See

That it requires 50,000 watts of power to secure EVENLY DISTRIBUTED coverage throughout Southern California.

DAYTIME

How the distribution of KNX Daytime Mail (between 8 a.m. and 5 p.m.) compares with Southern California Radio Ownership (11 Southern California Counties)

NIGHTTIME

How the distribution of KNX Nighttime Mail (between 7 p.m. and 10 p.m.) compares with Southern California Radio Ownership (11 Southern California Counties)

KNX: THE VOICE OF HOLLYWOOD... Natl. Repr. JOHN BLAIR & CO.
BEING AN ACCOUNT OF THE
BRILLIANT PERFORMANCE
OF EDDIE CANTOR
ON CBS AND IN THE BUSINESS LEDGERS
OF LEHN & FINK (manufacturers of Pebeco
Toothpaste). Written by Mr. Reginald Townsend of Lennen &
Mitchell . . . WITH TWO EPILOGUES by MR. EDWARD
CANTOR, and by the COLUMBIA BROADCASTING SYSTEM
WE BEGIN WITH A CONCLUSION

"So if the proof of the pudding is in the eating—Eddie Cantor is a truly great radio comic and a super radio salesman. The constantly upward slanting curve of Lohn & Fink's "New Pebeco" sales chart proves my point. Last Spring, when the Eddie Cantor "New Pebeco" program went on the air, the sales jump started from scratch. Results were tremendous.

Radio Carries All the Load

Getting into action again this fall there was a high mark to shoot at. To secure increases radio practically had to carry all the load. There was no supplementary newspaper or magazine advertising campaigns, little or no dealer helps or tie-ins to merchandize the program in the way of window or counter displays. A few trade paper ads to foster distribution and acquainted dealers with the appeal of the new "Red, White and Blue" cartons about covered everything aside from radio.

Sales 25 to 35% Over "High"

Returns at this date indicate at least a gain of between 25 and 35% over last season's high mark—the Yankee Doodle Red, White and Blue carton is on more dealers' shelves and counters—but the outward movement is gaining more than satisfactory momentum."

This is the conclusion of a report written by Mr. Townsend, of Lennen & Mitchell, advertising agents for Lohn & Fink. The complete report (as it appeared originally in "Broadcasting") is available from CBS.

---

EPILOGUE BY EDDIE

The other day, while trying to keep my family in stitches—sure I keep them in stitches. Have you ever tried to keep a family of five daughters in CLOTHES? - this is the way I put it: "The glowing words of the announcer describing a radio star are the platinum-collar around the neck of the under-dog. Take them away and he's a mutt. But the public loves the mutt!" That goes for sponsors, too—if the mutt pays his way. Which is why there are always two Eddie Cantors on the air. There's Eddie I, a funny guy; and Edward II, a salesman. My job, like any other salesman's, is to sell my boss's product. As for my salary—well, why bring that up? When the orders stop rolling in, out rolls the salesman (no matter how beautifully he can roll his eyes!).

That's the long and short of it. We all know the salesman who makes a hit with customers by giving them the glad-hand, and telling jokes about the farmer's daughter. But when the laugh dies down, has he got an ORDER in his hand? That's what makes ME laugh!

---

EPILOGUE BY CBS

Having to follow Mr. Townsend and Mr. Cantor is a cheerless task. These expert gentlemen have a way of corralling every climax—and, we're afraid, all the applause. But there are two brief items we might add to their story. They complete the record of the superb sales-job Mr. Cantor is doing. And (not to be unduly modest) they illuminate the job CBS is doing, since the Columbia Network carries the entire load of consumer-advertising for the product.

The first item is a bit of history. For three years before he became PEBECO'S star salesman, Mr. Cantor was brilliantly identified in the minds of his listeners with a cup of coffee! He was called on to change sponsors, program and network. What happened? Well, haven't you already read the answer above?

The second item: Eddie Cantor—while breaking all sales records for PEBECO—shares the air and the audience with another highly successful air "salesman." Does that faze him? Hardly! There are, as he clearly demonstrates, plenty of listeners to go around—a matter we'll be happy to discuss with you statistically, if you wish.

"THIS IS... THE COLUMBIA BROADCASTING SYSTEM"
Whether your product is designed for a definite class or for the masses, KWK is the station to deliver your sales message in the St. Louis area. This market, covered so effectively by KWK, is the 10th potential buying area in the United States. An advertising campaign placed with us will bring you gratifying results.
YOU'LL GET BIGGER VOLUME SALES, TOO, BY USING WHAS' 50,000 WATTSA S A BASIC OUTLET

Millions of children say: "O, Ma, get WHAS! I want to hear Dick Tracy!"

So, millions of Ma's get WHAS. They listen to the exciting Dick Tracy episodes four times each week. WHAS brings to life the "funny paper" characters. Thus the Mothers learn about the benefits of California Syrup of Figs for children. Next, they buy it. It replaces another laxative. And children like its fruity taste. The sales go up and up.

When you can't afford a national broadcast through a network, WHAS should be your next choice. There are 133,900 radios in the WHAS shopping area. It is populated by 188,000 families. Here is a wonderful transcription basic outlet. WHAS' 50,000 watts will also give your product a coverage of 3,461,100 with its primary and secondary daytime broadcasts. And there is an increase in the nighttime primary and secondary coverage to 4,399,200.

The California Syrup of Figs program at 5:30 p.m. is on the favorable side of the border of the WHAS (night) secondary area population coverage of 24,752,138. The nation is at home at 5:30, you know. Therefore, that is the selling hour. And WHAS programs come in strongly, clearly through the nation's radios from the Atlantic to the Rockies.

Concentrate more of your radio advertising on the national coverage offered by WHAS. Comparatively it costs less.

Millions Tune-in on WHAS Daily for These Features
1. Parties of Pickfair featuring Mary Pickford on National Ice Mfgs. program.
2. Ed Wynn and Plymouth Automobiles.
5. Jose Manzanares' South American Orchestra and Lincoln Cars.

Ride the Magic Carpet to the Firesides of Millions

Louisville • Kentucky
CBS Basic Outlet
** Edward Petry & Co. **
National Representative **

March 15, 1936 • Broadcasting
DESPITE our kind and gentle appearance, us mugs at F J & F like nothing better than a battle — providing it’s in behalf of a customer!

At the drop of a hat, or even less, we’ll battle to get favorable spots for you, or to line up the newest and most powerful program ideas, to do anything that will secure for you the best possible service and cooperation and results from radio. We’ve built our business on the one big idea of doing a better job for our customers than they can economically do for themselves.

Big words? Make us prove them!

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lagington 2-8640

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Building
Trinity 2-8644

SAN FRANCISCO
Rutt Building
Sutter 5415

LOS ANGELES
C. of C. Bldg.
Richmond 6104

WCSC . (NBC) . . . Charleston
WIS . (NBC) . . . Columbia
WAU . . . . . . Columbus
WOC . (CBS) . . . Davenport
WDAY . (NBC) . . . Fargo
KTAT . (SBS) . . . Fort Worth
WDRC . (CBS) . . . Hartford
WKZO . (MRN) . . . Kalamazoo
WNOX . (CBS) . . . Knoxville
KOMA . (CBS-SBS) . . . Oklahoma City
WMBD . (CBS) . . . . Peoria

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

Southwest Broadcasting System
Railways Lift Radio Ban, Plan Campaigns

Eastern and Central Roads, Now Free of Six-year Fetter, Survey the Broadcast Field; Low Rates Offer Theme

RESTRICTIONS against radio advertising imposed by Eastern and Central railroads since 1930 have been lifted entirely, with the result that several of the more important carriers already are surveying the medium with a view to starting spot or network campaigns.

As a result of the conclusion of the 1934 Railhow Convention and the Central Passenger West service operations, agreed restrictions have been lifted. A new agreement among the larger roads operating East of the Mississippi and north of the Ohio and Potomac, and now in full force, does not place any restrictions whatever upon use of radio advertising. Likewise, it does not bar the use of radio receiving sets as standard equipment on club cars.

The original agreement, in force for six years, especially referred to radio advertising as being undesirable for railroads as a regular advertising medium. This compact was rewritten in November, 1934, and included the same restrictions. It also barred use of radio on club cars except upon extraordinary occasions.

In the new agreement all language pertaining to the radio restrictions was dropped. By its very absence, use of radio is now permitted. All of the important Eastern and Central lines are members of the two associations.

Stiff Competition

ABOLITION of the ban comes at a time when the railroads are fighting an uphill battle against other passenger services, such as the buses, airplanes and the automobile. It also comes at a time when they have the best sales basis in years—the newly ordered rate reductions which take effect June 1. The reduction in rates, ordered by the Interstate Commerce Commission within the last fortnight, drastically cuts rail passenger rates both for Pullman and coach travel. Pullman surcharges on railroad fares are eliminated altogether.

These reductions occur at the best time psychologically for the railroads, because in June the vacation season actually gets under way and tourist travel is at its peak.

Chesapeake & Ohio has been using radio consistently in a dozen major cities in its territory all

How Three Western Railroads Have Used Radio Extensively

How Western roads have been using radio to promote passenger traffic is told in the following letter from H. G. Bullock, vice president of The Caples & Chicago advertising agency. Mr. Bullock took issue with the article published in the Feb. 15 issue of Broadcasting in which it was stated that railroads generally have been lagging in their advertising. His letter is published herewith in full text:

ON PAGE 10 of the Feb. 15 issue of Broadcasting under the caption, "National Railroad Campaign Studied", in the last paragraph the following statement is made:

"Railroads, Mr. Bullock generally have been lagging in their advertising in recent years with the notable exception of the Chesapeake & Ohio."

Apparently whoever wrote this story was entirely unfamiliar with the extended advertising activities of many of the railroads, particularly in the Western Interstate.

We number among our clients four of the leading western railroads, all of whom have been extremely active in their advertising for a number of years past, and three of them have been extensive users of radio.

The first radio campaign we handled for the railroads on a large scale was during 1933 in connection with the Chicago & North Western. In February of that year all railroads serving Chicago combined in a series of 13 15-minute broadcasts over the Columbia chain. At the same time the Illinois Central was using a number of local stations and continued to do so during 1934, in December of which year Illinois Central began a series of 18 30-minute programs over WBEZ in Chicago. In March of 1935 the Chicago & North Western Railway also began a series which ran to 18 30-minute broadcasts over WMAQ.

Throughout the year Chicago & North Western - Union Pacific jointly have been consistently using a large number of stations for short announcements in the Middle West and certain Eastern territory, while the Union Pacific have been concentrating using announcements throughout their Western territory.

Baltimore & Ohio, Feb. 17, 1935, Illinois Central began a 30-minute Sunday afternoon broadcast over a partial National Broadcasting Co. network, including ten leading stations. (Continued on page 58)
Right of States to Tax Station Income
Argued in Appeal Before Supreme Court

The Right of States to Tax the Income of Commercial Broadcasting Stations

The Right of States to tax the income of commercial broadcasting stations on the theory that they are derivable in intrastate rather than interstate commerce, was argued before the United States Supreme Court March 9 in the appeal of Fisher's Blend Station Inc., operating in New York, asking the Court to reverse the decision of the Supreme Court of the State of Washington. The State contends in the ruling of the state Tax Commission that there is a 1% levy on the gross income of the stations.

The point of the possible industry-wide application of gross income levies upon stations, the NAB and state commerce, was brought out in the Supreme Court appeal. Many state legislatures have considered or adopted such taxes in an effort to replenish depleted treasuries, attempting to justify contentions that broadcasting revenue is purely intrastate.

Federal Regulation

The MAJOR defense advanced on behalf of the stations is that the title on which broadcasting, as interstate commerce, is subject only to Federal regulation and to Federal taxation. The state, it is maintained, that the income of stations is derived, not because of interstate commerce, but because the station facility is simply "leased" to the advertiser.

Godfrey Goldmark, New York attorney, in chief, held that the 1% occupational tax was invalid and repugnant to the Federal Constitution, as he said, held that the state had no power to and did not intend to tax interstate commerce or the gross receipts derived from it and ruled that stations were engaged in interstate commerce but in intrastate commerce and were therefore subject to the tax. The State Court ruled that the stations were engaged in interstate commerce merely because the radio was "leased" the stations to advertisers who did the broadcasting. The state court was that the position of a station owner was similar to that of the owner of an interstate bridge, which enters in interstate commerce pass on the payment of a fee. The lower court held, however, that the "surrounding ether may be likened to the bridge, and while the respondent does not lease the ether, it does lease a device which enables its patron to use the ether as a 'bridge' or medium of communication, and the owner of the receiving appliances as may be so attuned as to reproduce the messages passed over it."

In the Fisher's Blend brief it was argued that the conclusions of the State Court that the stations are engaged in interstate commerce where the broadcast was not supported in the record; that the evidence did not establish that the broadcast was done under Federal law, and that the cases cited by the Court for its main theory are applicable only on the assumption that the stations were doing interstate commerce.

For the State, E. P. Donnelly, assistant attorney general, argued that the measure of the broadcast analyzed was for local court but held that the radio stations engage in separate and distinct lines of business to make sponsors to use the actual equipment and facilities which are located entirely within the State. They ruled that they are subject to state taxation.

Mr. Donnelly was questioned sharply on the right of any State to Tax the gross income of stations. He contended that it did not fit because a bridge is an iner thing, whereas in a case of a broadcasting station the revenue is actually transmitted through space and across state borders due to the work of those who have skill and knowledge. He distinguished between the simultaneous generation and transmission of radio energy and the allows the use of electronic power for interstate commerce.

A number of state cases raising possible challenges to -Hummert stations, the ruling of the Supreme Court, was decided by the Supreme Court of the State, in favor of the state. There was no final adjudication of this case.

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Elliott Roosevelt Joins Hearst Radio

Becomes Executive of Publisher's Interests, Heading

KTSA, KNOW; Many Offers for Rest of SBS Group

Elliott Roosevelt, son of the President, who since last September has been vice president and sales promotion manager of the Times Broadcasting System, on March 10 became vice president of Hearst Radio Inc., operating company for the Hearst-owned broadcasting stations. At the same time the 28-year-old broadcaster became president of the KTSA Broadcasting Co., licensee of KTSA, San Antonio, and the KUT Broadcasting Co., licensee of KNOW, Austin, Texas. Roosevelt, personally filing formal applications with the FCC in Washington for voluntary transfers of the ownership of those two stations to Hearst interests.

As exclusively reported in the March 1 issue of Broadcasting, sale of the two units of the Southwestern Broadcasting System to Hearst, subject to FCC approval, was consummated late in February on a combined price of $255,000. KTSA was purchased for $180,000, and will be operated in the future with William Lamberto's Son An- tonio Light. KNOW was purchased for $45,000, the station to be acquired by Hearst in the future in which he has no news- paper.

Besides having his name on the FCC applications, Roosevelt's name also appeared as one of the five directors of the KTSA Broadcasting Co. in a charter dated March 11, 1936, in which in the future he, in company with William P. Day, executive vice president of Southwestern & Pacific Radio group, and New York agency, has secured an option to purchase the remaining three units of the Southwest network, namely, KAT, Fort Worth; WACO, Waco, and KOMA, Oklahoma City. He admitted, however, that Mr. Day is definitely "interested in the radio business generally" and from other sources it was indicated that such an option, or at least a sale agreement, exists.

Offers for Others

Lee H. Armer, president of Mr. Roosevelt's former employer, is also in Washington March 9, and the other Southwest stations were not for sale, although he asserted that offers have been made for the whole group and for the individual stations have been received. His statement that the group's interests naturally was admitted, since the applications became a matter of record at the FCC. Mr. Armer also asserted that the group, as a whole, will continue to operate as a network and will carry out its commercial commitments, though it was evident that, assuming the

FCC grants the transfer, the main- tenance of the network depends upon Mr. Roosevelt.

Whether Hearst will acquire the other three stations either directly from the present ownership, represented by A. F. Barrett of Fort Worth and Mr. Armer Co. or through the intermediary of Mr. Roosevelt and Mr. Day, remained in doubt as Broadcasting went to press.

"Not on the Market"

MR. ARMER asserted that the stations were "not on the market" but he admitted that various offers have been received not only from Hearst but from the publishers of the Oklahoma City Oklahoman, operators of WKY, Oklahoma City, and KLZ, Denver, signing KOMA; from the Griffin wholesale grocery chain interests, operating KTUL, Tulsa; from the publishers of the Amarillo Globe-News, operators of KGNC, Amarillo, and prospective purchasers of KFYO, Lubbock, Tex., and from interests believed to be the owner or a large share of the Jesse James radio and newspaper interests (owning all three stations and the Amarillo Carter radio and newspaper interests (WPAB, Fort Worth, and KOKO, Wichita Falls). None of these offers, however, has been seriously entertained, he said.

Mr. Day's entry into the picture is believed to have been prompted by young Roosevelt, a close personal friend. Knowing that the Southwest stations might be purchased, it is believed that Mr. Roosevelt approached Mr. Day to interest him in going into the radio business. Mr. Day is also intimate friend of T. J. White, general manager of the Hearst enterprises. In some quarters it was stated that Hearst also is seriously contemplating purchasing the other three stations and himself maintaining the Southwest network, but the price factor may be balancing the other purchases.

Mr. Lamberto's biggest account is the Lambert Pharmacal Co., St. Louis (Listerine), which in the past has used radio consid- erably, and recently has sponsored the Metropolitan Opera over the NBC networks. Mr. Day's influence in the Hearst organization, using accounts as Phillips Petroleum Co., Bartlesville, Okla., and Pro-phy-lac-tic Brush Co., Fio- rio, Mass., Mr. Roosevelt's per- sonal acquaintance with Mr. Day dates back to the time when the president's newly graduated from Harvard, went to work for the Albert Frank advertising agen- cy in New York.

New Lucky Strike Series

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on May 2 will make its maiden appearance on a network of 33 CBS stations. The Saturday night program on NBC is scheduled to run until late in April. The new CBS program, Saturdays, 10-11 p.m., is titled "Your Hit Parade," and Carl Hoff, at present on NBC for Luckies, may be given the spot. The sponsor has started a new series of Wednesday night programs on an NBC-WEBN network, 8-9 p.m. Ray Sinatra's orchestra was selected after numer- ous bands had tried out in the Saturday night spot to get audience's reaction. Lord & Thom- as, New York, is the agency.

New Ohio Network

A NEW hookup of Ohio stations, linked to carry both commercials and sustaining, is reported under way, with tentative plans to begin operating by April 1 and with Mrs. Edythe Melrose, manager of WJAY. Use of handling of radio manager. It will be known as Ohio Network Inc., and besides WJAY it will link WSPD, Toledo; WKBK, Youngstown, OH; WBN, Columbus, and an unnamed Cincinnati station. National representatives for the group's program will be Aerial Publicising Inc., New York.

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Warners Consider Own Network Plan

Threat to Compete With Major Nationwide Chains Issued

WARNER BROS., giant motion picture concern which is figuring prominently in the music copyright turmoil, is contemplating a "third network," according to Harry Warner, Sr., vice president. At the time of his departure from Hollywood March 4 for New York, Mr. Warner said, "If we work out on such a plan, but details were lacking.

Herman Starr, vice president of Warner Bros., New York, conferred with his chief upon his arrival March 9 upon the broadcasting "plan to inform advertising agencies for CASTING afterward that there would be no enlargement upon the statement originally made by Mr. Warner.

The announcement was greeted by the broadcasting industry with skepticism. The only possibility of setting up another major network enterprise of the scope apparently envisioned by the Warner official would be to use Mutual Broadcasting System, if the development is discounted at once for obvious reasons. Physical sta- tion location, however, there could be another network on anything approximating a nationwide basis.

Music Performance

THE WARNER idea for a net- work evidently grows out of a de- sire to perform Warner music and in that way insure performance of its music, so vital in the advertising of Warner pictures. It was stated that no theaters or broadcast- ing houses would not return to the ASCAP fold and that the network plan, in the "next few months" will have the idea of approach- ing agencies for next fall's busi- ness.

Mr. Warner asserted that songwriters on the Warner rolls, who have been chafing over non-per- formance of their works, would receive from the network operation.

General Electric Discs

GENERAL ELECTRIC Co., Sche- nectady (reefrigerators) on March 19 will start its first disc promotion series, Tuesdays and Thurs- days, during morning hours, on about 50 stations. Contracts are for 13 weeks. Eddie & Ralph will be the two personnel in the programs. A partial list of stations follows: WOR, WKBO, WLAC, KSL, WIS, WGY, WAGN, WIBR, WPON, WPKQ, WJBK, KMOX, WAIU, WAVE, KOMO, WRAK, WTAM, WTIC, WCAU, WYK, KGO, KOIN, WTMJ, WBZ, WGST, WWL, KDCA, WICAL. Maxon Inc., Detroit, handles the account.
Communist Speech Delivered on CBS Stirs Controversy

Net Time Allotment Aroused Both Resentment and Praise

FREE SPEECH, pro and con, continued to figure prominently in the national news during the last fortnight with the CBS speech of Earl Browder, secretary of the Com- munist Party, evoking an entirely new issue that had repercussions in Congress as well as in the front pages of newspapers and in radio circles.

CBS scheduled a 15-minute speech by the American Communist Party leader with the latter's request on the theory that he was an accredited representative of a registered political party. Immediately following the announcement, a torrent of criticism was hurled against the network, with the publishers Hearst and MacFadden editorially leading the crusade. CBS was picketed in New York—and had a special cordon of police around its studios the night Browder spoke—and so-called retaliatory "boycotts" against the network were supported by a number of organizations on grounds of patriotism.

The issue erupted in Congress as a half-dozen Congressmen commented. Rep. Hamilton Fish Jr., (R-N. Y.) leading "red-baiter" in Congress, took the floor to denounce CBS following its broadcast of the Browder address over CBS the following night by prearrangement. But he defended CBS in allowing the Communist to speak, asserting it at least proves that freedom of speech prevails in America.

Rejected by Yankee

A NUMBER OF CBS stations, notably the Yankee Network, declined to carry the address. John Shepard 3d, Yankee president, issued a statement in which he said the stations which his organization owned and controlled would not carry the address because "we believe in the American form of Government and it is our understanding that the avowed intention of the Communist Party is the overthrow of our government. We can see no reason for extending our facilities to any Communist representative." Stations on the Yankee Network which did not carry the address included WNAC, WAAB, WEAN, WICC, Shepard operated, and WMAS, WORC and WPFA, affiliated stations. Pacific Coast CBS stations did not carry the program, it is understood.

Hearst newspapers launched the anti-Red attack the day before Browder made his broadcast. Thern it was followed up in succeeding days with other editorials. The Hearst attack, as well as that of MacFadden, was promptly joined against William S. Paley, CBS president.

Initial Hearst editorial concluded: "Perhaps it is truly about time that the Government, which has taken over the broadcasting systems of the nation in order to protect itself, should take some action against subversive misuse of them."

