radio set in 1924 and during a vacation on Cape Cod listened to the Democratic National Convention through earphones. Ideas about radio as a major means of advertising then began to formulate in his mind.

One of the firm's accounts was the Atwater Kent Co. Mr. Kent himself was directing a quartet on the air. Durstine suggested expanding, using big name artists. Durstine sold Kent the idea, and the radio manufacturer gave a tea in New York to explain the revolutionary change (now a common place) which was being heralded in radio by the introduction of major artists, many of whom thereupon gave the change a new impetus upon the new medium. The Atwater Kent Hour ran continuously for six years every Sunday night, its first group of artists including Reinald Werrenrath, Louise Homer, Richard Bonelli, Joseph Hofmann and Albert Spalding.

After the Atwater Kent show, other clients became interested in radio. When four or five shows were being handled by the agency, Durstine decided he should start a radio department. He took charge of it himself, working in the studio three and four nights a week. Then he offered the department's directorship to Arthur Pryor Jr., son of the famed band director who himself had just had an offer of $1,000 a week with his own band. Pryor took the job at $75 a week—a decision he has never regretted.

It is the agency's policy to develop its own radio executives, practically every employe of the radio department having been transferred from other departments or having come in without previous radio experience. Arthur Pryor's standing in the field of radio showmanship and advertising is well known throughout the country.

PERSONAL NOTES

DAVID SARNOFF, RCA president and chairman of the NBC board, has been decorated with the Order of the Oak-Leaf of the Grand Duchy of Luxembourg, in recognition of his pioneering work in the development of radio art. He also holds the Cross of Chevalier of the Legion of Honor from France, the Polar Prize of Polonia Restituta, Officers Grade.

LEX NOX R. LOHR, NBC president, and Mrs. Lohr, and Alfred C. McCook, manager of the optical department, were dinner guests Feb. 11 of President and Mrs. Roosevelt at the White House. Mr. McCook continued to Palm Beach, Fla., for a three-week vacation.

ROBERT CARROLL has become a member of the art staff of the CBS sales promotion department. He was formerly with the WOR Broadcasters Inc., New York.

GROOCE Jr., son of Hugh Kent, and vice-president of Kent sales, has joined the sales department of WNEW, New York. Mr. Kent's advertising agencies and handle national accounts respectively. He was formerly in the media and radio production departments of Benton & Bowles Inc., New York, and is now working at the CBS New York studio.

J. F. MANGELS, formerly connected with radio in the East, on Feb. 1 assumed the new position of production and commercial manager of KJTM, Hollywood.

HENRY A. BELLOWS, former CBS vice-president, has now assumed the position of counselor to General Mills Inc., Minneapolis, has become engaged to marry Miss Alice Samuel, who formerly was a counselor to General Mills Inc. Miss Samuel is a member of the Junior League.

ROY DURSTINE, who is a major in the Air Force Reserve, has just completed his term of active duty for the season. After the monthly trip, Sam Pickard, vice-president in charge of station relations, concluding a lengthy journey, and W. B. Lewis, CBS Sales Manager, New York. Sam Pickard and Bryant expected to return East the middle of February, with Mr. Lewis following at a later date.

FREEMAN LANG, Hollywood transcription producer, sailed on his cruse to Bermuda last week, for a month fishing trip in Mexican waters.

JAMES R. CURTIS, president of KFRO, Louievy, Tex., has been named chairman of the Texas Junior Chamber of Commerce.

DR. GEORGE W. YOUNG, owner of WNYG, Minneapolis, was hit by a car while on a six-block trip to the South, Mexico, Panama and Caribbean points.

Tom Flanagan, formerly of the advertising department of the St. Joseph (Mich.) News Press-Gazette and in the office of Mitchell & Rudder, publisher representative, has been appointed to take over the department of WREN, Lawrence, Kan. and will devote his time to the supervision of the WREN's Kansas City business.

LOIS HENRY has been named assistant to Robert Schmid, of the MBS sales promotion department.

LEONARD JOHNSON, with the American Stock Exchange business office for 15 years, has been added to the sales staff of WNOX, Knoxville.

RALPH ATLASHOFF, of Allbaugh & Hartford, are the ping-pong captains of WJDD, Chicago, that the station in the forthcoming meet of the city's Industrial League. These four are the regular members of the team after a series of trial matches including most of the station's staff.

PIERRE BOUCHEROY, for many years advertising and sales promotion director of RCA and RCA-Victor, and for the past year exploitation specialist for RKO Distributing Corp., has accepted a merchandising post as assistant sales manager, cutlery division, RKO Radio Electronics, New York.

R. S. BARRON, formerly of Gulf Refining Co., has joined WTAR, Norfolk, Va. W. Travis Barnes, of the sales staff, was married Nov. 1 to the former Mrs. Holt Debnam Brooks.

EARL FRICK, formerly a salesman of WJBK, Detroit, has left the station to become salesman for a finance company.

& Frank Crumit. During the first week in February the B. B. D. & O. office handled one account week for 19 clients, counting both network and spot.

Roy Durstine has been described by one of his colleagues as "a fabulously sort person, entirely human, and yet functioning with the economy of a machine. He is a glutton for work, a detail man whose mind and desk are always free of details. A lot of work is going. For eight years, 1919-1927, he wrote and produced musical comedies for the Ziegfeld Follies in New York. For 15 years after graduation he was chairman of the board of trustees of the Triangle Club.

He is interested in the future of the radio, and even now those who know him say he is prepared for the television when television comes. He has always insisted in his writings that radio must be good entertainment first before it can be educative or propagandistic. His breadth of interest is indicated by the titles of some of the books that he has written, some of them used as college textbooks: Making Advertisements and Making Them Pay, This Advertising Book, The Radio Machine, and the latter written after a trip through Russia a few years ago.

February 15, 1936 • Broadcasting
JOSEPH CREAMER, formerly with S. M. News Co., Batten, Barton, Durstine & Osborn Inc., and the New York Sun, has succeeded Edwin Re-}

nolds in the sales promotion department of WOR, Newark.

E. W. DOERNBEECKER, operator of KVI, Tacoma, Wash., accompanied by Mrs. Doernbecker and daughter Dorothy, who is KVI publicity director, are in Florida vacationing until March 15 after a swing around the country to San Francisco, New York and Washington.

QUIN RYAN, manager of WGN, Chi-}
cago, is spending his annual winter vacation on Sanibel Island in the Gulf of Mexico, off Ft. Myers, Fla.

COI, THAD H. BROWN, FCC Com-}
misssioner, spoke at Greenville, O., Feb. 11 on plans for a memorial building to commemorate the treaty of peace signed in 1705 by Gen. "Mad Anthony" Wayne and the Confederate
ed Indian Tribe. The address was carried by CBS.

JOHN RATES who came to WOR, Newark, from KSD, St. Louis, three months ago has been named liaison between the WOR sales and program departments.

Adam Stein Jr.

ADAM STEIN Jr., 55, vice presi-}
dent of World Broadcasting Sys-}
tem and an eminent radio and acoustical engineer, died Jan. 19 at his home in Kingston, Mass. A native of Pittsburgh, Mr. Stein was one of the pioneers in techni-
cal radio. In his youth he was em-
ployed by A. T. & T. and in 1916
became assistant chief engineer of Marconi Wireless. Later he joined the General Electric Co., and
became managing engineer of the radio department. He helped form WBS in 1929 and became its vice president in charge of engineering and production.

HAL AND CLEM - Hal Tatten, NBC sports announcer, broke in via football and then graduated to boxing. Here he is (left) with Clem McCarthy as they announced the Louis-Retzlaff fight in Chicago recently for NBC.

BEHIND THE MICROPHONE

JOHN (Speed) HARRINGTON, who formerly announced hockey games and gave sport summaries over WGN, Chi-
cago, and who has more recently
served as program director of KWK
St. Louis, has returned to Chicago to join the CBS announcing staff.

JESS KIRKPATRICK, one-time University of Illinois football player and since then leader of his own or-
chestra, has joined WGN, Chicago, as announcer, singer and master of cere-
nemonies.

VAUGHN BRADSHAW, guitarist, has joined the production staff of WTAI, Norfolk, Va.

FAX POETE, NBC audience mail department, San Francisco, was mar-
ried Jan. 31 to Franklin J. Smith of that city.

MEREDITH WILLSON, NBC west-
ern division musical director, San Francisco, has been made a member of the "Round and Round Club started
by Hollywood musicians. A tiny meta-
spiral that emerges from the lapel and goes 'round and 'round, is the club's badge.

JACK BARRETT, publicity director of WJRE, Detroit, has added con-
tinued writing to his duties.

HUGH BRANNEN, Washington
newspaperman, has joined the con-
tinuity department of WOR, New-
york.

VERN SMITH, formerly of W9XY, Kan-}
as City, has resigned to free
lance in Chicago.

HUBERT L. VOIGHT, Hollywood talent and publicity agency, has started a radio department in charge of Lorna Ladd, interviewer of KMPC, Beverly Hills.

RALPH SCOTT, of KNX, Holly-
wood, has been named master of cer-
emonies of the KXX Breakfast Club.

CY LELAND, announcer of WBAP, Fort Worth, was married Jan. 30 to Miss Oleta Winters of that city.

LESLIE J. BIEHL, formerly of WNYW, New York, has joined the announcing and continuity staff of WPTF, Raleigh, N. C.

LOU KEMPER, announcer and vo-
calist of WIBI, Kansas City, is re-
covering from an emergency append-
ectomy.

ROBERT CUNNINGHAM, for the last year in charge of production at the Omaha studios of KOIL, on Feb. 1 joined the production staff of CBS.

RUSS MCLEOD, former music di-
rector of WXYZ, Detroit, and one
time arranger for Victor Herbert, leads the orchestra in the Music in the Morgan Manor program from the Billmore Supper Room, New York, Mondays on CBS network, with Lewis Julian, former NBC page boy, as soloist.

EARL SAMPSON, formerly on the production and announcing staff of KJJS, San Francisco, has joined KGEC, that city, in a similar capacity.

DAVID ZIMMERMAN, new announcer of WPDD, Toledo, is the father of a boy born Feb. 3.

JOHN H. CLEGHORN has been
named publicity director of WKY, Oklahoma City.

FRANK KLODE, NBC sports an-
ouncer, has returned to Radio City after a two-month illness from typhoid fever.

BILL SHARPLES, for ten years with KNX, Hollywood, has resigned to join the new station.

GLENNON HARDY, announcer of KNX, Hollywood, has announced his engagement to Miss Yola Odene, of Los Angeles.

Baltimore Leads

Eleven Larger Cities

In

Department Store Sales, New Car Sales
And Building Permits Increases

In 1935

These Three Indices And Many Others

Place Baltimore

At The Head Of The Progress Parade

For 1936

By All And Any Index

WBAL

Leads In Sales Potential
In Maryland

10,000 Watts

BALTIMORE, MARYLAND

National Representative

Hearst Radio

NEW YORK
CHICAGO
SAN FRANCISCO

BROADCASTING • February 15, 1936

FEATUCES

On Transcriptions
Available to Stations and Agencies

Samples on Request

STANDARD RADIO Inc.
Hollywood, Calif.

EQUIPMENT

WBST, Syracuse, has installed a new transmitter and now is completely equipped with RCA apparatus. Al-
though authorized to use 1 kw.

WBST is still on 250 w. pending con-
struction of a new transmitter house and tower outside the city limits. These are to be completed by June.

