17 MILLION PEOPLE spend billions to buy these products*

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<th>Automobiles</th>
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<th>Insurance and Financial</th>
<th>Tobacco Products</th>
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<td>Personal Finance Co. of New York</td>
<td>Bath's powder</td>
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<td>Calox Tooth Powder</td>
<td>Milton Bradley's &quot;Easy Money&quot; Game</td>
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<td>Comet Rice</td>
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* Advertised over WOR in March, 1936
The Senator says:

"I'm—uh—er—My record reeks with —er—uh—er—speaks for itself! Uh— I hope! Uh—I have come to New York to starve to death—er—to start a revolution—no, I mean to start at the—uh —the top, by gosh! I stop for nothin', and I'm gonna shoot the works—I'll show 'em a thing or—uh—stuff—maybe!

"And, I view the—uh—THESO— so what—I mean THESAURUS—uh— with—uh—out—hesitation—desihation —quiet—QUIET—hesitation and I—bink—link—mink—I mean think it one of the stand out—stand in—uh—outstanding—program services—next to me—my friends—I mean myself—for the people—by the people—yessir—you can vote on it."

FRANKENSTEIN FISHFACE

A SPECIAL PROGRAM
Appropriate music for Palm Sunday and Easter by the Trinity Choir is being released to THESAURUS subscribers this month.
Walter J. Neff and William Rogow
formerly of Station W OR
announce the formation of
Neff-Rogow, Inc.
specializing in radio advertising
with offices at 30 Rockefeller Plaza
New York, New York

Circle 7-4291
Besides being America's pioneer broadcasting station, WWJ possesses the unique advantage of a 63-year background of public relations experience. Many of WWJ's staff have been newspaper trained and have an expert insight into public wants that could be obtained in no other manner. Among the programs that make WWJ the most popular in the rich Detroit trading area are the following:

HERSCHELL HART'S "Gossip of the Stars" reveals the same first-hand knowledge and intimate association with the celebrities of radio that has made his "Air Gossip" column in The Detroit News one of the most widely read and oft quoted by "insiders" as well as the public.

C. C. BRADNER'S twice-daily broadcasts of news edited from the columns of The Detroit News are delivered in a manner and style so different and distinct that in every survey of program popularity ever taken in the Detroit community, Bradner has not only led ALL other newscasters, including the big names of radio, by wide margins, but has ranked right near the top, in audience preference, of all programs.

TY TYSON'S many years of baseball and football broadcasting have made him easily the outstanding radio personality of the community. Always in step with the popular trends and knowing the great interest Detroit has in this year's Tiger team, WWJ has sent Ty to the training camp at Lakeland, Florida, from where he sends a daily bulletin to be broadcast each evening. Like all Ty's broadcasts, this has become an exceptionally popular feature.

MAXINE TELLER, WWJ's Home Economics expert, has that rare gift—only too seldom to be found—a woman's voice that sounds truly pleasing over the air. Miss Teller has a rich contralto voice with cultured, polished accents. She combines with it an extremely intelligent and interesting treatment of drab household matters that sets her program entirely apart from the many others that attempt this difficult part of radio programming.
WHEN THE BIG LOCAL ADVERTISERS OF THE TWIN CITIES BUY RADIO

they favor KSTP

IN FACT THEY SPEND 25.4%

More Dollars On KSTP Than On Any Other Station

KSTP talent and production staff produce 67 commercial shows of 15 minutes or more each week—a greater number than any other Twin Cities’ station.

KSTP talent and production staff produce 136 commercial shows weekly of 5 minutes or more—a greater number than any other Twin Cities’ station.

KSTP received contracts from 70 nationally recognized advertising agencies from coast to coast during 1935.

For Rates and Schedules, Address: KSTP, MINNEAPOLIS-ST. PAUL, MINN., or our NATIONAL REPRESENTATIVES; in New York—Paul H. Raymer Co. ... in Chicago, Detroit, San Francisco—John Blair & Co.


www.americanradiohistory.com
If you’ve never given us an opportunity to help you out of a jam, we believe you’ve missed a new experience. How? Well, it’s hard to explain. It’s the experience of being *worked for* by guys who regard your well-earned respect and goodwill as an essential factor in their business lives, rather than seeing you as a possible victim to be fattened up for the slaughter—"sold."

That’s badly expressed, but the idea is that we really want to be in the position of sincere, trusted and helpful co-workers with anybody who’s trying to do an honest job in radio. We think we can be that to you, if you’ll let us. Will you give us a ring?

**FREE & SLEININGER, INC.**

Radio Station Representatives

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<tr>
<th>NEW YORK</th>
<th>CHICAGO</th>
<th>DETROIT</th>
<th>SAN FRANCISCO</th>
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<td>WGR-WKBW</td>
<td>WIND-Gary</td>
<td>WAVE</td>
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<td>WJJD-Chicago</td>
<td>Kansas City</td>
<td>Los Angeles</td>
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Page 6

**BROADCASTING * April 1, 196**
BS Consummates Agreement to Buy KNX, Los Angeles Pacific Coast Key Outlet

Volving the largest station purchase in history, NX, Los Angeles 50,000, has been sold to CBS, subject to FCC approval, for $1,250,000, as reported price of $1,250,000 would be paid in four installments over a four-year period.

The sales arrangement was consummated in New York on April 19, after several days of negotiation, by Guy Carlson Jr., president and principal owner of Western Broadcasting Co., with William Paley, CBS president, and their network officials.

The entire arrangement is based upon FCC approval of the transfer and also is conditional upon renewal of the NX license, now issued on a temporary basis because of programming citations. It contemplates substitution of KNX for WX as the Los Angeles outlet for CBS, effective next Jan. 1, at which time the current CBS contract for use of the Don Lee Network as its Pacific Coast anchor expires.

It is believed other stations of the Don Lee-California network simultaneously will sever their CBS affiliations.

The KNX purchase arrangement as been brewing for several months. G.A. Richards and Leo Fitzpatrick, principals owners of WJR, Detroit, and WGAR, Cleveland, had been in negotiation with Mr. Earl but that deal fell through, is understood, because of failure to agree upon terms.

West Coast Plans of CBS

When these negotiations petered out, CBS took them up itself. So far as known, CBS does not contemplate passing operation to the Richards-Fitzpatrick organization, but intends to build its own Pacific Coast organization around KNX. This, however, probably will not definitely work out until Mr. Earl procures approval of the transfer from the FCC Broadcast Division.

CBS, it is reported, long has sought a high power, clear channel outlet on the Coast to place it in a better competitive situation with NBC. It has only one such station in the entire Western area — KSL, Salt Lake City, an affiliated outlet. NBC on the other hand, has KOA, Denver; KPO and KGO, San Francisco, all of which it operates, and KFI, Los Angeles, and KJR, Seattle.

Heard Radio Buys Three More SBS Stations, Acquiring the Entire Group

Heard Radio Inc., subsidiary of the publishing interests headed by William Randolph Heard, has concluded arrangements for the purchase of three more units of the Southwest Broadcasting System. This was learned March 25 from entirely reliable sources, although the details of the deal and the prices paid for the stations were not disclosed.

Subject to FCC approval of the transfer of ownership, Heard Radio thus acquires KTAZ, Fort Worth; WACO, Waco, and KOMA, Oklahoma City. These are in addition to KTXA, San Antonio, and KNOW, Austin, which Heard Radio purchased early in March for $50,000 and $40,000, respectively.

Whether the SBS network will be maintained as such will depend upon Heard plans, but it is reported from Fort Worth that the network is now merely carrying out its chain commercial commitments.

With its acquisition of all five of the Southwest units, it is assumed that Heard will assign Elliott Roosevelt, son of President. who on March 10 became vice president of Heard Radio and president of the GXSA and KNOW, now operating companies, as directing head of all the stations. This assumption would appear to be confirmed by Young Roosevelt's statement that he intends maintaining his home in Fort Worth, where since last September he has been vice president of Southwest Broadcasting System.

Except for the San Antonio Light, Heard has no newspapers in the cities in which the stations are located. This marks a departure from his original policy of seeking to acquire radio outlets in

(Continued on page 66)

www.americanradiohistory.com
Radio Flood Service Brings Lavish Praise

By J. Frank Beatty

Stations Turn Over Entire Facilities to Aid of Public; Lives Risked; Elements Defied in Battered Regions

HELP and comfort for millions of flood victims, caught in the wild waters that submerged scores of cities from Maine to the Carolinas and from the Atlantic to the Midwest, were provided in heroic manner as radio set up without preparation the most elaborate system of communications and relief in the history of major national disasters.

With no thought of cost or lost revenues from sponsors, broadcasters stopped everything and turned over their facilities to the public service. When all other means of communication had failed, stations in flooded areas stayed on the job, night and day, to broadcast warnings, to serve as a clearing house for information, and to set up Red Cross facilities.

A fortnight after the worst had passed finds stations back to normal again, for the most part, although some are still limping along on crippled equipment. A number of stations were torn off the air, but in most communities there was reception from at least one nearby station. In many cities power was cut off, and for a time only automobile and battery sets were in operation.

Radio Was Ready

THE STORY of broadcasting service is being told by a million mouths. Red Cross and all public and civic agencies lavish in their tribute to radio. It is a natural network out of a mass of public and of professional in cooperating for the public good, and to explain how by the dissemination of valuable and authentic news reports of current conditions; by the alleviation of fear and anxiety, and by the prevention of the spread of disease through the publication of health regulations; and by bolstering the morale of the community by the presentation on the air of community leaders responsible for that morale, broadcasting too has had the definite share in making the past few exciting days easier for all.

When WTIC Heeded Cries of Distress: A Saga of Public Service and Loyalty

SURROUNDED by flood waters that devastated Hartford and sections of New England, Paul W. Morency, general manager of WTIC, wrote this graphic eyewitness account of the debacle, explaining how WTIC and Hartford did about it. Here is his story, written as the water began to subside.

By PAUL W. MORENCY

General Manager WTIC, Hartford

AS WE look across the troubled panorama of our people's hasty retreat from rising waters—light, heat and transportation—their fears and anxiety for the safety of friends and loved ones, certain constructive forces hitherto unnoticed in the bustle of relief activity begin to make us realize how we got along as well as we did. And why.

Radio stations cooperating for light, heat and transportation—also their fears and anxiety for the safety of friends and loved ones, certain constructive forces hitherto unnoticed in the bustle of relief activity—began to make us realize how we got along as well as we did. And why.

When you consider how modern broadcasting is dependent upon electric power and how most of Hartford was without power for days, you will well understand how it was that WTIC—owned and operated by the Travelers Insurance Company—has been in constant and continuous operation during the flood period, the only station in the conurbation able to do so. Hastily organized to meet the emergency, the engineers at the station's transmitter ten miles from Hartford were able to cut in on electric power from neighboring cities less affected, and there was a regular power finally failed—as (Continued on page 60)

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BROADCASTING • April 1, 1937

www.americanradiohistory.com
Pittsburgh, s.laying a varnings 1l'he 3c, ilbur, (ommunication.

A FEW MORE INCHES—And the dog house of WJSV, CBS Washington station, would have been in the Potomac. Water rose almost to the tuning inductances. Just a bit more and WJSV would have been without its transmitter, located on the Potomac near Alexandria.

Harmonizing the Flood DESCRIBING flooded Po
tomac waters from atop the Washington Monu
ment, Shannon Allen, NBC Wash-
ington, Goodwill靓丽
ness. It was our hope when
discussed last Thursday that we would have the cooperation of Lowell newspapers in bringing all information to our cooperating brethren. Thus, cooperation, and although our fa-
cilities were overtaxed with emer-
dencies, they were able to broadcast factual news which we believed important. We have at-
temptsed to present these bulletins in such a manner as to give an accurate picture, without causing undue alarm or panic. At this point we wish to thank the Lawrence Telegram for the bulletins they furnished us.