Bernarr MacFadden, publisher of Liberty and of the New York Post, repeatedly demanded the resignation of Mr. Paley because of the Browder speech. This was followed up by attacks upon CBS from women's organizations, the National American Woman League.

Countering the Hearst and MacFadden editorials were those in other newspapers supporting the CBS action in allowing Browder to speak. The Republican Washington Post, significantly, said: "The Columbia Broadcasting System is to be congratulated for its fair-mindedness and good Americanism in putting its facilities at Mr. Browder's disposal. Sensibility now requires that the company restrict further free radio time to Communist organs in proportion to their strength throughout the country. Which means that the concede will not be rushed in preparing his next plea over the airway."

Coughlin Stations Warned

ANOTHER front the free speech issue also blasted forth. Rep. O'Connor (D-N. Y.) who several weeks ago threatened to "kick Father Coughlin out of the White House" because of his critical speeches, fulfilled his promise of warning and threatened carrying the Coughlin speeches that he would hold them accountable for any libelous statements made over their facilities by the militant radio priest. He wrote: "Without waiving any right I already have against you for criminal libel, I hereby respectfully serve notice on you that I shall hold you strictly accountable and re- sponsible to you and your company and all its officers and directors for any further libelous remarks made by Father Coughlin or any other persons about me over your station directly or indirectly."

Music Publishers Form New Protective Group For Performance Rights

FORMATION of the National Association of Copyright Owners, a successor to the Music Publishers Protective Association was announced March 10 by John Paine, of New York, chairman of the board. The organizationlicensed mechanical performances.

In Washington attending the Duffy Bill hearings, Mr. Paine said the name of MPPA has been changed to open the way for enrollment of so-called "standard" publishers. Hereafter its members will be known by a number of names that is entirely to the popular publishing field.

MPPA, said Mr. Paine, was formed in 1935 as a mutual organ- ization and has had 37 popu- lar song publishers on its rolls. Government the organization has been a series of trade practice pro- visions having to do with "plugging" and performance of music and designed to keep the publishers in step with certain ethical standards. These code provisions have always been in effect and have never been many publishers to MPPA because of them.

Last year the MPPA was rated and at that time practice provisions were put but the organization did fit through substantial en- ence of standard members or music publishers. With proficiency of the name, he said tary result already has been.

To date, according to M PPA, applications for membership in the organization ac- ing, including about 30 s publishers and a number of music publishers. This call to the MPPA membership popular publishers and music houses. Altogether, there are 100 popular pul- and 90 standard publishers.

World Musical Progr

To Be Started in Autumn

FIRST OF a series of semi-annual musical concerts to be broadcast simultaneously from stations in all countries belonging to the Interna- tional Broadcasting Union at a news con in Argentine in September. The pro- grams, which will literally shower the world with music, will start with a half-hour concert of American music to be re- corded and presented jointly by NBC and CBS and will be relayed to other countries via shortwave for rebroadcasting.

Plans for the series were drawn at the recent International Radio Conference in Paris. The second concert, which will originate in Argentina in February of next year, with the third to come either from Dutch East Indies or Belgian. The programming of international good will is contemplated by the series, as well as acquainting dif- ferent cultures with the mus- ic of other parts of the world.

Due to interest of foreign dele- gations and various record songs and spirituals, part of the American program will consist of this type of music.
By SOL TAISHOFF

ONE OF THOSE legislative miracles—rare but not impossible—will have to be wrought to enact the Duffy Copyright Bill at this session of Congress.

That is the view of observers of the travesty on Congressional procedure staged before the House Patents Committee last three weeks. The measure, supported by the Administration and lobbied for by the State Department, was designed to permit American entry into the International Copyright Union and to modernize the antiquated and outmoded copyright law of 1909. It passed the Senate last session.

The bill also would rip away from ASCAP the arbitrary powers it now holds and which have made this impregnable body the lightning rod of the Copyright House in the past.

But even Defeat Revolt—a turn in the testimony of the week's third hearing, a revolt on the part of ASCAP members against the influence in which Chairman (D. N.Y.) has been concerto proceeding, it still appears that the Duffy Bill will pass this session. Added to the battle against ASCAP, which has been staging this war since the first two weeks, there is, so far as hit on the Senate, a May 1 adjournment, would virtually null.

The evidence protagonists of the bill have been forthwith, and the success they may have in breaking down the barriers of misinformation and unsubstantiated allegations of ASCAP finesses, will have much to do with the fate of the bill. But there is every reason to be doubtful, the 30 that the measure will get through. Its failure at this session would mean that the bill must start at the beginning of the legislative sputter next year and wound its way through. So the so-called House Committee and House ASCAP, if it is evident, will have to be countered by the Duffy forces. The Duffy forces have been quiet and the ASCAP church Ward will have much to do with the fate of the bill. But there is every reason to be doubtful, the 30 that the measure will get through. Its failure at this session would mean that the bill must start at the beginning of the legislative sputter next year and wound its way through. So the so-called House Committee and House ASCAP, if it is evident, will have to be countered by the Duffy forces. The Duffy forces have been quiet and the ASCAP church Ward will have much to do with the fate of the bill. But there is every reason to be doubtful, the 30 that the measure will get through. Its failure at this session would mean that the bill must start at the beginning of the legislative sputter next year and wound its way through. So the so-called House Committee and House ASCAP, if it is evident, will have to be countered by the Duffy forces. The Duffy forces have been quiet and the ASCAP church Ward will have much to do with the fate of the bill. But there is every reason to be doubtful, the 30 that the measure will get through. Its failure at this session would mean that the bill must start at the beginning of the legislative sputter next year and wound its way through. So the so-called House Committee and House ASCAP, if it is evident, will have to be countered by the Duffy forces. The Duffy forces have been quiet and the ASCAP church Ward will have much to do with the fate of the bill. But there is every reason to be doubtful, the 30 that the measure will get through. Its failure at this session would mean that the bill must start at the beginning of the legislative sputter next year and wound its way through. So the so-called House Committee and House ASCAP, if it is evident, will have to be countered by the Duffy forces. The Duffy forces have been quiet and the ASCAP church Ward will have much to do with the fate of the bill. But there is every reason to be doubtful, the 30 that the measure will get through. Its failure at this session would mean that the bill must start at the beginning of the legislative sputter next year and wound its way through. So the so-called House Committee and House ASCAP, if it is evident, will have to be countered by the Duffy forces. The Duffy forces have been quiet and the ASCAP church Ward will have much to do with the fate of the bill. But there is every reason to be doubtful, the 30 that the measure will get through. Its failure at this session would mean that the bill must start at the beginning of the legislative sputter next year and wind...
Sponsors Seeking Baseball Programs

BASEBALL again will be very much on the air this season, with dozens of national and local sponsors angling for play-by-play accounts of games. The major league broadcasts of league games are General Mills Inc., Socony-Vacuum Oil Co. and Texaco.

 Owners of major league clubs for the most part are opposed to broadcasts of games at home but usually allow play-by-play play accounts when their teams are playing in other cities. League officials are the only question up to individual club owners.

In the National League, Pittsburgh permits summaries describing play and play accounts of out-of-town games. Cincinnati games are open to all stations, as American League, Washington permits play-by-play accounts of out-of-town games and retransmissions of home games. Detroit games will be carried exclusively on WWJ, except for Sunday, with network time cleared for local broadcasts under a special arrangement.

New York Inhibition


In Chicago Hal Totten will announce Cubs games and White Sox over WCLF, sponsored by Texas Co. Russ Hodges will announce games for WIND, Indianapolis, the only sales manager being Kolin Hager, general manager, succeeding George Nelson who with Winslow Leighton recently organized the new Schenectady advertising agency of Leighton & Nelson. Walter Duncan has succeeded Leighton as sales representative for NBC in upstate New York.

Radio will be used again in promoting the 1956 National Cotton Week, June 1 to 6, under auspices of the Cotton Textile Institute.

Loft Tests Successful

LOFT Inc., New York (confec-
tioners) has renamed Marks as news commentator for another four weeks on WMCA, New York, effective March 2. The original contract call for a two-week test period, during which the sponsor broadcast special radio sales. Although Marks was officially a box of candy, was kept under the counter, some 1,000 boxes were sold. The results of this test led to the renewal. The news is broadcast four times a day, seven days a week. The account is placed directly.

New WGY Sales Chief

STANLEY L. SPENCER, of the sales staff of WGY, Schenectady, has been named性感 by Kolin Hager, general manager, succeeding George Nelson who with Winslow Leighton recently organized the new Schenectady advertising agency of Leighton & Nelson. Walter Duncan has succeeded Leighton as sales representative for NBC in upstate New York.

Baseball Records

WHEN Lowell MacMillan, Kendall sports commentator of WIXY, Rochester, returned from South to the baseball training camps he took with him MacMillan journeys among the camps, Dickole accompanies him to make recorded the announcer's interviews with outstanding personalities. Each daily day and every week of travel, MacMillan sends the recordings back to WHAM via mail to be broadcast on the Kendall Sportcast. The trip is financed by Kendall Refining Co. of Bradford, Pa., and is MacMillan's own idea.

Training Camp Remote

VIA SPECIAL telephone line from Orlando, Fla., Arch McDonald, ace sportscaster, will be carrying his nightly sports broadcasts during a trip to the training camps of the Washington baseball club. He left March 11 and will return April 1, broadcasting every other day from the studios of WDBO, Orlando. Line charges for the hook-up are running about $600 that and McDonald's other expenses being borne by his sponsor, the People's Drug Co., chain from the addressograph for another four weeks.

GE Dealer Broadcast

GENERAL ELECTRIC Co. will take time from 11 to noon EST during March over more than 60 stations of the NBC network, create a market for new GE dealers in New York. About 1300 GE dealers will be present at the broadcast in New York, and several thousand other dealers will tune in. national Electric president, and other high officials will speak. The weekly broadcast will include R. C. Bonelli, bartone, the GE concert orchestra of 40 pieces, directed by Harold Levey, and the GE choruses of 20 voice each. Maxon Inc., Detroit, is the agency.

Shirts After Coughlin

United Shirt Distributors, Using Sunday Period, Amazed by Success of Direct Selling

LAST FALL, United Shirt Distributors bought the 15 minutes immediately following Father Coughlin of WJAI, Rochester, on WJR, Detroit. They made it a news broadcast, installing Jim Costen, S. M. Epstein Co., Detroit. Business was good and the program was maintained solely for its prestige value. No effort was made to sell men's shirts. Retail business in Detroit was bad during January and February. A sales conference was held with institutional advertising during the months, United instructed its agency, S. M. Epstein Co., Detroit, that henceforth every advertising dollar must pay its own way. Anxious to keep the program on the air, the agency switched to commercial continuity definitely plugging specific merchandise items. The results were amazing. In many of their Detroit stores and in several of their out-state stores, United today business actually exceeded the volume for the preceding Saturdays. Generally sports on the Monday but was of a more desirable type than that produced on Saturdays by newspaper circulation.

As retail stores go, United has always been a fairly heavy newspaper advertiser. Radio has always been used as a supplementary medium. Based on this experience, however, current plans call for the agency to double its advertising this spring. United has 22 stores in Detroit, also stores in Pontiac, Flint, Lansing, Jackson, Monroe and Battle Creek. Several weeks ago they absorbed the Albert Hodge field chain in Chicago and plan to open additional stores in that city.

Great Lakes Exposition Planned for Cleveland

To Use Radio Promotion

PERSONAL appearances of radio stars at the Great Lakes Exposition are being discussed with several sponsors and their agencies. Broadcasting plans at the exposition, as given by Ralph B. Hun- phrey in charge of radio, center about a Public Address system which will be converted into "the world's largest broadcasting, stage for the Great Lakes Exposition," to be held April 1 at the exposition's main hall. Loudspeakers will carry the stage broadcast to the audience within the auditorium which is an integral part of the exposition. The main hall of the building will become "RadioLand from April 1 to April 4" during the exposition period, with daily presentations of radio acts from Cleveland's four stations.


The automotive industry will whose region is so closely allied will have its own exhibit in Automotive Building. Hall O Progress will feature public utilities, agriculture, labor, agricultural colleges, Snook, keynote speakers, keynotes both indoor and outdoor scientific exhibits with radio acts appearing on various occasions. Model homes of various building materials will be shown.
Big Department Stores Join In Sponsoring Network Series
Special Hookup to Be Used by Retailers in Several Cities for Morning Program of Famous Artists

A NEW departure in institutional advertising for department stores, covering creation of a cooperative network linking seven stations with eight department stores in as many cities and cosponsors will be inaugurated March 19 when the first of a series of Thursday morning programs will be carried under the title "Mall Merchants.
Big name artists will be heard on all of the programs, which will be at 9:30 a.m. (EST) and which are tentatively scheduled for 13 weeks.

The special hookup comprises WOR, Newark, as key station; WCAE, Pittsburgh; WGAR, Cleveland; WDRB, Hartford; CKLW, Grand Rapids; WIRE, Indianapolis, and WNAC, Boston. Since the stations are all members of other networks, it is emphasized that those in charge of the project that this network is entirely special and has no relationship whatsoever with either NBC, CBS or MBS.

The sponsoring stores are R. H. Macy & Co., New York; Boggs Bros., Pittsburgh; May Co., Cleveland; Alfred Steiter, Hartford; Kern Ernst, Detroit; Carson, Pirie, Scott & Co., Chicago; L. S. Ayres, Indianapolis, and W. R. Grace, Boston. Significantly, Macy's controls WOR, but WNAC is owned by the Beatrice Theatres chain which also operates the Shepard stores of Boston and Providence.

Paul Dye on 38 Stations
FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand Easter egg colors) will promote their products on 38 stations in a concentrated drive the week before Easter, April 5-11. The sponsor plans to broadcast 1000 commercial announcements four times during the week between the hours of 4-6 p.m. One exception to this schedule is KGU, Honolulu, where the announcements will be broadcast at 12 noon.

Stations are KFPI, KGO, KOA, WOI, KFCA, WSB, WLS, WRIE, KFHI, WHAS, WRAM, WMA, WOR, WTTN, KBDT, KSTP, KMBC, KSD, WOW, WNEW, WGBK, WMCA, WHAM, WSK, WCYK, WHK, WMY, WAD, WCHS, WMCC, KBDT, KFBI, WKY, WMCA, KRLD, KTRH, KDFI, KJF, WISN, KGU. Menken Adv. Inc., New York, ran the account.

Seventh Day Adventists
SUCCESS of its one-time effort on the Inter-City Group March 8 has made the Seventh Adventists, Tacoma Park, Md. (church), through John Ford of Washington, to contract direct with Inter-City Group for its series. The entire Inter-City network, with the exception of WCBM, Baltimore, has been signed, the program to originate at WOL, Washington, and to be heard Sundays, 10:15-10:30 a.m.

W. L. Chesman, radio director of Donahue & Co., New York agency, is handling the account for the network, for which the sponsors will pay proportionate shares of the cost for time, talent and wires. The program is to be broadcast by Ben Bernett and his orchestra and Gladys Swathout, with Nellie Revell as master of ceremonies. Each week the orchestra and talent will be changed, Vincent Lopez with Vivian Segal being scheduled for March 26, Henry King and Irene Rich for April 2 and Jack Denny's orchestra for April 9.

_Talent cost, it is disclosed, will be apportioned according to radio set distribution in the various communities. The program is largely institutional, with the partial object of attracting tributary purchasers into the stores to buy art, beauty, talent products, there will be three 15-minute station breaks in each program, or one every 15 minutes, for the commercials. Each store will broadcast its own commercials from its local station.

According to Mr. Chesman, the idea behind the program is to sell to the public of each store's area and to give them the support of department stores without resorting to transcriptions. He indicated that other stations and additional sponsors may be linked to the hookup later.

Radio and Newspaper Executives Promote Each Other's Medium at Los Angeles Advertising Forum

CARL HAVERLIN, sales manager of KFI-KECA, Los Angeles, and Charles Arnn, advertising director of the Los Angeles Advertising Club, Feb. 28, the speakers trading subjects with Mr. Haverlin talking on newspaper advertising, and Mr. Arnn on radio advertising.

Here is what Mr. Arnn said about radio:

Radio is the prime means of entertainment. It not only gets into the home, but travels with the audience.

Radio is the most dynamic medium of the day. It is a quick and flexible medium. The advertiser can change his copy during the minute of broadcast. Radio creates no antagonism as does the editorial policy of many newspapers.

Radio gets into the home when the family is in a mood to buy.

Through constant repetition, a name or a message may make a stronger appeal through the ear than through the eye.

Radio is unequalled as a medium for reaching the child.

Radio does not give the advertiser "editorial" support because it has learned from the newspapers that it is a thing very much to be avoided.

TIE-IN stickers help to merchandise the "Drive Safely" programs on WFBL, Syracuse, sponsored by the Bresse Chevrolet Co. Stickers read "Drive Safely" with Chevrolet. Tune in WFBL 5 p.m. every Monday, Wednesday and Friday. They are distributed from the Bresse show rooms and are used on the windshield of all dealer cars.

New Insull Chain With 17 Stations To Start in April

Program Schedules Planned As Lineup Is Completed

INAUGURATION of the Affiliated Broadcasting Co. as a new regional network of 17 stations in the Midwest has been announced for April 18 and May 1, according to a formal statement issued by Samuel Insull, president of the project and former Chicago utility magnate, from headquarters at 420 W. Madison St., Civic Opera Bldg., Chicago. Mr. Insull asserted that the hookup will comprise the following stations:

Wisconsin--WIZN, Racine; WCLO, Janesville; WHBY, Green Bay; WOMT, Manitowoc; KFIZ, Oshkosh, and recently he has been connected in Iron--WBAE, Hammond; WTRC, Elkhart; WLBC, Muncie; WHROI, Pierre Haute; WEOA, Evansville.

Indiana--WZLS, Joliet; WJDL, Decatur; WBZM, Springfield; WHIF, Rock Island.

Michigan--WDGY, Minneapolis; WHIB, St. Louis.

North Carolina--WOMU, Asheville; WZGM, Charlotte; WZGG, Winston-Salem.

New York Office Opened

GEORGE ROESLER, one time commercial manager of KOID, Los Angeles, is now in charge of his own organization of station representatives, has joined ABC as national advertising manager. In addition to his Chicago office, Mr. Roseler announced the establishment of a New York office at 60 E. 42 St. and a West Coast office in the New Center Bldg.

Malcolm Eagle, formerly with KOID, has been named as an area representative for WFBM, Chicago, will be production manager, and Max Halperin, formerly with WFAA-WBAP, Dallas-Fort Worth and former Chicago manager of Variety, is program manager.

Chief engineer is Fred Goldner, formerly with Southwest Broadcasting System and recently technical director of the Colorado Network. Mr. Goldner reports that the central studios are now practically complete, with RCA equipment on its way to be delivered late in March. Sales promotion manager is Gene Fromhertz, formerly with First United Broadcasting. Advertising director is Bruce Robertson, one time editor of Broadcast Advertising.

According to early press reports, friends of the former utility magnate are backing him in the new venture, and a program that is especially interested by Mr. Gyg. One of Mr. Insull's colleagues is Eustace J. Knight, who holds the office of secretary to the utility magnate, is connected with the bank and accounting ends of the utility industry.

March 15, 1936 • Broadcasting
The Folger System—A Coffee Formula
Using Radio Extensively, Midwest Concern Dominates Its Territory Despite Relatively High Price

By BRUCE ROBERTSON

"It's a system." The description of the way J. A. Folger & Co., Kansas City, uses radio to promote consumption of Folger's coffee comes from Hill Blackett, president of the company. Blackett Sample - Hummert Inc., Chicago agency through which the Folger advertising is handled, adds, saying, "Mr. Blackett will gladly tell you, it's a system that really works, for Folger's is the dominant brand in its territory, Kansas, and Missouri, as well as a few others, whose success is attributed to the Rockies—despite its relatively high price. Let's take this system apart and see what makes it click.

First, the program itself. Its title is Judy and Jane; its content a serial story of the adventures of these two girls who met in a five-and-ten-cent store during the first broadcasted program of Judy and Jane, February 13, 1931. Jane, who carries the love interest, is a sweet, simple girl from the South. Judy, wise-cracking, sassy, is the daughter of the big city, supplies the comic relief.

The Formula

SINCE their first meeting the girls have formed a sister act, toured in vaudeville, and broken into radio, in which Jane has traded her career for marriage and motherhood. Judy remains in pictures, her position constantly endangered by the efforts of her Micawberesque press agent, who is also her boy friend. Written by Carl Buss, scenario writer for Paramount, the program follows the time-tested formula of feminine fiction: "A smile, a tear, a shred of each.

The program is broadcast each afternoon except Saturday and Sunday for 15 minutes on WDAF and CKLW, and as near as 2 o'clock as can be obtained, in order to reach the maximum women's audience. To match the program, a full 15-page, 4-column, 4-color insert appears in some of the better retail groceries, major metropolitan stations throughout the Midwest, and WDAF and CKLW in the city. The broadcasts were launched over a CBS hookup, switched to NBC the following year, and are now being transcribed and placed individually with the stations, both changes being due to the difficulties of obtaining time on a split network.

The broadcast year has been 25 weeks, the program going off the air each spring when some of the cities might feel it would be difficult to hear in that part of the year, while the others remain on standard time. Whether the change from network to transcribed hookup will have any effect on this policy has not yet been determined.

The broadcast time of 3:30 and Jane to the air each autumn is heralded by a series of one-minute announce- ments over each station included in the broadcast, and the listings on the radio pages of newspapers in those cities are also used, and the only stories and pictures are sent to the radio editors, who are usually glad to tell their readers of the return of this outstanding feature.

The first broadcast of the fall also inaugurates an "audience builder" contest, which offers cash and premium prizes to the winners but which does not call for any proof of sale to accompany entries. These contests have proved to be valuable aids in rapidly increasing the size and interest of the program's audience, and are undoubtedly a valuable feature of the program. The Folger's Crossley rating of 121, which is remarkably high for a daytime show.

Incidentally, Mr. Blackett has a question that some other user of premiums may be able to answer. After one of the programs, Mail order form, that was used as premiums on last fall's contest were distributed, 420 of the 20,000 forms were returned, "thank you" letters to the sponsors.

"Why is it," asks, "that while we always get a lot of letters thanking us for merchandise awards few ever thank us for a minor cash prize?"

Another Contest

AS THE plot builds up toward a climax and interest is at its height a second contest is being run, giving time requiring listeners to send in from the star a Folger label with each entry. Two or three contests of this nature are held each year, and another goodwill contest, like the opening one requiring no proof of sale, is used in the late spring before the summer season.

The contests are tied up with the plot of the story. When Jane became the mother of twins listeners were asked to name the babies. This, by the way, inspired one of the largest responses to date from any contest in the series, although the awards were the usual folios of coffee and bags of $25, $50, $25, and $10, and 1000 merchandise awards.