The new transmitter was made with little ceremony, a sta-

tion-break announcement being made at regular noon on program, with
30 seconds allowed for the switchover.

GATES RADIO & SUPPLY Co.,
since 1919, announces model 106-C amplifier for all broadcast speech input requirements. This amplifier is self contained and is fitted with a 60 watt power supply and level indicator all in one self contained unit for rack mounting. Full details may be sec-
cured from Gates catalog.

WORK on the new studios of WDRC in the Hartford-Connecticut Trust Co. Bldg. is progressing rapidly, with ultra-modern treatment featuring the studios, which occupy the penthouse floor. New Western Electric speech input equipment will be installed. The studios are to be ready May 1.

UNIVERSAL MICROPHONE Co.,
Inglewood, Cal., in March will market a professional recording machine which will be about twice the weight of its predecessor.

BRUSH DEVELOPMENT Co.,
Longview, Tex., has introduced a lapel microphone known as the BII, weighing less than an ounce. Special cushioning and a rubber jacket are said to insure quiet operation. A new spherical microphone is designed for use in the police station, police, insurance, announcement and amateur work. To lapel transducers or elaborate mountings are required and they operate directly into the grid of the first amplifier tube.

WSPD, Toledo, has installed dual-
channel Western Electric speech input equipment and has revised its studio layout to aid the control operator. Both RCA and Western Electric mi-
crophones have been added.

KFRO, Longview, Tex., has acquired an RCA OP-4 portable amplifier for remote.
KING BARD, promotion director of WOOD-WASH, Grand Rapids, Mich., and originator of the NBC Breakfast Club, has rejected an offer to join CBS, the station announced Feb. 10. Jerry Lindien, announcer and studio layer, has left the station to direct promotions for the local Department of Recreation.

EVEL VICKLAND, originally engaged as a bartonite with KFRC, San Francisco, has been added to the station's announcing staff, succeeding John Nesbitt, who resigned to free lance.

ADRIAN O'BRIEN, tenor on the Yankee Network Spotlight Reuse program, has left WNAC, Boston, to join its former singing partner, Alice Melody, at WLW, Cincinnati. Aida Carroll, formerly of British Broadcasting Co., and George Wheeler, WNAC staff tenor, have joined the reuse program.

RUSSELL RINK, formerly in theater work, is handling news programs in WXAM, Yankton, S. D., succeeding Charles Glenn, who has been added to the announcing staff.

ED REGLEIN has been transferred from WJJD, Chicago, to WIND, Jary, where he will take charge of the announcing staff and assist in the production department.

DALE COOPER, the Budget-Stretcher of WAAF, Chicago, has been busy turning down offers of assistance ever since the announcement that she is to be one of the judges of the nationwide cherry pie contest to be held Feb. 31 at the Hotel Morrison.

RAY PERKINS, former Chicago newspaper man and recently in charge of all news broadcasts from WIND, Jary, Ind., has left the station to join a Detroit advertising agency.

HARRY JACKSON, formerly of KFRC, San Francisco, has joined the announcing staff of KTRH, Houston.

WILLIAM G. SIMON, professor at St. Mary's College, has been appointed conductor of college broadcasts for KSFO, San Francisco. He succeeds Robert McAndrew, who has joined the San Francisco NBC staff as junior announcer. Joseph Walters, transcription producer and actor, has been added to the announcing staff of KSFO, Oakland.

ADRIAN GENDOT has been added to the KWA, San Francisco, continuity and production department, succeeding William Fuller, who has been transferred to the announcing staff. Fuller replaces Donald Ralph, resigned.

LES HALPIN has been appointed publicity director of KQV, Portland, Ore., succeeding Harvard MacIntyre, resigned.

ROBERT KEEFE, formerly of WFLN, Syracuse, and Frank Cooley, formerly of WLW, Cincinnati, have joined the announcing staff of WOR, Newark.

KIMBALL SANT, formerly of WOR, Newark, and recently of KQW, San Jose, Calif., has been named assistant production manager of MacGregor & Sollie Inc., San Francisco transcription concern.

DON LOVE, formerly of KMBC, Kansas City, has joined the announcing staff of KFAL, Omaha.

BUDDY MARSHALL, formerly of WMT, Waterloo, has joined the Omaha staff of Central States Broadcasting Co. Duane Gaither is the father of a girl born recently.

O. B. EDDINS, KROW, Oakland, Calif., announcer, is the father of a girl born in January.

CHIEF Engineer Jack Sharpe of CPDR, Toronto, is reported by the New York Sun to be recording the Burns & Allen show on CBS for playbacks over that station the half-hour immediately following its American network presentation.

COVERAGE
NOW 30% GREATER!

WOW 5000 WATTS

* COVERS THE NATION'S BREADBASKET

Omaha is in the heart of the middlewest whose bosom bulges with the foodstuffs of a nation. And, from Omaha, WOW with its new power of 5000 watts dominates this vast area. The field is fertile . . . your harvest certain . . . if cultivated through WOW.

JOHN BLAIR CO., Representatives
New York, Chicago, Detroit, San Francisco

ON THE N.B.C. RED NETWORK

February 15, 1936 • BROADCASTING
WELL, HE SAID HE HEARD US, ANYWAY!

The other day, a radio fan wrote that he had heard us in the Philippines. Well, maybe so... But even if he did, our advertisers weren't paying for him. No sir!—our rates are based only on the 925,717 people who live in our primary daily time coverage area. The scattered market millions outside our real market cost you not one penny. That's the "bonus" you get when you use our station—N. B. C.

What Radio Means to Me:

I am a farm woman.

On dark mornings I hear the inspiring thunder of city pipe-organs; gay singers salute me.

Mending husking mittens, I follow the China Clipper.

I pause in my churning to hear the chimes of Westminster Abbey.

Radio and its tireless workers widen my world.

By a listener to KFAB, Lincoln-Omaha Mrs. F. M. Packwood, Route 2 Bennett, Nebr.

COPYRIGHT AND TRADEMARK

(Except where otherwise noted, all material herein is subject to copyright and requires the written permission of the publisher before being reproduced in any manner. A special effort has been made to protect the rights of performers, manufacturers, and distributors of radio programs, and the equipment used for their transmission."

S. K. HEFFERMAN, for six years with WCX, Cincinnati, has joined NBC in New York as studio engineer. JAMES KELLEY has joined the control staff of WFIL, Syracuse, replacing Harold Dorschung, who has gone to CBS.

PAUL EUGENE BOWLES, former motion picture property man, has been appointed assistant to James Lyons, NBC sound effect director, in San Francisco.

FRID EILERS, former chief engineer for KAYA San Francisco, sailed Feb. 7 on the President Pierce for Honolulu to become associated with the Honolulu Broadcasting Co., which operates KGMB. Eilers will take over the management of KGMB, a 100,000 watt station now being built at Hilo, which will be ready for operation in April.

C. J. FITZGERALD, engineering technician for WMR, was appointed to the control staff of WXYZ, Detroit. F. J. DEVEREUX, former chief engineer for WGY, Schenectady, N. Y., rejoined the engineering staff of WOFF, Fort Worth, Texas.

BROADCASTING—February 15, 1936

IN THE CONTROL ROOM

S. R. HEPPELMANN, for six years with WCX, Cincinnati, has joined NBC in New York as studio engineer. JAMES KELLEY has joined the control staff of WFIL, Syracuse, replacing Harold Dorschung, who has gone to CBS.

PAUL EUGENE BOWLES, former motion picture property man, has been appointed assistant to James Lyons, NBC sound effect director, in San Francisco.

FRID EILERS, former chief engineer for KAYA San Francisco, sailed Feb. 7 on the President Pierce for Honolulu to become associated with the Honolulu Broadcasting Co., which operates KGMB. Eilers will take over the management of KGMB, a 100,000 watt station now being built at Hilo, which will be ready for operation in April.

C. J. FITZGERALD, engineering technician for WMR, was appointed to the control staff of WXYZ, Detroit. F. J. DEVEREUX, former chief engineer for WGY, Schenectady, N. Y., rejoined the engineering staff of WOFF, Fort Worth, Texas.

EARLY BIRD RISES TO APEX

Dedication of W8XWJ Marked by Plane Broadcast and Review of the Progress of Radio

THE Detroit News, which dedicated its ultra short-wave station W8XWJ Jan. 29, has also added to its radio facilities a broadcast studio with wings and a radio announcer who pilots his own plane. The new short-wave station is located at the top of the city's tallest office structure, the Penobscot Bldg. The flying studio is the newspaper's airplane, Early Bird, piloted by James V. Fiersol, aviation editor.

W8XWJ operates on a frequency of 31.6 megacycles under the direction of William J. Scholman, former chief operating manager of WWJ, and is under direct charge of Carl Weisser, engineer. Excellent response has greeted the offer of the Detroit News to furnish those interested with plans and instructions for the building of ultra short-wave receivers.

During the W8XWJ dedication on the evening of Jan. 29, a program broadcast from the News airplane was heard over the ultra short-wave station and over WWJ. Mr. Fiersol at the controls of the Early Bird, introduced his passenger, Ty Tyson, WWJ sports announcer, who described the appearance of Detroit as seen from the air at night.

The new W8XWJ is equipped throughout by RCA, including the high-fidelity transmitter. The transmitter aboard the Early Bird is Western Electric and the receiver is a Lear. Ground pick-up of the airplane broadcasts is made with a Philco receiver. The one, described as "the newspaper office of the air," is a Lockheed Orion and its equipment includes the Sperry Gyro-Plotter and a Fairchild camera, which is pilot-operated.

The Early Bird was introduced on the W8XWJ dedication program by a series of sketches which showed the progress of radio from the head-phones and crystal sets in use when WWJ first went on the air, up to the present modern equipment which permits the clear reception of airplane broadcasts.

THE NBC serial Death Valley Days will be the basis for a series of two-reel movie shorts, rights having been taken by Leon Schlesinger, Hollywood.

LANG-WORTH PLANNED PROGRAMS

Largest Copyright-free Transcription Library in the world. Descriptive booklet and prices sent upon request.

Recorded by R. C. A. Victor—Victrola pressings—see back cover of this issue.

LANG-WORTH FEATURE PROGRAMS Inc.
420 MADISON AVE., NEW YORK, N. Y.

Low Feature—San Francisco

APPROX INIPRAL PROGRAMS

TY Tyson, sports announcer of WWJ, Detroit, and James V. Fiersol, aviation editor of the Detroit News and pilot of the newspaper's airplane, made an airplane broadcast which featured the dedication Jan. 29 of the ultra-shortwave station W8XWJ.

ADD "APEX" STATIONS

TWO more stations have been authorized by the FCC Broadcast Division to operate in the so-called "apex" bands, their call letters having been assigned too late for inclusion in the tabulation on page 50 of the Feb. 1 issue of BROADCASTING. They are W2XDV, licensed to Atlantic Broadcasting Corp., a CBS subsidiary, and assigned to 31,600, 35,600, 39,600, 41,000, 86,000, 400,000, and 401,000 kc., and W1XXB, licensed as a portable to Westinghouse E. & M. Co., and assigned to 55,500 and 60,500 kc., in addition to the foregoing frequencies. These grants were ordered before the FCC on Jan. 21 ordered temporary suspensions of all further "apex" grants pending the issuance of its new technical rules and regulations.