WLCW was in the center of the Merrimack Valley flood area and was not far from a power plant which supplied an emergency line to Boston. Early in March 19, Yankee stations were on the air. Like other Yankee stations it was unable to communicate with Boston properly. There was some trouble, Yankee reported, but its broadcasts were heard regularly. Broadcasts of a gasoline-driven generator obtained in Boston and shipped by highway to the station. At 12:45 p.m., on March 18 that the Greenwood Dam at New Har
tford, Conn., had let go, WDCR, WLS and WMAS assembled transmitters to pile sandbags in different areas, as well as to give relief and rescue activities were coordinated through WFEA, with the aid of Jack Doolittle, chief operator of WFEA. Day and night, the station operated. A crew of 1400 emergency workers to pile sand-bags and perform relief work continued to operate from neighboring cities less than half an hour after the main source

transmitters were lost for a time, as well as the power supply, but electric and telephone companies sent out emergency crews who re-stored service after a few days. Authorities ordered them to give pri-

Emergency bulletins were broad-
cast from the governor's office and all relief and rescue activities were coordinated through WFEA, which was the only outlet for the Flood. It was on the Merrimack River. The station organized a crew of 1000 emergency workers to pile sand-

At the time of the disaster, all its offices were without power and all relief and rescue activities were coordinated through WFEA, which was the only outlet for the Flood. It was on the Merrimack River. The station organized a crew of 1000 emergency workers to pile sand-

Thousands of Messages WLLW, Lowell, Mass., broadcast some 2,000 emergency messages during the flood period. In addition to its formal broadcast, the station provided help to many of the public and relief agencies. In addition it broadcast constant news bulletins. In a broadcast of Don Keever of WLLW, in a broadcast March 22, said: “It was our hope when
discussed last Thursday that we would have the cooperation of Lowell newspapers in bringing all information to our cooperating brethren. Thus, cooperation, and although our fa-
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WLCW was in the center of the Merrimack Valley flood area and was not far from a power plant which supplied an emergency line to Boston. Early in March 19, Yankee stations were on the air. Like other Yankee stations it was unable to communicate with Boston properly. There was some trouble, Yankee reported, but its broadcasts were heard regularly. Broadcasts of a gasoline-driven generator obtained in Boston and shipped by highway to the station. At 12:45 p.m., on March 18 that the Greenwood Dam at New Har
tford, Conn., had let go, WDCR, WLS and WMAS assembled transmitters to pile sandbags in different areas, as well as to give relief and rescue activities were coordinated through WFEA, with the aid of Jack Doolittle, chief operator of WFEA. Day and night, the station operated. A crew of 1400 emergency workers to pile sand-bags and perform relief work continued to operate from neighboring cities less than half an hour after the main source

transmitters were lost for a time, as well as the power supply, but electric and telephone companies sent out emergency crews who re-stored service after a few days. Authorities ordered them to give pri-

Emergency bulletins were broad-
cast from the governor's office and all relief and rescue activities were coordinated through WFEA, which was the only outlet for the Flood. It was on the Merrimack River. The station organized a crew of 1000 emergency workers to pile sand-

at the time of the disaster, all its offices were without power and all relief and rescue activities were coordinated through WFEA, which was the only outlet for the Flood. It was on the Merrimack River. The station organized a crew of 1000 emergency workers to pile sand-

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www.americanradiohistory.com
C. & O. Flood Spots

"The Chesapeake & Ohio Railroad is open and safe!"
With this dramatic announcement, spotted as closely as possible to news bulletins and broadcasts from the flood-stricken areas, C. & O. big radio user, kept the public apprised of the condition of its road, which fortunately escaped the flood's ravages and which had to be used by other railroads in their re-routing. Spots were kept in good taste, the railroad considering it a public service to apprise the public that its facilities were still available when other roads went out. In addition to its regular scheduled traffic, the C. & O. bought special time on WRC, WJSV, WMAQ, WOR, Washington; WPCY, Cincinnati; WFBM, Indianapolis; WHAS, Louisville; KFRC, Houston; KVO, Tulsa; WREN, Lawrence, Kan., and KSD, St. Louis.

was braving the Johnstown elements, Pittsburgh's troubles and water were piling up at a mad rate. The waters that engulfed Johnstown and raised Allegheny tributaries went on a rampage and teaming with the Monongahela, inundated much of downtown Pittsburgh until it had submerged street cars and reached the second floor of department stores.

Out of the Frying Pan

The thrill of rising water swept down the Ohio, and Luther and Saviers, who had just started to catch their breath after the Johnstown escapade, were dispatched to Wheeling along with Ed Sprague, announcer. Late in the night of March 19 they reached a suburban hamlet where the Frying Pan and Wheeling and the Ohio train to Wheeling. Heading for the telephone office, they connected their pickup unit and went down the streets. Saviers walked backwards holding the unit, Luther was in front at the dials and Sprague walked alongside holding the microphone. Soon they were on an NBC-WJZ network.

Later on a more permanent flooded Wheeling. Among novel sights was that of traffic light blinking on schedule beneath the water which was holding traffic to a standstill.

Back in Pittsburgh utilities were installing emergency service March 19 and by the next day the city saw the painful return to normalcy.

The story of WCAE, operated by a group of ex-KDKA men, is a thrilling tale of service. When waters passed flood stage March 17 WCAE began broadcasting their reports hourly every quarter-hour.

Telephones calls soon engulfed the studios and special five and ten-minute broadcasts were devoted exclusively to flood news. March 18 national interest began to focus on the Parade was fed to CBS, with Norman Twigger facing the threat moments of the Yellow River. As described from the 21st floor of the William Penn Hotel, the water lapping the second-story windows bowed down.

Telling the News

MBS carried two more new programs from WCAE that day. The Mutual News and the NBC-WEAF networks were fed special flood programs even after WCAE was unable to broadcast in hours due to inundated power plants.

Staff men in the street phone in the conditions which were dispensed with official warnings as telephone reports from outlying towns. Incoming calls in their offices flowed out going out.

After news service wires were down, professional amateurs relied wholly on those assigned to 1l streets and on calls from persons in the material. The Mutual News Parade programs was published in New York papers. eager to get flood news, WCAE was favored.

Resuming local broadcasts March 19, WCAE found it was serving a far-radii and battery set audience in Pittsburgh. On short notice that night it ranged a remote pickup from the William Penn Hotel to broadcast impressions. Hugh S. Johnson, stranded in a hotel, Rogues Flats district Red Cross director, broadcast also was fed to Mutoscope. WCAE's studios are located within 12 miles of the Monongahela River and not far from an point where it intersects the Allegheny to form the Ohio. The staff carried on until 3 March 18 when the power failed. The station moved in and out of the third floor studios in the hotel which had been flooded. The lobby was being immersed. At the hotel with glasses, WWSW soared in the progress of the flood, cooperating with the Red Cross, Army and Red Cross.

The station was off the air hours, reopening with temporary studios in the Oakland section hall when the main station was under the 21st floor of the Keystone hotel were beyond reach. The set was used for a week, according to Frank Smith, manager. The Red Cross 23rd floor was trying to find out what happened to WJAS, which would the air when the flood got down to town.

The disaster at Wheeling, Va., and the contribution WWVA are described in a separate...
eady in advance—NBC's Washington staff was ready a day in advance of the expected Potomac flood crest with crews and remote equipment. Here are engineers waiting to take off for flood points. Left to right, P. I. Merryman, W. H. Chew, J. A. Ullman, F. Fugazzi, A. E. Johnson (division engineer); Reigh Williams (in foreground), with their remote equipment.

At 2:30 March 18 the auxiliary transmitter was tested. To learn if it was reaching listeners with battery sets, George E. Joy, manager, suggested that car owners be asked to toot their horns. Faint toots were heard from windows and WRAK knew it was on the air again.

All the time the water was rising and the studios in the Sun Gazette building were just four blocks from the water line, surrounded by a raging torrent.

When a blast shook the Wakenhut Ice Cream plant, two blocks away, clouds of smoke boiled skyward to add to the misery but the WRAK staff worked on, too tired to leave. The WRAK tower and building were in four inches of water. Later engineers strung a wire from the power plant headquarters a half block away by throwing the wire to a rowboat which carried it to the plant. This permitted contact with the Gazette amateur transmitter as well as outside cities. This was the only telephone contact in the city.

WRAC facilities were offered to the Red Cross and George R. LaPine, chairman of the community disaster committee, went on the air with an announcement of the situation, an explanation of what to expect and what to do. Arrangements were made with Mayor Charles D. Chast, A. R. McGowan, chief of police, and installed with WRAC.

No Other Communication

ALL THE TIME the WRAC staff was in action, informed and entertained, Stranded employees of the Sun Gazette and the Sears-Roebuck store, one first floor took refuge above in the WRAC studios, some 50 being quartered there with only five cots available. Annunciators were in the newsroom on relay, a function of display, giving cheerful smiles and giving assurance to WRAC listeners.

With contact established to the Gazette station, rescue work was directed and hundreds of lives were believed to have been saved. Messages were received by plane, boat, scouts, notes tied to rocks thrown from building to building, flashlight signals and more than a hundred messages in bottles were picked up from the water.

director Blake Minor had a few visitors moored their boats at the fourth step in the WRAC hallway and at 8:20 a.m. Quentin Beague, newspaperman, the first visitor, went on the air. Only one minute of music was broadcast in the next 18 hours. Thousands of messages of encouragement to those stranded were received and sent out.

The station was the only means of communication for the fire department, police, health authorities and Red Cross. No newspapers were published until March 21.

Outside operators came to the assistance of WRAC's staff, among them Harold Swarts, operating WELL, amateur station, and John Larson, ex-army operator. William Szendrey, operating WSLMY, established contact with WRAC. A portable transmitter was set up at Curtin Jr. High School, located on a hill and serving as relief headquarters.

Martial law was declared when looting began. On and on went WRAC, direct to relief agencies, calling police cars, sending fire alarms, calling ambulances, summoning doctors and cheering a break in the drive.

Alys Kramer, secretary to Mr. Joy, and Lillian Lupton, studio manager, were among persons who were in the studios during the trying period, corralling meager food supplies and cooking with an electric plate. Until the provisions were sent in from listeners, they were limited almost to coffee and crackers.

Sleep was impossible and drinking water was scarce, being boiled a quart at a time. After a hundred or so hours of continuous service announcers' voices sounded like fog horns. No member of the staff had more than 15 hours of sleep in 151 hours of continuous service.

Work of All Sorts

ANNOUNCERS were Paul Breining, chief announcer, Harry Fisk and Frank Considine, forming all sorts of duties around the studios. Oscar Linn, sales manager, and John Metzger, salesmanager at the microphones, Dr. Solomon Wolfe, sports announcer, spent two days working for police and then the WRAC phones. Manager George E. Joy never let up a minute in encouraging and guiding the emergency that was from the moment J. Wright Mackey, program director, stopped long enough to send a thrilling description to BROADCASTING, although he confessed his head was swimming and he hardly knew what he was doing.

While all sorts of false reports of the Williamsport flood and fire were being published, WRAC contacted Dr. George E. Joy, person of the Sun-Gazette, and sent AP what was true to have been the first authentic press version of what happened in Williamsport.

To the East at Scranton, WGBI escaped floods but provided aid to nearby regions in distress, operating many hours over the regular schedule. The station was deluged with requests for information from Scranton folk who had relatives in areas hit by ice and snow as well as broadcasting Transradio News.

WGBI carried messages for the Red Cross and other relief agencies, called out the local militia, alerted as rescue planes and Guard planes and helped amateurs and telegraph companies in delivering messages.

WBAX on Air 210 Hours

TROUBLES began at Wilkes- Barre as early as the 15th, when the Red Cross asked WBAX to stay on the air. For 210 hours the station was broadcasting, existing on coffee and sandwiches with candles and kerosene lamps sent by listeners serving as illumination.

Constant contact was kept with the police stations. When water reached the first floor of house in Kingston, WBAX was notified and sent help in a hurry. Twenty-two persons were rescued in one trip.

Philip June, of Swoyersville, five miles away, phoned WBAX that his baby was in the ninth day of pregnancy and the house was drying. An announcement was broadcast for a Dr. Cavanagh, the family's physician, and the doctor was on his way in a few minutes. The infant recovered.

Police at Plymouth paged at 1 a.m. March 17, a large gasoline tank had burst at Bull Run and that gasoline covered the area for a mile, but that no matches should be lighted and a major fire was prevented.

In nine minutes WBAX was able to tell the people of Wilkes-Barre, 221 miles away, that his relatives in Kingston were safe. Escaping sewer and mine gas created hazards in homes and occupants were warned to open windows. These are only a few of the dramatic situations that occurred by the hundreds.

WBAX collected $2,100 for Red Cross through air appeals. The appeal was conducted by John H. Stenger Jr., manager, who was in weakened condition as a result of the ice. John H. Stenger Jr., manager, who was in weakened condition as a result of the ice. John B. Stenger, who stood at a phone 60 hours with only four hours sleep, collapsed and was taken to a hospital.

Harrismark Struck Twice

MANY days before the flood broke, WHP, Harrisburg, kept constant watch as Susquehanna ice reached record depth. Then one night word came from the front that ice was breaking on the tributary Juniata and gorging the Susquehanna. WHP immediately broadcast a warning to Fort Newton. Frequent announcements were put on the air. Residents of the town were posted day and night, to keep in touch, with the station and lines were installed to the toll house of a bridge.

At the bridge broke a WHP announcer, with an operator, to begin a broadcast. An extra microphone was lowered to the river and the operator's next to the actual breaking of the ice as it hit the bridge.