Other events are connected with the product rather than the story, as the latest one, which was held this past week, "Which kind of Folger's coffee do you prefer, the regular or the drip grind?" To actuate response the coffee was sent out to listeners, according to preference and duplicate awards were decided, one prize going to those who favored the regular and a second complete set to those voting for the drip grind.

Every effort is made to merchandise these contests to the fullest degree. For example, in the recent contest the merchandise awards were 1,000 pairs of Admirance hosiery, a natural tiara as the distribution of the stockings coincides almost exactly with that of Folger coffee. The makers of the hosiery took advantage of this connection with such a popular radio feature that observers are not surprised. The dealers for the best window displays tie up with the contest. This means that the Folger name and stack of tin of Folger coffee were being displayed against a background of hosiery in the unusual and attractive attention-compelling setting of dry goods and department store windows. Returning the compliment, Folger has made ample use of pictures of shaped maidens modeling Admirance hosiery in their own counter and window displays, with equally attention-compelling, if somewhat incongruous, amid their grocery store surroundings.

Well, it seems to be a system, all right, but how does it work? Here's one question that Mr. Blackett can answer. A glance at the sales records of Folger coffee for 1935 were 40% ahead of 1934," he says. "The CBS network, MBS, and the NBC Folger's coffee, a line in coffee sales for the entire industry. This is the best year in Folger history.

El Paso Grant Recalled;
Three Denied New Grants

RECONSIDERING its action of Feb. 21, granting Dorence D. Roderick, publisher of the El Paso Times, authority to erect a new full-time 100-watt station in that city to operate on 1500 kc., the FCC Broadcast Division on March 11, granted the application for hearing at a date to be fixed. Counsel for KSFM, El Paso, opposed the grant, and presumably will appear at the hearing in opposition.

The Broadcast Division on March 10 also denied applications for new stations sought by T. L. Shillman, in New Castle, Pa., seeking 100 watts day and 125 watts night, and T. R. Storey, in Cottontown, Pa., seeking 250 watts day or 550 watts night, and Carter Wolfe, in Mansfield, O., seeking 50 watts day and 100 watts night on 1370 kc. In each case the examiner's recommendation was sustained.

JOHN SHEPARD, 3d, president of Yankee Network, observes his 50th birthday March 19.

New Series Signed For Spring Season

Big General Mills Account Goes To CBS; Sponsors Shifting

THE APPROACH of the end of the FCC's rule that mandatory networks sign a number of new accounts, renewing others and making changes in the roster of modules. Changes in network lineup as BROADCASTING went to press following.

General Mills Inc. on June 1 will start a full hour program, five days a week, on CBS, using 88 watts to provide a full hour of Family Circle, the largest daytime station ever signed on any network. Products to be used are not specified. The 10-11 a.m. period will be used, Mondays through Fridays, with repeat for the West Coast at 1 p.m. Blackett-Sample-Hummert Inc., New York, has the account. Complete program plans probably will not be announced until May.

Sterling Products Co., New York (Phillips dental cream) on May 26 will bring its show to the NBC-WJZ basic network, Tuesdays, 9:30-10 p.m. with the Melodrama program now sponsored by the U.S. Army. Also, Humbert Blackett-Sample - Hummert Inc., New York, placed the account.

Studebaker Shifts

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos) will start its first MBS program March 15, Sundays, 10-11 p.m., on WGN, Chicago, and CKLW, WFLP, WCAC, WBBM, and WOR. The program will be a Johnny Gable-Bill Smothers comedies series. The program is made possible by the cooperation of Studebaker-

New Station Granted

A NEW STATION in Redding, Calif., was authorized March 3 by the FCC Broadcast Division, which granted the application of the California Broadcasting Co. for assignment on 1200 kc, with 100 watts, unlimited time. The order, sustaining the recommendation of the examiner, becomes effective April 21.

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Centrally Located to Serve the Entire Kansas City, Topeka and St. Joseph Markets

Including These 11 Important Cities

II cities with a population of over 751,505...
Kansas City, Mo., Kansas City, Kan., St. Joseph, Mo., Topeka, Atchison, Leavenworth, Fort Scott, Ottawa, Lawrence, Emporia, Manhattan and many smaller towns as well.

Including Over 1,500,000 Farm Population

In Iowa, Missouri, Kansas, Nebraska, and Oklahoma... No radio station offers so excellent an opportunity to sell this major farm and livestock market together with the Metropolitan areas of Kansas City, Topeka and St. Joseph.

Only NBC Blue Network Outlet Between Denver and St. Louis

Please address all communications to The WREN Broadcasting Company, Inc. WREN Building, Lawrence, Kansas.

Transmitter now located 18 miles west of Kansas City. Main offices and studios are in the WREN Building, Lawrence, Kansas.
Commercial Announcements Used by M.&T. Co.

“KEEP your estate safeguarded. Conservative policies dominate the administration of estates entrusted to the Manufacturers & Traders Trust Co. For legal requirements, consult your attorney.”

“Open a checking account at the Manufacturers & Traders Trust Co., a institution dedicated to the growth and progress of Western New York.”

“Travelers’ checks provide complete financial protection at a surprisingly low cost. Inquire at the Travel Bureau of the Manufacturers & Traders Trust Co.”

“Travelers’ checks mean complete financial protection on your trip. Inquire at the Travel Bureau of the Manufacturers & Traders Trust Co. or any of our 17 branch offices.”

“Travelers’ checks may be secured at the Travel Bureau of the Manufacturers & Traders Trust Co. at any of our 17 branch offices. When traveling, they provide complete financial protection at a low cost.”

KELLOGG SPONSORS CORN BELT SERIES

CORN BELT Wireless Network, newly-formed regional network of Midwestern stations keyed from WHO, Des Moines, with other stations at present preparing for joining its programs, got off to a good commercial start March 9 with the signing of Kellogg Co., Battle Creek, Mich. (ceresa) for a daily except Sunday half-hour program featuring Gene & Glenn, comedy team.

The program is heard from 8 to 8:30 a.m., the sponsor taking up a ten minute spot which has been highly popular in Des Moines and the farm belt. Gene & Glenn have been with WHO exclusively for over six months, having started over WTAM, Cleveland, and having formerly been featured on sustaining and commercial programs on NBC networks. N. W. Ayer & Son, New York, placed the account.

The Corn Belt Wireless Network was organized by J. O. Maland, manager of the Des Moines 50,000 watt station, with the sponsorship of Kellogg Co. The program is “fed” to special receivers, without the use of wire lines, to WOC, Davenport; KOIL, Omaha; KFAB, Lincoln; KMBC, Kansas City; KMA, Shenandoah; WAX, Yankton, and KFJB, Marshalltown.

Campaign for Advertising

C.Y. WHITAKER, sales manager of MacGregor & Sollie Inc., San Francisco transcription producers, has been appointed chairman of the Non-Advertisers Committee of the San Francisco Advertising Club. The committee will conduct an intensive campaign of the year to educate all forms of business, large and small, which have never used advertising, as to its importance. Businessmen will be stressed. On the committee with Whitaker are Harold Deal, advertising manager, The National Carbon Co.; Wilmot Rogers, advertising manager, California Packing Corp., and Walter Held, advertising executive, Standard Oil Co., all radio users.

Kellogg on West Coast

KELLOGG Co., Battle Creek, Mich. (ceresa) will begin a new series of variety shows over the NBC-Pacific Red network on March 26, Thursdays, 9:15-9:45 p.m. (PST). Eight stations will be used. The program will be called Hollywood Talent Parade and will bring before the microphone youthful talent of the movie capital. Only those who have appeared in pictures but have not had any amount of public attention will be used. Ben Alexander will serve as master of ceremonies. The program will be produced and produced by N. W. Ayer & Son Inc., New York, is the agency.

LEADING orchestras are heard on MBS Saturday nights to 2:30 a.m.
WE'RE RADICALS...

when it comes to programs

Four years ago WOR tossed a bomb into program production • It's still popping • It was a radical gesture — station-tested programs, a guaranteed audience — timed to meet a long felt need among agencies and advertisers • It now fills a greater one • Designed for advertisers eager for immediate results at low cost, it now offers both, plus the wealthiest market on earth • Our station-tested programs create good moods; good moods make good buyers • Good buyers, we have found, have a delightful tendency to forget there's a draw-string on their collective purse.

March 15, 1936 • BROADCASTING
Prall Reappointed As FCC Chairman
Holds Post Another Year Under Order Issued by President

ANNING S. PRALL, of New York, will remain as chairman of the FCC and as a member of each of its three divisions for another year, at least, following his reappointment to the presidency of President Roosevelt.

Reaffirming his confidence in the former New York Congressman, the President Feb. 28 signed the order continuing him in the chairmanship for another year from March 11. By so doing Mr. Roosevelt automatically spiked efforts of several FCC members to have the chairmanship rotate annually, as is done on the Interstate Commerce Commission and the Federal Trade Commission.

Equally significant, however, is the fact that Mr. Prall was re-named in the face of the bitter criticism of his conduct both direct and by innuendo. From Senator H. Payne, Progressive Republican member of the FCC from New York and a member of the Telegraph Division. It had been indicated in high circles that Mr. Payne would not be reappointed when his present term expires near July 1 and several candidates already are in the running for the impending vacancy.

Division Membership

A PERSONAL feud between Mr. Prall and Mr. Payne has been seething for months. In the inner circles of the FCC it is known that they do not speak except on official business in the formal meetings. Mr. Payne, while a member of a division, has had nothing to do with broadcasting per se, has injected himself in the broadcasting ire on frequent occasions and has made a series of critical speeches on broadcasting. All of them have been in a critical vein.

The FCC was created in July, 1934, Judge E. O. Sykes became its chairman. He was succeeded on March 11, 1935, by Mr. Prall, and exchanged places with the latter by becoming chairman of the Broadcast Division. The law specifies the FCC chairman shall be named by the President.

How far the movement for rotation of the chairmanship has proceeded is problematic. In any event, had it been instituted, Norman S. Case, vice chairman of the Broadcast Division, fore would have succeeded to the chairmanship, it is believed. Col. Thad H. Brown, however, was next in line by seniority. Judge Sykes received a seven-year appointment, and Mr. Prall was reappointed last July for seven years.

Immediately upon the assumption of Mr. Prall to the FCC chairmanship, he launched a campaign to have broadcasters "clean house" by eliminating programs of a questionable character. While his efforts were drastic, it is generally considered that much good accrued from the effort.

With Mr. Prall's reappointment as chairman the status quo evidently will be retained, for the time being at least, insofar as assignment of members to particular divisions is concerned. The FCC majority is in the hands of the Democrats, who have four places, with the Republicans holding three.

Even when Mr. Payne's term expires July 1, no change in assignments is indicated. His successor, assuming there will be one, probably will simply replace him on the Telegraph Division.

Thus far the only known candidates for the post are Harold A. Lafortun, former Radio Commission- er of a Utah Republican, and former Judge John C. Kendall, of Portland, Ore., an attorney who is well-known in radio [see March 1 issue]. The recommendations of Western Senators probably will be much to do with the filling of the vacancy. They have protested vigorously over the absence of a Western member on the FCC. The place must be filled by a man belonging to a political party other than Democratic, since under the law not more than four commissioners may be of the same political faith.

Missourians Withdraw

COINCIDENT with the voluntary withdrawal of the application of Lester E. Cox and R. C. Coshorn, organized as the Capitol Broadcasting Co., for 500-watt daytime station on 920 kc. in Jefferson City, Mo., the Jefferson City Capital Publishing house filed application for the FCC March 9 for a new 100-watt daytime station there on 1310 kc. At the same time it was announced that the FCC at applicant's request has also dismissed the application of Springfield Newspapers, Inc., Springfield, Mo., for a new 1000-watt daytime station there on 790 kc. Station WOS, state-owned and regional broadcaster in the Missouri capital, will shortly relinquish its broadcasting license in favor of a police shortwave station.
KOA is the only station with the power to sell the vast area which constitutes the Rocky Mountain region. Its prestige and its record of results have established it as a "must" for spot advertisers.

KOA • DENVER

50,000 WATTS

One of NBC’s Managed and Operated Stations
ON MARCH 2, Campbell Soup Co., through its advertising manager, made this dare in a letter to CBS: "We have the merit in shooting on a circular, a folder, or something of the kind suggesting to a thousand key men on your mailing list that you can advance on the sales efficiency of radio? A new soup, Campbell's new soup, is going to receive national publicity over the Hollywood Hotel program March 6. "We are so certain that the result will be close to the sensational side that we believe you can safely suggest to your mailing list that they take the trouble—or have Mrs. Mailing List take the trouble—to check sales in the grocery stores where they deal. Scotch both will be mentioned in one-third of the commercials of Hollywood Hotel for a period of at least six weeks. "The Hollywood Hotel program has shown it can get a nationwide response and get it quickly. The new Campbell's Scotch both is a great soup! Perhaps others may like to watch with us what happens from March 6 on." So CBS took the dare and issued a pamphlet titled Born March 6th, with the subtitle, "Here's a CBS success-story before it HAPPENS." SHAMROCK - DECORATED broadsides carrying the slogan "Celebrate St. Patrick's Day with Ray Dooley and have been sent to all jobbers and dealers of the Elgin National Watch Co. to promote the inaugural broadcast of Elgin's spring campaign, on March 17. The new service, which will be on a 58-station NBC-WEAF network, Saturdays, 10-11 A.M., will continue until the middle of June and will have as its theme the thought that an Elgin watch makes a very acceptable gift. "Talent was selected for its double-barrel appeal, Benny Goodman and his swing band to keep the collegians and high-school students interested, and Ray Dooley and Eddie Dowling, long-time vaudeville favorites, to hold the interest of mother and dad. With this setup Elgin hopes to repeat the success of its winter campaign, which pulled more than 25,000 votes for an All-American football team, although no inducements were offered to listeners for voting. J. Walter Thompson Co., Chicago, is in charge of the campaign. 

ALL CONTESTANTS in the Remington Rand March of Time prize contest, who keep their merchandise prizes received a consolation gift, a leather key container (with a paper key inside with the inscription "H. W. — the key for the key to your Remington noiseless typewriter") and a certificate telling the recipient to use for ten days, absolutely free and without obligation, a Remington noiseless portable typewriter. The free offer is good until June 30, 1936.

MORE than 271,000 requests for calendars followed a one-time offer on the Edgar A. Guest Welcome Valley program on an NBC-WJZ network, sponsored by Household Finance Corp., Chicago, Charles Daniel Frey Co., Chicago, is agency. SOME 27,000 tickets, similar to theatre tickets, were distributed by WBIG, Greenboro, N. C., recently promoting the new five-time-a-week Diary of Jimmie Mattern program, sponsored by the Pure Oil Co. of the Carolinas. 

GENERAL MOTORS Corp., sponsoring the General Motors Symphony concerts broadcast over the NBC-WEAF network each Sunday, announced, during the guest conductor appearance of Arturo Toscanini, that each listener could have for the asking a special Arturo Toscanini booklet tracing the career of the famous conductor and also a copy of the talk given by Alfred H. Swayne, vice-president of General Motors, paying tribute to the musical celebrity. On March 9, with the West Coast still to be heard from, over 10,000 requests had been received. The announcement was made only during the program. In company announced on its March 8 program that requests for its safe-driving pamphlet, promoted only by radio, had exceeded five million.

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IN HONOR of the eighth anniversary of their sponsorship of Walter (Uncle Bob) Jones, children's broadcasts the Hydrox Corp., Chicago ice cream manufacturer, named their March 1 children's weekend show a contest personality, whose "Curb Is the Limit Club" has enrolled more than 10 million members in the Chicago area as members. Honored by civic officials as one of the major civic projects, Uncle Bob has driven his automobile out of the paths of automobilists by teaching them not to play in the streets. By radio, Uncle Bob classes have taught children to not dare to risk their lives to take care.

The Uncle Bob broadcasts over WIND, Gary, from 5:30 to 6 p.m., sponsored three evenings each week by Hydrox, are handled through J. R. Hamilton Adv. Agency, Chicago. 

AN UNUSUAL double premium offer is to be made on the Lum & Abner NBC program beginning March 27 and running for three weeks. A new edition of Lum & Abner's humorous small-town newspaper, Pine Ridge News, is to be issued, and with it is offered a much desired souvenir of the cover worn upon the same. This indicates 12 hours in advance whether the weather will be to be fair, partly cloudy or cloudy. A wrapper from a 50-cent or larger size package of Horlick's malted milk, powder or tablets is required. The metal weather forecaster which can be worn upon the lapel, is called "Lum & Abner's Walkin' Weather Prophet." The offer of Lum & Abner's almanac in December brought in 40,000 returns. Requests came in from the Hawaiian Islands, Alaska, Cuba, Puerto Rico, Isle of Pines, Bahamas and single requests came in from Honduras and Nicaragua. A preceding offer of the Pine Ridge News over WEAF network was made, said to have brought in more replies than were ever received by a single station on a single offer. Display cards and window strips illustrated with character pictures of Lum & Abner are sent to dealers upon request.

HEAVY response is shown to the Oscar the Mystic program sponsored over WOR, CGLW and WNEW of MBS by Purity Bakery Corp., Chicago. On Jan. 7 the sponsor offered a mystic Oscar code, with listeners required to obtain applications from dealers, send name and address of the dealer, and state quantity bread to be sent at the home. In the Jan. 8-Feb. 7 period WOR alone received 256,161 responses. The sponsor uses window and counter cards, monthly calendars and brochures for dealer display but these do not mention the program. An outdoor display is used by Hafn-Meister Inc., Chicago, is the agency handling the Purity Bakeries account.

CARLTON & HOVEY Co., Lowell, Mass. (Father John's medicine), is offering a silver measuring spoon for each carton top from the large size bottle. The maximum is being offered over spot stations used by the sponsor.
NEW MAIL RECORD
264,231 Letters
Exceeding all single-month mail response records, WLS in February received 264,231 listeners' letters. In the first two months of the year 480,231 letters were received. Another record was shattered when 95,810 letters came to the station in one week, February 17-22.

67,319 Listeners VOTED
When Chicago's City Council adopted an ordinance placing Chicago on a year-around Eastern Standard Time Schedule, WLS invited its listeners to express their approval or disapproval. 67,319 ballots were mailed to WLS between February 15-22. 66,103 of them opposed the ordinance.

Outstanding Daytime Program
David Harum, popular NBC morning program, sponsored by B. T. Babbitt, Inc., has been added to the WLS schedule each weekday. It keeps company with such outstanding daytime features as Pa and Ma Smithers, Today's Children, Hotan Tonka, Ma Perkins, Virginia Lee and Sunbeam, Jolly Joe, Homemakers' Hour and Dinnerbell Program.

61,198 Chicagoans Wrote Us
Proving WLS popularity in the Chicago market, 61,198 Metropolitan Chicago listeners wrote to WLS in February. In the first two months of 1936 more than 110,000 letters were received from Chicago.

20,450 Boxtops (One Advertiser)
In February, 20,450 boxtops addressed to a cereal manufacturer sponsoring a children's morning program on WLS were received by the Station. The product was first introduced to the Chicago market, with WLS the sole advertising medium, three months ago. The program is on six days a week.

Thirteen Food Advertisers
Thirteen food advertisers used WLS locally in February. Eleven were old advertisers, having used the station on previous schedules.

5310 DIMES
A picture of Virginia Lee and Sunbeam, a WLS sustaining feature, was offered to listeners for a dime to defray costs. 5310 dimes were received in one week. Virginia Lee and Sunbeam is available for sponsorship.

March 15, 1936 • BROADCASTING
Johnson Captures Half of Wax Trade With Aid of Radio Intensive Merchandising Used In Expanding Sales Volume

FROM Sept. 2, 1934 to June 30, 1936, S. C. Johnson & Son Inc., sponsored a dramatic program, "The House by the Side of the Road," over the NBC-Red network on Sundays at 5:30 p.m., EST. On April 16, 1936, began the comedy series, Fibber McGee & Molly, Mondays at 8 p.m., EST, over the NBC-WJZ network. Behind the success of these two hilarious salesmen of Johnson's auto polish and floor wax is a consistent, serious conviction on the part of the sponsors that every advertising medium employed by them should be merchandised to the utmost and should have the support of as many of the other media used as possible.

S. C. Johnson & Son firm celebrates its 50th anniversary this year, and its products enjoy a worldwide reputation. Since employing radio, according to William N. Connolly, advertising manager, "our sales volume has steadily increased. Since this period of intensified parallel that in which we used radio advertising, we feel that much of the credit for this steady increase in business is due to the fact that we now are spending more money for radio broadcasting than ever before."

Merchandising Tiers AS IT IS generally assumed that "we get out of a thing what we put in it," the success of S. C. Johnson & Son's programs is sensible enough. Both they and their advertising agencies, Needham, Louis & Brody Inc., are steadfast believers in merchandising. They say that by tying in their radio efforts with all printed advertising, a large measure of "resale" effect is accomplished.

When the audience was to be swung from The House by the Side of the Road to the present Fibber McGee & Molly series, S. C. Johnson said so, in a loud voice. A letter was sent to about 40,000 hardware, auto accessory and auto dealers outlets. Furthermore, this letter was on a special Fibber McGee & Molly letterhead, which has been used consistently in all general correspondence to the trade. Accompanying the letter was a comic strip enclosure, with a special offer listed at the back. Another letter, on executive office letterheads, went to 50 selected major oil companies in the country.

Some 70,000 dealers were supplied with millions of throwaways (similar to the comic strip enclosure mentioned above). Space was left at the bottom for the dealers' imprint, and the throwaways were used on envelopes as envelope stuffers and package inserts. Jobbers' salesmen received a special catalog sheet for inclusion in their regular cataloging efforts that have sent sales 50 to 200 upon request. On one side was illustrated the complete S. C. Johnson line; on the other, the notice about the radio program.

New York Studios Avoid Elevator Strike Trouble

NEW YORK broadcasting centers for the most part escaped serious inconvenience during the strike of elevator and building employees. Radio City was not affected, and in case elevator service were shut down, NBC would not suffer seriously since it is located on the second to the eighth floors of RCA building.

WOR, located 24 stories above the street, also avoided elevator trouble. A strike was called at CBS headquarters on Madison Ave., but employees were provided to prevent interruption of service. Some of the CBS studios and offices are 22 flights above the street. When service was stopped in the WMCA building on March 10, Donald Flamm, WMCA president, got in touch with the employees union and an operator was provided for persons going to the WMCA offices. Later the building management supplied new operators. Meantime some employees had been forced to walk up about a dozen flights.

Songs and Whoppers

RECENTLY 12,000 entrants tried their hand at writing songs, when S. C. Johnson & Son conducted an amateur song writing contest. A cash prize and royalty from a leading music publishing firm was offered the winner. Editorial comment on this contest in various newspapers ran to approximately 9,000 lines.