S. G. Ellis
S. G. ELLIS, 31, radio sales engineer of Westinghouse, at Chicopee Falls, Mass., died Jan. 19 in New York following a brief illness resulting from a malignant infection. Mr. Ellis had been with Westinghouse since 1927, having participated in the installation of the Government frequency-monitoring station at Grand Island, Neb. He also completed one of the earliest cab to caboose radio installations in 1927. He was a native of Denver.
CBS Takes Philco Tree Speech Series

conflict with Network Policy

in AMBITIOUS campaign in defense of freedom of speech launched by Philco Radio &

C. E. L. Corp. has been taken up by CBS because of a subject that would have been created if the networks' policy of not

selling time for the discussion of public issues were to be resurrected.

On Jan. 23, Sayre M. Ramsdell, also vice-president, sent a letter to the broadcasting

industry, including the opening gun of the coordinated campaign for maintenance of the American system of broad-

casting. Neither the NAB, trade association, nor the Radio Manufacturers' Association, trade association or set manufacturers, had been consulted, and the resulting movement in indus-

try circles, especially among broadcasting officials, was that de-

fense of American radio does not lie within the province of any single set manufacturer.

A Public Forum

BS announced Feb. 6 that it would broadcast a public forum on Broadcasting and the American public., beginning Feb. 7 with John Carter, host of "The Philco Hour."

The Federal Radio

statement said that any proposed station must be built on public property, that the station must be designed to serve a need and benefit as to businesses and the public, may be leased to private operators.

Commercial Stations

(Continued from page 10)

working in collaboration with WPA

on any such radio venture.

The Federal Radio statement said that any proposed station must be built on public property, that the station must be designed to serve a need and benefit as to businesses and the public, may be leased to private operators.

Profits of the private concern, however, would be limited or some profit agreement whereby the city or town could share benefits.

Concerning the station applications, aside from the WPA and FHA advances, the news letter said:

"Broadcasting stations vary in size from grand 100,000 watt sta-

tions down to 50 and 100 watt stations serving single communities. Smaller stations may be made more readily than large ones due to quota restrictions and other technical requirements. Stations ranging in power up to 100 watts designed to serve single communities do not interfere with station quotas in any appreciable extent. Hence a community desiring a small station may secure one more readily than a city which seeks a more powerful transmission unit."

The FHA Viewpoint

AFTER receipt of the inquiry from Broadcasting, FHA Deputy Administrator Glimmell, made the following statement:

You ask concerning the activity of the Federal Housing Administration in assisting in the financing of new equipment for radio broadcasting stations. I regret that I cannot give you detailed information concerning how extensively the facilities offered by this Administration have been made use of by the radio stations.

Under Title I of the National Housing Act we are permitted to insure loans made for the purpose of installing equipment and machinery in various types of business and commercial properties. A radio station is classified as a business property and hence equipment and machinery which meet our standards of eligibility are eligible for this type of financing. These loans are all made by private financial institutions.

We do not require from the financial institution at the time the loan is made, a detailed description of the equipment or machinery which is to be installed or of the type of property on which the installation is to be made. This information is reported to us only in event that a claim for loss is submitted. It has not been necessary to request of the bank or other financial institution and the radio station for any Government money is loaned. The FHA, therefore, has nothing to offer in the way of what equipment is eligible for financing. However, so far as we know, no loans for this purpose have been made, though, as I state above, this statement would not ordinarily come to us unless a claim for loss were made.

I wish to emphasize the fact that all of these loans are private transac-

tions as between a bank or other financial institution and the radio station. No Government money is loaned. The FHA, therefore, has nothing to offer in the way of what equipment is eligible for financing. However, so far as we know, no loans for this purpose have been made, though, as I state above, this information would not ordinarily come to us unless a claim for loss were made.

You brought to my attention the statement made in a recent letter issued from Washington to the effect that the WPA is interested in the construction of municipally-owned radio stations as a Works Project. This is the first time that this information has come to my attention. I did not know that we were entering this field.

Complete Tidewater Coverage

WGH

NEWPORT NEWS — NORFOLK — PORTSMOUTH

Virginia

Affiliated with the

Virgin Broadcasting System

---

The Watts

"Go Round and 'Round"

The Watts family of KBB, Great Falls, Montana, are great visitors — always on the go — and always welcome. They carry news, amusement, education and sponsors' messages to practically every home within 150 miles of Great Falls.

Let the Great Falls "Watts" take your story with them on their next visit.

You, too, will be surprised how they get around — and how the people of this area take their advice.

The Watts family of KBB, Great Falls, Montana, are great visitors — always on the go — and always welcome. They carry news, amusement, education and sponsors' messages to practically every home within 150 miles of Great Falls.

The Watts family of KBB, Great Falls, Montana, are great visitors — always on the go — and always welcome. They carry news, amusement, education and sponsors' messages to practically every home within 150 miles of Great Falls. Let the Great Falls "Watts" take your story with them on their next visit.

You, too, will be surprised how they get around — and how the people of this area take their advice.

This STATION --

Concentrates on

31,000 Homes in East Texas

With a Potential Audience of 226,000 Listeners.

You can reach them with

2500 Watts

KFBB

1000 Watts

Day

Night

GREAT FALLS • MONTANA

February 15, 1936 • BROADCASTING
Cook Travel Series THOMAS COOK & SON-WAGON-LITS Inc., New York (travel agency), will return to the air for the ninth year over an NBC-WJZ network Feb. 23, Sundays, 5:30-5:45 p. m., for 13 weeks. The network comprises WJZ, WNYA, WMAL, WFIL, KDKA, WBAL, and a Chicago station. Every year prior to the summer tourist season the sponsor inaugurates a series of travel talks. Malcolm Le Prade will be the narrator, supported by incidental music. L. D. Wetherimer Adv. Co. Inc., New York, is the agency.

WWNC ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

Business at A New High

WWNC starts 1936 with the largest total of January business it has ever had! The reason: WWNC. WJZ-2000 has done the job by getting results for its advertisers in 1935.

Western North Carolina's Only Radio Station!

KMBC is...

"Reaching and Selling"

PRESBA, FELLERS & PRESBA

Advertising - Merchandising

CHICAGO, ILLINOIS

Mr. Arthur N. Church
President & General Manager

National Broadcasting Co.

Kansas City, Mo.

Dear Mr. Church:

Just wanted to tell you how pleased we are with the campaign for our company, the various strategies we have used in the past, and the improvements made in the campaign this year.

For the results which we have had from dealers as well as sales representatives, we have every reason to believe it is worth the effort of merchandising campaigns.

KMBC is doing an excellent job of reaching the audience and selling their products.

Sincerely yours,

PRESBA, FELLERS & PRESBA

President

Seven Successful Seasons

This is the seventh consecutive season in which KMBC has successfully used KMBC to consistently increase its sales.

Many letters such as this evidence the accomplishments of KMBC's first purpose: to make all clients' advertising reach and sell people in the KMBC-Area!

5000 Watts

Day

KANSAS CITY

5000 Watts

Night

Free & Reininger, Inc., National Representatives

BROADCASTING  February 15, 1936

UP

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

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

The Only station heard Duytimes in MISSOULA, MONTANA

K G V O

1000 Watts 1260 KC

MORE than 200,000 girls and boys had joined the Scoop Ward Press Club as of Feb. 4, seven weeks after the program made its debut on CBS, Ward Baking Co., New York. Entries are coming in at the rate of 5,000 per day. Most of the youthful reporters are boys between the ages of 11-12. The girls average about a year younger. Every reporter receives a 32-page Scoop Ward reporter's badge which qualifies the recipient to submit stories to the radio program, entitled "Scoop Ward." Forestier & Ellis Inc., New York, is the agency.

In step with the phenomenal results achieved in the above contest, the sponsor on Feb. 18 will add nine stations to the CBS network, making a total of 32 carrying the program three times a week.

FOR six weeks prior to the Feb. 6-14 Cleveland Food Show WQAR interviewed sales managers and brokers of participating firms. The final interview outlined comprehensively the complete plans for the Avery Bros. Knoll, secretary of the retail grocers being interviewed.

CAPITALIZING on the interest that listeners have shown in The Story of Mary Martin and on the natural desire of every woman to tell someone how to live better than she has herself, the sponsor of this program is giving its audience a chance to solve Mary's problem and is offering $2,000 for the best letter. Mary herself made the first contest offer by stepping to the microphone on February 10 and asking for help. "I am confused," she told the audience, "and don't know what to do. Should I go back to Joe or should I give him up to Sally? I still love him, but is it right for me to take him back under the circumstances? Please help me make the right decision." Later on other characters in the serial will add their pleas to those of Mary Martin.

Each contest entry must be accompanied by a sales slip proving the purchase of a doubt and in a package. The sponsor making the most of the few remaining weeks before March 18 will be declared a winner of the $2,000 prize. The conclusion of the present contract, this deodorant shall be sold for the balance of the year, prices of 3c each to be used by all dealers. The program to advertise both Quest and Kleenex (catheteric tissues) will continue to sponsor this promotion in the interests of Kleenex alone. The program is placed through Lord & Thomas, Chicago.

A PROMOTION piece sent to 3000 agency and advertiser accounts by WOR, Newark, looked like swatches of spring suits. In fact, they really were, but the bound promotion piece said: "Suit yourself with a WOR tailored program."
UNDLE the direction of Leo F. Sole, merchandising head, WMT, Cedar Rapids-Waterloo, Iowa, has introduced a number of innovations in its merchandising service department. Regular contact with local and national advertisers as to the success of advertising projects is constantly maintained. Surveys are made of all merchants within the WMT coverage area as to their success with products handled by the station. A mail check on every account is handled daily with quarterly mail response maps prepared by the merchandising department. One merchant account recently brought over $2500 requests for booklets. Letters telling of the airing of Belle & Mar- ha, sponsored by the bakers of Peter Pan bread, were sent to all outlets within the area effectively reached by WMT, the advertising going into every village and city in Northeast Iowa and Northwest Illinois.

HAVING set aside 5-7 p.m. as KNX's "Kid's Hour," the Hollywood station promoted the period by giving away seven puppies for letters localizing the city of birth for each of the seven programs. Some 3,000 letters were received in two weeks. Good bills were distributed, display cards placed in windows on busy streets and publicity stories released to fan publications. Besides building an additional audience for each of its seven child programs, KNX points out that the establishment of the 5-7 period as the "Kid's Hour" enables it to provide a ready-built audience if new programs are scheduled.

WINS, New York, inaugurated a half-hour sustaining program in cooperation with Drug World and the drug trade, broadcast three weekly, 10-10:30 a.m. The program is under the direction of Ed Flynn, publisher of Drug World, who discusses subjects of interest to the drug trade and also includes bits of information about methods of the industry and the medical profession. Each program Mr. Flynn introduces a guest speaker well known to members of the drug trade.

WHEN the amateur contest sponsored by Mantle Lamp Co. of America, Chicago, (Aladdin lamps), over KMBC, Kansas City, came to an end Jan. 19, after 78 broadcasts of 15 minutes each, 21,950 votes had been received from listeners who had heard the single announcement asking them to help select the winner. The $50 first prize was awarded to Wellsley Ogan, a hill billy singer. Contest was placed by Presba, Fellers & Presba Inc., Chicago.

AMERICAN HOME PRODUCTS Corp., New York, is offering a money-back guarantee for Anacin, promoted thrice weekly on an NBC-WJZ network, Blackett-Sam- ple-Hummert Inc., New York, is the agency.

EVERY purchaser of a large size tube of Phillips Milk of Magnesia toothpaste is being offered a general utility knife, only one knife to a customer. The premium is offered on the sponsor's CBS program.