From Dauphin, nine miles above Harrisburg, a description of inundation...
Trouble Per Million Circuit Mile Hours: Bell System's Story of Flood Service

SKIRTING flooded areas, with new lines pumping current into the networks at flood-ruptured points, the Bell System tackled one of the most critical problems of the war—keeping the telephone service working. Harrisburgers and residents of other river towns were warned of the impending flooding by the local weather observer, providing flood bulletins every two hours. Mayor John A. F. Hall, of Harrisburg, and the Pennsylvania government apartment supplied additional information.

At the City Hall was deprived of communication, a radio was installed and messages were received from WHP, police and fire departments, and Red Cross telegrams. Rescue squad were sent to persons marooned in buildings. A call for new boats brought them by the dozen. The current became too swift for them and motor boats were requested, a dozen or so being supplied.

When it was learned that 18 persons were marooned on house roof near Susquehanna about 10 miles, WHP broadcast their plight and a motor boat was sent to the rescue. Inhabitants of house sort soon became commonplace.

Calls for food, clothing and supplies were broadcast by a cruiser set out with help for the needy. Hour upon hour messages were sent to those worried about the fate of friends and relatives. Some 12,000 announcements were estimated to have been made by WHP. When the reservoir ran dry, Harrisburg, and notice was broadcast to boil all water.

The transmitter was some 200 feet above the river and was not affected. William Wolf, chief operator, overcame endless problems in keeping the transmitter operating but solved them all. Studios were located high in a building and were not damaged. Amateurs aided WHP in relaying messages.

WKBO, affiliated station, performed similar service although not on so extensive a basis.

Cumberland Deluged

WTBO, Cumberland, located in the heart of the local flood area, was not on the third floor. The transmitter, atop Port Hill, was away from the flood zone. Main danger to the studio was from transmitter building. The transmitter building swept along at a terrific rate, which might have wrecked the building.

The panic-stricken community had no other communication. Calls from studio to transmitter and vice versa were answered by the company supplied power continuously. During the trying period W. W. G. Fairbairn and J. M. McKenize, chief engineer, and William Henry, engineer, McKenzie was one of the last persons to leave the studio. Vandalizing through water was above his waist. The studio—the home of the Cumberland Times—was in need of a new roof.

On to Washington

WHEN the rising Potomac swept downward toward Washington, people were on the job. NBC assembled a score of engineers and line mechanics and WMAL and provided its most elaborate setup since the inaugu¬ration. Thirty-six operators were on the job. Microphones were placed at 12 vantage points and a fast motorboat was equipped with shortwave apparatus.

Acting under Kenneth H. Berkeley, WRC and WMAL manager, John Channon and Carlisle Smith, his assistants, directed outside operations while Mr. Berkeley remained in charge of operations from the control board. A. E. Johnson, NBC division engineer, directed technical operations.

Some of the vantage points to flood work were Ted Kimball, Al Triggs, John Laing, Hubert McIreney, Ben McFarland, W. G. Graham, G. W. Logan, W. L. Simmons, J. M. Woolman, and Al Ullman, F. Fuszaki, D. H. Cooper, H. C. Smith, and W. C. Loomis. The staff was kept busy—so busy that the telephone company fed the program back into Pittsburgh through replacers on either side of Pittsburgh. When the same thing happened it was decided the vacuum tubes had to be cut out, vacuum tubes in the Springfield office gave the program a needed boost.

Among the reports that reach the desk of the general manager of the long lines department of the Bell System, the following are showing the troubles experienced on program transmission lines. The reports are for the first two days of the flood. The trend for the flood week is for it to be in the nature of a microscope on the developments network service. In order to follow the detailed chart, it is visible on the chart measurement is in terms of "trouble per million circuit mile hours.

(Continued on page 56)

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WWVA, Wheeling

Becomes Savior For Million Soul

Jumps Into the Breach to Aid Victims and Direct Relief

By GEORGE W. SMITH

Manager, WWVA, Wheeling

AT THE first warning from the U. S. Weather Bureau that the worst flood in its history, the West Virginia cities were urged to take all possible action against the rising waters. As the waters rose foot by foot, it came more and more evident that the WWVA signal was not only a beacon of safety to the flood-wrecked, but was a savior to a million people. The WWVA signal was at all times a factor in the flood situation.

But as the Ohio River reached its highest stage, other lines were opened by the WWVA. Lines with the exception of sixteen were safe, WWVA faced another grave situation, that of cooperat¬ing with the Red Cross in the enormous task of providing food, clothing and shelter for refu¬gees. (Continued on page 21)
Are Programs for Children Worthwhile?

By H. P. Longstaff
University of Minnesota

Entertainment Found to Be Popular and Quite Effective in Making First Sales of Commodities Advertised

CHRISTINE FREDERICK, writing in Business Bourse in 1929 under the title "Selling Mrs. Consumer", states that studies have revealed that 90% of American spending power is in the hands of women. One of these studies we find great emphasis being placed on the importance of treating advertising at the female level.

Kenneth Gode, in his book Modern Advertising Makes Money (ed. John & Ben) notes that the "only completely basic industry in America is raising girls'. In certain respects this is true, but it must be borne in mind that women's purchases are influenced in part by the desires of those for whom the purchases are being made.

Though it may be true that Mrs. Consumer buys Mr. Consumer's shoes, undoubtedly Mr. Consumer has some voice in the type of article she purchases, although not only Mr. Consumer but also Mrs. Consumer's children. His was definitely proved in a recent study made for NBC, by the Psychologic Corporation. Quoting from this study: "The influence of children was found to be extremely powerful among purchases made by adults in grocery and drug stores." This being true, the present study would undertake to investigate the effectiveness of children's radio programs as advertising mediums and their effectiveness in influencing the buying behavior of the children's parents.

Picked at Random

The data for this study were obtained by having college students interview 1020 children, 590 boys and 430 girls, ranging in age from six to 15 years and living in Minneapolis and St. Paul.

These subjects were selected at random, and here and there occasional attempt was made to interview children in nearby schools. Five children's radio programs were investigated: Skippy, Buck Rogers, Jack Armstrong, The Air Adventures of Tommy Allen (NBC), and Little Orphan Annie (NBC). The programs advertised by these programs were Phillips Milk of Magnesia, Choclate, Wheaties, Colgate and motor oil, and Knott's Berry Farm. These programs were seen on the air for two years or more. This investigation was conducted early in May, 1955.

The results of this study are as follows: It was found that 98% of the children had radios in their homes. This may seem like a high figure, but it should be remembered that the article was published in 1929.

on Jan. 1, 1935, 93.4% of homes in cities of 250,000 population or over owned radios. When we bear in mind that this study was made in 1929 and that for the first time in this study all come from class A, B or C homes our findings agree quite closely with those made in 1935.

It was further discovered that on the average 78% of the children listened to these programs. Of those who listened 75% knew the product advertised by each program and 29% were using the product present, while 31% had used the product. Combining those who do or have used the product we find that 60% of the listeners do or have used the commodities advertised by these programs.

Three facts stand out from these figures: First, these programs have been very effective in persuading children to use the products; second, while a large part of this buying involved was undoubtedly done by the mothers, the fact remains that the real decision had been done to the children. It was found that many children were the hub of the children's buying; third, a slightly larger per cent of the children have stopped using the commodities than those that are still using them. The reason for this is that these programs have been effective in making original sales, some factor other than advertising which is causing the consumers to stop using the commodities. There was no data in this study which might indicate what was causing this loss. The writer has another study in process at present which may throw some light upon this.

Dividing the children into two groups (those who knew what the product advertised and those who did not know the product advertised comprising Group 1) and those who were using or had used the commodity that 34% of Group 1 were using the commodity while only 14% of Group 2 were using it. Furthermore, 35% of Group 1 had used it while only 18% of Group 2 had ever used the commodity. This is proof of the necessity of associating program and commodity in the children's mind. And since this association has been established in the minds of 75% of the children listening, it indicates the decided effectiveness of this medium of advertising.

A study of the per cent of children at each age between seven and 15 years who listened indicated that there was a large group of children at ages 9, 10, 11, and 12, in general the difference between these and the other age groups was large. In general it indicates that there is a tendency for the programs to be slightly too difficult for the young children to understand and slightly too simple for the older children.

The use of the product was fairly evenly distributed among the age groups with no tendency for one group to use more of the commodities than any other, indicating the programs are not only effective for the group as a whole but for each group as well.

Study of Age Groups

AN ATTEMPT was made to discover the important of intelligence in determining children's preferences among these children and also their buying habits. Intelligence was measured by giving children's intelligence tests into three groups: Those who were farther along in school than the average child of their age were considered mentally superior; those who were just as far along in school as the average child of their age were considered mentally average; and those who were not so far along in school as the average child of their age were considered mentally inferior.

This is only a crude criterion of intelligence but it is one that experience has shown to hold fairly valid when making group comparisons. Using these three groups it was found that there was normally no difference in the number of products recommended by the students of different intelligence levels. The students of all intelligence levels were interested in the products advertised and the programs to which they were related.

The difference was found between the following groups: boys and girls, about 10% more boys than girls listen to these programs, 10% more boys than girls knew the commodities advertised by the programs and about 4% more boys use the commodities than girls do, and the listeners.

In conclusion the children's radio programs investigated in this study seem to have a fairly strong appeal among children, as well as quite effective in making first sales of the commodities advertised. This is especially true when factors were operating against continued use of the commodities once introduced. The fact that these programs are so attractive in the listening behavior and effectiveness of the programs was found to be small and intelligence had no significant role in determining listening and buying behavior of the children.

April 1, 1936, BROADCASTING

SPORTS PROGRAM SELLS SHOES

GallenKamp Stores Draw Big Audiences by Recreating High School Athletic Contests

GallenKamp Stores Co., operators of a Pacific Coast chain of retail shoe stores with headquarters in San Francisco, have sponsored a radio program that would push the sale of shoes for high school boys and girls. The idea of the program desired was hard to decide. It had to be inexpensive and somewhat entertaining, as well as listeners as well as members of his family.

Broadcasting of sports events was suggested by W. N. McGill, manager of KGKC, San Francisco. It was considered, but when the plan was set out to broadcast high school football games directly from the stadium an unusual objection was raised. Attendance at these games was discovered to be 100% among the high school students, the potential customers.

Why broadcast the games, when, by the very nature of things, the audience wanted could not possibly listen in to the program, was the question at the start.

It seemed as though the contract was going to be lost, but a happy solution was worked out. It was decided to re-create the stadium. The games were recreated. The sponsor was willing to try, and GallenKamp's have since found that the results of radio and radio over KGKC. To recreate these

SPORTS events is not any easy task, according to McGill. Every major high school game is thoroughly covered by engineer Tolin, KGKC's sports announcer. An assistant thoroughly familiar with the particular program and listener, he takes notes during the program and sends out a report for each game and complete notes are taken of every play.

The two reporters then rush back to KGKC and the play after the game is over they are recreating the event over the air. Sound effects are handled by the assistant who helped report the game. His memory is still fresh as to actually what transpired. Cheers and whistles are recreated exactly as they took place during the actual game.

"Records are taken to create the illusion of actual broadcast of each game," McGill said. "It is far more more interest than the broadcast actually took place from the field because the players and spectators are listening to the radio during the game. To pronounce incorrectly a name or give an incorrect yardage is a major mistake. The play is one that body and players all listen ardently to each game, for what is more interesting than hear the announcer getting excited over a run you made down the field?"

The sponsors are thoroughly satisfied with the program. In recent months, they are showing big returns in dollars and cents.
Warner Bros. Reneges on Offer And Seeks Five-year Contract

Stations Told by Mr. Baldwin They Must Evaluate New Demands on Basis of Own Requirements

FIVE-YEAR contracts, to parallel the terms of ASCAP, were offered March 25 by Warner Bros, publishing houses on a take-it-or-leave-it basis, to become effective with the present temporary contracts with some 250 stations expire April 1. This offer was made by James W. Baldwin, NAB managing director, after several days of discussion with Herman Starr, who represents ASCAP. It prescribes that full-time stations shall pay, monthly, four times their local rate under the temporary three month contracts, the royalty was four times the highest quarter-hour rate.

Reneging on the agreement to work out a per piece method of conquering ASCAP, Baldwin has made the offer that has become effective April 1, Warner proposes to include in the piece agreements, a provision the copyright and the copyright agencies of the stations, agree upon a per piece basis.

Rates for small stations, or part-time stations, under the five-year proposal, would be correspondingly lower, getting about one-half of what the larger full-time stations would pay.

Up to Each Station

Mr. Baldwin immediately dispatched to all stations holding Warner contracts a letter setting forth the Warner proposal. He said that the program and anxious that they must be evaluated by each broadcaster in the light of his own requirements.

For several weeks it had been indicated that Warner would not offer a per piece basis, but it had been anticipated that it would offer another month's extension of present arrangements.

Warner has agreed for some time that perhaps less than half of the some 250 stations holding temporary contracts to perform Warner songs in exchange for "the use of each station's facilities.