One of the program stars not long ago did some merchandising of his own, when Fibber McGee provided the base for a whopper and walked off with the Burlington, Wis., Liar's Club Contest national award. This publicity stunt brought to Fibber, with S. C. Johnson's program, 100,000 lines in 882 newspapers throughout the country.

During 1935, 10,000 over-size presentations were prepared for jobber salesmen use. This year, a new die-cut, can facsimile presentation was prepared. Each salesmen received ten copies for use when talking to the advertising campaign. Dealers who wished a copy were given one. These are only a few of the radio merchandising efforts that have sent sales climbing, until now S. C. Johnson & Son sells more than half of the wax used in the United States.
Moving in from its “country seat,” the new WSAI transmitter goes into full-time operation from the heart of Cincinnati on March 1st.

With this important change in transmitter location, WSAI inaugurates a definite policy which cannot fail in radio broadcasting. “Quality,” “Variety,” “Showmanship,” are factual adjectives in describing WSAI programs.

The new WSAI will adhere rigidly to the highest standards of program planning and production.

New transmitter, new location, new programs, new personnel, top-flight talent, rigidly high program standards, all add up to mean a new and overwhelmingly greater audience for the new WSAI.

THE CROSLEY RADIO CORPORATION

CINCINNATI, OHIO
California Bar Opposes Court Trial Broadcasts

By A. B. HENDRY

BROADCASTS of Police Court proceedings in St. Louis have just been discontinued in accordance with instructions issued by Mayor Benjamin Dickmann to the presiding judges of the two divisions of the court. The broadcasts were conducted individually by KMOX and WIL, each from a separate division.

The Police Court judgeships are not elective offices in St. Louis, the judges being placed in office by direct appointment of the Mayor. In point of policy, at least, the police judges are amenable in some degree to the wishes of the Mayor.

The first Police Court broadcast was made by WLBK, Kansas City, Kan., five years ago. They were so successful that stations in other cities subsequently began such broadcasts, WIL inaugurating them in St. Louis three years ago. KSD subsequently began broadcasting another division of the St. Louis courts but voluntarily stopped after about a year on the theory that, during the broadcasts, some persons and firms were being innocently implicated.

Example:

Prosecutor: State your name.
Witness: John Doe.
Prosecutor: For whom are you employed?
Witness: The Roe Grocery Co.

Whereupon the Roe Grocery Co. would receive telephone calls and mail ad infinitum to the utter consternation and dismay of Mr. Groceryman Roe who, before the days of police court broadcasting perhaps had known, if in a less impressive way, of the strange whims of a merry-making deliveryman on the loose. Naturally Mr. Roe would call the originating station and sometimes he would be in a nasty frame of mind.

Mr. O'Toole Explains

KMOX subsequently took up where KSD left off but broadcast only 15 minutes a day, censored as strictly as possible. WIL always ran a full half hour censored also, so far as possible—except in cases such as when Mr. O'Toole took the stand:

How did the fight start? Well. Murphy was standing in front of my house and 1 came out just as peaceable as could be and Murphy shouted out, "There's the dirty shanty-Irish...".

The remote man leaped at the controls but too late. The horror of some and the amusement of others, Mr. O'Toole stood branded as just another one of those sons not quite on the "legit", according to his own quotation of Brother Murphy's careless and awe-inspiring vocabulary.

Meanwhile the Bar Association of St. Louis was taking unofficial notice of the police court broadcasts. A committee recently called attention of the Mayor to the so-called distastefulness of these broadcasts to the participants—not to the radio audience.

In fact, the radio audience resisted this usurpation of the rights of the faithful to the point of writing Pro Bono Publico letters to the papers threatening to vote against the Mayor if he ran again for office.

Going back into the history of this type of broadcasting in St. Louis, it is more or less granted that the radio audience elected Judge Finnegan, first police judge to be on the air in that city, to the office of Prosecuting Attorney largely on his air record of tempering justice with mercy.

And so, listeners in the St. Louis area, instead of hearing the going-on of their fellow citizens in dancers, may now hear instead the Radio Bluebirds or something at 10 a.m. daily.

P. S. The angle on which the Police Court broadcasts were based was that such programs would be helpful in educating the public in matters pertaining to street traffic hazards and control.

NBC Literary Shift

NBC early this month combined its literary rights department with its continuity department following the resignation of Burke Boyce, veteran continuity editor, to turn to free lance activities. Lewis Titterton, manager of the literary rights department, succeeded Mr. Boyce, assuming both jobs.

The NBC-WFAE Betty Moore program of Benjamin Moore & Co., Philadelphia (paint) was broadcast March 4 from a convention of the sponsor's salesmen and distributors in New York.

ASTUTE SPACEMAN BUYERS ARE REALIZING THAT THE RED RIVER VALLEY IS ONE OF THE BRIGHTEST AGRICULTURAL AREAS ON THE NATIONAL BUSINESS MAP--AND THAT THE VALLEY IS OUR ONION! [Our gross is up 41% to date over last year -- and last year was no pain in the neck!]

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

WDAY, INC.

N. B. C.
FARGO, N. D.

BROADCASTING • March 15, 1936
in like a lion...

Some campaigns start out like a lion, but end like a lamb chop.

Some others get off to a roaring start and keep right on going from there.

Most experienced advertisers know that they can count on these radio stations for a fast start and a long, steady pull.

That’s why these stations—and their clients—get the lion’s share of the business.
Marked Expansion For Disc Volume Is Noted in Month

Usual Seasonal Decline Occurs But 1935 Level Is Exceeded

A MARKED RISE in national transcription volume was the outstanding feature of January broadcast advertising, according to data compiled for the NAB by Dr. Herman S. Rettinger, University of Pennsylvania economist. National transcription volume was the only type of rendition in the non-network field to show increases as compared to the preceding month, and in addition, experienced the greatest gain as compared to the corresponding period of last year. National transcription business rose 15% as against December, and exceeded the January 1935 level by 71.6%.

Broadcast advertising as a whole experienced the usual seasonal decline as compared to December. Gross time sales of the medium dropped 7.5% from the preceding month's level. The heaviest declines were in the regional network and local broadcast advertising fields, which decreased 25.1% and 21.4% respectively. National network and national non-network volume both declined approximately 13%.

Compared to the previous year's level, however, radio still continues to show increases. Broadcast advertising volume in January exceeded that of the corresponding month of 1935 by 8.7%. Regional network and national non-network advertising continued to show an increase, the greatest inquiry for minimum rates still continuing to place some upward pressure on rates, while national non-network advertising increased 15.1%. National network volume, however, showed an actual decline of 3.0%, attributed to a combination of factors. A slowing of the rate of growth is merely a necessary counterpart to an industry arriving at maturity.

Leads All Media

RADIO still shows the greatest vigor of any major medium. Compared to the development of radio advertising volume, national magazine volume declined 17.1% as compared to December and was 9.3% below the January 1935 level. National magazines have shown spotty tendencies ever since the depression, and seem to be passing through a period of fundamental readjustment at the present time.

Newspaper lineages declined 20.2% over the preceding month, though gaining 7.6% when compared to the corresponding month of last year. A decline of 25.6% was noted in the January 1935 level, and national farm papers showed the greatest relative gain over the period, being up 38.4% over the December level. General non-network advertising declined 11.4% during the month, both an increase of 29.9% as against last January. Local stations continued with their favorable showing of recent months, being the only class of transmitter to experience a gain in business over December volume. Local station advertising rose 9.9% over the preceding month's level, and registered a gain of 38.1% as compared to January 1935.

Gains of 32.5% and 33.5 respectively in the beverage and confectionery fields, and an increase of 44.9% in tobacco over the December level, brought the total for January to 107.8%. National network drug advertising showed a gain of 29.9% over the preceding month, while non-network business recovery has been somewhat less in this section of the country than it has been elsewhere. Non-network volume in the Mountain and Pacific district gained 1.6% over the preceding January.

Transcriptions lead the rendition field during the month of January. Total transcription volume gained 11.1% over the preceding month and 61% over January 1935. The gain was due entirely to the national field, where transcription business increased 13% over the December level and registered a gain of 71.8% as compared to the corresponding month of last year.

Trends in the local transcription field seem to indicate that its use has been confined mainly to middle-sized retail establishments which usually curtail their advertising materially immediately following the Christmas holidays. Local transcription business declined 31.3% as against December, though remaining 22.8% above the level of the preceding January. Live talent programs gained 22.5% over the corresponding period of 1935 in the national non-network field and 23.0% in the local field. It is interesting to note that in both the national and local fields, announcement volume declined from the level of the previous January. National volume rose 2.7%, while local volume dropped 5.5%. Combined with a steady increase in transcription and live volume during recent months, the decline in announcement business seems to indicate a growing tendency toward the use of the complete facilities of broadcast advertising rather than to be satisfied with a counterpart of classified advertising.

Auto Sponsorship Gains

JANUARY revealed little difference in the use of broadcast advertising by various product and service groups from the trends which have been noticeable in recent months. National non-network automobile advertising rose 200% as compared to January of the preceding year. National network gasoline and accessory advertising increased 55%; and food volume, 28.1% over the December level of 97.0%.

Gains of 33.1% and 37.5% respectively in the beverage and confectionery fields, and an increase of 44.9% in tobacco, brought the total for January to 107.8%. National network drug advertising continued to decline, January volume falling to 18.2% below the level of the corresponding month of 1935.

Gains of importance in the national non-network field included a 59.2% rise in food volume, rises of 28.1% and 33.5% respectively in the beverage and confectionery fields, and an increase of 44.9% in tobacco.

Principal increase in the local field included the following: clothing, 28%; foodstuffs, 20.2% beverages, 42%; confectionery, 158.2%.

Broadcast advertising during January was as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Gross Time Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>National networks</td>
<td>$1,938,200</td>
</tr>
<tr>
<td>Regional networks</td>
<td>$620,900</td>
</tr>
<tr>
<td>National non-network</td>
<td>$2,560,000</td>
</tr>
<tr>
<td>Local</td>
<td>$1,072,700</td>
</tr>
<tr>
<td>Total</td>
<td>$8,085,160</td>
</tr>
</tbody>
</table>

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BROADCASTING * March 15, 1936

W B R U T E S T H I S
IN ITS
GUARANTEES
CONTRACTS

It is unequivocally guaranteed that no advertiser using the facilities of KSD is given any secret rate, rebate or privilege.
Mr. Ness

Joseph Ness, president, said advertisements will be uniform in size and be supplied in mat form. Spot as well as network advertisers will be solicited.

Title of the feature is "Mike Moments". It lists time of each broadcast, network, name of sponsor and talent. The headline space is donated by the newspaper. The 40-line insertion of each advertiser is charged at the usual rates.

Mr. Ness, whose headquarters are in the Chrysler Bldg., New York, is a prominent advertising executive, having been sales promotion director of Stadler Photograph Co., New York and Chicago; advertising counsel of United Profit Sharing Corp., New York; cartoonist with the Savannah Press six years, and active in Southern advertising circles.

Newspapers which Mr. Ness informs Broadcasting have signed for the feature are New York Sun; Washington Star; Dallas News & Journal; Brooklyn Eagle; Baltimore Evening Sun; Newark Evening News; Boston Evening Globe; Minneapolis Tribune; Cleveland Plain Dealer; Spokane Daily Chronicle; Spokane Spokesman-Review; McClatchy papers in California; Sacramento Bee, Stockton Bee, San Francisco Examiner; Sacramento Daily Union; Daily Californian, Berkeley; Evening Star, Washington; Seattle Times, Little Rock Democrat.

Wisconsin Alumni Group

Sponsors Series on NBC

The Wisconsin Alumni Research Foundation, New York (irradiated milk process) on March 8 started a twice-weekly series on 4 NBC-WEAF stations (WEAF, WEEL, WITC, WCSD) titled Phillips Lord Calling You, for 18 weeks, Mondays and Fridays, 4:15-4:30 p.m.

The Foundation was formed in 1925 to control application of Dr. Harry Steenbock's method of irradiating milk with vitamin D and the program is broadcast in cooperation with 15 New York and New England dairies. All income is given by the Foundation to the University of Wisconsin for research. The program consists of anecdotes and stories collected by Phillips Lord, with the Seth Parker quartet and guest assisting. Geyer, Corwin & Newell Inc., New York, has the account.

Two FTC Complaints

The Federal Trade Commission has issued charges of unfair competition against Taylor Washing Machine Co., Chicago, and Sutton Laboratories Inc., Chapelle Hill, N. C. (Lincoln). The former is charged with misleading claims in procuring sales contracts and the latter with misleading purchasers into believing linseed oil is used in its product.

"The Capital Station Serving the Capital Market"

Affiliated with the Columbia-Don Lee Broadcasting System

And we MEAN Buying Power Plus . . . because it is a FACT. KFBK, now broadcasting on a power of 5,000 watts, reaches a market vastly richer than many markets placed in the AI class.

Consider just a few salient factors. The Central Valleys Water project recently approved by the president places millions of new dollars of government money in the territory . . . creates thousands of new jobs . . . opens new material outlets—state payroll to be increased by $5,000,000—Montgomery Ward, Spreckels Sugar Co. and other national corporations are investing millions in new capital here—canning and wine industries anticipate greatest increases in years.

Capitalize on this Capital Market. Arrange to have one of our representatives tell you ALL THE FACTS.

5000 WATTS

KFBK SACRAMENTO CALIFORNIA

Owned and operated by the James McClatchy Company, for more than 78 years publishers of the Sacramento Bee, the 1934 Pulitzer Prize Winner. KFBK is one of the McClatchy Radio Stations, which include KMJ, Fresno; KWG, Stockton; KERN, Bakersfield, and KOH, Reno, Nevada.

REPRESENTATIVES

Joseph McGillvray
458 Madison Avenue
New York City

Walter Biddick Company
500 Chamber of Commerce Bldg.
1358 Russ Building
San Francisco, Calif.
1038 Exchange Building
Seattle

919 N. Michigan Avenue
Chicago, Illinois
"Sound Recording for SOUND Radio Advertising"
MORE REVENUE FOR RADIO STATIONS
That's the story of electrical transcriptions as World Program Service enters its third year with the endorsement of one hundred and forty-five leading stations. For the facts to confirm this greater volume of transcription broadcasting, read the NAB reports. The exact figures show that in two years the sale of transcription time has increased 59% among national, and 55% among local advertisers.

FULL RECOGNITION
of the value of high quality electrical transcriptions has made possible these substantial increases. One hundred and forty-five stations, one hundred national advertisers, found World the answer to a particular broadcasting problem in 1935.

It is this recognition that has made World the leader in its field. It is this spirit of station cooperation that has made World Program Service not only the most complete, but also the most successful service of its kind. And World, in grateful acknowledgment, pledges its every effort toward the continued development and improvement of World Program Service.

A FIFTY PER CENT INCREASE!
in volume of service, effective March first, is one of many forward steps already taken by World in 1936. Completion of the finest recording studios, probably in the world, is another. These improvements open the way to even greater volume of sales for 1936 and the years to come. Keep out in front with World, the only complete transcription library service.

BROADCASTING SYSTEM, INC.
711 FIFTH AVENUE, NEW YORK, N. Y.

Other offices and recording studios at: 400 West Madison St., Chicago, Illinois; 555 South Flower St., Los Angeles, California. Offices also at 523 Mortgage Guarantee Bldg., Atlanta, Georgia, and 1050 Howard St., San Francisco, California

March 15, 1936 • BROADCASTING
Right and Copyright

IT IS HIGH TIME for some plain talk about our broadcasting industry. All because of copyright, the industry has been placed in a humiliating position. Lack of understanding has been responsible for most of the difficulty. That has been largely because the units which make up the industry have failed to awaken to facts until the damage had been done.

So far on Capitol Hill ASCAP appears to be running away with the show on the Duffy Copyright Bill. Tin Pan Alley's corsairs, who have so many times succeeded in splitting broadcasters into factions and riding over them to victory, are having another good laugh at the expense of the broadcasters. They did a lobbying job with the Sirovich committee of which they can be justly proud from their point of view. We hope we are wrong but it now appears that they have successfully blocked any chances of enactment of the Duffy Bill, at this session at least.

The truth is that the broadcasters were caught napping. The committee and its chairman were stacked by ASCAP before the hearings got under way. ASCAP, as opponent of the Duffy Bill, was permitted to bring forward its witnesses first, contrary to customary procedure. They monopolized the first two weeks of hearings, adroitly parading their "big-name" members who could add nothing to the evidence on the legislation but who could put on a good vaudeville show, as the press has reported. Of course, they did not put on a single "publisher" member of ASCAP—the needless middlemen who get 50% of what should rightfully go to the composer and author, and the men whom ASCAP actually represents.

Even Rudy Vallee, the pink-checked crooner who was unknown before radio built him up a few years ago, audaciously stepped before the committee to tell it that radio is "killing the goose," and to support the charges of Messrs. Burkan and Buck that broadcasters are "just the 'termites'" or "termites" who are trying to kill their "benevolent" organization. It is shameful that such a thing can be, for Vallee and George M. Cohan frankly admitted on the stand they had not even read the Duffy Bill.

The composers—appeared before the pro-ASCAP committee demanding greater protection and greater tribute. But they did not air their difficulties within ASCAP on the 50-50 split with publishers. The publishers is no longer a necessity in the music field. In all justice he has no right to half of the proceeds from musical performance. The $3,000-000 that broadcasters paid last year into ASCAP coffers would more than appease the authors' demands if the publisher were eliminated from the split.

And now we get to the marrow of the bone of contention. The fact that broadcasters have been outsmarted at every turn by ASCAP is no reason why the industry should split. On the contrary, it is time to knit the industry more closely and to seek a solution that will benefit all. The broadcasters' cause in copyright is the right cause, and the broadcasters will be the victors if they forget bygones and play ball to win—adopting offensive rather than defensive tactics in the battle with the common enemy.

The point isn't whether the NAB can get along without the networks, or whether the networks can survive without the support of the independents. It will be more difficult for both if they attempt to go it alone. And a divided industry will be a vulnerable industry, less able to repulse the attacks of the copyright marauders—and, more important, less able to cope with cliques still scheming for government ownership.

"Railroading" Radio

AFTER a radio Rip Van Winkle of a half-dozen years, some of the country's leading railroads have awakened to the possibilities of broadcast advertising. They have seen enough buses whizzing by and heard too often the whirr of airplanes loaded to the wings while their own rolling stock rolled almost empty.

As the first step East and Central carriers have abrogated their silly boycott of radio. Now they appear to be casting about for lines on station and network rates and for program ideas. In short, they are thinking in terms of radio advertising.

It took some prodigious prodding to arouse these railroads—the last of the industrial Mohicans to capitulate to radio's inevitable spell. They saw the Chesapeake & Ohio, which they regarded as a small boy among giants, shoot its passenger and freight carts upward by using radio advertising. Incidentally, C & O, for several years has concentrated its advertising on radio and class magazines.)

Then in January, 1935, they took a jolt from Railroad Coordinator Joseph E. Eastman, who, among other things, saw in radio a real opportunity to revive railroad business. He repeated this view again the following August, and that was backed up by a report from a committee of the AAA which advocated radio, both for the institutional and selling job, to tie into printed media efforts.

Radio can do a selling job for the railroads, individually and collectively. Travel advertising is a radio natural. Steamship lines are using it successfully. And the automotive industry is using radio as its mainstay, both institutionally and in a direct sales way.

It will take adroit programming to do a credible job for them. Some of the gentry who control railroad policies probably will have to forget their 19th century ideas. They will have to recognize that dignity and good taste still can be maintained in a swiftly-moving performance consistent with modern methods.

It was only a short time back we were told that banks would never use radio. Today there is a prodigious prodding on a metropolitan area that doesn't have a bank sponsor.

Railroads, we are confident, once they get seriously into broadcast advertising, will discover that the industrial Messiah for whom they have been searching reposes in broadcast-

"Red Menace"?

PICKETS avowing their intense "Americanism" parading before the CBS building; a cordon of police thrown around the building to guard against violence to the Hearst press and the MacFarland headquarters; headlines and editorials against radio's lending aid to radicalism; Congressmen shouting similar accusations, one even demanding that Bill Paley resign from the presidency of the company he built up and controls—all this because CBS granted the Communist Party's request to permit its secretary, Earl Browder, to make a speech that turned out to be innocuous by comparison with some of the radio outpourings of the "regular" party speakers, and of Father Coughlin et al!

But it seems to be every free-born American's privilege to hop on radio at any provocation and here was one that even the zealous guardians of our precious principle of freedom of speech could not overlook. CBS made it plain that Mr. Browder's speech would be answered the following night by America's most ardent anti-Red crusader, Rep. Hamilton Fish, which was done. CBS pointed out that the Communist Party was duly enrolled and legally recognized, and therefore in all consistency had a right to a fraction at least of political time on the air. And everyone in radio knows that no CBS station was under any obligation to carry Browder, as indeed the Yankee and Don Lee networks proved when they rejected the program. CBS knows, as every radio man knows, that freedom of speech is a precious principle and that the best way to protect it is still to provide freer speech, within reasonable limitations of time and program balance; also that the American citizenry has nothing to fear from plain talk, even from the despised Communists.

The best answer to critics of Columbia's grant of time to the Red party's spokesman came, rather grudgingly to be sure but none the less pointedly, from "Ham" Fish himself in his reply address, in which he incidentally took advantage of the politician's prerogative of adding some fulsome asides on behalf of his friend Senator Borah. Said he: "Without attempting to pass judgment on the policy of Columbia in permitting Mr. Browder to speak, it proves at least that freedom of speech still exists in America."
EDWIN WILSON CRAIG

LITERALLY born to the insurance business was Edwin Wilson Craig, who at 43 years of age this month first saw the light of day in the little town of Pulaski, Tenn., a community named for the famous Polish patriot of the American Revolution. Ed Craig not only comes from one of the first families of the South, but his father before him was—and still is—an executive of the National Life & Accident Insurance Co. of Nashville. Craig senior is chairman of the board, while young Ed is vice president.

Ed Craig went into the insurance business with all the vim and vigor of youth and with youthful America's young ideas about selling. It was he who in 1925 persuaded the insurance company's board of directors that it should go into radio. Thus Station WSM was established as a 1,000-watt outlet in 1925. Today it is a 50,000-watt clear channel outlet and one of the nation's outstanding stations.

Outside the world of radio, the insurance world (he has charge of his company's 3,000 agents in 21 states), Ed Craig is well-known and liked, exceedingly active and progressive. He serves on the board of the NAB, and there are many who assert he will soon be nominated for its presidency if he can be persuaded to take the post.

When Ed Craig takes a vacation off from his insurance duties, it is usually to attend some important meeting of broadcasters. And at such a meeting you probably will find that the Nashvillian has been in a huddle with Leo J. Fitzpatrick, general manager of WJZ, Detroit, and NAB president. It was Fitzpatrick, who as the "Merry Old Chief" of WDAF, Kansas City, first interested Craig in radio back in its catchphrase days.