DANGER OF WAR!
Disc Pulls Boner on "Marching
Through Georgia"

OTHER "war between the States" was almost precipitated this month when one of the leading transcription companies sent out a sustaining continuity with its disc reading as follows:

"While we're in the Southland, let's have one of those brief and popular marching tunes of the olden days of this our United States, a song of the Confederates, Marching Through Georgia."

"If that isn't a honey," writes Dorian St. George, of WLVA, Lynchburg, Va., "I don't know what is. Of course, the makers of the transcription who supplied the continuity were not notified of their mistake and told that such a thing if broadcast over a Southern station might have the South mobilizing again for another war between the States."

"We didn't believe that anyone who were ignorant of the knowledge that any mention of Sherman's march to the sea through Georgia is anathema in the South. Heaven help any announcer who happened to hit that continuity cold without previous rehearsal and read it to a Southern radio audience."

EMERSON DRUG CO., Baltimore (Bromo-Seltzer), has a thrice-weekly spot program over WRC, Washington, for 13 weeks, using Tito Guizar, guitarist. J. Walter Thompson Co., New York, is the agency.

PROGRAM EXCHANGE SERVICE STARTED

PLANS for a new type of transcribed program service, utilizing stations themselves as the producers of programs to be broadcast by other stations, were disclosed Feb. 10 with the organization of National Program Exchange with temporary offices at 815 Fifteenth St., N. W., Washington, D. C. The company is headed by R. C. Powell, former consulting radio engineer and equipment manufacturer.

"The basis of the idea," Mr. Powell stated, "is the fact that practically all stations have at least one or two programs weekly of sufficiently good quality to be welcomed as program material by others. The development of an inexpensive method of recording such programs locally has made it possible to produce and distribute them at a cost within the means of the small station."

"Approximately 50 stations throughout the country, each having an hour or more of local programs of outstanding entertainment value, will be supplied with recording equipment and will act as program producers. The producing stations will be paid for their programs to compensate their artists and bear other production expenses, the amounts being based on the number of stations using the programs regularly."

KUNSKY-TRENDLE Broadcasting Co., Detroit, operator of WXYZ and WOOD—WASH, and WREX, Chicago, has been elected a member of the Proprietary Association.
The Business of Broadcasting

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

WHK, Cleveland
Chrysler Corp. New York (autos), 52 ma, thru Ruthrauff & Ryan Inc., N. Y.

Dodge Bros. Corp., Detroit (trucks), 6 weekly sp, thru Ruthrauff & Ryan Inc., N. Y.

Jyncer, Minneapolis (bird seed), 6 sp, direct.

Acme Pie Co., Detroit, 2 sp, thru Stockwell & Marsden, Detroit.

General Baking Co., New York (Bond bread), 6 sp, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

Climax Cleaner Mfg. Co., Cleveland (paper cleaner), 3 daily sp, thru Kirchbaum Co., Cleveland.


WNAX, Yankton, S. D.

KMO, Yankton, S. D.

WBBM, Chicago
Gleaner Co., Findlay, Ohio (Turbo), 6 weekly sp, thru Benson & Dallas Inc., Chicago.

Sawyer Biscuit Co., Chicago (cookies and crackers), 3 weekly sp, thru Neisser-Meyerhoff Inc., Chicago.

Plymouth Motor Corp., Detroit, 3 weekly t, thru J. Sterling Getchell Inc., Detroit.

KSFO, San Francisco


KXL, Oakland, Cal.
Associated Oil Co., San Francisco (motor fuel), weekly sp, direct.

O. M. Laboratories, Pasadena, Cal. (chemicals), 3 weekly sp, thru Frank E. Cox Radio Adv., Oakland, Cal.

WFBJ, Syracuse
Consolidated By-Products Co., Philadelphia (Marco pet food), weekly t, thru McLain Organisation, Philadelphia.
New Business

AMERICAN HOME PRODUCTS Inc., New York (Outdoor Girl cosmetics), Ricker ver test on 11 stations starting Feb. 2. 11 stations Rich Men's Darling on 23

LIMOUSINER Mar. thru Fri. 11-45-

THOMAS COOK & SON, WAGON

EVANS Chicago. Chicago.

NEW YORK DOOKS on NBC (travel bureau) on Feb. 25 started WACO on NBC on 28

SCOTT & BOWNE Inc., Inc. N. Y. (Scott's Emulsion) on Feb. 9 started WACO on NBC on 28

GRANDE OIL Co., Los An-

J. Scott's Emulsion) on Feb. 9 started WACO on NBC on 28

COAT & CLOTHING on Western Network (KKN and

Ike's Auto on NBC on 28

WESTCO on 23

HYGEIA Co., Inc. N. Y. (motor fuel) on NBC on 28

MAGNUSON, Chicago (Sunbrite leaner) on Feb. 17 started WACO on NBC on 28

MILTON, Inc. N. Y. (Scott's Emulsion) on Feb. 9 started WACO on NBC on 28

HUMBERT, Inc. (political) on NBC on 28

THE TIMES, New York (police) on Feb. 15, renewed WACO on NBC on 28

M. J. MARROW, Inc. Chicago (material) on NBC on 28

PERRY FLOUR Co., San Fran-

W. J. MARROW, Inc. Chicago (material) on NBC on 28

GERHARDT CHILLI POWDER Co., San Francisco (Dutch oven) on NBC on 28

SCHULTZ, Chicago (material) on NBC on 28

LETTING PRODUCTS Inc. New York (Phillips denim magazine) on Feb. 23, renewed Meltonian on NBC on 28

D. MILES, Inc. Minneapolis, Minnesota (specimen tests) on NBC on 28

Cook County Advertising

At $20,000, Cost Brings

One-Man Control

In Canada Studied

One-MAN control of broadcasting in Canada, replacing the present

Canadian Radio Commission is under consideration by the Macken-

zien King administration, according to reports from Ottawa, which

state that the subject will come before Parliament at which opened

Feb. 6. The Canadian Commission's tenure, several times extended, is
due to expire March 31.

The government, Ottawa press reports state, is likely to go back

to the plan proposed by the Aird Commission some years ago, re-

pealing the present law or declining

to renew it and abolishing the

Commission.

Under the Aird report, in lieu of a Commission there would be a
manager of broadcasting similar to Sir John Reith's position as direc-
tor-general of the British Broadcasting Corp. One of Sir John's right

hand men, Gladstone Murray, Canadian-born former journalist

now with BBC, has often been men-

tioned for the post. The single

chief would work with an hon-

orary board of directors, five

representative of the various areas

-Maritime, Quebec, Ontario, the

Prairies and Pacific - and the

other two

ex-officio members.

The projected authority would attend to the general supervision

of radio and broadcasting, with the Department of Marine continuing
to handle communications. It is presumed that the government

would not relinquish its present ownership of a half dozen stations.

One- Man Control

In Canada Studied

WYK

OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET

Unusual?

SURE!

"Thank You!" Some would have you believe that it's a bit old-fashioned and that the
dizzy whirl of modernity has
tagged it a has-been.

But let's see if such claims are true!

Who says "thank you" today? Well, 658 WWVA listeners took time out to write a special

note of thanks to our Managing Director for making it possible for Hugh Cross and His Boys
to continue to bring them their daily programs of wholesome fun and pleasing melodies.

And, yes, these 658 letters followed right "on the heels" of a testimonial demon-

stration wherein our listeners
told us in 15,676 words addressed to Hugh and the boys within four days.

Unusual? SURE!! But that's exactly what WWVA listeners are--usual in their loyalty and devotion to entertainers and the products they represent. That's why WWVA campaigns click!

Don't miss this outstanding radio service to Eastern Ohio, Western Pennsylvania and Northern West Virginia.

THANK YOU!

West Virginia Broadcasting Corp.

Hawley Building

WHEELING, W. Va.

Representatives:

J. H. McELVAY

485 Madison Ave., New York

JOHN KETTLEWELL

Palmer House, Chicago

Columbia Station

Representative:

E. Kates Special

Advertising Agency

WYK

OKLAHOMA CITY

OKLAHOMA'S ONLY FULL-TIME NBC OUTLET
ANNOUNCING!!

R. U. McIntosh & Associates offer two new feature transcriptions that are ringing the bell for sponsors.

CULBERTSON SYSTEM OF CONTRACT BRIDGE

78 fifteen-minute fascinating programs with a top-notch merchandising plan, a real commercial, and plenty of attractive, retail sales material. When you send for samples, we will include a past performance record that will satisfy any sponsor.

YESTERDAY BRINGS YOU TOMORROW

A 5-minute newsm reel that constructs tomorrow out of the memorable events that have happened on that same day in the years gone by. More timely than the latest edition of the newspapers. 100% prepared for insurance, investment, Bank or Service Company sponsorship. Will click for any client who likes a timely news broadcast.

THE REPORTER OF ODD FACTS

Here's the most interesting 5 minute program on the air. Strange Facts, Unusual Incidents, Unbelievable Happenings, dramatized in fascinating style by a top-notch Hollywood cast. THIS IS THE NEW SHOW THAT IS SETTING THE PACE IN RADIO PROGRAMS. You can't miss with it.

WRITE OR WIRE FOR SAMPLES ON DEPOSIT ARRANGE-MENT. WE WILL SEND INFORMATION ON 15 OTHER OUTSTANDING PROGRAMS.

ELSIE HARVEY, radio and newspaper space buyer for the Detroit headquarters of Maxon Inc., was recently promoted to Detroit regional manager, with Edward L. Sollie, national manager. The appointment was effective February 1, 1958.

W.JAY

THIS STORY MIGHT BE ABOUT YOU!

FIVE vacuum cleaners sold by ONE advertiser in ONE day last week following ONE ad on W.JAY, no other advertising medium used. TELL THE SAME STORY THEY'RE TELLING—"No one ever produced such results before".

USE THE SAME MEDIUM THEY'RE USING—

WJAY

The Cleveland station that gets results!

NEW RATE CARD JUST OUT

EDYTHE F. MELROSE

Manager

AGENCIES AND REPRESENTATIVES

ELLIS W. GLADWIN, Jr., has joined Donahue & Coe Inc., New York, as account executive. He was formerly director of radio and account executive for G. E.让他们联盟 and Lee Broadcasting, New York.

CARLSON ADV. AGENCY has been formed in Pittsburgh by A. G. Carlson, springviewing Carlson Symons. Offices are in the Investment Bldg., with A. G. Carlson heading the radio division.

WILLIAM RICHMAN & Associates, Los Angeles station representative, is offering a combination rate for five stations: WJWL, Portland, Ore.; KGCG, San Francisco; KXJL, Seattle; KMPC, Beverly Hills, Cal., and KEMO, Tijuana, Mex.

Dr. W. H. VOELLER, vice president of Conquest Alliance Co., New York, was in Los Angeles and San Francisco early in February on a transcription buying trip.

LUTHER WEAVER, head of Luther Weaver & Associates, St. Paul agency, is inaugurating a new weekly course in radio script writing at the University of Minnesota, teaching an extension course meeting two hours weekly for 17 weeks.

YAN C. NEWKIRK, of Newkirk & Lawrence, Los Angeles agency, has received a second state fire marshal award for his Fire Prevention Week program on KNX, Hollywood.

HENRY T. STANTON, vice-president of J. Walter Thompson Co., Chicago, was in San Francisco early this month, conducting with R. Lynn Baker, Pacific Coast manager, on various national accounts.