Now, with the five-year ultimatum, only stations which can not risk infringement suits, will renew, and then only under vigorous protest.

Larger stations, which have means of checking music performances, have learned by the experience of the last three months that the price paid for music per selection, far exceeds what they construe to be equitable royalty terms. They have discovered that only 7 or 8% of their performances are from the Warner catalogs. On the average, it is understood, the price has run about $1 per rendition.

Mr. Baldwin's letter follows, in part:

I visited with Mr. Starr this week. His position concerning per piece remains unchanged. I have referred this topic to the Advisory Committee namely; that there was a growing desire on the part of the broadcasters to continue to pay for music. There is a feeling that the price is too high for a flat fee such as is done with the ASCAP. There is a feeling that a formula which will insure to him the minimum amount of money which he considers he is entitled to receive for the use of MHPH music. In further explanation of his position, Mr. Baldwin said that broadcasting industry has not cooperated with him, that generally the industry has been unduly avowed to avoiding his use music and that, therefore, he cannot expect any better cooperation should he adopt a per-piece plan.

A number of other reasons were set forth by Mr. Starr in the letter. The letter includes the claim that the Warner offer will be presented to ASCAP on January 15th and that a per-piece plan for his music was made extremely difficult.

He believes that the best he can do under all existing circumstances is to offer an extension of present licensing agreements with these exceptions:

1. He will use as a base the local or retail rate where such a rate exists.
2. He will report records covering only the Warner music and
3. He will charge the favored nation clause so as to allow the MHPH sufficient latitude in his agreements.
4. He will incorporate in the agreement a provision for limitation of cancellation in the event a piece plan for his music was made.
5. He will offer the agreement for a period of one year.

It is plain that a situation exists which must be evaluated by each broadcaster in the light of his own requirements.

Lost Promotion

WARNER houses have not fared well since the defection from ASCAP at the end of the year. They withdrew because they claimed that their cut out from the ASCAP royalty-Jack pot was not sufficient —amounting to something more than $540,000 last year for the publishing houses and an equal amount for Warner composers. Even if all of the present station licenses of Warner renewed for a year on the present basis, the intake would be only about $200,000, it is estimated, of which one-half would have to go to composer.

Moreover, Warner tunes have lost popularity almost to the point of extinction because of non-performance over networks and majority of stations. There was not a hit Warner tune since January, and the non-performance has rankled with the motion picture audience, since valuable radio public for its shows has been lost almost entirely.

More than ever now, the view that Warner houses will return, ASCAP, despite repeated statements to the contrary by Warner officials. Talk of Warner setting up a "third network" as a meager effort and performance its music is branded as pure hokum, as the station facilities for a considerable amount of music can be operated if one cannot be established over.

Dumping of infringement suits upon stations, networks, hotels, night clubs by Warner publish tapered off considerably during the last month. Nineteen additional infringement suits against broadcasting stations were filled against eight against hotel and night club suits were filed. Suits against stations and networks, charging infringement of Warner Copyrights were dropped by Warner. The network charges sought in all, total nearly $4,000,000. In most of station suits, maximum damages of $50,000, per infringement sought, whereas the minimum damages specified in the law was $250. Under the Duffy Bill, minimum would be eliminated altogether and the amount of damages would be left entirely to the discretion of the Federal courts, with a maximum limitation of $35,000. It is for retention of this provision that ASCAP has fought valiantly since the hearings beg Feb. 25. It has based its opposition to the bill primarily on the ground that elimination of the minimum damage provision would cause increased suits to result and have the effect of destroy ASCAP.

The logic with which propoers of the bill broke down this argument (Continued on page 54)

Broadcasters Battle for the Duffy Copyright Bill . . .

FORMIDABLE groundwork for enactment of the Duffy Copyright Bill, "which the" because of the illness of chairman Sirovich, should it be scuttled at the current session by stalling tactics inspired by ASCAP and its trade organizations, which has been held before the House Patents Committee by proponents of the bill.

A glimmer of hope for writing the measure into law is due to the absence of the measure, and Dr. Wallace McClure, State Department official, platform and the House committee chairman and certain committee members, during the hearing. The measure is seeking with in a month or two.

A change in majority committee sentiment from one of active opposition to the Duffy Bill to the Duffy Bill for its major provisions, has been detected since proponents were put on the committee three weeks ago. The opposition began to melt after Senator Duffy (D-Mass.) speaking of the measure, and Dr. Wallace McClure, State Department official, had presented presented their arguments. And the shift became increasingly apparent during the presentation by the NAB of its arguments on March 17 to 19.

Hearings End April 3

A CONCERTED move led by Chairman Sirovich (D-N.Y.) to force hearings on Duffy 18 April 19, and whereas they were to have ended originally on March 19, was only put off further, the Duffy case March 17-19 on March 23 forced a vote on continuance of the hearings and it was decided that they should be prolonged until April 15.

It was decided also that Rep. Lamham (D-Tex), who voiced, because of the illness of Chairman Sirovich, would have to go to composer.

Moreover, Warner tunes I lost popularity almost to the point of extinction because of non-performance over networks and majority of stations. There has not been a hit Warner tune since Jan. 1, and the non-performance has rankled with the motion picture audience, since valuable radio public for its shows has been lost almost entirely.

More than ever now, the view that Warner houses will return, ASCAP, despite repeated statements to the contrary by Warner officials. Talk of Warner setting up a "third network" as a meager effort and performance its music is branded as pure hokum, as the station facilities for a considerable amount of music can be operated if one cannot be established over.

Dumping of infringement suits upon stations, networks, hotels, night clubs by Warner publish tapered off considerably during last month. Nineteen additional infringement suits against broadcasting stations were filled against eight against hotel and night club suits were filed. Suits against stations and networks, charging infringement of Warner Copyrights were dropped by Warner. The network charges sought in all, total nearly $4,000,000. In most of station suits, maximum damages of $50,000, per infringement sought, whereas the minimum damages specified in the law was $250. Under the Duffy Bill, minimum would be eliminated altogether and the amount of damages would be left entirely to the discretion of the Federal courts, with a maximum limitation of $35,000. It is for retention of this provision that ASCAP has fought valiantly since the hearings beg Feb. 25. It has based its opposition to the bill primarily on the ground that elimination of the minimum damage provision would cause increased suits to result and have the effect of destroy ASCAP.

The logic with which proposers of the bill broke down this argument (Continued on page 54)

COPYRIGHT QUARTET—Here is the NAB group which presented its case March 17-19 in support of the Duffy Copyright Bill to the House Patents Committee. Left to right they are Lou G. Caldwell, Washington attorney; James W. Baldwin, NAB managing director; Sydney M. Kaye, New York attorney (all three of whom test fled), and E. Stuart Sprague, former NBC attorney, who assisted.
WHERE YOU HAVE GROUND TO COVER

One Good Spreader
Is Worth A Dozen Pitchforks

In any field of worth-while size, trying to increase productivity by the pitch-fork process, is a discouraging job, particularly when your neighbor does this job much more easily—and more profitably—with the right equipment.

Since the Iowa market is very much worth-while in size, trying to increase business through the small-station route is also liable to be discouraging, particularly when your competitor is using the one radio station big enough to do the whole job at once—WHO, with 50,000 watts.

Iowa is a broad market. No single city dominates it. Des Moines, home of WHO, Iowa’s largest city, has less than 6% of the state’s population. Buying power, spread over the entire state (55,586 square miles), flows through a score of important trading centers.

Some of these centers have low-powered local radio stations. Some do not. In fact, all other Iowa stations together do not cover the state so effectively as does WHO, because, where you have ground to cover, one good spreader is worth a dozen pitchforks.

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. Maland, Manager Phone 3-7147

"GROUND TO COVER"
Iowa is a big market, because it is a big collection of smaller markets, each too important to neglect. Trying to cover all these markets with smaller stations would be costly and ineffective. One station—and only one—has the power to cover this rich area—WHO, with 50,000 watts.
Mr. Locke proved the success of the culmination of this effort.

"The Dr. Pepper Co. went into radio as an experiment, but the fact that they have renewed on the Texas Quality Network for one year and have added 14 other stations for six months certainly indicates that we believe radio is a good medium for our product. We shall continue to maintain a well-balanced program divided between radio, newspapers, posters and store displays, each complimenting and helping to sell the others. One factor very much in favor of radio as an advertising medium is its definite influence on distributors and dealers. The fact that radio is primarily entertainment makes it a good conversational topic among distributors and dealers as well as among consumers. Thus radio offers world of month advertising as its by-product."

Tests Successful

Said J. B. O’Hara, president of Dr. Pepper Co.: "Not only all Dr. Pepper bottlers who have visited in Dallas have attended public performances of the Dr. Pepper radio program, but people who did not see the show itself might be extended to include practically all territories. We feel that after a period of one year of testing in our home state, the program has developed into something worthy of application on a larger scale. The success of the public on the show seems to confirm this popularity. We believe this step is particularly appropriate in 1936, during the Texas Centennial year—which happens also to be the 50th anniversary of the origin of Dr. Pepper."
is the CLASS Library . . . . for a CLASS radio audience!

By class we do not mean "high-hat," but high quality ... a recorded program service that rivals—in talent, production and reproduction—the best of the network shows . . . A diversified, flexible library of more than fifty hours of continuous programs . . . by famous name bands, large symphony orchestras, opera companies, outstanding singers and choral groups, novelty combinations and popular dance music . . . Recorded with thrilling naturalness . . . Western Electric Wide-Range Vertical-cut (Hill and Dale) . . . and quietly pressed on VINYLITE . . . That's why we are able—and proud—to present such an imposing list of subscriber-stations, in key radio cities, after only a few months of demonstration. Frankly, we concentrated on large city stations—where competition was keenest—to test convincingly the entertainment and selling quality of ASSOCIATED RECORDED PROGRAM SERVICE. The initial list at right tells the story . . . gives the PROOF . . .

Write for illustrated brochure and full particulars.

Produced by

ASSOCIATED MUSIC PUBLISHERS, INC.
25 WEST 45th STREET • NEW YORK CITY

The key stations are going "ASSOCIATED"

April 1, 1936 • BROADCASTING
Sales Tips by Prof. Lloyd James
Distinguished British Linguist Favors Standard Speech
And Suggests Over-Stimulus Is Dulling Public Ear

FRANKLY, this magazine is surprised. Pleasantly surprised.

We went to a distinguished British scholar who visited America and
asked him for a frank opinion of our broadcasting methods and
for suggestions on how we might profit by Britain's experience.

What we expected was valuable theoretical information—but what
we got was valuable practical information.

See if we're not right in thinking there are actual salesmen helping at
the following statements by Prof. A. Lloyd James, honorary secre-
tary of the British Broadcasting Corporation and lecturing
English and professor of phonetics at London University.

Lloyd James, who on March 20 completed a series of broadcasts on
BBC's Magic of the Speech program and who earlier had been heard
on CBS and various shortwave stations, finds us singularly disagreed as to
what constitutes "good English." He says: "For broadcasting, one
representative radio official gives him one "perhaps culturally speech".
Americans tell him the only requirement is for the speaker to
"talk naturally."

Some Model Voices

"IT MIGHT not be a bad thing,"
the public relations writer,
"for your broadcasting companies to call together a committee to help
them decide what American speakers' voices should be recorded and used as
models. The President's English has always seemed to me to represent an
ideally American usage as what is known as King's English in my
country. Some of President Roosevelt's voice might well be made
the basis for some kind of national agreement as to acceptable
American English as the basis for the "universal currency of radio."

And why have a standard of speech?

Well, for one thing, it would help sponsors to sell their products. It
would help bring the American public closer to national, state and even
local prejudices against "outsiders" who speak a different language. And, as
we all know, the announcer who really
holds your commercial message is often the victim of this attitude.

These prejudices, Prof. James explained, "rest on idiosyncrasies of
speech. If a man doesn't talk like your kind of a person, you consider
him a fool, a snob, a foreigner. He may be all three, but anything that
helps to remove such prejudice is good for the country and solidarity of the
great English language."

Unity and solidarity, of course, has a wide political signifi-
cance. But what might interest you more is its effect upon the radio
salesmen. It is a problem which is pressing upon us with
pressing time to compete with Southern drawsls, Yankee twangs,
Western, Midwest, and Canadian speech preferences. Think how
much simpler your problem would be if you could set one speech
that, eventually, pleased everybody!

"I have listened with great in-

PROF. LLOYD JAMES

terest to your commercial announcements, coming, as I do, from
a country where none are admitted. I observe many announcers
trying to knock into the public mind the virtues of this medicine
or that soap. They use a form of speech accent refined almost be-
don't recognize in their attempt to
stress the point at issue.

I greatly suspect the psychological
soundness of this technique. There is such a thing as ramming
words into the heads of the public in such a way that the public be-
comes dulled to perpetual over-
stimulation. This is a purely linguistics
point. I give it to you for what
it is worth."