In 1922 it was Craig; along with the thousands of other Americans who became head-phone addicts, began to twist the dials to pick up WDAF. When business of the insurance company took him to Kansas City, as it did several times each year, radio-bug Craig would invariably look up Announcer Fitzpatrick. It was out of these conversations that grew the idea of establishing WSM as an adjunct of the insurance company.

Came 1926 and the creation of WSM. Ed Craig wanted a pioneer to head up the station. George D. Hay, the famous "Solemn Old Judge," who shared the early radio spotlight with the "Merry Old Chief," came to Nashville at Craig's beckon. Immediately there was started Hay's Saturday night Grand Ole Opry, a feature which he still manages and which has maintained through ten years an unparalleled popularity with listeners in all parts of the nation.

What did Craig's idea of radio and insurance do for the insurance business? He proved it was a wonderful door-opener for National Life salesmen. With its 50,000 watts the station reaches into practically every corner of the 21 states in which the insurance company does business. It has simplified contact with the scattered field force of the company.

Both the insurance company and the station have worked hand-in-hand in their programmed progress, each acting to stimulate the growth of the other. Mr. Craig calls it a "once in a lifetime" arrangement.

Operation of WSM, through the successive progressions of the station to high power, has become a large undertaking. Despite this, Ed Craig has continued to exercise executive leadership in radio as in the insurance business. His entire departmentalized. It is headed by Harry Stone, general manager, who reports directly to him.

Ed Craig in recent months has evinced a great interest in the protection of clear channels as a means of affording coverage of rural and remote areas. When some 16 of the nation's leading stations banded together last year in a defense movement for clear channels, Mr. Craig was elected chairman of the group.

Aside from that function and from his active participation in NAB affairs he has been named a member of the Federal Radio Education Committee, created by the FCC to coordinate radio and education.

WSM has long been in the forefront of educational broadcast.
CARLTON E. MORSE, author of the NBC serial One Man's Family, sponsored by Standard Brands Inc., will be honor guest of the San Francisco Press Club at a banquet and entertainment March 22. He is to be presented with a token by members of the club.

HOLLANDER, former announcer of WOW, has joined the NBC staff in New York.

JOHN FRASER, formerly with NBC in Chicago, has joined the announcing staff of WJJD, Chicago.

BERYL DOUGLAS, formerly in the sales promotion department of CBS, New York, on March 1 joined the staff of the Raymond R. Morgan Co., as Mr. Morgan's secretary.

GEORGE FISCHER, publicity director of KFPR, San Francisco, has been given the role of a radio announcer in Warner's film Voices of Life. Minerva Urecal, station character woman, will be cast in Mob Rule, an M-G-M picture.

WILLARD HEMS WORTH, announcer of KMOX, St. Louis, has returned to work after two weeks in a hospital for appendectomy.

LEW KENT, formerly on a number of Eastern stations as vocalist, has joined the announcing and production staff of WMAZ, Macon, Ga.

MRS. EMILY EILERS has resigned as hostess at KXY, San Francisco, and will end the month of March when she will join her husband, Fred Eilers, recently appointed manager of KBHC, new full-time 100 watt station now being built there. Mrs. Eilers will become office manager of the station which is scheduled to start operation in April.

RALPH EDWARDS, for two years on the announcing staff of KSFO, San Francisco, and Oakland, has gone to KFRC, San Francisco, in a similar capacity, succeeding Mel Vickland.

NELSON CHURCHILL, former WBCA announcer, has been added to the announcing staff of WHDH, Boston.

Two Sterling Spot Series Are Shifted to NBC-WJZ
TWO subsidiaries of Sterling Productions, Inc., will shortly discontinue their spot campaigns and place the programs on the NBC-WJZ network. R. L. Watkins Co., New York (L陈列toothpowder) will transfer Back Stage Wife from the NBC-WJZ network beginning March 30, at 2:30 to 3:30 p.m., and the program will be broadcast over the basic and Northwestern groups on a five-a-week basis, Mondays through Fridays.

Charles H. Phillips Co., New York (Phillips Milk of Magnesia facial cream) will go network on the same date and in the niche directly following, 4:30 to 5:45 p.m. It will be carried over a coast-to-coast hookup and be heard Monday, Wednesdays, and Fridays.

Swift Using Spots
SWIFT & Co., Chicago, (All-Sweet margarine), is starting a series of short announcements to be broadcast three evenings a week over WFAA, WAX, WLA, WOC, WOA, WKWH, and KTRH. The campaign, which is placed through the Chicago office of J. Walter Thompson Co., is scheduled to run 17 weeks.

Notables in Radio World Attend Annual Dinner of White House Reporters

NOTABLES in the radio field, headed by NBC President Lenox R. Lohr, were prominent among the guests and participants in the 15th annual dinner of the White House Correspondents Association in Washington March 7, at which President Roosevelt and other high government officials were honor guests. NBC provided the entertainment program by arrangement with Alfred H. Morton, manager of the program department, with the comedian Frank Fay acting as master of ceremonies, and with Frank Black bringing 20 members of his orchestra to Washington to augment a large local orchestral ensemble.

The entertainment, which NBC alternates with CBS in furnishing, included Gladys Swarthout, opera star; Ethel Merman, torch singer; Jimmy Savo, pantomimist; Mario Cozzi, operatic baritone; Rafael, concertina artist; the Westerners, ranch singers; Jemm Hurock, gypsy baritone, and Niela Goodelle, singer.


Benny-Allen Vacations

JACK BENNY (Jell-O) and Fred Allen (Ipana toothpaste and Sal Hepatica) will go on their annual vacations sometime in June. It is expected that the sponsors will continue to retain their present radio spots and substitute talent for their vacationing comedians.

W8XAI, Using 75 Watts, Easily Heard in Panama

W8XAI, the experimental ultrashortwave “apex” station at Rochester, adjutant of WHAM, has been reported from Cristobal, Canal Zone, indicating that the signals in that section of the world are of good quality. The transmitter has an output of only 75 watts, the power consumed by an ordinary electric flat iron, and operates on a frequency of 211 meters.

The future of this new group of frequencies was recently hinted at by John J. Long Jr., chief engineer of WFMZ. He said: "Improvements in high frequency transmission and reception seem to prove that short-period transmissions for international hooks will eventually be extended into the neighborhood of 2 1/2 to 10 meters." Experiments have shown that during certain times of the day, these high frequency signals make light work of traveling across the Atlantic.

TIME IS WORTHLESS

- It's listeners you want!
- And it's listeners you get when you buy "Pittsburgh's Most Popular Station."
- We have facts showing WCAE has more listeners than any other Pittsburgh station.
- We'll be glad to send you those facts.

DOMINATING EAST TEXAS!

This station serves 31,100 homes in East Texas with a potential audience of 226,000 listeners.

You can reach them with "Voice of Longview"
Longview, Texas

March 15, 1936 • Broadcasting

Page 35

WACHE HEARST RADIO

PITTSBURGH • BASIC NBC RED NETWORK

National Representative

NEW YORK
CHICAGO
SAN FRANCISCO
What About This One?

By Station Break

HATS OFF to Mr. Holcomb! He had an idea. He applied it. He was faced with the responsibility of increasing the sales of a department store of which he is advertising manager, in a middle-sized Pennsylvania city... similar to many cities scattered throughout the country.

Mr. Holcomb knew that people listened to the radio. His friends, acquaintances, the clerks in the store and their friends and acquaintances, the people who bought in the store, appreciated the entertainment provided them by advertisers and to some extent were affected by their sales messages.

Mr. Holcomb realized that the store carried radio-advertised goods. Why not capitalize on that fact? Radio is dramatic. It is intimate and personal. It creates consumer good will as well as product interest and desire. It can readily be tied in with point-of-sale advertising. Why not utilize these qualities in department store sales promotion and publicity?

Mr. Holcomb investigated. He found 24 NBC-advertised products carried by the store. To make a long story short... by means of tie-ins in his newspaper ads, window, floor, counter, shelf and elevator displays, departmental signs, special instructions to sales staffs, etc., he increased the sales of these NBC-advertised products in the store from 25% to 100%, increases ranging as high as 300% in specific weeks.

AS NBC stated... Mr. Holcomb thought it through. We suggest you read the booklet.

IT might have been CBS! Or Mr. Holcomb might have been located in a community where the best tie-in would have been with regard to branded goods advertised over a station not affiliated with any network. The fundamental principles hold in each case. A challenge to advertiser, agency, and broadcaster to get the maximum return from their radio dollar by coordinating their other sales promotion with their air advertising.

[Howard J. Holcomb is advertising manager of Trask, Prestee & Richardson Co., Erie, Pa., department store. See Broadcasting Feb. 1.]

Please notice... it was a department store executive who thought it through. We seem to remember what Marvin Oreck, vice president of Oreck's Inc., of DuBuets, told the NAB commercial section at Chicago last summer. Said Mr. Oreck: "I don't believe the most optimistic broadcaster has any conception of the scope radio offers as an advertising medium."

IT'S ALWAYS encouraging to be told by outsiders or partial outsiders, that your product or proposition. Broadcasters must have been interested to hear John Shepard 3d, broadcaster and department store man of years' experience, suggest that 16% of the department store advertising budget should be used for radio, only to be raised by Mr. Oreck to 25% to 30%.

WE WERE especially interested in the reaction of one broadcaster, as related to us by an acquaintance. "They're too conservative," said the broadcaster. "Why not go after 100% of the department store advertising dollar?"

"But how," countered our friend, "can you do the complete department store job over the air?"

"Use all the stations in town," was the reply. The broadcaster then told our friend of an instance in a Far Western city where this had been done with outstanding success, and where each station in the community had been utilized with a specific purpose in mind. We don't know how generally this can be applied... We've never thought it through... but there's food for thought there. You try thinking it over!

INCIDENTALLY... may we call attention to the fact that the store in question was applying the principle of double-coverage advocated in recent years by Walter Neff of WOR, and Dr. Hettinger of the University of Pennsylvania.

STEINWAYS' recent splurge with an $885 baby grand piano has brought into the open a development which has been growing quietly but steadily in recent months. The piano business again is achieving prosperity. New designs, based upon the ancient spinet and in keeping with the space requirements of the modern home, have added to the attractiveness and utilitarian value of the average upright. New prices have assisted in stirring general consumer interest.

IT never was radio that ruined the piano business... ASCAP notwithstanding. During the last decade the automobile, motion pictures, athletics, country clubs and a variety of forces moved recreation out of the home. Less time at home meant less piano playing, and smaller homes meant less room for pianos. Changing social standards made it more important for Sister Susie to be able to swing a mean golf club than to render "Hearts and Flowers" or "The Heart Bowed Down" on the family upright... And what social change began, the depression finished... for you can't eat pianos.
**Mutual Expanding Special Networks**

**Total Billings During February Are Found to Reach $162,357**

Expansion of Mutual Broadcasting System, whose basic network embraces four major stations, is indicated in the MBS income report for February. Which not only shows increasing revenues but also indicates the stations added to the basic for particular accounts. Up to nine stations are now being linked according to sponsor orders.

February gross billings were $162,357, of which $152,063 was represented in time on the basic stations WGN, WLW, and CKLW. This gross compares with $157,720 during January. No comparisons are available with the same months of last year since the relatively new MBS did not begin to compile and make public its billings until last summer.

Many of the MBS supplementary links are members of other networks, presumably clearing MBS spot time when one or more networks offer sustaining. The biggest MBS hookup, of course, is the Health Products Corp. (American) account, which started Feb. 23 and which embraces nine stations, keyed by the independent WINS, New York hearst station in lieu of WOR, regular MBS New York key.

On the other hand, a nine-station MBS network is already being used by the Lutheran Laymen’s League, St. Louis, and an eight-station network is being used by Fels & Co., Philadelphia, (Fels Naptha). The following is the complete February sponsor billing and hookup report of MBS:

<table>
<thead>
<tr>
<th>Station</th>
<th>Billings</th>
</tr>
</thead>
<tbody>
<tr>
<td>WGN</td>
<td>$3,979</td>
</tr>
<tr>
<td>WLW</td>
<td>$3,979</td>
</tr>
<tr>
<td>WOR</td>
<td>$3,979</td>
</tr>
<tr>
<td>CKLW</td>
<td>$3,979</td>
</tr>
</tbody>
</table>

Acme White Lead & Color Works, Chicago: $4,995: WGN, WLW, WOR.

Crushers, New York: $3,173: WGN, WOR, WUFO, KFAB.

Fels & Co., Philadelphia: $3,173: WLW, WGN, WNAC, WEAN, WFEA, WMAS.

Morley Foods, Inc., Minneapolis: $5,255; WGN, WLW.

Sukleen Food, Inc., Chicago: $13,708; WGN, WOR, WSPD.

Gruen Watch Mfg. Co., Cincinnati: $9,407; WGN, WLW, CKLW.

Health Products Corp., Newark: $5,002; WGN, WLW, CKLW, WEAN, WGCJ, WDCS, WAKC, WAAM, WGGU.

General Mills Inc., Minneapolis: $9,357; WGN, WLW, WOR.

Borden Baking Co., Chicago: $10,002; WGN, WLW, WSPD.

Crusaders, New York: $9,407: WGN, WLW, CKLW.

Health Products Corp., Newark: $5,002; WGN, WLW, CKLW, WEAN, WGCJ, WDCS, WAKC, WAAM, WGGU.

General Mills Inc., Minneapolis: $9,357; WGN, WLW, WOR.

Lutheran Laymen’s League, St. Louis: $4,081; WLW, CKLW, WEAN, WGCJ, WDCS, WAKC, WJJD, KPSO, KFAB, WOR.

Lehr & Fisch Foods Co., New York: $6,255; WGN, WLW.

Health Products Corp., Newark: $6,255; WGN, WLW.

Lutheran Laymen’s League, St. Louis: $4,081; WLW, CKLW, WEAN, WGCJ, WDCS, WAKC, WJJD, KPSO, KFAB, WOR.

Presea, Fellers & Presia, Inc., Newark: $10,490; WGN, WLW, CKLW.

Total: $162,357.

**March 15, 1936 • Broadcasting**
The Business of Broadcasting

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

**STATION ACCOUNTS**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Account Type</th>
<th>Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNX</td>
<td>Hollywood</td>
<td>American Book Mart, Chicago (old books)</td>
<td>E. Brown</td>
</tr>
<tr>
<td>RCA Ironized Yeast</td>
<td>Chicago</td>
<td>Capper Publishing, Topeka (Household magazine)</td>
<td>12 sa, thru Presea, Fellers &amp; Preska Inc.</td>
</tr>
<tr>
<td>Walker Remedy Co.</td>
<td>Waterloo, IA</td>
<td>Walker Remedy Co., Waterloo, IA (Wallo puppetry remedies)</td>
<td>24 ta, thru Weston-Barnett Inc., Waterbury, CT</td>
</tr>
<tr>
<td>Bernard Perfumers</td>
<td>St. Louis</td>
<td>Bernard Perfumers, St. Louis (Love Charm)</td>
<td>Weekly sa, thru Venable &amp; Venable, Inc., St. Louis</td>
</tr>
<tr>
<td>Crocky Water Distributing Co.</td>
<td>Los Angeles</td>
<td>Crocky Water Distributing Co., Los Angeles, CA (proprietary)</td>
<td>thru Tom Wallace Adv. Agency, Los Angeles</td>
</tr>
<tr>
<td>BIDM</td>
<td>Detroit</td>
<td>Bank of America, San Francisco, daily sa, thru Charles R. Stuart</td>
<td>thru San Francisco</td>
</tr>
<tr>
<td>McClosky Varnish Co.</td>
<td>Los Angeles</td>
<td>McClosky Varnish Co., Los Angeles (metal)</td>
<td>thru Bert Butterworth, Los Angeles</td>
</tr>
<tr>
<td>WHK</td>
<td>Cleveland</td>
<td>Bernard Schwartz Cigar Corp., Detroit (R. G. Dun cigars)</td>
<td>100 sa, thru Shumaker, Inc., Detroit</td>
</tr>
<tr>
<td>WIDRO</td>
<td>Detroit</td>
<td>WIDRO Co., Buffalo (hair tonic)</td>
<td>6 t, thru Batten, Barton, Durstine &amp; Osborn Inc., Detroit</td>
</tr>
<tr>
<td>Florists Association</td>
<td>Cleveland</td>
<td>Florists Association, Cleveland, 3 sa, thru Nesbitt Service Co., Cleveland</td>
<td></td>
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<tr>
<td><strong>WHO, Dayton</strong></td>
<td></td>
<td>Standard Oil Co. of Ohio, Cleveland</td>
<td>10 sa, thru McCann-Erickson Inc., Cleveland</td>
</tr>
<tr>
<td>KOSTO</td>
<td>Chicago</td>
<td>Kosto Co., Chicago (dessert)</td>
<td>39 sa, thru Perris-Ross Co., Chicago</td>
</tr>
<tr>
<td>PRIGIDRAIR</td>
<td>Dayton</td>
<td>PRIGIDRAIR Corp., Dayton, 15 sp, thru Lord &amp; Thomas, Chicago</td>
<td></td>
</tr>
<tr>
<td>Prism Ink Co., Atlanta</td>
<td>Atlanta</td>
<td>Prism Ink Co., Atlanta (proprietary)</td>
<td>20 t, thru Ruthrauff &amp; Ryan Inc., NY</td>
</tr>
<tr>
<td><strong>WENR, Chicago</strong></td>
<td></td>
<td>RCA Manufacturing Co., Camden (Radiotron)</td>
<td>Weekly sa, thru Lord &amp; Thomas, Chicago</td>
</tr>
<tr>
<td>KSFO</td>
<td>San Francisco</td>
<td>Christy Pharmacal Co., Los Angeles (cold tablets)</td>
<td>5 weekly sa, thru Walter Biddick Co., Los Angeles</td>
</tr>
</tbody>
</table>

**KMOX, St. Louis**

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gasoline and oil) 8 sp, thru Lambert & Feasley Inc., St. Louis | Wildroot Co., Inc. Buffalo (shampoo), weekly t, thru Batten, Barton, Durstine & Osborn Inc., N. Y. | Fresh Milk Institute, St. Louis, 78 sp, thru Ruthrauff & Ryan Inc., St. Louis |

**Dodge Bros. Corp., Detroit** (motor cars), 13 t, thru Ruthrauff & Ryan Inc., N. Y. | Continental Oil Co., Ponca City, Okla. (Conoco gas and oil), 78 t, thru Tracy-Locke-Dawson Inc., N. Y. | Central Shoe Co., St. Louis (Robin Hood shoes), 52 t, thru Jimm Daugherity Inc., St. Louis |

**KGO, San Francisco**


**KGO, San Francisco**

Paulson Building & Loan Association, St. Louis (mortgage loans), 6 weekly sa, thru Finkel Direct, Inc., St. Louis |

**WGNN**

Sanitary Water Co., Inc., San Francisco (municipal water), 2 weekly sa, thru Kays Direct Inc., Inc., San Francisco |

**KGCC**

Continental Oil Co., Pomena, Okla. (Coke) 5 weekly t, thru Olin-Hixon-O'Donnell Inc., Los Angeles |

**KWT, Charlotte, N. C.**

Beem's Laboratory, Atlanta (BGO-BKR remedies), 6 weekly sp, thru Standard Broadcast Service, Atlanta |

**WOR, Newark**


**WNX, Yankton, S. D.**

American Gas Machine, Minneapolis, 12 sp, thru Greve Adv. Agency, St. Paul |

**WKRC, Cincinnati**

Deisel-Wemmer-Gilbert Corp., Detroit (San Felice cigars), 6 weekly sp, thru M. I. Epstein Co., Detroit |

**US Navy**

Standard Brands Inc., New York (Chese-Bot & Tenderleaf Tea), 3 weekly sp, thru J. Walter Thompson Co., N. Y. |

**WNB, Boston**

Milton Bradley Co., Springfield, Mass., 18 sa, direct |

**KGCC**

Nassour Bros. Inc., Los Angeles (cold tablets), weekly sa, thru Hixon-Hixon-O'Donnell Inc., Los Angeles |

**WSPD, Toledo**

Magazine Repealing Razor Co., New York (Shick razor), 35 sa, thru J. W. Mathis Inc., N. Y. |

**WMAQ, Chicago**

Union Pacific Railroad, Chicago (spe- cial), thru Ernest Bader & Co., Omaha |

Washington Boxed Apple Bureau, Seattle, 2 weekly sp, thru Isaac Co., Seattle |

**KVA, San Francisco**


**KTAI, Iowa**


**WNAC, San Francisco**


**WNAV, Boston**


**KFWC**

San Francisco (Pebble Beach neckties), 2 weekly sp, thru Doremus & Co., San Francisco |

**KFLC, San Francisco**

Bank of America National Trust & Savings Assn., San Francisco (banking facilities), 5 weekly thru Charles R. Stuart Inc., San Francisco |

**KFAB**

Lincoln, Neb. (Oryster Shell Products Corp., New York, 2 weekly sa, thru Husband & Thomas Inc., N. Y. |

**KFWB, Chicago**


**WGN, Chicago**


**WGN, Chicago**


**WGN, Chicago**


**WGN, Chicago**


From New York American

"Station WOTF! Your setting-up program just signed off without saying exhalte!"

**BROADCASTING** • March 15, 1936

www.americanradiohistory.com
New Business
WISCONSIN ALUMNI RESEARCH FOUNDATION, New York, on March 6 started Phillips Ford College on Feb 5. NBC WEAF stations, Mon., Fri., 4:15-4:30 p.m. Agency: Geyer, Cornell & Y.

GENERAL MILLS Inc., Chicago, on March 7 started Sorry Clinic on WLS (WVL, WGN), Mon., Wed., Fri., 1:30-1:45 p.m. Agency: Ince Hall, New York.


Network Accounts
TILLAMOOK COUNTY CREAMERY ASSOCIATION, Tillamook, Ore. (cheese), on March 4 renew for 3 weeks the lease in Portland to Portland's Magazine of the Air on 5 NBC-KPO stations, Monday thru Friday, 4:30-5:20 p.m. Agency: O. M. Curtis-Humphrey & Co., Portland, Ore.


Network Changes
ATLANTIC REFINING Co. on March 12 shifts Atlantic Family on Tour to 7-7:30 p.m. (FST).

SHELL EASTERN PET. PROD. Inc., New York, on April 4 replaces Al Jolson with Smith Bailey on NBC-WBEA series.

Associated Cinema Studios
SUCCESSORS to Freeman Lang sound studios, Hollywood transcription firm tentatively renaming the firm as Associated Studios, early in March officially titled the organization Associated Cinemas Inc., with authorized capitalization of $200,000. San Francisco offices were opened at 1001 Russ Bldg. [See Broadcasting, March 1, for details of reorganization.]