ELSIE HARVEY, radio and newspaper space buyer for the Detroit headquarters of Maxon Inc., was recently promoted to Detroit regional manager, with Edward L. Sollie, national manager. The appointment was effective February 1, 1958.

W.JAY

THESE ARE THE OLD SCOUTS-TOWN DISCOURSES.

Several discs were purchased and are available at the Detroit Recording Studio, St. Louis. The studio has recently completed disc an-nouncement for the Ribbon Shaw Co., Brown Shoe Co. and A. E. Staley Syrup Co.

C. McINTOSH, operating as the Transcription Service Bureau in Hollywood to produce transcription programs, has discon-tinued that firm and joined his brother's organization, R. U. McIntosh & Associates, as office manager. He will handle sales of the programs already produced by the defunct Bureau including a contract bridge series and a newer one called "Yesterday Brings You Tomorrow" that is being adapted to insurance sponsorship.

A QUARTER-HOUR news commen-tary series, featuring John Nesbit, KKFI, San Francisco, an-ouncer, is being cut by MacGregor & Sollie Inc. that city, for Duart Mfg. Co., Inc. (permanent wave ma-chinery and face cream). The series will be placed in the Western States market through Howard E. Williams Adv. Agency, San Francisco. The trans-cription is also carrying a musical puppet show for the George H. Eberhard Co. San Francisco, (Pa-ride Auditorium Booking for Groon Refrigerators), for reproduction on Pacific Coast stations. MacGregor & Sollie Inc., has signed up for "Observer", the Richard Holman newspaper, in nine Western States and Australia, for sponsorship over that station.

TITAN PRODUCTIONS Inc., San Francisco, has secured the transcrip-tion concern, an announce-ment that KGHR, Honolulu, and KALZ, Portland, Ore., have subscriber to its musical library service.

MacGregor & Sollie Inc., San Francisco transcription producers, has signed Paul Peterson, Pacific Coast orchestra director, and is cutting a dance series for their musical library service.

PARAMOUNT SOUND STUDIOS, Hollywood, early in February retired from the field. It will continue, how-ev er, to supply WLS in Chicago, and will use the sound studios of Otto E. Olsen.

STANDARD RADIO Inc., Chicago, announces new subscribers to the Standard Program Library as follows: WLS, KFBF, WTMJ, WMVY, and WHBO, and will shortly announce the sale of "Songs of the Pioneers" to WDR, WNYC, WMNZ and WOKR, and "Night to Remember" to KDKA, KFBF.

WMAZ, Macon, Ga., has added NBC Theatricals. It also has the WBSR librar y service.

WLS Appoints BLAIR

WITH the appointment of John Blair & Co. to represent WLS in the Central States area, effective Feb. 1, that station announced the relinquishing of its affiliation with Graham Robertson, for the last two years Eastern manager for WLS with headqua-ters at 250 Park Ave., New York. The Blair organization will represent WLS nationally. Mr. Robert-son will maintain his New York of-fices, going into the representative field for other stations.

In March 1, 7 days after, a new radio station going into affiliation on the air, with a name all new to the broadcasting world is The Old Scoutswman. Discs were pro-duced and wer...
A CHICAGO section of the American Marketing Society was officially established at a meeting there Feb. 3, with President Frank R. Contant appointing the following to carry on until regular officers can be elected: L. Edward Service, H. B. D. & O.; C. C. Chappelle, H. W. Kastor & Sons Ad. Co.; Stanley P. Farwell, Business Research Corp.


DELCO-FRIGIDAIRE Conditioning Corp., Dayton, a division of General Motors, has appointed Lord & Thomas, Chicago to handle its advertising.

Library Programs

(Continued from page 18)

the day of the broadcast with a telephone call. Most of the credit for each broadcast is given to the host of the evening. This one has helped the Cold Spring salesmen to sell more new accounts within the past month than the brewery has added at any time since it has been in the territory.

Of course this accounting is more significant when you consider that the sale of brewed beverages in New Hampshire is surrounded by regulations. Cash on delivery must be paid for orders delivered to the restaurants; absolutely no prepayments are permitted; no distributor or brewer can contribute anything to the credit of restaurant serving brewed beverages; even the dimensions of advertising signs for window display are regulated. Nothing in the way of equipment may be contributed by brewer or distributor.

We are rather proud of the record of this account in view particularly of the fact that this is considered to be the 'off season' for beer and ale. We feel that Thesaurus deserves the credit, for without a single exception the programs have gone over. The quality of entertainment has pleased even those who are total abstainers, and the result has been tremendous goodwill for our clients, above and beyond the stimulation of direct sales.

"We are marketing our programs rather carefully, for the reason that we want every account using Thesaurus to show good results. We think that Thesaurus is the only sure way to prevent dropouts, and we are constantly thinking of various suggestions from subscribing clients who believe that Thesaurus can do the job."

Elgin Watch Plans

ELGIN NATIONAL WATCH Co., Chicago (Elgin watches), is planning a series of radio spots in March, but to date NBC has not cleared a time satisfactory to the client. J. Walter Thompson, Chicago, is handling the account.

WASEY PRODUCTS Inc. (Misteron, Zeno), has signed for the two-weekly Carothers Robinson ser- ies over KYW, Philadelphia. Account is being handled by Erwin-Wasey & Co., New York.

NBC Thesaurus Service Is Enlarged and Revised

CHANGES in the continuity of its transcription library service, based on six months of experience and various suggestions from clients, are announced by NBC Transcription Service effective beginning Feb. 10. The changes in Thesaurus continuity, it was said, are designed to arouse fresh advertising and audience reactions.

New continuity will cover 17½ hours a week, an increase of 3½ hours. The more desirable series, like Musical Clock, Dinner Hour, Radio Talk & Club, will be increased in length or frequency or both, while less popular series will be dropped. Amount of talk will be reduced and physical appearance improved.

Viva Candy Expands

EDGAR P. LEWIS Co., Maiden, Mass. (Viva candy bars) is using spot programs in addition to the two quarter-hour and participation programs that have been on the Yankee Network since last fall. Seven WCPD, dancing and personal programs, a 15-minute program and a similar schedule over WDEV, Waterbury, Conn., will be free for all announcement days. announcers. In the week ending January 31, one new week in New York, is the agency.

"POWER ENOUGH" to pay back handsome profits

On December 2, 1935, an Advertising Agency wrote us as follows:

"When a pee-wee watter like WAAT can bring the phenome- nal quantity of first-rate leads our client has gotten on your time, I revert a lot of optimism tied to the above stations not on national hookups. It should warm your heart to know that WAAT has made at least five saleable sales directly traceable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesmen's calls have swished the chair from under us. If WAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

P.S. If a Station can do so well a job for a cemetery, think what it can do for your products or accounts. WAAT has done end is doing some remarkable things for Lord knows how many products and services.

To Compltevly Control the Puget Sound Market

Use Both of Seattle's Pioneer Radio Stations

1000 VOLTS KOMO 920 Kilocycles

(about NBC-Red)

(WATTS)

(February 10, 1936) National Representatives - EDWARD PETRY & CO.

JERSEY CITY AND SUBURBS

Page 37
For KNX Announcers

KNX, Hollywood, has started a contest among its announcers to determine who is best adapted for master of ceremonies of variety shows. Each announcer will be responsible for one half-hour program a week, and all will make programs on the same talent. No announcer may copy another's style. Prizes will be awarded each week, and the winner will receive prizes to be given the show to produce and announce for 13 weeks.

SIX sponsors are participating in the KNX contest, popular Saturday night feature on WSM, Nashville, which now runs from 8 to midnight. They are American Rock Mart, Kessner Solder Co., Boys School Journal, Chicago School of Music, Strikeville, and American Pop Corn Co. Periods preceding the Opry are also highly in demand, sponsors now including Alke-Seltzer, Household Magazine, Gardner Nurseries, Olson Rug Co., Morton Salt Co., Akron Lamp Co., and O'Bryon Co.

A DRAMATIZED series titled "Treas-ure Trails" based on national parks will start Feb. 15 on NBC WEAF network, Saturdays 5:45-6 p.m. The 13 programs will be adventures of a family touring the parks.

WILLIAM DUGAN, stage and screen writer, is writing continuity for the "Death Rides the Highway" serial, which covers the Hollywood studios under sponsorship of Western Auto Supply Co. Value of the safe driving campaign serial was editorially lauded in the San Francisco Call-Bulletin Feb. 5.

WCAU, Philadelphia, has restricted use of "Music Goes Round and Round" and no radio stations on the NBC network have been permitted to play it. The station is starting a series of crime prevention programs with the Philadelphia Police Department, a local police association.

THE Atlanta Journal's Editorial Hour, "The Atlanta Journal's Editorial Hour," is being conducted by Dr. J. W. Studebaker, U. S. Commissioner of Education. The effort is one of several educational relief efforts, and has as its objective production of a series of educational programs, made possible by the grant from the Emergency Relief Funds.

Maurice Lowell, on leave of absence as production director of the Chicago Daily Tribune, is working with the technical staff, working directly under William Dow Boutwell, editor of School Life, official monthly publication of the Office of Education.

Rudolf Schrann, Washington orchestra lecturer, has been named musical director of the project. James D. Strong, camp education adviser for the CCC in New York State and later district education adviser at Fort Ontario, has taken a leave of absence to become project manager in charge of the radio workshop.

Other officers are B. P. Brodin, sky, on leave of absence as associate editor of the United States Society, Washington, and former CCC educational adviser, as station director; the listener relations director, and Philip H. Cohen, former CCC camp educational adviser, as personnel director.

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

THE SORY Yardstick of Audience Value

Impractical and impossible data about the size of the audiences of radio programs and stations. Write for information and prices.

BROTHER, BROTHER! A 1923 group's 1936 grandstand source!

Page 38
Borrowed Program Criticized by FCC

In the Federal Communications Commission (FCC), a hearing was held to discuss the renewal of a license to broadcasting station WOCL in Philadelphia. The FCC's decision is expected to be made soon.

Western Farm Hour

The Western Farm and Home Hour, which began its sixth year on Jan. 1, has been expanded to a three-hour format. It is also being broadcast at a new time, Mondays to Fridays, 12:00-1 noon (PST) over KGO and the NBC Pacific Coast network, under supervision of Jennings Pierce, NBC western division director of agricultural programming. Western Farm and Home Hour now parallels the National Farm and Home Hour, after which it has been patterned. Piercing Section 325 of the Communications Act which prohibits rebroadcasts without authority of the originating station.

Baseball Program

The West Broadcast Division found that WOCL in 1934 had broadcast a rerun of a World Series game without permission, the announcer getting his information from a headset, receiving signals from WGR, Buffalo. A listing account of the game was set for hearing which was held Oct. 23, 1934, to determine the character of WOCL programs and to determine if the station had violated Section 325 of the Communications Act which prohibits rebroadcasts without authority of the originating station.

The statement of facts concludes: There appears to have been a court ruling on the matter involved, at a decision of the Federal Radio Commission, with this decision in accord, with issues which appear to be similar. The facts involved here, in ruling the application of Radio Station WOCL, to which reference is made in the Second Annual Report of the Federal Radio Commission, at Page 1140, has been filed. The conclusion of that Commission, in that case, on the construction of Section 28 of the Radio Act of March 11, 1927, which carries the same language as Section 325 of the Communications Act of 1934, was: That rebroadcasting meant that the transmission engaged therein actually replaced the signal of another station, mechanically or by some other means, such as feeding the program received directly into a microphone. From a

WBS Increases Library By 50% and Uses More Public Domain Numbers

World Broadcasting System will increase by 50% the number of monthly units supplied to stations through its transcription library, World Program Service, effective March 1, it was announced Feb. 11 by Percy L. Deutsch, president. That date also marks the second anniversary of the first recorded library. Two years ago, in March 1954, WBS inaugurated the service, the fore-runner of several similar efforts. Now the WBS library may be heard on 144 stations and comprises over 1200 separate units.