Throughout the interview Prof. James made it plain that he
was considering our problems from the standpoint of a professor of
linguistics. Also, he had not had opportunity for an exhaustive or
adequate study of the problem. He
makes no comparison between radio
here and radio elsewhere. He is not interested in scholarship, cham-
pioning neither the commercial nor
the government monopolistic system
of radio such as Britain's.

"English is a language of strong
accents, falling at recurrent inter-
vals. Normally, spoken English, with
natural accents, is a beautifully
rhythmically, "he said.

May I suggest that the time
has come in American radio to give
more attention to this matter, whether in educational, entertain-
ment or commercial broadcasting;
that the normal speech of the edu-
cated American be given a fair
chance, and that the hysteric, plug-
ging of isolated words be aban-
doned. I am convinced, on purely psychological grounds, as a lin-
guist, that this is an experiment
worth trying."

Too Swift a Pace

THEN there's the matter of speed.
Prof. Lloyd James has had to give
up listening to a number of our
programs because the speakers completely outdistanced him!

I can understand this, since the
prejudices which I have observed
on the air in America must be very considerable," he remarked.
"But there is another thing to be
thought about. The critical speed beyond which an intelligible
speech falls to suffer. Many of your speakers seem inclined to exceed this
critical speed, leaving the listener putting behind them, gasping
for breath and finally giving up all
interest.

Our question—after the profes-
sor had outlined his views on
speech control with respect to
accents, rhythm, speed, etc.—was:
"Should we all, then, try to talk
similarly?"

"Not at all," he said. "That
would not be advisable, nor would it
be possible. If we all aimed at the
same target we don't all hit it; but we
do have unity. Our efforts are
aimed towards the same object."

And what would this theory do
to the comedians—Fred Allen,
Amos 'n' Andy, naval Portland Hoffa and dumb-talking Mary Liv-
ingstone? If Prof. Lloyd James' ex-
periments were followed, they
all have to pattern the
speech after President Roosevelt.

No! "Linguistic humour," as it
calls it, is a thing apart. The
have always been people who a few words for the
of getting a laugh, and there
always will be. Standardized English
would be a boon to communication instead of a menace. The
few, funny tricks other people used
their talk the easier it would
make the country stand out.

News broadcasts came in for
comment, though no criticism, fro
the professor. I find your radio
written in racy journalistic style,
full of metaphor, emotional adja-
tives and adverbs, and frank criti-
cisms. You may possibly listen
much to a sober recital of events to
the effects of these events upon
our ears or those who
write his material."

In addition to his appearance
before the NBC microphone, Prof.
Lloyd James was also present at
the meeting of NBC announcers and
production men. He gave them
information here and on a background on the
subject of linguistic theory. He as an
expert with the Rockefeller
Foundation, and is a visiting profes-
sor. Lloyd James is visiting this
country.

Thankfully commend the work of
WIXA for its "attention to the nation," he said. "America is a large
country, and has room for many radio sys-
tems. We should possibly develop
in the near future to develop
alongside the present commercial broadcasting system, a non-
commercial system devoted exclusively to culture and education."

Correspondent in Paris
Is Suggestive of WMCA

THE UNUSUAL example of an individual radio station appointing a
foreign correspondent was disclosed last month when
New York's WMCA announced the appoint-
ment of Jean de Lettre, French
composer of Hands Across the
Pond and the Grandstripes, as America's cor-
respondent in Paris. De Lettre, who
sailed March 14 for France, will
gather gossip and news of the theater,
art and society as it interests
American listeners, and will pro-
vide special electrical transmissions
which will be forwarded by
broadcast to New York each week. He
will also bring other voices before
the American public from France
time. The first of these broadcasts
will be heard over WMCA in April, and
will probably be piped to the
Inter-City Group.

According to plans, a group of seven
U. S. RADM dealers sold 5,750,000
receiving sets during 1935, a gain
of 74 per cent and 76,000 tubes, a gain of 5%, according to the
trade journal Radio Retailing.

Billings of NBC-WEAF and CBS Attach
Highest February Totals in History

CBS and NBC-WEAF network billings for the 29-day month of
February were the largest February
billings since the inception of either network. CBS billings were
$1,909,146, an increase of 15.4% over
February, 1935. The NBC-
WEAF network accounted for
$1,691,524 during the month and
the NBC-WJZ network had bill-
ings of $1,015,624, with the former
showing a 4.4% increase over a
year ago and the latter a loss of
5.2% but a big gain over January
1936.

Mutual Broadcasting system
accounted for $132,064, with no com-
parative figures available for last
year. The Mutual figures are only
for the four basic MBS stations.

\begin{tabular}{|c|c|c|}
\hline
Networks & Gross Monthly Time Sales & over 1935 \\
\hline
1936 & 1935 & 1936 \\
\hline
January & $1,755,934 & $1,729,137 \\
February & $1,691,524 & $1,620,977 \\
March & $1,909,146 & $1,889,343 \\
April & $1,901,033 & $1,789,949 \\
May & $1,904,641 & $1,854,461 \\
June & $1,926,421 & $1,805,749 \\
July & $1,915,624 & $1,872,136 \\
August & $1,757,729 & $1,712,064 \\
\hline
\end{tabular}

\begin{itemize}
\item BROADCASTING • April 1, 1936
\end{itemize}
This SUMMER Maintain
Your SALES LEADERSHIP
This EASY WAY!

—Buy time on one of KNX’s popular day or night participating programs—SEVEN in all from which to choose!

For Southern California Coverage
(Daytime)

1. BREAKFAST CLUB
   6:30 to 8:00 A. M. Daily

2. POLLY PATTERTON’S PANTRY
   8:15 to 8:30 A. M. Monday through Friday—8:15 to 8:45 A. M. Saturdays

3. FLETCHER WILEY’S “Housewives’ Protective League”
   11:00 to 11:30 A. M. and 3:30 to 4:00 P. M. Daily except Saturday and Sunday

4. EDDIE ALBRIGHT’S
   10 O’Clock Family
   10:00 to 10:30 A. M. Daily except Sunday

5. THE BOOK WORM
   2:00 to 2:30 P. M. Daily except Saturday and Sunday

   For Far Western Coverage
   (Nighttime)

6. CROCKETT FAMILY
   9:30 to 10:30 P. M. Sunday through Thursday

7. KNX BARN DANCE
   8:00 to 10:00 P. M. Saturday
Big Independents Organizing Under Leadership of Crosley

DEFINITE plans for the formation of a cooperative independent broadcasting station organization to fight the economic battles of station members, notably the copyright front, were made March 26 in Cincinnati at a meeting convened by Roy H. McCann, president of Crosley Radio Corp., operating WVL and WSAI, Cincinnati.

As Broadcasting went to press March 27, it was learned the organization will be incorporated as "Independent Radio Stations", with some 100 or 150 leading independently owned stations to be invited as members. Mr. McCann, elected chairman, and John L. Clark, general manager of WVL, was named temporary secretary. The organization's vice committee comprises Mr. McCann; John Shepard, 3rd, president; Yankee Network; James C. D'Ayer, vice president; Continental Radio Co., Scripps-Howard subsidiary; Walter; Damm, manager, WTMJ, Milwaukee, and Edwin Craig, vice president of National Life & Accident Co., operating WSМ, Nashville.

The organization as it is understood, will be in no way compete with or be supplementary to the NAB. Any reasonable cooperation on its part, it is felt, has been the network-affiliated station controversy.

GOP Monthly Magazine Devotes Section to Radio

INDICATING the importance attached to radio speeches being made by administration officials, the Republican National Committee is now having its new program "Radio Censored," which made its first appearance in March, announced that radio copy under the plan will be voted to the subject of Radio each issue. In the initial announcement, headed "Cleaning Up the Ether," the committee said:

"Daily, if not more often, speakers representing the New Deal break in the microphones in the hope that men and women all over the country will listen to and believe in their justification for their actions. There’s a job afoot about this, however. There has not yet been developed any method by which a listener can answer back at the radio nor any means by which a radio speaker can be made accountable to his audience for the truth of his sayings."

"In the belief that a vast majority of the people of the country would like to question the accuracy of what they are told by the New Deal, this page of each issue of "Unsensored" will contain the questions and answers. In each issue you all would like to quote when you have finally tuned Messrs. Roosevelt, Ike, J. W. Holmes, Margentha, etc, off the air and gone to bed wondering what in the name of Republican liberty it’s all about."

Radio Widely Used By Bell Companies

Nearly three-fourths of the 760 local telephone companies of A. T. T. are using plans to use spot announcements to advertise rates.

The campaign, handled separately by each subsidiary, started this month in southern New England Telephone Co., through Batten, Barton, Durstine & Osborn Inc., New York; and in Northern New England Telephone Co., through Proctor & Gamble Phone Co. of Boston. Many are using different plans at the same time. Scattered checkups indicated the locals more than got their money’s worth although some stations, which usually boost long-distance business, made it difficult to appraise results.

As acting a clearing house, A. T. T. passed on to other locations the information it received from the above.

The use of spots quickly spread until now it embraces a substantial part of the Bell system totaling 650,000 miles.

For the most part the announcements have been made on Sundays, generally between 8:30 and 8:45 a.m., but some use the direct type designed to bring quick action by urging listeners to go to the local switchboard, a test of the different rates.

For the most part the announcements have been made on Sundays, generally between 8:30 and 8:45 a.m., but some use the direct type designed to bring quick action by urging listeners to go to the local switchboard, a test of the different rates.

Bell Telephone Co. of Pennsylvania had planned to start a spot campaign in mid-March, but decided to delay it a few weeks when floods almost paralyzed the long, and local service in a number of sections.

Most of the campaigns are placed directly by the local companies, with the exception of Southern New England, using BBDO, and Michigan Bell Telephone Co., using W. E. Macfarlane of WGN, Chicago.

A typical campaign is that of Michigan Bell which during the week of April 6-10 will start a 7 weeks series of spot announcements over most stations in Michigan. Daytime announcements are in the most important long-distance stations, with rush spots at station breaks. Fourteen announcements are broadcast weekly, with a concentration of spots over the weekend.

Four Stations Organize Network in West Texas

FORMATION OF West Texas Broadcasting System has been effected by managers of KUIN, Pecos; KXEL, Brady; KOKL, San Angelo; and KTHI, Abilene, under the management of the Columbia Artists Bureau for radio appearances before the microphone, both contracts being for terms of two years.

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Broadcasting * April 1, 1936

www.americanradiohistory.com
NEW Subscription Order

Please send me BROADCASTING

☐ Two years for $5
☐ Check is enclosed

☐ One year for $3
☐ Bill me later

YE A R B O O K
Number Included

NAME
ADDRESS

FIRM.........................................................TITLE

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.
BUSINESS REPLY CARD
No Postage Stamp Necessary if Mailed in The United States

2c—POSTAGE WILL BE PAID BY—

BROADCASTING MAGAZINE,
NATIONAL PRESS BLDG.,
WASHINGTON, D. C.
You need KDKA to sell today's Pittsburgh market. Its service area more nearly corresponds to the entire Pittsburgh trading area than any other radio station. May we show you how?

KDKA 50,000 WATTS
NBC Blue Network
PITTSBURGH

One of NBC's Managed and Operated Stations
Spot Looms Larger on Radio Horizon

There’s Much to Be Learned on This Subject, Which Daily Is Becoming More Important to the Industry

By LLOYD H. ROSENBLUM
WOAI, San Antonio

PROBABLY the greatest difficulty of spot broadcasting is the lack of information on the subject. Sponsors themselves are often vague on the matter, and though middlemen, agencies and stations involved in more time studying spot, it still is a mystery to many.

A SURVEY of the use of spot advertised 100 largest advertisers 53 using spot exclusively 100 medium advertisers 25 using spot 91 using it exclusively 100 smallest advertisers 13 used spot as a supplement of that studied 59 used spot 10 and 41% used it exclusively 47 using live talent 38 or 81.1% use spot exclusively and 18 or 41.4% used supplement the latter are usually smaller companies.

Sponsors use more than one type of rendition in 48% of the cases studied. Medium advertisers use more than one type in only 39% of the cases while small advertisers use more than one type in only 18% of the cases.

More pressure should be placed on newer sponsors who are not sure of their experiment with transcriptions, may find the right advertisers to use, but all advertisers must be told to use transcriptions. What advertisers should be placed on cost and more on flexibility. Sponsors on the whole are becoming more in favor of transcriptions and are having more success. Transcriptions thus have a definite place in the spot picture, are being improved and are increasing in volume compared to national live talent.

The fact that transcriptions are mechanical and less personal than live talent programs will keep them from occupying as high a spot volume as the latter type of rendition, but declining prejudice against them, fewer station restrictions, improvement of station equipment for handling them, will help transcriptions become well established in the national spot picture. Such accounts as those of Chevrolet, Dodge and the Tex-Lax recordings prove this statement.