TRAGEDY ON KOIL
Gas Deaths Quickly Covered and
Relatives Get News

KOIL, Omaha, broadcast a description of the scene in a house where two persons were killed by escaping gas from a broken main line of a telephone a few minutes after she made the gruesome.
She was prone on the floor while speaking into the microphone and once to be revived by smelling salts before she could continue. The woman, of the victims, in a snow-bound Nebraska town without a telephone, learned of the tragedy while listening to KOIL. Some 20 or 30 neighbors shoved snow several miles to get her to a train.

C. L. Steining resigns
Official Posts with Reps
CLIFFORD L. STEININGER has resigned as secretary and treasurer of Free & Steining & Co., and as treasurer of Free, Johns & Field Inc., as well learned March 11. He will continue his active association with both companies and give his time to other interests, which, for the present, have not been divulged.

Mr. Steining, a pioneer in station representation and agency work, will continue as a director of both of the companies and is retaining his financial interest in the organizations. So far as known there will be no other changes in either organization.

Remington Rand Shift
REMINGTON RAND Inc., Buffalo (typewriters), on March 31 will shift Edwin C. Hill to an earlier hour, 7:15-7:30 p.m., and the network will be enlarged to take in the entire NBC-WAEF as the split network now used. After March 31 the program will be broadcast Tuesday, Thursday and Saturday, instead of Monday, Tuesday, Thursday as at present. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

GEORGE RANSON has joined the sales staff of KFTM, Jolnere, Ark. He was formerly associated with stations in Michigan.

Do You Know,
that by using WXZ's Merchandising Service many manufacturers have introduced new products in Michigan

WEBSTER-EISENLOHR EXPANDS
WEBSTER-EISENLOHR Inc., New York (Tom Moore, Girard cigar) during the week of March 9 began Witch's Tale, disc series, on six Midwest stations. On WHO, WTM, WGN and WFAA the series consists of a 15-minute program twice weekly; on KOA and WOI it is once a week for a half-hour. All programs are broadcast during evening hours. WTAM promotes Tom More, all other stations the Girard. The campaign is signed for 13 weeks. The transcriptions were bought from Alonzo Deen Cole, author of the script, also the producer, director and leading actor in the program. N. W. Ayer & Son Inc., New York, is the agency.

WEBSTER-EISENLOHR
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts
Peak Business Ahead

S P R I N G  a n d  s u m m e r ,  i n  W X N C ' s  l i s t e n i n g  a r e a ,  b r i n g  a  h e a v y  i n f l u x  o f  t o u r i s t s  a n d  a  h e a v y l y  e x p a n d e d  b u s i n e s s !

Arrange NOW to get your sales message on Station WXNC... where business is UP during the warm months!

March 15, 1936 • Broadcasting
AGENCIES AND REPRESENTATIVES

SAM MOORE, head of the continuity department in the Hollywood radio office of J. Walter Thompson Co., has resigned to join William Esty & Co., Inc., New York. He was accompanied out by Stanley Holt of the Esty firm. Bob Colwell, of the New York office of J. Walter Thompson, where he is associated to John Reiber, vice president in charge of radio, has been in the Hollywood office for several weeks and is writing continuity for the Kraft-Phlox Cheese Co. program. John Christ, producer, has been transferred from New York to Hollywood. The agency's new Hollywood office is to be ready April 1.

EDWARD A. BYRON, radio director of William Esty & Co., New York agency, has resigned, effective April 1.

EDGAR KOBAK, whose resignation as sales vice president of NBC took effect March 1, was to report for duty with Lord & Thomas in New York as vice president on March 15 after a vacation.

FORREST MILLER, formerly traffic manager of WOR, Cleveland, has joined the staff of Humphrey, Freatch & Associates, Cleveland.

JOHN K. LAIR, formerly John Blair & Co., Chicago, arrived in Hollywood late in February during a Coast tour.

WILLIAM E. BERCHTOLD, in charge of the press bureau in the Detroit office of J. Sterling Getchell, Inc., has been made account executive of the DeSoto Motor Corp. account. He will continue to supervise publicity.

FINIS FARR, radio writer of William Esty Co., New York agency, has joined the editorial department of Time magazine.

ALFRED W. SCOTT has joined the staff of Beaumont & Hohman Inc., San Francisco, as assistant account executive, and will service radio along with other accounts. He also conducts the Tuesday evening Voyage of Discovery, travel dramatizations, on KNX, Oakland.

FRED H. FIDLER, Shell Oil Co., account executive for the J. Walter Thompson Co., San Francisco, has retired to his home after an illness which confined him to his home for two weeks.

STANLEY G. SWANBERG, manager of Botsford, Constantine & Gardner, Inc., San Francisco, on March 23 starts a two-week tour advertising for the University of California Extension Division in that city. Radio will be included with other media.

CHARLES T. AYRES, formerly assistant space buyer for Fletcher & Ellis Inc., New York, has joined the media department of Rutherford & Ryan Inc., New York, and will be associated with Miss Black in the radio time-buying department.

EDWARD A. ADLER, Jr., radio director and junior account executive, has resigned from Fletcher & Ellis Inc., New York.

WALTER A. KIRKWOOD, formerly with WORK, York, Pa., is now manager of the new WEST, Easton, Pa., operated by the Mason-Dixon group of six stations controlled by the Steinman brothers of the Lancaster (Pa.) New Era and Intelligencer Journal.

MILLIONS IN P & G STAMP CLUB

CAPT. TIM HEALY, former British army officer, believes it isn't the stamp that's exciting but the story behind that stamp. Proctor & Gamble tried the idea on WDRG, Hartford, and decided the captain right for the program was shifted to WJZ a little over two years ago, later to NBC - WAF, and still later to NBC-WJZ network, where it is broadcast thrice weekly. "Capt. Tim's Ivory Stamp Club Album" is offered to listeners who enclose money and Ivory soap wrappers. Some 500,000 wrote for the album, along with their coins and Ivory wrappers. The club, 50 programs of which has 2,700,000 members. Mail averages 50,000 letters a week, and totals over 1,200,000. Over 400 million stamps have been sent to all parts of the country.

WHERE DO NASHVILLE RETAILERS BUY THEIR TIME ON THE AIR?

Better than 90 per cent use WLAC exclusively. If that isn't sufficient proof that WLAC pays as well as pulls, we can supply you case histories, with names and the cold figures.

J. T. WARD

President

Member Station

Columbia Broadcasting System

Paul H. Raymer Co.

National Representative

Nashville, Tennessee

A MESSAGE TO PUBLIC SPIRITED RADIO STATIONS AND NEWSPAPERS

By our new process, Direct Recording, we can deliver to you, ABSOLUTELY FREE OF CHARGE, intimate talks on Nationally Important issues by the Senators and Congressmen from your district.

We guarantee like-kind quality with NO NEEDLE SCRATCH!

Other services

WAX RECORDING SCRIPT

COMPLETE TALENT BUREAU

U. S. Recording Co. 503-588 Eeris Bldg.

WASHINGTON, D. C.

RADIO ADVERTISERS


UNION PACIFIC SYSTEM, Los Angeles (transport) has named L. B. Salt Lake City, to handle its radio advertising in Utah, Idaho and Montana.

HOLLAND FURNACE Co., Holland, Mich., has named Ruthran & Rein Inc., Chicago, to service its account.

GAR WOOD INDUSTRIES Inc., Detroit (oil burners, air conditioners) has named Farron Stevens Adv. Agency, Detroit, to handle its account.

BELL TRAILER Co., Chicago (lightweight trailers) is using radio along with other media and has named Malcolm-Howard Adv. Agency, Chicago, to handle its advertising.

H. E. MURRAY has succeeded William Betts as assistant director of merchandising and advertising with Dodge Brothers Corp., Detroit (automobiles).

VANCE C. WOODCOX, Detroit (newspaper advertising) has named Esty, Bros., & Dietz Adv. Agency, to handle its account.

BURCH GREENE, advertising manager of Chrysler Corp. (autos) has resigned to become director of sales for the West Coast. For the present his work is being handled by Arthur B. Dowd, formerly his assistant.

SILVER DOME TRAILER Co., Detroit (trailers) has appointed Hold- en & Clark Inc., as its agency.

HARNISCHFEGGER Corp., Milwaukuee (trucks) has named Grace & Bemert Inc., Detroit agency, to handle its account.


PACIFIC GREYHOUND LINES Inc., San Francisco (bus travel), starts in April spot and transcription radio in a spring and summer campaign. The agency is Beaumont & Hohman Inc., San Francisco.

CENTRAL SHOE Co., St. Louis (Robins Hoof shoes), extensive transcription user, has started The Old Shoe Store, a three-week radio program on KMOX, St. Louis, Marvin E. Muiter, KMOX announcer, writes script and does all parts.

SNIDER PACKING Corp., Rochester, is advertising through the Rochester Office of Stewart, Hanford & Frohman Inc., and not the New York office, as incorrectly stated in the Daily Star.

PUBLIC SERVICE Co. of Northern Indiana is sponsoring the broadcast of the Northern Regional Basketball tournament March 7, 14 and 21, over WIND, Gary, Ind.
Mr. Backman, who in turn notified police.

The scheme then involved the idea of giving these people what they did want, namely entertainment, but to do it in such a way as to leave them with a knowledge of the "earmarks" of the various rackets.

"Radio is ideally suited for this purpose and the Bureau decided to develop a series which a mixture of skits and playlets dramatizing the various schemes would be presented. Besides being entertainment, the skits are authentic in every way. They emphasize features which have the greatest public appeal and have some place in the skit. The scheme must be exposed with an explanation, understandable to working individuals, of the weaknesses or fraudulent nature of the proposition."

The schemes which have so far been prepared cover a wide variety of subject and relate to practically all types of business. The investment banker is interested in the exposure of the bucket racket and the switch and sell schemes. Furniture and jewelry are for retailers in the auc-

The Bureau then decided to use the lunch hour to develop a program for entertaining individuals in the不理闲 class whose ideas, after the day's work was done, naturally tended toward recreation, relaxation and entertainment.

The Yankee Network saw the practical value of such a program to the public, as well as to business and advertising, and the Bureau is becoming one of the most popular features of the network. Not only is the Yankee donating its time to the broadcast, but is supplying professional talent.

"The only reason that the public ever become the victims of such schemes," says K. B. Backman, general manager of the Boston Better Business Bureau, "is because they are ignorant of them. Generally, business is almost 100% honest, but a small minority of dishonest dealers are exploiting and the good name of business. Legitimate business is determined to protect the public against this group, and the radio is accomplishing this purpose."

Reaching the Victims

"CONVINCED that the adult is and will be for a long time the natural prey of the swindlers, the Bureau has taken various means of reaching the adult. Its advertising has appeared in over 140 publications which cooperated in the campaign and donated space for a description of the schemes used to swindle its readers. Messages have been carried on a car line and illustrated posters have been placed on employ bulletin boards and places of large employment. Although intended to be interesting and entertaining, all of these messages have been what might be termed as strictly educational material.

Unfortunately, although accomplishing a great deal of good, this type of publicity seemed to impress most, those who were already vic-

AWARDS PLANNED BY WOMEN'S GROUP

THE Women's National Radio Committee, which last year presented four awards for the sustaining and best sponsored pro-

bets have the most by public vote.

At those

VITAL SPOTS

you've simply gotta have

Balanced

Coverage

Get it in NORTHERN CALIFORNIA from

KSFO

560 KILOCYCLES

1,000 watts full time

SAN FRANCISCO - OAKLAND

and on the Coast from the

WESTERN NETWORK

"Balanced coverage" simply means that your message is received in various sections in proportion to popula-

tion distribution. Ask your John Blair man to prove the balanced coverage of KSFO and the Western Network.

KSFO - Russ Building, San Francisco

Philip G. Lackey, General Manager

National Representatives:

JOHN BLAIR & CO.

We were interested to learn from our dealer organization which Oklahoma station they would prefer to carry RCA and Elec-

trolux broadcast advertising ... sent ques-
tionnaires to dealers were really amazed at the

overwhelming preference for WKY expressed

by our dealers throughout the state . . . Out

of a possible 93 votes, WKY was the first choice to receive the dealer mail. This leaves little doubt in our minds as to which station is listened to

most by Oklahomans.

Hales-Mullany, Inc.

State Distributors

RCA-Victor, ElectroLux

Hales-Mullany, Inc.

State Distributors

RCA-Victor, ElectroLux

March 15, 1936 · BROADCASTING

E-KATZ SPECIAL ADVERTISING AGENCY-Representative

WKY Oklahoma City

Affiliated with The Daily Oklahoman, The Times of The Farmer, Stockman

virginia broadcast system
General Motors Extends

General Motors Corp., Detroit (institutional) has extended the present General Motors Symphonic Concert series to and including Easter Sunday, April 12. The two-week extension may lead to a renewal until late spring. Guest stars for the additional concerts had not been selected as broadcasting went to press but the Easter Sunday broadcast will originate from the Industrial Men’s Association auditorium in Flint, Mich. The General Motors chorus will participate in this broadcast, which will be witnessed by employees of General Motors, Campbell-Ewald Co. of New York is the agency.

TRANSCRIPTIONS

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

Allegheny Steel Co., Brackenridge, Pa.; Boeing Laboratories, St. Louis (4-Way cold tablets)
N. J. Breitnach Co., New York (Guide’s Pepto-Mangan)
California Fig Syrup Co., Wheeling, W. Va.
The Haley M-Qo Co., Geneva, N. Y. (milk of magnesia)
Zerlet Pharmacal Co., St. Joseph, Mo. (cold tablets)
New England Mutual Life Ins. Co., Chicago
Phoenix Mutual Life Insurance Co., Hartford, Conn.
Kroger Grocery & Baking Co., Cincinnati (coffee)
The Florida Citrus Commission, Lakeland, Fla.
National Biscuit Co., New York
Olson Rug Co., Chicago
International Bedding Co., Baltimore
Bridgolf Oil Corp., Toledo, O. (gasoline & oil)
Seaboard Oil Co., Chicago (gasoline & oil)
Stott Enquet Co., St. Paul (coal)
American Gas Assn., New York
Metro Art Studios, New York (photographs)
Blinney & Smith, New York (Cresyola, paste & paints)
Chicago Mail Order Corp., Chicago
Consolidated Bi-Products Co., Philadelphia (Marego dog food)
Hartz Mountain Products Inc., New York (birds, bah & foods)

TRANSCRIPTION FIRM Acquires Own Building

MacGregor & Sollie Inc., San Francisco transcription producers, and a pioneer of more than eight years in the recording business, will move its entire plant to Hollywood within the next 30 days. C. P. MacGregor, president of the corporation announced March 9, upon his return to San Francisco from a tour in California where he completed arrangements for the transfer. The concern has bought the 1/4 story reinforced brick building at 729 South Western Ave., formerly occupied by Transogram Sound Corp. The transaction, including many improvements, involves approximately $50,000. The entire San Francisco plant will be moved to the new location, and when completed, the setup will represent an investment of more than $85,000, according to Mr. MacGregor. The building contains two large studios, an auditorium studio seating 200 persons; library; lounging room for artists and executive offices for those in charge of various departments.

EQUIPMENT

EXTENDED reverberation periods, or echoes, will be produced scientifically in Chicago studios with completion of two echo chambers, according to Howard C. Luftman, NBC studio division chief. They are believed to be the first in the Midwest.

WESTERN ELECTRIC Co. announces a newly-perfected high-efficiency circuit for radio frequency amplification, specially developed for broadcast transmitters. It is said to double efficiency in the linear power amplifier stage and is the result of applying to radio transmitters the Doherty high-efficiency circuit.

WEBSTER Co., Chicago, is now licensed to manufacture sound systems under patents of Electrical Research Products Inc., Western Electric & A. T. & T. subsidiary. The company’s new MP-420 mobile equipment operates either from 6 volt DC or 110 volt AC power. A catalogue of the Webster line has just been issued.

GERALD B. MILLER has been named by Brush Development Co., Cleveland, to represent the company’s products in the Southern California territory. His headquarters are at 2803 Santa Monica Blvd., Los Angeles.

Telephone Inquiry Set

ANNOUNCEMENT was made March 4 by the FCC Telephone Division that initial public hearings on its investigation of the telephone industry, embracing all of the A. T. & T. companies, will begin March 17. The hearings will be pursuant to the resolution adopted by Congress just a year ago, ordering an investigation of A. T. & T. Among other things, the investigatory embraces broadcasting line rates.

To Complete Control the Puget Sound Market Use Both of Seattle’s Pioneer Radio Stations

KOMO

NBC-Red
National Representatives — Edward Petry & Co.

KJR

NBC-Blue

National Representatives — Edward Petry & Co.

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BROADCASTING • March 15, 1936
Changes, Additions in 1936 Year Book

ADDITIONS and corrections to the 1936 Year Book of Broadcasting was made last month to all subscribers to Broadcasting Magazine, should be made as follows:


On Pages 116-120, in the Directory of Transcription, Recording, Program Producers and Talent Services, add: Leonard F. Winston, 11 W. 42d St., New York City, Pennsylvania 6-8938, transcriptions and programs; Broad- cast Studios Inc., Hanover, N. H., programs; Sherman Sound Studios, 22 W. 98th St., New York City, recording; Interstate Broadcasting Co., 1008 Marshall Blvd., Cleveland, programs; Daizell Sound Recording Studio, 1481 Pine St., St. Louis, recording. In same directory, change name of Freeman Lang Studios to Associated Cinema Studios, and list F. W. Turquet as manager also eliminate Paramount Recording Studios, Tollywood, and Transcontinental Broadcasting Co. Inc., Los Angeles.

On Pages 125-128, in listing of newspaper ownership and control of radio stations, correct listing of KWK, K TBS and KWEA, Shreveport, La., to indicate ownership by Shreveport Times only. Also list WTHT, newly authorized or construction by the Hartford Times at Hartford, Conn., under Connecticut state listing instead of the Massachusetts list.

On Page 142, in classified directory, correct address of Edgar J. Felix, consulting engineer, to 52 tockold Place, New Rochelle, N. Y., and in same classification W. A. Nostrand should read "Van Nostrand Radio Engineering Service" and should also be listed as a frequency measuring service.

On Page 164, in National Broadcasting Co. rate card, insert stations WCSC, Charleston, S. C., and WFBQ, Greenville, N. C., in South- eastern group, with rates of $120.72 and $48. Eliminate name of "Dr. Kolak" from list of officials. Current changes in agency and advertiser directories can be made from "Agencies and Repre- sentatives" and "Radio Advertisers" classifications in current issues of Broadcasting.

VDBJ, Roanoke, Va., on March 10 was authorized by the FCC to increase its daytime power from 3000 to 5000 watts.

A CAMPAIGN to combat rising objection to fifteen-minute program runs for the benefit of the 120,000 blind in this country has been started by the American Foundation for the Blind, according to Robert B. Irwin, executive director.

"The Foundation can sponsor without reservation a gracious service without which blind radio listeners might be unable to select the entertainment and educational features prepared for the day," said Mr. Irwin. "In designing its own talking book-of-the-month combinations, the Foundation long ago decided to equip the machines with Braille dials so that the apparatus is independent in the hands of the blind operator.

"Daily resumes multiply the usefulness of radio to the blind many times. I am sure no one would object if the true reason for the service were known.

The Foundation has distributed some 4000 radios and the Red Cross, cooperating with NBC, supplies without cost all labor needed in preparing the expensive plates used in Braille notebooks for the use of the blind in conjunction with the NBC Music Appreciation Hour.

G. O. P. Adds Radio Staff

THEODORE P. ALLEN and C. M. Bolson are the latest additions to the radio staff of the Republican National Committee under the direction of Thomas Sabin. Mr. Allen recently was a member of the NBC sales department, and Mr. Bolson formerly was a lecturer in advertising and allied subjects at Indiana University, and has served on the educational committee of the Association of National Advertisers. Mr. Bolson will be in charge of special merchandising and research for the radio division of the Republican National Committee. Both men are temporarily assigned to the New York office, with definite assignments to follow.

CJXL, Kirkland Lake, Ont., has been authorized by the Canadian Radio Commission to shift to 530 and boost its power from 1,000 watts, and expects to have its new transmitter in operation in April.

Goetz Beer Discs

GOETZ BREWING Co., St. Joseph, Mo., during the month of March, begins a new series of 26 quarter-hour WBS transcription programs on 19 Western stations. The program will be em- titled Goetz Country Club, a musical broadcast. Stations are KFAB, KGMB, KMOX, KVOO, WHO, KXT, WMT, KFPR, KOA, KSCJ, KTAR, WOW, WOC, WNAX, WKY, KVOA, Foss-Turnbull Co. Inc., Kansas City, Mo., placed the account.

WJAS, Pittsburgh, was author- ized by the FCC March 10 to increase its day power to 5,000 watts, with 1,000 watts night, effective May 19.

LOCAL STORE INCREASES VOLUME 42 PER CENT

Last Fall a local clothing store eliminated several forms of advertising, put the money into time on Station WAVE... increased volume 42 per cent, "the greater part of which is due alone to WAVE!"

We'd like an opportunity to prove to you that WAVE alone can do your job in Louisville—the city that does 25 per cent of all retail business in Kentucky.... NBC

G O E T Z D R O M E N T A L B E E R

WAVE INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K.C.

National Representatives:
FREE & SLEININGER, INC.
STUDIO NOTES

THREE New York theaters are now the locus of WOR programs heard both locally and over MBS. United Cigar’s Good Evening Serenade Friday nights and the same sponsors Your Sincerely Sunday go from the WOR-Mutual Playhouse (New Amsterdam Roof Theater) to MBS, and on Saturdays Borden’s Lew Little Club is heard locally from that place. Sundays the National Amateur Night sponsored by Health Products Co. starting April 12, will be fed to MBS from the Lyceum Theater with WINS as New York key. From the Brooklyn Fox on Wednesday night WOR carries the unsponsored Husband & Wives feature, also sent to MBS, with Sedley Brown and Alfie Lowe Mikes.

CBS on March 9 started a sustaining series featuring five prominent women as commentators, appearing weekly on successive days, 9:30-9:35 a.m. The speakers are: Thyra Samter Winslow, books and cooking; Mrs. John S. Reilly, advice to mothers; Hildigade Fillmore, beauty; Grand Duchess Marie, manners and etiquette; Beatrice Fairfax, heart problems.

NEWSPAPERS in Omaha, Council Bluffs, La. and Lincoln, Neb. are using time on Central States Broadcasting Co. to push circulation of their papers. On KOIL, the Omaha World-Herald and the Council Bluffs Nonpareil now have time, while in Lincoln the Lincoln Journal and Lincoln Star have adopted radio as a means of advertising. The newspaper time on the air is either through an advertising trade agreement or a program agreement with the broadcasters.