Under the new plan, musical selections will be supplied the stations at the rate of 48 a month—24 on the 1st and 15th of each month. A good portion of the additional units will be devoted to music in the public domain. World Program Service now releases 63 continuities under N titles providing 18 hours of playing time a week. Included in these are four Red Star programs especially designed for specific classifications. These are Fashions, Jewel Box, Facts and Your Home. Many stations have placed the Red Star programs with local merchants.

On March 1 production will begin in new WBS quarters at 711 Fifth Ave., New York, former NBC headquarters. Larger studios and the latest developments in processing plants will result in making it possible to address the headquarters of the electrical transmission business, according to Mr. Deutsch.

Democratic Party Pays Obligations to Networks

The Democratic National Committee has paid off its indebtedness of $47,000 due to CBS from the presidential 1932 campaign, which was learned Feb. 12 at the Democratic National Committee. A balance of $54,000 due NBC probably will be paid off within the next fortnight, it was indicated.

The Democratic Committee spent approximately $500,000 for radio during the last campaign. The Republican National Committee, which paid off its obligation to both parties several months ago, expended nearly $100,000 more.

**ACTION!**

ONE announcement on WMJ at 9:00 A.M. requesting program opinions brought a baking company 1140 letters postmarked the same day, plus many telephone calls. If you want listener-action, try—

**WTMJ**

The Milwaukee Journal
Representatives, Ed. Petry & Co.

The current radio situation has created little or no confusion among the stations subscribing to transcription productions of the Radio Transcription Company of America.

The reason is simple. Over a long period of years, TRANSCO has used much original music for themes, interludes and most of its various recorded series. The numbers were composed and arranged specifically for productions of this organization and for radio performance.

In its Hollywood headquarters, the Radio Transcription Company has hundreds of programs, covering a wide variety of content and artists, with music that is unrestricted for broadcast purposes.

Stations interested in programs with musical numbers that are not subject to restrictions and performance fees can write to TRANSCO and ask to have one of its traveling representatives call at the earliest possible moment. He will audition programs, advise you how to sell them to a local sponsor, and tell you the price.

**RADIO TRANSCRIPTION COMPANY**

**HOLLYWOOD OFFICE**

1509 N. Vine Street

**OF AMERICA, LTD.**

**CHICAGO OFFICE**

666 Lake Shore Drive
"PERHAPS through your column I can secure the answer to a question which has been bothering me for some time," the executive of a leading station pays us the compliment of writing, and then proceeds to outline the following problem.

LIKE many other broadcasters, I have been giving considerable thought to the prospective establishment of an ABC for radio and trying to hit upon the ideal survey method which will satisfy everyone concerned with station coverage and 'circulation.'

"Naturally, the starting point for any such development, is the methods which have been utilized in the past. And what I want to find out is how the agency men view the NBC, CBS, and WOR methods... To which do they attach the greatest significance, and why?"

FOLLOWING this our correspondent propounds another question, closely related to the foregoing one. "Incidentally, while on the subject of surveys, what do you think of (! * !) telephone surveys? One that has just come to my desk set my blood boiling. It contained beautiful tables of percentages to 'prove' that the station over whose signature it appeared had most of the audience most of the time, but nowhere in the brochure did it state the number of telephone calls that formed the basis of the percentage tables, because 'so much data of this type is being put out as a regular service, it needs no elaboration.'"

We hope the agency executives will answer the first question themselves. We'll guarantee to print whatever they have to say.

IN THE MEANTIME we'll venture a guess as to advertising agency opinion. It probably goes something like this: "All of these studies are interesting and undoubtedly valuable. Each one has its strong points, and each its shortcomings. The main trouble is that they're different, and therefore not comparable."... All of which points to the crying need of an ABC for radio.

WE OFTEN wonder how many people appreciate the problems involved in the creation of an ABC for broadcasting. Too many, perhaps, are looking for the "ideal solution" which will provide all of the information desired.

Frankly we doubt that such a method exists. Most of the numerous methods applied in the field proceed more or less along the lines of the ABC for the purpose of securing specific types of information to whose collection they are suited. But, in STATION BREAK's opinion, there is no single method which will adequately reveal all of the varied information which advertisers and agencies demand, rightly or wrongly, from the broadcasters.

THERE is only one procedure to follow in the creation of an ABC for broadcasting. The advertisers, agencies and broadcasters first must decide what information is most important to them. In this respect, STATION BREAK humbly suggests that the ABC need not be constituted in such a way that it is based only on the number and distribution of radio sets, and information as to basic listening habits and agencies demand, rightly or wrongly, from the broadcasters.

ONCE a starting point has been determined, the next logical step would seem to be the establishment of a cooperative bureau. It would seem as if a great deal of additional testing and experimentation may be required before a final and comprehensive measure of station circulation is developed... that is, if STATION BREAK has correctly analyzed the tenant of the discussions which he has heard among agency executives, research experts, and broadcasters. STATION BREAK makes no pretension as to being a research expert; he merely expresses the opinions of the lay view.

STATION BREAK feels fairly certain that the development of an ultimate common circulation standard for broadcasting will require the same kind of painstaking fundamental analysis which preceded the establishment of the Traffic Audit Bureau for the outdoor advertising industry... this experimentation to be conducted cooperatively by persons thoroughly versed in both broadcast advertising and research.

ONE final thought is worth reiterating: mode of this audit bureau question. Any standard of circulation which you develop necessarily must be an arbitrary one. Each and every station in the periodic field has had to have recourse to arbitrary standards in the measurement of station circulation.

The important thing, therefore, is for the interested groups to decide upon a standard of circulation and define it. If this is accomplished a lot of waste motion in method analysis might be saved. There is nothing like a standard of circulation running on dangerous ground. Like everyone else who knows a little about a subject, we think we could write a book about it. Cheer up. We're not going to.

WE'RE tempted to agree with our correspondent on what he thinks of (1) telephone surveys and (2) surveys which don't tell how they are made... especially after viewing some of the glowing example which come to this office.

NEARLY 22,000,000 radio home as against half as many residence telephones tell their own story. The thousands of calls made in a "round-the-clock" survey are materially when you realize that a few of them completed in any one quarter hour program period.

WE'RE even wilder about the fallure of surveys to state specifically how they were made. There is nothing which makes it more impossible to judge the significance of a survey, or to make possible one having confidence in it, than to find it impossible to determine how it was made, by whom, and exactly how it was put together. As far as we can determine, the difference between good and bad research is not so much the method as to how much makes and patently it was applied. You can tell that, if the research doesn't lie in you on the secret.

39 S. Ludlow, Dayton, Ohio
National Representatives
Sawyer-Ferguson-Walker Co.
Chicago-Detroit-New York

A Survey of Surveys
By STATION BREAK

Business in NEBRASKA is Swell, Thank You!

We farmers out here in Nebraska sure have the jack that year—by heck! According to Old Man Babson, himself—Nebraska shows a gain of 88% in Crop Value over last year—THIRD LARGEST INCREASE among all the states! Nebraska is now FIRST in Farm Income, per capita! And you have to admit—that's SOMETHING!

Be Sure Nebraska is on Your SPOT RADIO SCHEDULES

Get your message over to Nebraska folks via Spot Radio Advertising—and CASH IN! Checking records of many national advertisers show Nebraska is tops for results—and low cost.

We would really like the opportunity of telling you our Nebraska Spot Radio Advertising story. It's good! Just drop a line to the association office—or any individual station shown below. Thanks.
Fire and Sponsor

WHEN fire broke out in the United Bldg., New Britain, Conn., WNBC obtained sponsorship of its two-hour description from a local insurance company. WELI, New Haven, picked up part of the account.

NBC Recording Discounts

QUANTITY discounts, effecting reductions up to 95%, have been established by NBC for "reference recordings," it was announced Feb. 12. These instantaneous acetate recordings of NBC network or audition programs by direct wire were from $10 for one to 12 recordings of five minutes each to $22.50 for 92 to 103 of the full-hour recordings. RCA Victor recordings of 16 minutes or less are $45 with an additional $45 for each master recording off wire lines.

Won't Pay Admissions

NEW YORK did not take well to the paid admission idea undertaken by WOR last month in staging its Opry House in the 80-seat Mutual Playhouse atop the Amsterdam Theater Bldg., charging 85 cents. The show was discontinued after two performances, at the first of which only half the house was full and an even smaller number at the second. The idea has been promoted with success by WLS, in Chicago, but was not popular in New York, possibly because of the latest movies nearby and because of the fact that George White's Scandals was playing in the theatre on the ground floor. The late hour, 9:15 p.m., may also have been a factor.

PERCY J. DEUTSCH, World Broadcasting System president, left New York Feb. 14 for a month's sojourn in Hollywood, during which time he will bolster Pacific Coast activities of his company, particularly on the program recording end. Pat Campbell, Pacific Coast vice president of WBS will confer with Mr. Deutsch in connection with the projected expansion.

NBC Will Rebroadcast Arlington Time Signals

TIME SIGNALS from the U. S. Naval Observatorv in Washington, already being picked up on short waves from Arlington and rebroadcast locally by many stations, will be carried on the combined NBC networks as a regular feature starting Feb. 17. They will be heard by NBC listeners for 30 seconds from 11:58 a.m. daily, being picked up by NBC from one of the six frequencies broadcasting them simultaneously—64, 113, 650, 8150, 12255 and 16500 kc. The times are sent out by automatic transmitters from the Naval Observatory and are based on astronomical calculations that give EST accurately to within one-thousandth of a second. Complete schedules of time signals, frequencies and hours of transmission are available from the Observatory at Washington.

NEW YORK University on Feb. 7 started an advanced course in radio writing under the direction of Bernard Platt.

MADISON SQUARE GARDEN
SPORTING EVENTS

Boxing
Hockey
Wrestling
Basket Ball
Tennis
Bike Races
Track Meets
etc.

AN EXCLUSIVE WMCA FEATURE!

- Action broadcasts direct from ringside at Madison Square Garden is but one of the reasons why WMCA is so popular with sports-loving New Yorkers. Several of these outstanding features are available for sponsorship! Phone or wire for price details.

KNICKERBOCKER BROADCASTING COMPANY, INC.
WMCA BLDG.
1697 BROADWAY at 53rd STREET
NEW YORK

CHICAGO OFFICE: 360 North Michigan Avenue
Ray Linton, Manager
Rio Grande Expands
Rio GRANDE OIL Co., Los An- 
geles, on Feb. 6 added KNX, Hol- 
hol, and KSFO, San Francisco (West- 
ern Network) to its Calling All Cars 
series broadcast on eight 
Don Lee - CBS stations and on 13 
Southwest stations by transcrip- 
tions. The new program will 
be keyed from KNX, using live talent 
on different nights from the Don 
Lee programs. Dramatizations will 
continue on the Don Lee-CBS sta-
tions with former outstanding 
programs being repeated for Western 
Network, which has a one-year 
contract. Hixson - O'Donnell Inc., 
Los Angeles, is the agency.