National spot is being looked upon from a positive viewpoint. No longer is it employed as the only recourse of a concern wishing to advertise over the radio and finding a small budget prevents the use of a network. Flexibility is the reason. Flexibility, or elasticity, encompasses first all ability to adjust a program to distribution. A large national advertiser; through spot, gets where he wants to when he wants to; advertising where he has distribution, intensifying certain areas, supplementing his network programs, cutting down on waste circulation. Flexibility means he can enter a market short, concentrated broadcasts. He can step in and out of any market with complete assurance that he is not on long contracts. A sponsor can pep up a lagging area; test a product, a new program, a new slogan, a new slogan, package, product.

Flexibility enables a smaller advertiser to compete on equal terms with a larger advertiser. He does this by putting on a program in a market, introducing his product there, advertising it along with competing brands, gaining recognition, and then expanding into other markets similarly.

Helping the Dealer

DEALER cooperation was listed as the single most important reason for using spot. This cooperation takes many forms. Chief among these is financial assistance. A local dealer can advertise cheaply to a limited, local audience. He is aided financially, and through merchandising tie-ins and advice in putting on the program. He becomes better known, more customers are attracted to his store, sales go up, he takes a more enterprising attitude and the manufacturer becomes more eager to continue advertising.

No longer, therefore, are cheapness and the time advantage the best reasons for spot. Overcoming time zone differences is also a part of spot’s elasticity. It must be remembered, though, that time on an individual station depends largely on the availability of time on that station.

What does all this mean? More sponsors are finding use for spot by fitting it to their individual advertising and distribution problems. They are picking out a definite segment of listeners for investigation in that market before broadcasting, appealing to these listeners where they want to, when they want to have listened to, according to the specific requirements of each concern. Sponsors are realizing that the spot can and must be adapted to local conditions.

Spot will undergo many changes in the future, but it is likely to be accomplished. Whatever happens, it can be said from this investigation that national spot will grow. It is the wave of the future, the spot can and must be adapted to local conditions.

THE KING BROADCASTS—No tyro before the microphone is King Edward VIII, who as Prince of Wales was often re-broadcast here. Yet his first broadcast as King of England last month occasioned considerable comment when he used what the British called the American term “radio” in lieu of the usual British term “wireless”. King Edward’s radio popularity in the Empire is rivaled only by President Roosevelt’s.
After a One-Year Test on The Texas Quality Network . . . .

This WFAA-Produced Program Expands to Giant Southern Hookup!

from TQN to

The Dr. Pepper Special Network

The Dr. Pepper Company, manufacturers of the Southwest's favorite soft drink, launched its first radio campaign on April 7th, 1935 with a modest 15 minute program. Originating at WFAA, it was transmitted over The Texas Quality Network, which also includes WBAP, Fort Worth, KPRC, Houston, and WOAI, San Antonio.

Immediately successful, the program soon expanded to a half hour show featuring a 20 piece orchestra and a galaxy of favorite local artists . . . Now, the “Pepper Uppe rs” makes radio history . . . expanding to a custombuilt network of 17 stations; the largest independent hookup ever formed in the South.

50,000 Watts

WFAA

Dallas, Texas

Dr. Pepper required an outstanding program; its distribution demanded a history-making feat . . . WFAA, working in collaboration with Tracy-Locke-Dawson, Inc., accomplished the unprecedented! . . . What are YOUR requirements? WFAA provides top-notch talent from solos to symphonies . . . production, publicity and merchandising services that bring results.

April 1, 1936 • BROADCASTING
A PLEA that broadcasting be left free from too much legislation and regulation, lest those "who would move too fast should strangle us," was made by Mr. Paley, CBS president in his 1935 annual report, which showed that the network and its subsidiary companies earned a net profit of $2,810,000. This was the equivalent of $3.30 per share on 822,335 shares outstanding.

The report showed that for the fiscal year ended Dec. 28, 1935, the CBS profit from operations, after federal income taxes, was $2,148,928 or $2.62 per share compared with $3,228,194. The earned surplus on Dec. 29, 1934, was $2,148,928 as compared with surplus for the corresponding date in 1935 was $2,742,936. Cash dividends quarterly of 40 cents per share, plus an extra dividend of 61 cents per share were paid during the year, amounting to $2,216,071.

The balance sheet showed CBS at close of business Dec. 28 had total current and working assets of $5,333,450, and total assets of $7,474,175. The current surplus included 750,000 shares of Class A and B stock authorized at $5.00 per share; 500,000 shares of Class A and 947,337 shares of Class B stock had been issued, with a value of $4,743,175. The federal income tax of $612,231 said to have been paid in 1935 aggregated $17,637,804. This was an increase of 19% over 1934. Operations were maintained from its subsidiary companies, notably in the concert and advertising fields.

Mr. Paley referred particularly in his annual report to the strides made by the industry generally and by CBS in improving program standards. These, he said, have been rewarded by listener confidence and increased audience. But he pointed out that the pitfalls that beset the industry due to its growing stature, and he urged longer licenses.

Too Much Regulation
"THERE are wise people and wise organizations who would help us," said Mr. Paley. "There are selfish organizations and fanatics who would hamstring us. It is too soon to force our operations into any rigid mold. We should have longer licenses and we should left free from too much legislation and regulation, and too much group purchasing, too much discrimination, too fast should strangle us. We have shown that voluntarily and under the stimulus of competition we can grow and improve and enhance our service, and we should be allowed to do these things. More and more I think the time has come for the public and for leaders of group the United States and throughout America to learn to distinguish among broadcasters. There are those who have haggled over the fact that we say that our network standards are not the standards of all broadcasters. But I believe that the finer individual stations, large or small, should be made to suffer for the sins of others. We pay tribute to the advances made by the networks who work on their own account. For their sakes as well as our own, we take deep satisfaction in having achieved dramatically in the past year than every before that better standards can be maintained, new goals reached, without our prices compelling such improvement."

Listener interest has increased 11% in the year under review, and the size of the radio audience has gained, the CBS president informed stockholders. Higher standards and a more selective audience equipped with radios in 1935, conservatively increasing the audience by 5,000,000 persons. He added that 3,000,000 American families replaced old radio sets with modern ones, and that more than 750,000 homes were equipped with radios in 1935, conservatively increasing the audience by 5,000,000 persons.

Macy's
"MACY'S promotes its share in the "Morning Matinee" cooperative department store network with this special feature advertisement."

Macy's
A brand new date is here to bring you, in your home, the finest music ever heard on a radio program. Macy's "Morning Matinee," is Wednesday's special. Each week a first-time performance of a "commercial radio tableau."

TUNE in a 9 A.M. SHARP!

MACY'S Invites you to Enjoy A NEW THRILL!

THURSDAY, March 15, at 9 A.M. or W.W.R.
Macy's introduces the first finely-arranged "Morning Matinee,"

"Morning Matinee"

"Morning Matinée" is given by Macy's in cooperation with 750 Macy's department stores in 31 states. The special program is given weekly from coast to coast.

Additional Stations Include As Series Gets Under Way
EXPLANTIO from an origional hookup of seven stations to 100 others in the first year, the cooperative department store network organized by W. L. Chapman, radio director of the Macy's store in New York, has become a national network which, under the direction of Nelle Revell as master of ceremonies, has appeared in the March 15 issue of Variety. The special series carries varying guest star programs Thursdays, 9:45 a.m. (EST) in a 15-week test schedule sponsored by department stores in each of the outlet cities.

Star Stores and Stations
THE HOOKUP has no relationship with MBS or any other network being a special arrangement designed to determine department store turnouts with 1½-minute station breaks every 15 minutes allocated to the various stores in their respective stations. Format and station time charges are among the sponsors. Programs are set to determine individual store turnouts and the other outlets are: R. H. Macy & Co., New York; May's, Cincinnati; WCAU; May's, Cleveland; WAGR; Alfred Stelter, Hartford, WDRG; Kern-Kern, Detroit, CKLY; L. S. Ayers, Indianapolis, WIRE; Jordan-Marsh, Boston, WNAC.

Seven Louisiana Stations Organized Into Network
SEVEN stations in Louisiana have been added into the network for a ten-week series of broadcasts from Louisiana State University on Sundays, with programs of one hour's duration as a unit for other commercial accounts. Called the Southern Broadcasting Network, the stations began the University series March 22, keyed direct from the educational department by Worldvision Broadcasting Corporation.

Stations in the hookup are WWJB, WDUS, New Orleans; KXLA, Shreveport; KXMD, Alexandria; KXOL, Lafayette and KPLC, Lake Charles. The program, which begins Sunday, April 11, at 2 to 3 p.m. (EST) and includes an 80-piece orchestra and talent arranged by the Louisiana State University, carries out the plans espoused by the late Senator Huey Long to bring the university closer to the people. It goes to all college and normal school in the state, music, songs and stories for the parents of Louisiana's youth. The University pays lines, either owned by cities or by the state, plus station charges amounting to $350, or $1,000 for each network.
Buying programs need no longer be a problem of hunches and hopes! Many of the stations on the John Blair list have outstanding sustaining programs of proved selling ability which are now available for sponsorship on either a spot, sectional, or national basis. Complete case histories and merchandising plans are also included.

Several of these programs have been transcribed and are ready for immediate audition at any one of our four offices. Each John Blair office is completely equipped with turntables in order to present the best sustaining programs available for sponsorship.

These services in the four John Blair offices were created to help you secure the best results in spot broadcasting for your clients. Every John Blair man has received intensive training in radio,—the majority have been station managers. You may with confidence, call him because this experience and background in the field of advertising and broadcasting enable him to make valuable and timely suggestions regarding the selection of markets, stations, and programs. Complete station presentations and a large fund of knowledge as to what has succeeded and what is most likely to succeed is but a part of his ready information. Call your nearest John Blair office today for comprehensive factual information on the use of broadcasting in these markets.

STATIONS REPRESENTED
Chicago, Ill.  WLS
Columbus, Ohio  WBNS
Cedar Rapids-Waterloo, Ia.  WMT
Des Moines, Iowa  KRNT-KSO
Detroit, Michigan  WWJ
Houston, Texas  KTRH
Los Angeles, Calif.  KNX
Omaha, Nebraska  WOW
Phoenix, Arizona  KTAR
St. Paul-Minneapolis, Minn.  KSTP
Salt Lake City, Utah  KBYL
San Francisco, Calif.  KSFO
Shreveport, La.  KWKH-KTBS

*Forming the Iowa Broadcasting System.
**Permanent lines connect these two stations.
Previous page: Radio Study Shows What Products Can Be Sold by Radio

Trends in Use of Major Media By Advertisers Analyzed

THE second volume of NBC's series of studies on "The Greater Radio's Share of the Total Advertising Dollar" is titled "Straight Across the Board," and has just been published for agency circulation. Here is the record of the way 1,166 advertisers used the three major national mediums to reach the three major national audiences in 1929 and 1933.

J. H. Devins Leaves NBC For J. Stirling Getchell

J. H. DEVINS, assistant manager of the NBC public relations department under Wayne Randall, resigned March 29 to join the Detroit office of J. Stirling Getchell Inc. as public relations representative for the Plymouth and DeSoto accounts. He takes the new post by arrangement with William E. Berchtold, who has been promoted by the agency to account executive handling DeSoto and Plymouth.

Mr. Devins joined NBC in 1928 as WEAF press representative, coming from the New York Herald Tribune.
To reach the purchasing power of the constantly increasing population of Washington, D.C., and its numerous suburbs in Maryland and Virginia—here's the answer.

WRC
500 WATTS—NBC Red Network

WMAL
500 WATTS, 250 WATTS—NBC Blue Network

WASHINGTON, D. C.

Two of NBC's Managed and Operated Stations
Despite Fire
And
Raging Waters

During the three critical days of the great flood WCAE "Got Through" to networks with one hour and forty minutes of news broadcasts.

WCAE also kept Pittsburgh warned and informed with bulletins by the hundreds.

One other Pittsburgh station was able to contact a network from the steel city with thirty minutes of news.

We are happy and proud to have been able to serve Pittsburghers and their friends throughout the nation and trust we remain "Pittsburgh's most popular station".

WCAE
PITTSBURGH - BASIC NBC RED NETWORK
National Representative
HEARST RADIO
NEW YORK
CHICAGO ANN ARBOR
SAN FRANCISCO

Automobile Shows Of General Motors Promoted by Radio
Big Crowds, Many Sales of Cars Feature Exhibits in Cities
UNUSUAL success is being reaped by General Motors in its present Spring auto shows being held throughout the country, with radio carrying the brunt of the load and with ranking radio stations being employed in the shows as the drawing cards.