Kendall B. McClure of WOAI ITS OWN news service, with national news supplied by INS, is being operated with considerable success by WOAI, San Antonio, which has a local news staff of five and regional correspondents throughout its service area. News editor, who also handles the mike, is Kendall B. McClure, formerly a regular commentator on Texas stations and widely known writer of fiction and radio continuities in the Southwest. McClure has also appeared on various sponsored programs with his Here and There in the Headlines. His editorial assistant is Edwin Fisher.

THE first direct network, program from Puerto Rico was heard March over MBS when Maj. Gen. March- ton Winslow, governor of the island, spoke from the radio and telephone station at San Juan. Also heard were a number of players on the Cin- cinnati baseball club, training at San Juan. The broadcast was arranged through International Telephone & Telegraph Co., which opened lines to Puerto Rico.

TWO leading Southern railways, Louisville & Nashville and Nashville, Chattanooga & St. Louis, used radio recently to contact employees unable to attend a meeting of 6,000 employees of the two roads. The broadcast, over WSM, Nashville, was brought to employees on the job by radio dealers who placed sets in railway shops and offices. In addition, the railway message was brought to the public through the telephone.

FINDING that Chicago’s late evening radio offerings are nearly 100% dance music, H. Leslie At- lass, Chicago CBS vice president, has ordered his staff to turn some of this midnight time on WBBM, CBS key in Chicago, to try new program ideas. Weather Men, featuring announcer Thomas Bartlett, who will read inst- minute weather forecasts for nearby states while Eddie House, singing organist, solute them with state and college songs. This program is broadcast nightly 1:15 a.m.

KARRY DAVIDSON, conti- nuiity editor, of WAAF, Chicago, is now writing and presenting a new feature each Tuesday, Thursday and Saturday at 10:30 a.m. Larry, billed as “The Answer Man,” asks and answers 20 questions on a variety of interesting subjects. A short interval between the question and answer is allowed to give the listener time to think of the answer.

The Buddha’s Amateur Hour, spon- sored by the Maril Dell Milk Co. of San Francisco, on KFRC, that city, is awarding an unusual monthly prize to winners. Once a month, winners of the weekly show, heard Saturdays, 8 to 9 p.m., are judged in a final competition. Amateur winning the first prize of a trip from San Francisco to New York, with three days in that city, all expenses paid. Plus a liberal dinner. One of the trip is the trip to Cuba. Each gets a CBS audition and a stage appear- ance at Radio City Music Hall. There is a waiting list of 3,000.

DES MOINES schools broadcast music courses on KSO when schools were closed ten days in February due to a coal shortage. Lesson sheets in musical appreciation were printed four mornings in The Des Moines Register. Programs were aired at 10:45 a.m. with the director of school music in charge. Studies were based on a concept of St. Louis Symphony orchestra in Des Moines.

RESUMPTION of the Utah Sena- tors in Washington broadcast after an absence of six weeks, has been announced by KDYL, Salt Lake City. The programs present the radio let- ters of Utah’s two senators, Thomas and King, telling of interesting pro- ceedings in the nation’s capital. The program marks the third consecutive year the radio letters have been broadcast.

A NEW line, announced by KOIL, Omaha, is entitled Embarrassing Moments with listeners invited to submit blushing experiences which can be accepted by the sender a dollar and they are asked to broadcast the experience. Another feature in June is Make a Dramatic official police records in which boys have played active parts in efforts to combat criminals.

KOIL, Omaha, is broadcasting safety talks by police, reports of stolen and recovered autos, and other police ques- tions under the title Omaha Police Bulletin. Important accidents are re- viewed on each of the daily programs.
WDGY, Minneapolis, has an early morning feature titled the Albroflock Parade, which features the Marine Hotel on Ascot St. in Musicland. The idea is show-wakens bands supposedly staying at the hotel and paying for their rooms by playing a recorded number in the morning. Commercials on the hour are handled as telegrams arriving at the desk of the hotel. After a background at the opening of the feature, an alarm clock rings, the hotel clerk snores, then bells ring for the orchestra. Weather and time is given by the band and then the feature is over. It is a popular morning program and the agency phones for more.

SLOVENIANS of Minnesota's Iron Range have banded together in what is considered a full-fledged version of a native program over WJFG, Hibbing, which carried it for a wire relay one minute before the program goes on the air, the announcement organizer was only 60, and the sponsor's agency is listening.

THE Pantry Parade, cooking school of WHIO, Dayton, presented for the first time in a four-hour format weekly to lowing the local police court program (most popular show in this listening area) is the latest presentation on the station. Conceived, written and produced in a weekend, it was sold to eight cooperative sponsors before the show was auditioned. Sponsors include the chain grocery company, IGA; a milk dealer, Himes Brothers; a bread company, Dayton Bread; a meat market, Sucher Packing Co.; Frigidaire; Gas Refrigerator Sales Co.; Laurel Biscuit Co., and Dayton Spice Co.

A CLEVELAND automobile dealer is broadcasting on WGAR with a straight-from-the-shoulder program in which the used car sales manager is interviewed on questions suggested by listeners.

KFVB, Hollywood, early in March started a radio beauty contest nightly at 11 p.m. with Wen Niles at the microphone. The contest, designed and written during the week, it was sold to eight cooperative sponsors before the show was auditioned. Sponsors include the chain grocery company, IGA; a milk dealer, Himes Brothers; a bread company, Dayton Bread; a meat market, Sucher Packing Co.; Frigidaire; Gas Refrigerator Sales Co.; Laurel Biscuit Co., and Dayton Spice Co.

The death rattles of a snake startled listeners to WPBL, Syracuse, during a remote from now functioning under local chairman Frank A. Black. Those intending to attend have been urged to make early hotel reservations through Edmund S. Whitten, secretary of the Advertising Club of Boston, Hotel Statler.

Don't Let Lack of Technical Training Give You the "Gong"!

The man who is better than his job requires . . . is the man who gets ahead! Lack of technical training and the entrance of new automatic equipment is going to force many operators into the background unless they realize that TECHNICAL TRAINING right now, is an "insurance policy" for the future!

Free Catalog Sent on Request

CAPITOL RADIO ENGINEERING INSTITUTE
14th and Park Rd.
Dept. B-3
WASHINGTON, D. C.

Non-Directional mike picks-up from all sides. Order yours from Graybar today!
SUPERVISING RADIO SALES
Classification of Prospects and Accounts Proves a
Business Booster and Systemizer

By EDWARD P. SHURICK
Assistant General Manager
WGY, Minneapolis

FIVE YEARS ago, when commercial sales manager for the
Minneapolis office of KSTP, I devised a system of radio
sales supervision which increased our sales materially.
It is known as the "Protected Sales System", now in use
by a number of stations.
The system is divided into four classifications: (1) assigned
accounts, (2) temporary accounts, (3) seasonal accounts,
and (4) accounts on the air. Each salesman is given a list of 31
assigned accounts which represent 31 different concerns in this
territory. These are posted on the assigned account cards.
These accounts belong to the salesman whether or not he
has taken the account, comes in by mail, or is brought in. In return
for the protection he must properly service the list.

Landing Prospects

IN TRAVELING around over his territory, the salesman
naturally runs into new business. As soon as
he finds a new prospect he calls the station and asks for
protection. A check of the cards in the "temporary account" file is made.
It does not appear on any of these cards the salesman is given
(temporary protection) and a card is filled out which goes into the tem-
porary account file. It remains here for a period of 30 days, giving
the salesman an opportunity to work up an account with the prospect.
At the end of 30 days the card comes up for attention.
The salesman either renews the prospect for another 30 days or
drops it. If it is dropped it goes to the "unassigned file" which is a list of all potential accounts in the territory.

When an account is sold it goes to the "accounts on the air file" where it remains until the contract expires. A new account is added to the "assigned account file".

A salesman may turn in any number of accounts he desires from his
assigned account file and for each one he will receive a new ac-
count which then becomes an as-
signed account. The accounts
turned in are placed in the un-
asigned account file. . . . until de-
sired by some other salesman.
The "seasonable account" file contains a list of accounts that are
seasonable in nature such as coal,
summer resorts, etc. Salesmen are
required to turn in daily reports of
calls made and these are posted on
the cards so that a permanent
record can be kept.

Some advantages of this system are:
1. It gives the salesman a defi-
nite list on which to work, without
the interference of other salesmen
or executives of the station.
2. By adding and taking off the
assigned list, the list, itself, is al-
ways active.
3. It allows the commercial man-
ger to keep his hands on the ac-
tivities of the men under him.
4. It prevents confusion due to
having three or four salesmen call
on the same account.
5. The temporary assigned file
gives the salesmen protection while
developing a new account.

Sales promotion letters are sent
out to the accounts on the assigned
account file from time to time and
these letters are signed by the
salesman that has the account to
his credit. Incidentally, salesmen
under this plan are called account
executives . . . a title which, we
find, adds more dignity to their
work.

NBC Sales Meeting

LOCAL and national spot sales promotion were discussed March
3 in New York at conferences of advertising and sales promotion
executives of NBC-owned and managed stations with William S.
Hedges, manager of NBC operated stations, E. P. James, manager
of advertising and sales promotion, and W. J. MacDonald, manager of
station relations. Among those present were H. A. Woodman and
Monte Montana, Chicago; David McKay, KPO-KGO, San Francisco.

For Better Reception

KSTP, St. Paul, is pioneering bet-
ter radio reception in that region
by its Getting the Most Out of
Your Radio series, devised by Hec-
tor Skifter, technical supervisor, John Carr, engineer, and
Thomas Dunning Rishworth, edu-
cational director. The first pro-
gram, which started this month,
demonstrated the results of cutting
off certain frequencies and asking
the listener to observe the effect on
quality of transmission. The series
is designed to help give the adver-
tiser the full advantage of his pro-
gress in improving reception and
encourages use of service engi-
ners.

DOROTHY THOMPSON, author and
 correspondents, and wife of
Sinclair Lewis, on March 17 joins
the Woman's Radio Review on an
NBC-WEAF network.

SOLD OUT
WAITING LIST ONLY
FOR SPOT
ANNOUNCEMENTS

WLBC MUNCIE INDIANA

Page 46

BROADCASTING • March 15, 1936
Rift in NAB Ranks

(Continued on page 11)

new board will govern whatever future course may be taken.

The four officers up for re-election at the next convention are
President Fitzpatrick, WJR, Detroit; Charles W. Myers, KOIN-
KALE, Portland, Ore., first vice-president; Edward J. Allen, WLVA,
Lynchburg, Va., second vice president; Mr. Levy, WCAU, Phila-
delphia, treasurer.

Members of the board of directors whose terms expire at the
convention are Arthur B. Church, KMBC, Kansas City; F. M. Rus-
sell, WRC-WMAL (NBC), Washington;
L. R. Loumberry, WGR-
WKWB, Buffalo; H. K. Carpenter, WKH, Cleveland; W. S. Hedges,
WEAF-WJZ (NBC), New York;
Gardner Cowles Jr., KSO-KRT
WMT, Des Moines and Cascade Rap-
ids, Ia. All these vacancies will
be for three-year terms.

Board members who will have
one additional year to serve are
Alfred J. McCosker, WOR, New-
aryl, Harry C. Butcher, WJSV
(CBS), Washington; John L. Gil-
lin Jr., WOW, Omaha; S. Gordon
Persons, WSFA, Montgomery, Ala.
They are the board members who will
have two years to serve are Ralph
R. Bruton, KJBS, San Francisco;
T. W. Symons, Jr., KFPP, Spok-
ane; W. W. Geedre, WMBC, Det-
roit; J. O. Maland, WHO, Des
Moinies; Edwin Craig, WSM, Nash-
villle.

Membership Problems

ON THE network-independent is-
Sue, it has been clearly brought
out that not all of the independ-
ents are anti-network insofar
as NAB affiliation is concerned. Some
of them, it is indicated, believe
that the present trouble is not all
the doings of the networks or their
irreconcilable stand.

On the other hand, the view is
freely expressed by Baldwin sup-
porters among the independents
that they feel the NAB can get
along well enough with network-
station members. They harbor
the view that the networks are much
more dependent upon the trade as-
sociation than the reverse, and that
the networks have profited greatly
from their NAB affiliations.

For example, it was brought out
that of the aggregate NAB mem-
bership of some 385 stations, only
21 are network owned and operat-
ed. The networks as such pay
nothing into the NAB coffers. Their
owned and operated station mem-
bers, however, pay on the same
pro rata basis as all other mem-
ers. The dues of these score of
stations amount to 18.9% of the
NAB's annual gross revenue.

NBC stations holding memberships
in the NAB are WEAF, WJZ,
WRC, WTAM, WGY, WMT, WBC,
KGO, KPO, WJZ, KOA, WENR,
WMAQ, KD/K. CBS members are
WABC, WBBN, WBT, WCCO,
WJSV, WKB/C, KM0X.

The Largest Lumber Mills
in the State are in
MISSOULA MONTANA
1000 Watts KGO 1250 Kc.

March 15, 1936 • BROADCASTING
opportunities at this session would be measurably enhanced.

The first witness in favor of the measure was Senator Duffy (D-Mich.) author of the bill. In a rather logical statement, he recounted how the bill was drawn and how an interdepartmental committee set up by the Senate Department had conducted two dozen conferences on it with all interested groups last year. He even pointed out that E.C. Mills, ASCAP general manager, had supported the measure in principle before the interdepartmental committee.

Universally Supported

Senator Duffy branded as “silly” the ASCAP talk about the “power trust” being behind the bill and allegations about its alliances with radio. He effectively retorted to the ASCAP denials of ever threatening taverns, dance halls or other “small users” by producing a sheaf of letters from Wisconsin businessmen which called ASCAP everything from “racketeer” to “arrogant”.

Senator Duffy told how the bill had passed the Senate unanimously last session after having been reported unanimously by the Senate Patents Committee. He related how the measure had practically universal support, and asserted that its passage was necessary in order to permit American entry into the Berne Convention, under which the works of American authors would be automatically copyrighted and protected abroad.

The measure is distinctly a compromise, the Senator declared with no one group getting all it wanted. The bill, he brought out, specifically recognizes both the author, rather than of a publisher, and is designed to protect the creator.

Stout defense of the provision which would eliminate the $250 statutory innocent infringement clause was put in by the Senator. He brought out that instead of fixing this minimum it would leave to the discretion of the courts the amount of damages for infringements, and it would remove the “palpable injustices” which the ASCAP powers as a “club” and took issue with statements made during the hearings by Sirovich in support of ASCAP.

Of significance was Senator Duffy’s saying that the Duffy Bill eliminates the power that has been used not only as a “blackjack” but also to force users to take the actions the courts would require of them. On its present powers as a club’ and took issue with statements made during the hearings by Sirovich in support of ASCAP. It would have been impossible to procure the rights of American and other nations participating in the current hearings “have supported the bill at one time or another.”

Up to the Courts

In SO many words he told the Committee the Department had instructed him to urge the committee to pass the bill. He recalled that President Hoover in 1930 first urged ratification of the treaty and that President Roosevelt in 1934 did the same thing. The Deputy Secretary of State at the Senate Foreign Relations Committee in both 1932 and last year urged ratification of the treaty.

Mr. McClure took issue with ASCAP testimony and had statements by Sirovich that entering the copyright convention would be ill-advised at this time. The treaty, he argued, would strengthen international law and give “us protection and a new armor”. Piracy in American works, he held, is encouraged by not adopting the treaty.

On the $250 statutory damage...
Mr. McClure, too, was asked to return on March 12 for further examination along with Senator Duffy.

**Looks at Gift Horse**

WHEN ASCAP resumed its theatrical extravaganza on March 3, it trouped before the Committee Rudy Vallee, crooner and bandleader. This time the bees were caught on film by radio from obscurity about eight years ago, and who by the grace of the microphone and a good man on the gains, had his whispering voice made audible over the air. The things Vallee said about the industry that made him were rather harsh.

Among other things, he warned broadcasters they might be digging their own graves by opposing ASCAP and they might “kill the golden goose,” etc. He repeated the “apellation of racketeers.” He said he hoped some day to become an “executive in radio,” and that he felt the broadcasters and others were “dead wrong” in trying to disrupt the Society.

There was all sorts of talk by Rudy about “killing inspiration” in song-writers, and that there would be no music at all if that happened. He told about ASCAP’s noble deeds, to which Rep. O’Malley interjected:

> As long as ASCAP has touched you, so have many of people been touched by ASCAP.

Then there was talk of the Duffy Bill being unconstitutional for some undefined reason. And Rep. Church broke into:

> Matter of fact, Mr. Vallee said about the Duffy Bill is unconstitutional, we don’t need this show.

Chairman Sirovich said he “objected” to calling the hearing a show. Several committee members talked at once and out of the din Vallee was heard to say that if ASCAP only gets $4,000,000 a year for music, then that is “woefully inadequate.”

That day’s session concluded with General Counsel Nathan Burkan of ASCAP bringing out that in Washington State, where ASCAP was adjudged illegal and in restraint of trade, music was being used without compensation. He revealed that ASCAP is making efforts to take the case to the Supreme Court.

ASCAP’s key witness was E. C. Mills, general manager. He said to his credit, he did not indulge in the showmanesque gymnastics of his associates but settled down to a cold exposition of ASCAP’s rights to collect. He frankly admitted he was out for all “the traffic can bear.” Many of his statements were open to challenge, however, and many of the questions asked that might have been enlightening he managed somehow not to answer.

Over the Dam

FIRST, Mr. Mills recounted why the United States should not enter the copyright union. Germany, Italy and Austria, he held, maintain conditions on copyrights that could not be tolerated by this country. He could not see how the United States could improve its position by joining the union. Personally, he declared, he had been “in favor of the Berne convention,” but “a lot of water has gone over the dam since then.”

Gradually Mr. Mills built up his case. Here is a picture theatre sold $1,560,000,000

(Continued on page 59)

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**CONSIDER-Mr. Advertiser: Northern New Jersey**

Northern New Jersey is a territory of closely knit, large, and small communities approximating 2,225,000 people who boast community pride and loyalty.

If this were all one city, what a city it would be, the 3rd largest in the United States! . . . Equivalent to the populations of

Boston . . .

St. Louis . . .

Pittsburgh . . .

ill put together.

Now WAAT exclusively caters to that local community pride and furnishes the local color that sells!

True, WAAT has a large audience in New York City, Brooklyn, Westchester, Long Island and Staten Island, but you can profitably discount that if you wish—as we do—and consider it a bonus that costs you nothing!

Northern New Jersey is a profitable market and WAAT has proved in numerous cases it delivers profitable business for advertisers in this territory with surprising economy.

No one can effectively buy to two stations at one time! . . . WAAT has its own large and loyal audience that can be made profitable for you.

WE HAVE THE FACTS

For instance, take:

**CASE HISTORY #7**

Nationally-known, poster of Bottled Fruit Juice—offered menu card—limited on a to a familiar. Only 2,000 charts were made available for distribution—yet eight, too, unusual "plug" brought 2,117 letters containing labels from his product.

**CASE HISTORY #12**

Manufacturer of that market had received 1,450 requests for booklet on care of the hair—after retouch our minute "plugs". Open follow up on one thousand listeners who received booklet, showed 535 had purchased his product—290 thought, to purchase—29 couldn’t afford it—46 did not respond to follow up.

**CASE HISTORY #19**

Local retailer with seven stores, using WAAT exclusively, showed Ed shock in business in sales for the first six months 1935 over the same period in 1934.

Specific details on request.

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**WAAT**

Jersey City, Northern New Jersey

**WFAA • WBAP**

DALLAS • FT. WORTH

**Representatives: Edward Petry & Company, Inc.**

--

The annual payroll of the industrial plants of Gadsden, Alabama, is $7,500,000 annually.

**WJBY**

March 15, 1936 • BROADCASTING
INTEGRITY . . .

A business, like an individual, can become known for its integrity. The dictionaries say that integrity means upright and honest. In plain language, it means square shooting.

The Radio Transcription Company of America has long been known for its integrity. The world-wide organization stands squarely behind each transcription whether it involves one program or many.

A radio station does not "buy a pig in a poke" when it buys a Transco production, for they are all tried and tested programs in the musical and dramatic workshops before finally performed before a real audience for the final acid test and placed into actual production.

Neither do program managers have to "dicker" on Transco prices for they are all carefully scheduled according to the magnitude of the production and the size of the station.

Transco customers never worry about the old phrase of "let the buyer beware". In its place is the modern-day slogan of "The customer is always right". Every subscribing station for Transco transmissions must be satisfied with every program it buys. They are all "custom-tailored" for all types of audiences.

Our field manager will be glad to call on you with specimen programs without obligation or expense.

RADIO TRANSCRIPTION COMPANY

HOLLYWOOD OFFICE  OF AMERICA, LTD.  CHICAGO OFFICE

1509 N. Vine Street  666 Lake Shore Drive

www.americanradiohistory.com
**MAIL MADE EASY**

**WOR System Speeds Handling**

**WOR**

THREE "mail response stickers" of WOR, Newark, are keeping sponsors happy. This new service was devised recently by James P. Mulvany, in charge of mail, and permits an accurate accounting of mail response. The sticker is pasted on each bundle of mail forwarded to sponsors from WOR each day. On its face are the daily total for that particular program, the date, and the week's total. Bundles are wrapped in packages of 100. If they are packed in smaller numbers the exact total is given on the sticker.

Each day five mailmen at WOR handle the bundling, counting and mailing. About 129 bundles go out a day. The record week found 113,367 letters received for various commercial programs. An average week usually finds about 60,000 letters.

Beside this mailing innovation, Mulvany has devised an accurate mail accounting "running record." Each sponsored program has a file card. Daily the total is changed, along with the week's total. The system goes back to Jan. 1. This enables department heads at the station or at the advertising agency to call WOR at any time and receive the latest complete totals or just the daily response. Each week a complete report on sponsored programs, sustaining programs, and individual artists is compiled by the mailing department, and sent to inter-office departments.

Perhaps the outstanding WOR "mail response sticker" is the one issued to Purity Bakeries. "Omar, the Mystic," heard Mondays to Fridays at 5:15 p.m. Announcement was made of giveaway of a mystic code. Applicants went to Purity baker dealer for applications and mailed them to the station. On Feb. 3, more than 19,000 requests flooded WOR's mail pouch. The week's total, which broke the station's existing mail-response records, was 81,396. Mulvany's men quickly assured these requests, recorded them on the index card, and wrapped the bundles of 100 for delivery to the sponsor. The sponsor received the mail and the following day.

Oyster Shell Campaign

OYSTER SHELL PRODUCTS Corp., New York, crushed oyster shell poultry feed is using one-minute daytime spot announcements twice weekly on nine stations in the East and Midwest. The stations are WLS, WCCO, WBZ-WBZA, KFEM, KFBI, KFBB, KMA, KWAS, WYAI. Contracts run until the latter part of April. Husband & Thomas Inc., New York, is the agency.