FREQUENCY CHECKS
“A Man Is Known by the Company 
He Keeps” 
We are proud to know com- 
pany with such represen-
tative stations as: WKY, 
WNAI, KLZ, KNC, 
KVD, KSMJ, KSCJ, 
WSUI and MANY others. 
Single Measure- 
ments ______ $1.75 Each 
Weekly Measure- 
ments ______ $5.00 per Mo.

COMMERCIAL RADIO 
EQUIPMENT COMPANY 
1900 BALTIMORE • KANSAS CITY, MO.

FEDERAL TELEGRAPH CO. 
FAMINED FOR 
PERFORMANCE

LONG LIFE • UNIFORM 
CHARACTERISTICS 
Made under Federal Telegraph 
Company-Owned Patents

Federal Telegraph Co. 
Tube F-287A 
Half Wave Rectifier 
Applications for U. V. 657 and W. G. 260A.

F-357A, half wave rectifier 
illustrated above, represents 
just one of a long line of Federal 
Telegraph Co. Radio Tubes “Famed for 
Performance” throughout the world. 
Federal Telegraph Co. engineers 
have greatly improved this type of 
mercury vapor tube by shielding it. 
In F-357A the arc is confined 
within the shield which reduces bulb 
blackening and materially reduces 
the tendency to arc back. A special 
filament core material insures per-
manency of the oxide coating 
and prevents flaking. Write for catalog.

FEDERAL TELEGRAPH COMPANY, 200 Mt. Pleasant Avenue, Newark, N. J.

WBX—New York Write For Booklet “Market Coverage”

WBNX—New York

NEW YORK'S METRO-
POLITAN AREA IS A 
VARIETY OF NATION-
alities—Each of 
Which Is a Buying 
Market in Itself.

Broadcasting in EIGHT 
languages besides 
English WBNX “speaks the lan-
guage of your prospect.”

MARKS THE 
SPOT

Page 42

www.americanradiohistory.com
limination of its repertoire consequence on the withdrawal of the Warner Brothers group be declared to be "arbitrary and unjust." The last recommendation adopted was that the officers and directors be authorized and instructed to take any and all necessary and proper steps to put the foregoing policies into effect.

Protracted and heated debate preceded the vote on the recommendations rejected. First came one reading as follows:

"That those provisions in network-affiliate contracts requiring ASCAP or other licenses be declared to constitute an undue burden on affiliate stations, a serious obstacle to successful negotiations both in the case of affiliate stations and of all other independent stations and an unfair weapon in the hands of ASCAP and the networks, and such provision should be eliminated from said contracts."

Network Affiliates

This reopened the old controversy about NAB participation in matters concerning contractual relations between networks and their affiliates. Mr. Baldwin said, "I believe that this Board of Directors recommended that the board also extend the authority of ASCAP and other network-affiliate contracts to be outside the NAB scope, and in part because other directors believe that it would be possible to make the adoption of the recommendation making it the sense of the board in the case of network programs copyright clearness be at the source."

The next recommendation rejected was the "tentative program of activity in behalf of the NAB," submitted by Mr. Baldwin in Jan. 15 and proposing "per piece" as the ultimate solution "to be approved as a correct statement of the policies to be followed in negotiating network-affiliate contracts with ASCAP and other licensing pools." Mr. Baldwin said this was rejected on the ground that it had already been covered in the first recommendation approving and ratifying actions since the last board meeting taken by the managing director and his advisory committee.

A recommendation in effect endorsing the Warner withdrawal from ASCAP as "wholesome and in the interest of the broadcasting industry" was rejected by a 7 to 6 vote, with there having been a tie vote on it President Leo J. Fitzpatrick had voted to throw it out.

This proposed recommendation read:

"That the possibility of competition and of a sound basis for compensation offered by the withdrawal of the Warner Brothers group from ASCAP be declared, in the present state of the law and in view of the arbitrary power exercised by ASCAP, to be wholesome and in the interest of the broadcasting industry; that broadcasters be urged to do everything in their power to prevent a forcing of the Warner Bros. group to return to ASCAP, and that any attempt to refuse to deal with the Warner Bros. group be condemned as such purpose be condemned."

The recommendation that precipitated the greatest amount of debate before being rejected by an overwhelming vote of 13 to 1 related to the Department of Justice suit against ASCAP and in effect urged its amendment to encompass events since the suit was instituted in the fall of 1934. It was viewed as an unfounded condemnation of the networks and was rejected because "some of the directors considered it to be an indictment against the network companies and others believed its purpose was served by the adoption of recommendation No. 1 (authorizing Mr. Baldwin to print and distribute the report)."

"That the Managing Director be instructed to bring to the board the contents of this report, together with any other facts pertinent thereto, to the attention of the Attorney General; to urge upon the Attorney General the imperative necessity for an immediate study of the Government suit against ASCAP and for a determination whether amendments or supplementary license or additional provisions are necessary or advisable to attain the objectives sought to be accomplished by that suit; and to urge upon the Attorney General the imperative necessity for an early resumption of the prosecution of that suit even in its present or in amended or modified form."

Three other recommendations relating to other phases of copyright were adopted. One instructed him

to bend every effort to bring about enactment of the Duffy copyright bill now pending before the House Patents Committee by its Chairman, Rep. Sirovich (D., New York), who has shown little disposition to push it, despite its passage last session by the Senate. It also instructed him to oppose any attempt to restore the minimum statutory damages for infringement in the bill which takes away from ASCAP and other pools their biggest clubs.

Another recommendation adopted related to the International Broadcasting Union meeting which begins in Paris Feb. 27 and the agenda of which includes copyright. Mr. Baldwin was instructed to take "any steps that may be necessary to protect the interests of American broadcasters in the questions to be discussed and decided" at that session and at the radio conference in Brussels in September.

The board also extended the authority given Mr. Baldwin at the December board meeting to select an advisory committee on copyright.

BULLETIN

DRASTIC parliamentary procedure to force House consideration of the Duffy bill (S. 3467), which passed the Senate last session and which is regarded as the legislative salvation of all copyright users, was launched Feb. 12 by Rep. Zioncheck (D., Seattle). Asserting that Patents Committee Chairman Sirovich was antagonistic to the bill he introduced a petition to have the committee discharged from its consideration, using the procedure seldom resorted to in asking such action after measures have been dormant before a committee for 30 days.

Assailing Sirovich, Rep. Zioncheck asked that House members sign the petition. When 218 signatures are procured the bill automatically comes before the House. If passed by the House it would go to the President for signature. It was likely that victims of copyright tyranny, including broadcasters, motion picture exhibitors and hotels, would immediately throw force beyond Zioncheck's move and seek the necessary signatures to his petition. ASCAP, MPPA and other music pools have been lobbying vigorously against it.

Zioncheck's action followed a telegram from the Washington State Broadcasters Association urging "blasting" of the bill from committee because of the chairman's "unfriendly" attitude. Users of music, said the telegram, have been "victimized for years by music racketeers," whereas the Duffy Bill was said to afford equitable relief. "This is a life and death battle for us," the telegram said.
Decisions...

(Feb. 13, 1936)

APPLICATIONS GRANTED:

KWJZ, Portland, Ore.—New antenna, move from McMinnville.


WIL, St. Louis, Mo.—Licenses for new antenna, increase to 250 kW.

WEVR, Hattiesburg, Miss.—License for new antenna, change hours to midnight, move to new site.

KJH, Los Angeles.—License for new antenna, aux trans. to Fullerton.

KPRD, Houston—License to move to Denver, new antenna, increase to 1 kW.

KGBM, Honolulu.—License for new antenna, move from Honolulu, new antenna, increase to 1 kW.

WNET, Palestine, Tex.—License to new station 1420 kc 100 kw.

NEW, Madison.—License to new station 1420 kc 100 kw.

Station WSBK, Hollywood—Auth. transmit transcriptions abroad.

KGBF, Boulder—Consent to amended move from 1020 kc to 1370 kc, new antenna, increase from 1 to 5 kW.

WLIC, Muncie, Ind.—License to move to Vincennes.

SPECIAL AUTHORIZATIONS: WMJF, Daytona Beach, Fla., granted auth. to use RCA Victor 100-E trans. 60 days; KFSG, Los Angeles, granted extension temp. authorization, use, new antenna, trans. of WIBA as main trans. pending removal to Des Plaines; WRAI, Reading, granted temp. auth., use, 40 kw pending repairs; WRGB, Woodside, N. Y., granted temp. auth. spec. hours.

ACTION ON EXAMINERS' REPORTS:

Wezo, Kalama.—Granted CP move trans., change hours, increase from 1 kW to 250 N 1 kW D untl., sustaining Examiner Dalberg.

NEW, Helena, Mont.—Denied CP 1420 kc 100 kw, sustaining Examiner Dalberg.

New, Keokuk, Ia.—Granted license to use, 5 kw N 6 kw 900 kc, sustaining Examiner Seward.

FGRU, Ketchikan, Ala.—Granted CP 750 kc 30 kw, new antenna, use, sustaining Examiner Seward.

NEW, Eastern Utah Broadcasting Co., Price, Utah.—Granted CP to 100 kw, new antenna, sustaining Examiner Seward.

NEW, St. Louis, Mo.—Denied CP 1310 kc 100 kw N 250 kw 150 kw D 100 kw, sustaining Examiner Branham.

NEW, Edward Hoffman, St. Paul.—Reaffirmed grant CP 1370 kc 100 kw, sustaining Examiner Dalberg.

ACTION ON CASES HEARD BEFORE BROADCAST DIVISION:

KFYR, Billings, N. D.—Rejected.


NEW, Seattle.—Denied CP 760 kc 250 kw N 500 kw D untl., sustaining Examiner Dalberg.

MISCELLANEOUS—WCF, Chicago, granted renewal; KGM, granted continuance hearing on renewal; KGB, George H. Miller, Geo. D. Walker, Susan H. Walker, Winston-Salem, N. C., granted renewed license; WBO, Wabasha, Minn., granted extension; KJAB, Louisville, Ky., granted renewed license; WEDM, Greenville, S. C., granted renewal.


SELECTED CASES:

NEW, Emilie Delmas Ramier, Marquette, R. C., granted renewal.


WSAI Transmitter Site to Be City Showplace

This is what the new transmitter of WSAI, Cincinnati, will look like when it is completed. Construction work on the tower near Anderson has been started following FCC approval of the transfer from Mason, O., to Clifton Heights, Cincinnati. New equipment is now being installed there and the site will be turned into a park.

Western Electric transmitter will be capable of 5 kilowatts, and is expected to eliminate audible background noises and distortion. A single vertical radiator is planned, of three-cornered type, 230 feet high. It will be located on a high bluff overlooking the downtown section.

“Our policy will be to make WSAI a truly community station, something impossible with our super - powered 1000 - watt WLVW because of the latter’s nationwide coverage,” said Powel Crosley Jr., president. The plant is being erected under the direction of Joseph A. Chambers, WLV-WSAI technical supervisor, and will be finished in another six weeks.

APPLICATIONS...

Applications...

(JANUARY 31)

WIEK, New York—CP replace transfer, including condition.

WAZ, Zephrath, N. J.—Modif. license from 500 kw 1 kw D to 1 kw N & 8 D.

WAXJW, Ewing News Assn., portable.

NEW, WHSC Inc., portable—CP gen. exp. granted.

KGFG, Oklahoma City—Auth. transfer control to Harold L. Hough.