The shows, held on a staggered schedule during March and April, were arranged by General Motors headquarters in collaboration with Campbell-Ewald Co., Inc., Detroit advertising agency handling several of the GM lines. The first of the shows was held in Detroit March 8 to 14, and is reported to have eclipsed anything of a similar nature ever undertaken. Many cars were sold during the exhibit.

Extensive Promotion
ALL OF the shows are under the supervision and direction of J. W. Dineen, advertising manager of General Motors, J. J. Hartigan, vice president of Campbell-Ewald, and Howard, radio buyer of the agency. Mr. Howard himself lined up the local talent from four Detroit stations who appeared nightly at the show.

Big display ads were used in Detroit newspapers to publicize the shows, stressing particularly the presence of radio stars and their direct broadcasts from the auditorium. During the week more than 400,000 people attended the show, breaking all records—and this despite the fact that the show was in direct competition with the Michigan State Exposition held during the same week and featuring such movie stars as Bel Air, Daniels, Ben Lyon and Ricardo Cortez.

A check-up showed that Chevrolet had sold 400 cars at the week-end show while other GM lines, including Cadillac, LaSalle, Buick, Oldsmobile and Pontiac, reported brisk sales. All GM executives were enthusiastic over the showing made, and attributed most of the success to the appearance of local radio stars and of Horace Heidt's orchestra.

The Detroit show arrangements, insofar as radio appearances and newspaper copy tie-ins with radio were concerned, were worked out by Mr. Howard in an effort to test the effectiveness of that character of publicity in attracting crowds and inducing sales. Mr. Howard also took over direct supervisory charge of the radio arrangements at the show and of arranging the broadcasting schedules with the stations.

Gruen Changes Program
GRUEN WATCH MAKER'S GUILD, Cincinnati, on March 31 was to cease its Washington Merry-Go-Round series on MBS, replacing it with dramatic sketches of the gay nineties under the title "Time Turns Back." The program is to originate in Cincinnati. DeGarmo Corp., New York, is the agency.
PIONEERING
WBEN IS FIRST AGAIN!
FIRST WITH THE FIRST "APEX" STATION

Station WBEN has pioneered in ultra short wave broadcasting and was the first "APEX" Station in the country to go on the air with regularly scheduled musical programs. On March 18, 1934, general experimental Station W8XH went on the air and is now operating on a frequency of 41,000 kc. (7.3 m.) and today the Buffalo area has many listeners to W8XH programs on this frequency.

It is WBEN's pioneering spirit in both transmission and the development of novel program ideas that keeps it FIRST in the homes of the Buffalo audience.

WBEN
THE RADIO STATION OF THE BUFFALO EVENING NEWS
STATLER HOTEL • BUFFALO, N.Y.

1000 WATTS
900 KCS
NBC BASIC RED NETWORK

"TURNSTILE" Antenna Arrangement of W8XH on the roof of the STATLER HOTEL 350 feet above the street level!
Department Store Gives Some Hints On Radio Selling

OUTLET Co., Providence, R. I., one of the largest department stores in New England and the first in Rhode Island to establish a broadcasting station. It was in 1927 when this company established WJAR.

Once Just a Fad

"Company officials will tell you with frankness that the station was set up just as a fad. It offered something new to the patrons of this progressive store. Broadcasting was in its infancy, but crude as it was it presented a new idea in advertising. In those days the WJAR executives felt that it was worth trying. They decided to try the new medium by establishing WJAR, the Outlet Co. used oceans of time to tell the story of its departments."

"This is WJAR" has made the name of the store a household word.

When the radio department has a staff of 15 and everyone is kept busy. One of the busiest is Miss Grace Hall, the store's advertising announcer. Every morning at 9 o'clock Miss Hall goes on the air to tell a story of the store and in her personable manner, says: "This is WJAR", has made the name of the store a household word.


dode Dealer Program

DODGE BROTHERS Corp., Detroit (motor cars) will broadcast a conversation program to Dodge dealers throughout the country over 81 CBS stations on Saturday, April 15. "Dodge in Your Neighborhood" features Gertrude Nielsen, Bert Lahr and Freddy Rich orchestra. Dodge executives will address dealers. Broadcast & Ryan Inc., New York, has the account.


cbs ears make the grade

Scientific Tests Show Engineering, Production and Program Staffs Have Good Hearing

EARS HOW TESTS ARE MADE—CBS employees must have good hearing and, in their test, aural facilities are analyzed by the test. Left to right are A. B. Kent, E. K. Hutcherson conducting the test, using a Western Electric audiometer.

CBS recently conducted a scientific test to determine the hearing ability of its entire engineering, production and program staffs. These tests have been maintained for many years at infection of hearing. The records show that of the entire staff of CBS engineers, production and program men, 95 per cent showed normal hearing.

As generally known, perfect transmission of radio programs depends not only on the electrical and mechanical equipment involved but also on the hearing of the men engaged in monitoring and producing the program. A defect in hearing may be the cause of serious lack of balance in the broadcasting of musical or vocal programs; therefore, to insure faithful transmission of all its air features, CBS has standardized these tests.

This year's results, compiled in comprehensive charts, show that in the majority of cases, the hearing of these men is much better than "normal hearing".

Young People

THE OUTCOME of the test is a decided indication that this branch of radio is a young person's business. The ability of the human ear to detect sounds faithfully recedes with the advancing years of the individual, and consequently, the important work of transmitting a radio program is done most successfully by young people.

The tests were made with an audiometer which reproduces each octave from two octaves above middle C to five octaves above, or from 64 to 8,192 cycles per second. The instrument registered the extent of each person's ability to hear the different tones by testing one ear at a time.

The reactions of each of the persons taking the tests were recorded on an individual chart to show the number of decibels or "sensation units" his or her hearing ability varied from "normal hearing". With zero as the upper limit of normal, the record was kept in units of five decibels either plus or minus; the degree of deviation, whether the subject's hearing was abnormal or normal. The final compilation showed that the hearing of most of the CBS engineers, production and program men registered either above normal or so slightly below as to be of no hindrance to the accurate transmission of radio programs.

Of 55 persons tested, James Wilson and Paul Wittig, studio engineers, and Alfred Treat, a field engineer, registered the most perfect hearing as far as broadcast on the station is concerned. The records of these engineers showed that their subjects were capable of hearing the entire musical scale and within five decibels of the "normal hearing" confines of the line.

Paul Munroe, a production man, registered the most acute hearing of all. His left ear was 20 decibels above 512, 10 above at 1024, 20 above at 2048, 20 above at 4096 and 50 above at 8192. His right ear was 5 above at 64, 0 at 128, 10 below at 256, 5 above at 512, 10 above at 1024, 20 above at 2048, 30 above at 4096 and 50 above at 8192. The second most sensitive hearing was registered by an engineer, whose hearing was either normal or above normal and at no frequency was it below normal.

An interesting point was noticed that for a majority of the cases, a slight loss of hearing occurred at 4096 cycles or 8,192 cycles above middle C. This "dip" also showed up in the final average of all the men in each department.

E. K. Cohan, technical director

NBC Obtains Sole Right To Dirigible's Inaugural; Nets Cover 'Queen Mary' EXCLUSIVE rights to broadcast the maiden sailing to America of the giant new German dirigible Hindenburg have been secured by NBC whose continental director, Dr. Max Jordan, and program department manager, Al R. Snagge, will head the special announcers aboard as NBC and CBS last year had their men on board to cover the tragic Hindenburg.

Planning also to visit this country, coming on the Queen Mary is William H. Newton, vice president of NBC. He will accompany the British Broadcasting Co., staff which will handle technical matters, and assistant controller of programs, John Snagge, of the outside broadcast and the production staff, and R. H. Wood and two assistant engineers.

Gilmore Oil Renews CONTRACTS for a second year on the air for Strange As It Seems. John Hix program of dramatized oddities, has been signed through the Raymond Morgan Co., of Hollywood with Gilmore Oil Co., using 11 stations of the NBC network.

The Morgan agency, which produces the show, also announced renewal with Ex-Lax Inc., for a continuation of the program on 45 Eastern stations.

MONARCH OVERALL MFG. Co., Ltd., of Toronto, is sponsoring first "Black & Blue" transcription series on CRJN, Regina, and CPCN, Calgary, placed through Norris-Pat-

cerson Ltd., Winnipeg agency.
The story of "Monticello Party Line's" small-town people reaches all towns on WHAS' powerful 50,000 Watts. As a Basic Outlet for Dr. Caldwell's Syrup Pepsin, WHAS is doing the same splendid selling job that it would also do for your product.

Consider this double-coverage: (1) The rich localized Ohio Valley Market. Here WHAS gives your product a primary and secondary daytime coverage of 3,461,100. The nighttime primary and secondary coverage is 4,399,200. And (2) a secondary area audience exceeding 24,552,138. This is national mass market coverage. And note this: WHAS broadcasts can be heard clearly from Canada to Mexico and from the Atlantic to the Rockies. More and more advertisers are using and cashing in on WHAS as a Basic Outlet. You should, too!

Millions Tune In On WHAS Daily
For These Features
1. "The Story of Mary Martin" and Klenex
2. Hale Smith and A&P Coffee
3. Boake Carter and Philco
4. Burns and Allen and Campbell's Tomato Juice
5. Hollywood Hotel and Campbell's Soups
6. Jose Manzaneres' South American Orchestra and Lincoln Cars
7. Ray Noble and Coca-Cola Refreshment

WHAS
50,000 WATTS
GIVES PROGRAMS NATIONAL MASS CONSUMER MARKET COVERAGE

April 1, 1936 • BROADCASTING

www.americanradiohistory.com
State groups available separately if desired:

**WIND** Gary

**Illinois group:**
- WJBL Decatur
- WCLS Joliet
- WTXS Springfield
- WHBF Rock Island
- WIL St. Louis

**Wisconsin group:**
- WHBY Green Bay
- WOMT Manitowoc
- KFIZ Fond du Lac
- WRJN Racine
- WCLO Janesville
- WHBL Sheboygan
- WKKH La Crosse
- WDGY Minneapolis, Minn.

**Indiana group:**
- WEOA Evansville
- WBOW Terre Haute
- WLBC Muncie
- WTRC Elkhart
- WWAE Hammond

Station WIND, Gary, may be included with any state group, if available.

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## Intense Coverage

**In a Concentrated Area**

ABC will serve a part of mid-America ranking high in living standards — abundant with modern homes and rich farm land. Its area will embrace the metropolitan centers, small towns and farming communities of northern mid-America.

ABC offers the advertiser Illinois, Wisconsin, Indiana and adjacent territory—a section typical of the wealthy mid-American market. The network will reach this buying audience with a minimum of wasted coverage.

Write for detailed coverage data

**AFFILIATED BROADCASTING COMPANY**

 Entire 42nd Floor, Radio Tower, Civic Opera Bldg., Chicago

New Center Bldg., Detroit Lincoln Bldg., New York

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**Plans for Political Conventions Drawn**

New Commercial Programs Are Planned by Republicans

FIRST to organize a radio department in preparation for the forthcoming presidential campaign, the Republican National Committee sent its radio director, Thomas C. Sabin, to Cleveland March 16 and 17 to make preliminary arrangements for radio coverage of its national convention starting June 9. Mr. Sabin, who is dividing his time between Republican headquarters in Washington and New York, reported that another meeting with network arrangers was held in Cleveland April 21 to fix final details.

In the meantime, the Republicans are laying plans for further use of spot, transcriptions and script shows on a commercial basis despite the rulings of the major networks against accepting sponsored political time before the conventions. These plans, said Mr. Sabin, are still indefinite, although he added that the Committee is highly elated over the reactions, which he said were 90% favorable, to the Liberty at the Crossroads dramatic series carried over WGN, Chicago, after having been refused by the networks.

The Democratic National Committee, although it completed its June 25 convention arrangements at Philadelphia in February, has not yet selected its radio directors. Its Philadelphia convention plans are complete, however, with plans to use lapel microphones to cover the floor delegations, to feed the newsreels from the radio controls and to schedule to keynote speech for a night session.

**New Type of Booth**

SPECIAL insulated booths of a new type will be built for the three radio networks — NBC, CBS and MBS—in the Cleveland hall, with an improved speakers' rostrum and with microphones countersunk into the table, according to Mr. Sabin. Call letters of each network will be imposed on the speakers' table but nowhere else. Whether the CBS proposal to use lapel mikes or the proposal for a master control for two-way speaking with the delegations will be adopted, remains to be determined at April 21 session.