COVERAGE OF THREE PROSPEROUS MARKETS AT ONE LOW RATE!!

**SELL THE SOUTHWEST WITH SBS**

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

NOW — radio advertisers throughout Missouri are being more richly rewarded than ever before ... because Missouri incomes are up and Missourians are spending. NOW you can buy coverage of the three key markets of the state at one LOW combination RATE.

For Rates and Coverage Data Write to
Any Station Listed Below

KWTO-KGBX • KWKC • WTMV
Springfield, Mo. • Kansas City, Mo. • E. St. Louis, Ill.

The way to an Advertiser's Heart is through a profitable broadcasting program!

WBAL programs are profitable — as proven by mail returns and sales results.

WBAL is the only high-powered, clear-channel station in Maryland — 10,000 watts in a market of more than 3,500,000 listeners.

We have many success stories — write us.

When You Buy WBAL You Sell Maryland

WBAL

Baltimore

NBC Basic Blue Network

10,000 watts

1060 kcs.

National Representatives

HEARST RADIO, INC.
Duffy Bill Changes
(Continued from page 46)

worth of tickets to the public, and to ASCAP they paid one cent out of every $47. Broadcasters, he said, sold $800,000 worth of time on the air in 1935 and paid to ASCAP for its 45,000 composers ($4,000 foreign) $2,686,406.46.

In passing, Mr. Mills paid some tribute to American radio. He said this country has the best radio network in the world—the cleanest, nicest and most entertaining; it is dependable and on time, and it has the brightest men, he declared.

Of the Duffy Bill, Mr. Mills said: "This bill originally, I believe, was conceived and something to help the creators of copyrightable material—that is, original literary, artistic and musical works—as all bills are, and in the course of being discussed and prepared for enactment had tagged onto it a lot of extraneous matter, and finally became instead of an instrumentality intended to benefit creators of copyrightable material, a thing very gravelly to their detriment, which will ultimately destroy them."

Mr. Mills charged, was not written in good faith. He said it was drawn by "inexperienced" men and that ASCAP had nothing to do with it. Moreover, he said he doubted whether the United States would be admitted to the Berne convention if the bill were enacted because of the so-called "manufacturing clause" requiring publication of American works in this country. On this he brought in the American Federation of Labor, and persisted to force printing of works in this country.

Discussing merchandizing of music, Mr. Mills said that ten years ago, in appearing before the House Patents Committee, he had predicted that radio is the greatest contribution that science has made to mankind; that it will do more to bring about the brotherhood of man than anything since the Holy Bible; that it will give us a universal language, and that it will ultimately make wars impossible.

On the phonograph record royalty he declared that both theaters and actors "now come in a can". And, he added, the composer of an opera, recorded for reproduction, gets no more than the man who wrote "Who Threw Mosh in Father's Whiskers" or "Flat-Tired Papa, Mama Going to Give You Air".

Mr. Mills criticized the provision of the existing law, which would be carried on in the Duffy Bill providing a license on a per-phonograph basis. The Duffy Bill, Mr. Mills contended, is "honeycombed" with loopholes, and that would have to be tested in the courts. "Why foist upon us something we don't want?" he asked.

Help the Composer!

HE CHARGED that users of music do not want to pay anything for performing rights. Concluding his formal statement, he asked the committee to do something "real" for composers. "Do not be so concerned about what happens to the user," he admonished. "He will take care of himself. He does it very well. He is well organized, well financed, completely equipped to take care of himself."

Concluding his testimony at the behest of Dr. Sirovich, Mr. Mills gave a biographical sketch of himself from the time he taught school in San Antonio, Tex., to his organization work for motion picture exhibitors, vaudeville actors, music publishers and finally ASCAP. For three years he served as head of Radio Music Co., NBC music subsidiary which finally was dissolved, Mr. Mills then returned to his ASCAP general managership.

ASCAP concluded its case in chief with a small band of glory, with George M. Cohan. The grand old man of the stage and author of "Over There" and other tunes, wisely cracked his wise through examination. He said he did not come down to Washington to represent "any particular interests". He praised ASCAP in approved style. When Sirovich asked him whether he thought composers were being amply paid, Cohan inquired: "What do you think?" After another volley of Sirovich questions, the actor responded by asking: "What do you think?" and then explained he wanted to know what side Sirovich was on before he answered.

When Dr. Sirovich asked Mr. Cohan about the Duffy Bill and the Daly Bill, the actor snapped back: "Know Bill Duffy and I know Bill Daly."

Questioned by Rep. Daly (D-Pa.) Mr. Cohan said he felt the Duffy Bill would take away the rights of the composers. Then he said that his biggest hit, "Over There" was just a "burlesque". adding: "If I hadn't written it Thursday, somebody else would have written it.

On cross-examination, following Mr. Cohan, Mr. Mills advised committee members to look at the "general scheme of the Duffy Bill". Actually, he said, broadcasters and others seek to get control of music in foreign countries as well as here. He concluded that he felt that with the "products of the world" in music to sell, "I think I have done a lousy job."

A Sharp Exchange

BOTH Senator Duffy and Mr. McClure resumed March 12 on cross-examination. The hearing was enlivened by a sharp colloquy between Senator Duffy and Rep. Daly (D-Penn.) after the latter had used police court judge tactics in his examination. There was peremptory outburst from other committee members about the "un-dignified manner" in which the hearing had proceeded. Rep. Deen threatened to withdraw from committee membership if such procedure persisted.

First pointed the Philadelphians,

(Continued on page 53)

Women in 496,000 radio homes in the KMBC Market hear 'Magazine of the Air' five afternoons weekly. They are entertained -- they are informed -- THEY BUY! Write or wire for details

"MOST GRATIFYING both to our client and ourselves"

"participate in a women's program that SELLS! KMBC Magazine of the Air"

"Help the Composer!"

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

"FREE & SLAINEGER, INC., NATIONAL REPRESENTATIVES"

"FOR DOMINANT NEWS COVERAGE"

"BROADCASTING • March 15, 1935"
Scop Ward Enrollment Defies 1% Survey Rating

WARD BAKING Co, Brooklyn, sponsoring the Scop Ward program on CBS, recently enlarged to a 19-station network, has enrolled 500,000 children in its Scop Ward Club. Early in February the program had a rating of only 1/2 in the Cooperative Analysis of Broadcasting (Crossley) survey. Since 11 stations were used in a territory having 6,000,000 radio families, the survey indicated only 60,000 radio families listened to the program. Despite this low rating, the club at that time had 250,000 youngsters enrolled. Allowing for more than one child in a family, a figure was reached between the program rating and the number of children who wrote to the sponsor for Scop Ward badges. In addition it is pointed out that thousands of other children also tune in the program although they have not joined the club, and a large number of adults follow the adventures of Scop Ward.

Midwest in 3 Cities

MIDWEST RADIO Corp., Cincinnati, is using three-weekly quar- ter-hour studio programs in three cities to promote its line of radio receivers. In Detroit and Cincinnati, WJR and WCKY are being used to attract retail buyers into stores handling Midwest receivers. Over KNX, Los Angeles, Midwest is soliciting mail order inquiries. The sponsor's refrigerator line has not yet been promoted by radio.

Key Adv. Co., Cincinnati, is the Midwest agency.

Want a New Rich Market?

NEBRASKA

Ranks FIRST in Cash Income, Per Farm

Few other states rank so high in so many leading crops as Nebraska... that's why Nebraska folks have larger incomes than those in most other states... and that's why Nebraska is today regarded as the nation's "NO. 1 MARKET!"

SPOT RADIO SCHEDULES SHOULD INCLUDE NEBRASKA

Nebraskans are great radio fans. Spot radio programs and announcements pay unusually well. We have ample proof. Give us an opportunity to supply you with data and result-records. A letter to the association office—or any individual station—will bring you an immediate reply.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

They tell us:

"OOGH!AMOG LA STAZIONE WMGF"
"ITALIAN"
"MY CHEEZE WMGF"
"SLOVENIAN"
"VI VINYA HA WMGF"
"SWEDISH"
"ME TAHDOMME WMGF"
"FINNISH"

"We Want WMGF"
—and the Slovians, Italians, Swedes and Finns want WMGF enough for each to sponsor, by popular subscription, a one hour weekly program.

If you would sell this responsive "melting pot" audience—you, too, want WMGF, the station that blankets the Iron Range.

WMGF
HEAD OF THE LAKES BROADCASTING CO.
HIBBING • MINNESOTA •
The hostility between radio and newspapers generally were openly hostile to radio. Only one of the five daily carried daily radio news, and only two of the five had Sunday columns. Radio punished a newspaper for cooperation of any sort between newspaper and the stations was unknown. This was the picture in the summer of 1935.

WIP, in its quest for additional merchandising media for its sponsors, approached the Philadelphia Ledger to suggest that a trade agreement be made whereby WIP would receive space in the paper.

FEDERAL TELEGRAPH CO.

Radio TUBES

FAMOUS FOR PERFORMANCE

LONG LIFE • UNIFORM CHARACTERISTICS

Made under Federal Telegraph Company-Owned Patents

Federal Telegraph Co.
1023,918. B.51,667; 1,023,919. 51,667; 1,023,920. 51,667; 1,023,921. 51,667.

Half Wave Rectifier

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 permanency of the oxide coating and prevents frying. Write for catalog.

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

Broadcasting • March 15, 1935

www.americanradiohistory.com
FCC Keeping Congress Busy Probing into Rumors and Files
Seizure of Telegrams for Senate Lobby Committee Leads to Court Ruling Holding Action Illegal

AS AN ORATORICAL target for congress, the FCC is establishing something of a unique record, with separate resolutions or investigations of its activities in the upper and a third dealing with seized telegram seizures having been adopted.

On the heels of the Catholic profane poem affair, the Senate and the Willard Hotel incident, which caused introduction of a resolution by Senator Couzens (R-Mich.), Senator Borah (R-Idaho) March 9 introduced and saw adopted a resolution on the telegram seizures.

The resolution read:
Resolved, That the FCC be and the same hereby is requested to report to the Senate all activities of its agents any inspection or alleged seizures of telegrams and telephone communications or other private communications to or from any point in the United States or any orged or destroyed telegrams and that the FCC inform the Senate of what authority and under what law and at whose direction the action taken.

This grew out of the disclosure that there were, of Western Union and Postal in Washington had been examined by agents of the Black Lobby Investigating Committee of the Senate under laws of the FCC and with the assistance of FCC clerks. It was attacked in both House and Senate and by other political groups as a "reprehensible" and as one in which the FCC had no authority to undertake.

At its meeting March 11 the FCC appointed a committee of one, headed by Commissioner Norman S. Case, as chairman, to study the Borah resolution and to report. Several days, it was estimated, would be necessary to complete the work. Other members are Commissioners Walker, Stewart and Sykes.

Ruling by Court

IT WAS learned that the FCC at a full Commission meeting on Sept. 26 adopted a minute instructing Commissioners Irwin Stewart, chairman of the Telegraph Division, to examine the telegram files relating to lobbying messages and activities under investigation by the Black Committee. This was done upon motion of Dr. Stewart.

So far as known the Black Committee did not ask for these files or direct the FCC to do so. If that is so, according to legislative authorities, the FCC was legally without power to make the seizures in the name of the FCC. The examinations were conducted in September. Some 5,900 private telegrams, including those of a personal or confidential nature, were understood to have been examined.

There were prompt reactions in the press. First, Jouett Houch, head of the American Liberty League, went on the air to attack the procedure bitterly. Then Rep. Wadsworth (R-N.Y.) blasted forth in the House, charging that
BROADCASTING • March 15, 1953

MARCH 1 TO MARCH 13, INCLUSIVE

Decisions: March 3

Applications Granted: WMFJ, Daytona Beach, Fla.—New 1 kw license to Philadelphia, Pa., received. WDAM, Brookhaven, Miss.—New 5 kw license to Brookhaven, Miss., sustained. KFWX, Austin, Tex.—New 50 kw license to Austin, Tex., reverse. KEV, Des Moines, Iowa—New 100 kw license to Des Moines, Iowa, sustained. WBT, Nashville, Tenn.—New 5000 kw license to Nashville, Tenn., approved.


Applications Dismissed: WTMY, E. St. Louis, Ill.—Application for 1500 kw to E. St. Louis, Ill., dismissed. WNTY, Ft. Worth, Tex.—Application for 500 kw to Ft. Worth, Tex., dismissed.

Examiners' Reports: WIL, Urbana, Ill.—Granted 15 kw license to Urbana, Ill., sustained. KFCC, Los Angeles—Granted 10 kw move to WRMN, Cal., sustained Examiner Ellingsen.

WBC, Bloomington, Ill.—Granted 100 kw license to Bloomington, Ill., sustained. WBUU, Anderson, Ind.—Granted 100 kw license to Anderson, Ind., sustained. WMLJ, Iselin, N. J.—Granted 500 kw to Iselin, N. J., sustained. WMMJ, Miami—Granted 100 kw to Miami, sustained. WAFJ, Yuma, Ariz.—Denied reconsideration and extension temp. auth. to Yuma, Ariz., sustained Examiner Walker.


APPLICATIONS GRANTED: WJDK, Dayton, Ohio—Sustaining Examiner Bramhall.

APPLICATIONS DISMISSED: WJRT, Lansing, Mich.—Application for 100 kw to Lansing, Mich., dismissed. KFWX, Austin, Tex.—Application for 5000 kw to Austin, Tex., dismissed. KFWX, Austin, Tex.—Application for 100 kw to Austin, Tex., sustained.


Major Bowes Declared Balk ing at Renewal of NBC Artists Contract

WITH the Major Bowes Amateur Artist contract, expired by Chase & Sanborn, observing its first anniversary on the NBC-WEAF network this month, it is learned from reliable sources that Maj. Bowes is contemplating refusing to renew his present agreement with NBC whereby NBC units are authorized to use the Chase & Sanborn show. The present contract with the Artists Service expires April 14.

The booking situation, however, has no connection with Chase & Sanborn’s NBC contract, it was said, the proposed change affecting only the theater units, of which 14 are now on the road and which are said to have had gross billings of about $600,000 since last July. The theatrical grosses were largest during January and February of this year, and at the present rate may run around $1,500,000 for this year. The theatrical units are Maj. Bowes’ personal property.

Major Bowes is said to be opposed to paying NBC its 10% commission in the belief that he can handle them himself from his own Broadway office. NBC since last July has serviced and exploited the amateur units, with Murray Bloom of the Chase & Sanborn organization and Rubey Cowan assigned to the job.

That the amateur cycle would have lasted as long as it did, or that it would reach the pinnacle of popularity it has enjoyed, was a surprise to all in the radio field, and it is also well known that Bowes’ road show rests largely on his radio show’s popularity for their drawing power. Despite his differences with NBC, it is entirely unlikely that Maj. Bowes will attempt to take his program to another network in view of the expense and build-up Chase & Sanborn has extended to it.

Brooklyn Case Deferred

ANOTHER month’s postponement of the hearing on the so-called Brooklyn cases was ordered by the FCC at its general session March 11. The next session is May 7 at which the entire case involving a dozen applications, will be reopened.

New York Women Honor Margaret Cuthbert, NBC’s director of women’s activities, Miss Margaret Cuthbert, has just been honored by being selected for the New York League of Business and Professional Women as one of the League’s 24 “women of achievement”. Miss Cuthbert, who has been with NBC for ten years and who will be one of the honor guests at a banquet March 18, was recognized, said the League, “for her sympathy and understanding to the needs of women and women’s organizations on the radio.” Another NBC woman executive, Claudine Macdonald, was selected to speak on opportunities for women in the radio field to women students of the Syracuse University senior class at a vocational aids conference March 12. Mrs. Macdonald has been a director of the NBC Women’s Radio Review since 1929.

Publicity Firm Expands

PUBLICITY ASSOCIATES, Empire State Bldg., New York, announces the opening of a new de
ing office for radio publicists and special broadcast events. The department will be under the supervision of J. Fred Coll and Miss Betty Glenn, Coll was formerly director of publicity and special features of the American Broadcasting System and WMCA. He has been a member of Publicity Associates for more than a year. Miss Glenn was formerly of the NBC press department and is also former publicity director of WMCA.

MEETS EVERY REQUIREMENT

Type 731-A Modulation Monitor

OF THE FEDERAL COMMUNICATIONS COMMISSION

Check these features against the Commissions Rule 139, as amended on October 29, 1935, Section D:

★ A d-c meter for setting the average rectified carrier and for indicating percentage carrier shift during modulation.

★ A peak indicating light which flashes on all peaks exceeding a predetermined value.

★ A new-type high-speed meter indicating continuously the percentage modulation either on positive or negative peaks, selected at will.

The Type 731-A Modulation Monitor is priced at $195.00

Write For Bulletin X-3512-B

GENERAL RADIO COMPANY

CAMBRIDGE

MASSACHUSETTS
NEWSPAPERS AID
WBIG in Cooperative Series — For Nearby Towns
COOPERATING with 23 weekly and semi-weekly newspapers, WBIG, Greensboro, N. C., has started a program entitled, Our Neighbors, Tuesday and Saturday mornings. Salutes are given to communities represented by the newspapers, and items of general interest are selected and broadcast with the permission of these papers. Many readers of these newspapers appreciate the cooperation of WBIG, and a large number of letters are received commending the program.

In addition to helping the communities served by cooperating newspapers, a talent contest is being made. Two or three composers have sent to WBIG original compositions being tried by Lew Gogerty's studio orchestra, most notable of which is "Carolina Waltz". WBIG receives each week more than 30 community newspapers that are read, clipped and in many cases filed for future reference.

CIGARETTES were given away for the first time on a network recently when Axton-Fisher Tobacco Co., on its MBS program Cafe of the Red Rug, offered listeners a free pack of Spuds for the asking. More than 10,000 requests were received in two days at WOR, Newark.

300 POSTPAID
(Your Name in Gold 25c Extra)
BROADCASTING
National Press Bldg., Washington, D. C.

Du Pont Disc Drive
E. I. DU PONT DE NEMOURS & Co., Inc., New York (paint) or March 9 started a WBS quarter-hour transcription series title Paint Parade, twice weekly, on WSMB, New Orleans, and WJA Jacksonville, Fla. Another group of stations is to be added the week of March 16, with still more being included April 6 until the number is about 20. Batten, Barton, Durstine & Osborn Inc., New York, the agency.

ADAMS Sponsors Fights
ADAMS HAT STORES, New York, broadcast blow-by-blow descriptions of the last two fights staged at the Madison Square Garden over WMCA and members of the Inter-City group. On Ms 6 the sponsor will broadcast rundown description of the Tor Canteroni-Jimmy McLarnin bout.

Sam Taub again will do the announcing. WMCA, WPRO, WCBS, WMEX, and WIP will carry the broadcast. Mazon Inc., New York is the agency.

CLASSIFIED ADVERTISEMENTS
Classified advertisements in Broadcasting cost 75c per word for each insertion. Cash must accompany order. Four times 25th and 10th of month preceding issues.

Situations Wanted

Engineer and Press Operator — with experience and proven record, dual position with progressive station. Box 4, Broadcasting.

Program director, writer, production announcing. Eight years radio. Ten years theatre. Box 454, Broadcasting.

Operator, graduate of R. C. A. Institute; now employed as engineer of 15 station. Young, ambitious, conscientious, good references and willing to start small salary. Box 455, Broadcasting.

Cleveland trained announcer, actor — director, can handle production, continuity and any announcing. Single, available. Reference Box 456, Broadcasting.

Newspaperman, 14 years experience, desires station connection — news editor, commentator, both. Midwest preferred. Young, married, reliable. Box 457, Broadcasting.

Thoroughly competent engineer-constructor: three years with 100 watt 5 kW, stations; familiar with deemphasis, desires position. Go to where, available immediately. Age 24. Box 458, Broadcasting.

Licensed Broadcast Technician desires position with progressive station, or new or old chief engineer of small station. Good education, seven years experience with 100 watt station, Box 459, Broadcasting.

Program director with experience — musical director — continuos writer-coach, coordinator. Property developed programs will increase sales among scope of listeners. 8 years chain and independent stations. Empire College degree. Box 460, Broadcasting.


Wanted To Buy — Equipment

UZ-4210 B. C. A. transcription turntable. Address Box 462, Broadcasting.

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET
NEW YORK, N. Y.
"Oh, I wouldn’t tell that one, dear"

Remember that prickling sensation which presages the narration of a naughty number—in the wrong company? A number which would strew them in the straw in the livery stable, perhaps, but which would put the chill of death on the Saturday Evening Whist Club? Of course you do.

And your almost audible relief when the raconteur’s wife sensed the situation and sweetly signed Him Off! “There,” you said, as your ears cooled, “is a woman!”

Multiply this danger by Millions

Perhaps you have never paused to reflect that the same danger is constantly present with radio. That the blight of the misplaced bon mot is apt to cause Red Radio Ears in not one American home, but in millions. That certain subjects which bloom beautifully and naturally on the shelves of the nation’s pharmacies wither and die when introduced as dinner topics.

Here at NBC, we make it our job to fend off Red Radio Ears. We keep the family circle soothed and entertained.

Not with any idea of setting ourselves up as a Board of Advertising Morals, but with the conviction that common sense and good taste are ageless. Our Audience Mail Department confirms us—daily. You’d be surprised to learn how evenly the national common sense and good taste are buttered across the country.

Portland dittoes
Park Avenue

The word that puts the delicately attuned ears of Park Avenue into the red also tints the ears of Portland, Ore. The exaggerated claim that draws a Bronx cheer north of the Polo Grounds will draw its counterpart—like an echo—in the suburbs of San Diego. The derogatory reference (“Dirty dig,” to you boys in the back room) is as swiftly resented in Seattle as in Savannah.

We’re both playing ball for the same team—the advertiser!

NBC is greatly heartened by the cooperation of clients and their advertising agencies. Much remains to be done, but we are on the right track. So far as we are concerned, Red Radio Ears will yet be but a memory—one with red flannel underwear!

NATIONAL BROADCASTING CO., Inc.
AN RCA SERVICE • NEW YORK • CHICAGO • WASHINGTON • SAN FRANCISCO
THE huge studios of WGN, which cost a large sum, are completely equipped with RCA apparatus.... When the new studio project was conceived, it was determined that money would be used unsparingly in order to achieve the very best results possible in the art of broadcasting. The building itself is an architectural gem; its interior a masterpiece of collaboration by architects, engineers, decorators; and its equipment is the finest obtainable.... Thus this nationally-famous 50 kw. station joined hands with RCA for the perfection of program quality.... When planning to enlarge or modernize your facilities, remember that WGN, one of the greatest stations in the country, able to buy the best, chose RCA equipment. Think also of the fact that RCA can equip stations of any size with apparatus that is simple in operation, rugged, dependable and economical in both first cost and operation.