KGEK, Sterling, Colo.—Modif. license to reflect change.

APPLICATIONS RETURNED—KLZ, Denver.

FEBRUARY 3

WIXV, Quincy, Mass.—License renew.

WAXX, Baltimore—Modif. CP trans. showing.

WIBM, Jackson, Mich.—CP change equip., vertical antenna.

NEW, San Francisco.—Granting license to Francis Radio Broadcasting Co., CP move, trans. move, amended to ask temporary basis pending renewal.

NEW, WJBO, Baton Rouge—New CP, change equip., move, increase to 150 kw D, 150 kw N, 150 kw W, 100 kw E, authorized.

NEW, Van Winkle, Tex.—License to 100 kw D untl., sustained in part.

NEW, KCX, Kansas City—License to 100 kw D untl., authorized.

KWVC, Kansas City.—License to 100 kw D untl., authorized.

NEW, Black Hawk Broadcasting Co., Emmett, Idaho—License to 100 kw D untl., authorized.

NEW, Los Angeles.—License to 100 kw D untl., authorized.

APPLICATIONS RETURNED—NEW, Fennosky Radio Inc., Rochester, N. Y.

FEBRUARY 4

WFBF, Baltimore.—Modif. license to use, 100 kw aux., change from 750 kw to 800 kw, authority.

APPLICATIONS RETURNED—NEW, O. T. Manley, Chicago.—License to 500 kw 100 kw D untl., sustained Examiner Seward.

NEW, New Haven, Conn.—License to 500 kw D untl., authorized.

NEW, Van, Lake Waliing, Huttsville, Ala.—License to 100 kw D untl., authorized.

NEW, Earl Wl, St. Petersburg, Fla.—CP 750 kw 100 kw D untl., authorized.

NEW, Voice of Longview, Tex.—Portable.

KLZ, Denver.—Modif. license to KLZ Broadcasting Co.


FEBRUARY 8

WLBZ, Bangor, Me.—Modif. license from 620 to 790 kw, untl., to LS Chicago, continuing transfer control to LS Chicago.

NEW, Main Broadcasting Co., Portland, Me.—Modif. license to KARN, Portland, Me.

WBBH, Canton, O.—Vol. assignment license to OH Broadcasting Co., CP 1250 kw 100 kw D untl., authorized.

NEW, Beach, O.—Vol.—assignment license to Westinghouse Elec. & Mfr. Co.

WOWO, Fort Wayne, Ind.—Consent transfer control to WDAY, Mfg. Co., 800 shares common.

NEW, ZURICH—WALC, Northfield, Minn.—WRMD, Frederick, Md.

FEBRUARY 10

WBDL, Clearfield, N. Y.—CP new equip., change 100 kw to 1600 kw, move to Allegany, N. Y., new station.

www.americanradiohistory.com
I. LESLIE FOX, director of sales for KMBC, Kansas City, announces the addition of two new members of the sales force. James L. Thompson, formerly with General Outdoor in New York and Chicago, is now in the retail sales department. Wallace J. Stenhouse, formerly advertising manager for Calumet Baking Powder Co. and later with American Weekly and Barron Collier, has entered the regional sales department.

**INSULATORS for every Broadcasting Requirement**

**LAPP INSULATOR CO., INC.**

1-HOY, NEW YORK

Mr. E. H. Rietzke

**PRESIDENT OF CREI**

Operators

... who want to become ENGINEERS

Today the fate of a broadcast program depends upon the skill of the control operator... But, circuits and equipment that will automatically monitor transmitter programs are already practical; and the control operator is destined to lose his importance... unless he prepare himself with TECHNICAL TRAINING to step into an engineering capacity. Let us tell you how.

Executives

... who want well-trained ENGINEERS

CREI graduates will soon be available to particular executives who require highly trained engineers. These men have the necessary training and background to meet your most exacting requirements. You are invited to write for detailed descriptions of these men.

Free Catalog on Request

**CAPITOL RADIO ENGINEERING INSTITUTE**

14th and Park Rd. Dept. B-2

WASHINGTON, D.C.

February 15, 1936 * BROADCASTING
OTHER FELLOWS’ VIEWPOINT

Disappointed

To the Editor of Broadcasting:
I was very much disappointed on reading your feature story regarding the clarification of Rule 176. It is contrary to the example you have given. I can see nothing wrong with the Commission's clarification of Rule 176. The clarification was made in order to avoid misinterpretation of the original Rule. I have been following the proceedings of the Commission for many years and have been very satisfied with the way in which the rulings have been made. I am sure that the new ruling will be as satisfactory as the old one.

JAMES C. McNARY
Radio Engineer
National Press Bldg., Nat. 4048
Washington, D. C.

Disappointed

To the Editor of Broadcasting:
I was very much disappointed on reading your feature story regarding the clarification of Rule 176. It is contrary to the example you have given. I can see nothing wrong with the Commission's clarification of Rule 176. The clarification was made in order to avoid misinterpretation of the original Rule. I have been following the proceedings of the Commission for many years and have been very satisfied with the way in which the rulings have been made. I am sure that the new ruling will be as satisfactory as the old one.

JAMES C. McNARY
Radio Engineer
National Press Bldg., Nat. 4048
Washington, D. C.

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

Glen D. Gillett
Consulting Radio Engineer
Synchronization Equipment Design.
Field Strength and Station Location
National Press Bldg., Wash., D. C.
N. T. Office: Englewood, N. J.

Edgar H. Felix
1775 Broadway
New York, N. Y.
Field Intensity Surveys, Coverage
Presentations for Sales Pur-
poses. Allocation and Location
Investigations

Paul F. Godley
Consulting Radio Engineer
Montclair, N. J.
"25 years of
Professional Background"

John H. Barron
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7757

Edward H. Loftin
Broadcast-Communications
and Patents Consultant
1406 G Street, N. W.
District 2405
Washington, D. C.

J. M. Temple
Consulting Radio Engineer
30 Rockefeller Plaza  P. O. Box 145
New York City
Times Square Station

E. C. Page
Consulting Radio Engineer
725 Noyes St.  Phone Univ., 1419
Evansville, Ill.

Hollis S. Baird
Specializing in
ULTRA-HIGH FREQUENCY,
TELEVISION, AND
HIGH FIDELITY PROBLEMS
70 Brookline Avenue
Boston, Mass.
Telephone Commonwealth 8512

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
Chicago, Ill.

Robert C. Bailey
Radio Corporation of America
Commercial Department
66 Broadway
New York, N. Y.

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 Broadway
New York, N. Y.

New B. P. Policy
ANNOUNCEMENT was made Feb. 4 by the FCC that the Broadcast Division on Jan. 21 adopted a policy relating to applications for construction permits under which it will require selection of a definite site and full details on applications specifying a directional antenna installation. The new policy reads: "No application for a construction permit specifying a directional an-
tenna will be accepted by the Com-
misision unless a definite site and full details of the directional an-
tenna are given with the application.
"Any application not complete in these details will be returned to the applicant as 'incomplete' under Rule 104.1 and 108.5."

Two Test Campaigns
TWO new spot programs which may go network have been booked by several network stations in New York. Sterling Products Inc., New York (Calirad wafer) starts a drama-
matic series on WABC Feb. 17, five days a week. Sample-Hummert Inc. Thomas J. Lipton Inc., New York (tea) on Feb. 16 starts "S. J. Wynn," the singer, on WJZ, three weeks three-
ly, thru Frank Presbrey Co. Inc.

CLASSIFIED ADVERTISEMENTS
Classified advertisements in Broadcasting cost 7c per word for each insertion. Cash must accom-
pany order.

Advertisements:

Is your station profitable? I produce pro-
fits—fully qualified promotion, produc-
tion—best references, employed network—prefer Eastern. Box 440, Broadcasting.

Licensed Technical Director and Operator for small station. Will make full sacrifice. Reliable; efficient; executive experience. Have been on last employer over five years. Box 442, Broadcasting.

Operator, graduate of R. C. A. Insti-
tute; now employed as engineer of small
station. Young, ambitious, conscientious; good references and willing to start for
small salary. Box 443, Broadcasting.

Engineer and control operator, now em-
ployed. Several opportunities with pro-
gressive station. High and technical school graduate. Nearly five years experience. At present position. Married, twenty-nine years old. First class radio telephone—radio telephone license. Good background of design con-
struction, repair, and maintenance of high
fidelity, etc. Owns necessary equipment to
run fidelity curves. Excellent references. Box 444, Broadcasting.

For Sale
Western Electric modified 100-250 and
500 watt transmitter automatic crystal con-
trol. Passes all requirements of T. C. C. Pictures and engineering data on request. Will sacrifice. Cash or terms, Station WIL.
St. Louis, Mo.

WANTED TO BUY—EQUIPMENT
UZ-0210 R. C. A. transcription turntable. Address Box 445, Broadcasting.

For Rent—Equipment
Approved equipment. RCA TMV-23-B
field strength measuring unit (new).
Newest and most sensitive to radio frequency basis. Since last December Rem-
ington Rand has been carrying the full cost of the program and has, to date Time Inc., was a co-
sponsor. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

March of Time
REMINGTON RAND Inc., Buff-
alo (typewriters) is renewing the March of Time series on CBS, Mondays through Fridays, 10:30-
10:45 AM Eastern time for radio and network basis. Since last December Rem-
ington Rand has been carrying the full cost of the program and has, to date Time Inc., was a co-
sponsor. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

March of Time
REMINGTON RAND Inc., Buff-
alo (typewriters) is renewing the March of Time series on CBS, Mondays through Fridays, 10:30-
10:45 AM Eastern time for radio and network basis. Since last December Rem-
ington Rand has been carrying the full cost of the program and has, to date Time Inc., was a co-
sponsor. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.
In the heart of the Empire State, station WGY dominates not only the rich central and eastern New York areas but also western New England. Its empire is the Great Northeast, a particularly fertile group of markets including Schenectady, Albany, Utica, Troy. Without major competition, WGY is a sales “must” if you would sell this great territory.

WGY is one of NBC’s managed and operated stations. Others are WEAF, WJZ, New York • WMAQ, WENR, Chicago • WTAM, Cleveland • WBZ-WBZA, Boston and Springfield • KDKA, Pittsburgh • WRC, WMAL, Washington • KOA, Denver • KPO, KGO, San Francisco
FOUR YEARS AHEAD!

UNDER THE COPYRIGHTED NAME

"VICTROLAC"

RCA VICTOR has been using

"VINYLITE"

since 1931!

- More than four years ago RCA Victor recognized the superiority of "Vinylite" as a base material for making low-surface transcription records—and accordingly, by arrangement with Carbide and Carbon Chemicals Corp., a unit of Union Carbide and Carbon Corp., manufactured the first Vinylite-base records under the copyrighted name "Victrolac."

- For more than four years the many clients of Victor have praised and profited by the exceptional qualities of Vinylite-base records (it is the quietest, smoothest, most durable substance practically available for the purpose), but if impartial testimony to its excellence be needed, that also is forthcoming—others in the industry are now for the first time adopting Vinylite as a transcription record base.

- Once again Victor's wide margin of leadership is convincingly proven, its claim of "first in the field" emphatically demonstrated. What is true of record substances is true of other recording features. You, too, can be years ahead of the field—by sticking with Victor!

RCA VICTOR ELECTRICAL TRANSCRIPTIONS


RCA MANUFACTURING CO., INC., Camden, N. J., a Subsidiary of the RADIO CORPORATION OF AMERICA