Meeting with Mr. Sabin at Cleveland were Alfred H. Morton and George McElrath, representing NBC; Paul White, representing CBS, whose handing of the conventions will be under the general supervision of Lawrence Lowman, vice president; Carl Meyers, representing WGN and MBS. At the Philadelphia meeting, where Herbert L. Pettey, FCC secretary who was Democratic radio director in the 1932 campaign, represented the Democratic committee, the following network men were present: Alfred H. Morton and George McElrath, NBC; Paul White, CBS; G. W. Johnstone and Jack Poppel, representing WOR and MBS. John G. Leitch, WCAU chief engineer, will be in charge of public address, and Don Withycomb, manager of WFL, disclosed plans to handle special local broadcasts from the convention hall in addition to taking NBC.
THE COLLINS RADIO COMPANY manufactures every type of radio transmitting equipment. COLLINS microphones, speech input systems, transmitters and antenna matching units are all properly coordinated to assure efficient and reliable performance.

Each COLLINS broadcast transmitter installation meets every requirement of the Federal Communications Commission in connection with good engineering practice.

Full Technical Details Covering Radio Transmitting Equipment Mailed on Request to Interested Broadcasters

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA

NEW YORK, 11 West Forty-Second Street

April 1, 1936 • BROADCASTING
EVERYWHERE!

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

*In Canada, through the Canadian Pacific Railway Telegraphs

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables  All America Cables  Mackay Radio

Senators Consider Inquiry Into FCC

‘Willard’ Incident and Seizing Of Wires Focus Attention

GROWING sentiment for an investigation of the FCC, particularly because of the allegations and counter-charges made against its personnel, appears to be developing in the Senate. The so-called “Willard Hotel incident” and the Black Lobby Committee wire-seizure controversy have tended to focus Senatorial attention upon the FCC.

Informed Senatorial opinion is that perhaps at the next session of Congress the Interstate Commerce Committee will undertake an inquiry and endeavor to ascertain the cause of controversy and unrest. “It looks like the Commission has to be cleaned up,” was the way one influential member put it.

The text of the report of the Department of Justice’s Bureau of Investigation on the “Willard Hotel incident,” involving alleged bribery charges, was made public by the FCC itself March 18, after word had been received from the Bureau that it had no objection to its publication. Previously, the FCC had stated the Department had objected to publication on the ground that such investigations are confidential.

No New Information

THE TEXTUAL material did not throw any substantial additional light upon the affair. There were categorical denials for all of the participants in the hotel room conversation of any statement having been made that cases could be “fixed” for $25,000 or $50,000. The investigation was initiated last December by the Department at the instance of Chairman Prall after his son A. Mortimer Prall, had informed him of overhearing the conversation in an adjoining room.

The details of the Department’s report were made public after Senator Couzens (R-Mich.) had introduced a Senate resolution asking that the entire evidence be submitted to the Senate. Without awaiting action, the FCC promptly sent the file to Senator Couzens, and subsequently made it generally public.

It is indicated that Senator Couzens would refer the entire matter to the Interstate Commerce Committee, headed by Senator Wheeler (D-Mont.), of which he is a member. The View is expressed that certain of the statements made by parties involved were “inconsistent” and that an effort was made to embarrass some individuals.

This controversy, coupled with the wire seizure and with other charges which have been leveled against the FCC in the House, have tended to encourage sentiment in favor of an investigation by the Senate committee. Currently, it appears that a number of Senators, notably those on the Committee are watching with interest all FCC activities. They, it is supposed, will sponsor an investigation next session if any more fur flies about FCC operations.

The significant statement in the Department’s report made to the FCC by J. Edgar Hoover, chief of the Bureau of Investigation, was that the investigation “failed to disclose any information which would indicate either the tendency to or solicitation by, or any acceptance of a bribe by any one associated in any capacity with the FCC.”

The hotel conversation grew out of competition between the Knox Broadcasting Co. of Schenectady, N. Y., for a new regional broadcasting station in that city, and of WNB, Binghamton, New York, local station, which sought the same facilities.
Our popularity with listener and advertiser is something of which we are very proud.

Our listeners are continually increasing and our clients are more than satisfied with the results obtained from their advertising campaigns.

May we submit an advertising campaign suited to your requirements.

THOMAS PATRICK

Incorporated

HOTEL CHASE
ST. LOUIS

REPRESENTATIVE - PAUL H. RAYMER CO.

NEW YORK   CHICAGO   SAN FRANCISCO
BYRON MOYER GOLD MINE
KIRKLAND
ARIZONA

Radio Station KSL,
Salt Lake City, Utah

Gentlemen:

This letter is to thank you for the entertainment and
pleasure I get from your daily program, and to tell you
that, in appreciation, I am sending you the enclosed
postcard.

I hope interest you to know that we are marketing it
of fine home goods. We have been in business for
years and are proud to give you excellent, reliable
service and satisfaction.

Sincerely yours,

Byron Moyer

Feb. 20, 1936

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BROADCASTING • April 1, 1936
GOLD MINES

... and CBS Coverage

Here's as glittering an example of listener-gold turned into client-gold as we've seen. Fresh-drawn from the mine, it is minted directly into sponsor-profits "because (as Mr. Byron Moyer says) the producer sees fit to give us excellent entertainment...with his advertising."

Add this report to the more elaborate studies of Columbia coverage and Columbia results. It belongs. For Columbia territories these days, are regularly reported to be gold-mines.

But what we really want to point out, here, is how very neatly this gold-miner reveals the strategy of Columbia coverage. He is 475 miles from the nearest Columbia transmitter. Yet the strategic location of Columbia "power" (KSL's 50,000 watts, for example)—where power is of most value—brings him within cash-register distance of the advertiser.

And where millions of people are concentrated (in the tight markets of the East) that is where Columbia—with dominant local stations—serves more markets "from within" than any other network. It might be put this way: wherever the gold-mines are located, we work them for our clients as they should be worked. And the clients report the strategy a good one.

THE COLUMBIA BROADCASTING SYSTEM
Saga of Radio

THEY SAY—those blind critics of radio—that radio isn’t able to collect accurate and complete news reports. They say that radio has hazy coverage that won’t yield to conventional rule-of-thumb statistical treatment. They say that radio is dominated by its sponsors. All that and a lot more about this amazing new industry has been said by those who present its sudden catapulting into the hearts and homes of the nation.

But let them ask thousands of sorrow-weakened relatives who learned by radio that their loved ones were safe. Let them ask police and firemen whose only means of communication was through broadcasting stations. Let them ask Red Cross and public officials who directed warning and relief service through radio. Let them ask millions who listened to the most dramatic story of fact dissemination in the history of major catastrophes. Let them ask those who owe their lives to the flood warnings that broadcasters spread.

When all older means of communication had failed, radio stepped into the breach. Stations staffed budgets into pigeonholes and shunted sponsors to a temporary limbo as they threw all their personnel and facilities into the task of easing the suffering and damage the elements had wrought.

Heroism and devotion to humanity inspired those who manned the microphones and turned the dials of dozens of broadcast stations, caught in the watery maelstrom that wreaked inestimable damage.

The fragmentary stories have been picked up piece by piece from weary broadcasters who in some cases had only a few hours sleep in a week. In this issue BROADCASTING has attempted to recount, from every available source, the scattered tales of service and devotion, but no printed account could do justice to them.

Resourceful engineers kept stations on the air when power or equipment failed. Announcers talked to an eager public until their throats wore out. Studio employees and salesmen and executives alike doubled in all types of duties. Station managers directed emergency operations with rare sagacity and encouraged worn-out staffs to continue.

All in all, radio provided the silver lining in a tragedy that clouded most of Eastern United States. Radio answered its critics in a fashion that permits no rebuttal. And radio will be ready again when distress calls.

Skull and Cross-Bones

UP ON Capitol Hill there are hearings on copyright legislation. The Duffy Bill, which among other things, would eliminate the $250 statutory minimum infringement provision of existing law, is the reason. ASCAP, backed up by a number of committee members, is battling bitterly to kill the bill, because it wants to salvage that $250 war club it has wielded so effectively in the past.

If any more reasons are needed as to why this power should be removed from copyright elitters, the Committee has simply to take cognizance of the latest move of Warner Bros. publishing houses, which withdrew from ASCAP Dec. 31 and are now suffering the ignominious fate of virtual non-performance of their music as a result.

For music that is totally unnecessary to radio, they want five year contracts from stations. The only argument they have is the $250 per infringement bludgeon. If stations do not sign, they face infringement suits of that minimum for every number performed. Big stations with adequate checking staffs can avoid the Warner ultimatum, but the smaller ones may have to accept under duress, just as the industry has been forced in the past to capitulate to the demands of ASCAP, and to those of lessor copyright groups.

That $250 minimum infringement represents the skull and cross-bones flying in the face of users of copyrighted music for profit. It is un-American to permit dictatorialships to exist by virtue of antiquated laws.

Pipe Down!

AN EDITORIAL suggestion comes to us from William H. Rankin, president of William H. Rankin Co., New York agency. We couldn’t state it more eloquently:

“Last week in a Supreme Court hearing a lawyer pitched his voice too high—he yelled—and Chief Justice Hughes suggested that he keep his voice lower; and Judge McReynolds said: ‘We can follow you more closely if you will talk in a lower tone.’

“Even in advertising, the persuasive, even tone of expression, in good taste, influences the consumer to buy the product advertised much better than the advertising that fairly shrieks. Good taste before the Supreme Court of the United States is just as effective as good taste and calm, reason-why appeal before the court of last resort in advertising—our 125,000,000 consumers. This would apply to many radio commercial announcers too.”

The RADIO BOOK SHELF

THE ADVERTISING problems of banks and other financial institutions are discussed in a series of papers read before the last annual convention of the Financial Advertising Executives Association and brought together by its executive secretary, Preston E. Reed, 231 S. LaSalle St., Chicago, in a bound volume just issued. Radio’s part in the discussions was relatively small, though Harve H. Page, of the Northern Trust Co., Chicago, does rate it second to direct-by-mail for results in new business solicitation and places radio ahead of newspaper advertising.

GLEN D. GILLETT, Washington consulting engineer, and his associate Mary Eager are authors of a paper covering results of a qualitative study of the major factors affecting broadcast covering in the frequency range from 200 to 2000 kc. in the February Proceedings of the Institute of Radio Engineers. Their paper discusses the relationship of terrain, frequency, antenna design and power to economic factors of coverage.

THE transformation of educational broadcasts from the dry lecture type of program to broadcasts with “life” is reviewed in an article titled “Humanizing Education Via the Air”, by Edward Codel, appearing in the February issue of the Minnesota Journal of Education, official organ of the Minnesota Education Association.

An FCC Inquiry?

MANY members of Congress, both in the Senate and House, are working up an appetite for an investigation of the FCC. The notoriety which has accompanied such incidents as the Williard Hotel ‘bribery’ conversation, the Black Lobby Committee wire seizures and the numerous trials about politics on the FCC, have tended to whet that appetite.

At the next session, we hear, there certainly will be an investigation of FCC personnel, perhaps by the Senate Interstate Commerce Committee. Several groups, dissatisfied with the treatment they have received from the FCC in the way of allocations of facilities, have been lobbying for an investigation as a retaliatory move.

It is folly to allow all of this conversation and all of these innuendos to continue indefinitely. We think it is time to have a Congressional Committee make its inquiry, and have it over with. Certain practices of the FCC, from our own observations, need correcting. It should function more like the ICC and the Trade Commission. But we think, many members of Congress will probably be charmed when they learn that most of the pressure being brought upon the FCC for granting this application or that, emanates from Congress itself.

There is disension on the Commission. It should not exist. Honest differences of opinion are healthy, but constant internal bickering is not conducive of good administration. Less lip service and more honest, conscientious work is to be desired.
HERBERT WALLACE BUTTERWORTH

FOR NEARLY 20 years, mostly within the present decade, much has been written and said in marked praise of the so-called "voice with a smile" as an aid in promoting social and business cor-
diality.

In the Hall of Fame of broadcasting announcers, the oft-alluded to "silver-tongued voice" of H. Wall-
Agency, Chicago, is known to
legions.

Born Oct. 25, 1901, at Walling-
ford, Pa., suburb of Philadelphia, Butterworth was graduated in 1920 from Swarthmore high school, where he was president of the senior class, leader in dramatics and music and active in track and baseball.

In 1928, on the suggestion of a mutual friend, Butterworth, whose train
tained baritone voice met with much favor in two successful con-
certs throughout Canada and the eastern section of the United States, visited New York City to
invite the aid of Milton Cross to secure an NBC audition as a sin-
ger. While he did not make the ac-
quaintance of Cross, who was away, he did meet Marty Sherris, chief announcer, who asked him why he thought he would make a

"Anouncer!"

Then for two years, in the ser-
tice of Motor Parts Co., Philadel-
phia, "Wally" traveled all over
the country, making records in establish-
ing a remarkable record in selling Atwater-Kent radio.

Radio broadcasting's gates soon
swung open for Butterworth. In
nine months' connection with NBC in New York City, he handled much credit, among other assign-
ments, Rozy And His Gang and the Quaker Oats broadcast with Phil Cook, prior to his transfer to the
NBC Chicago office. There he covered all important broadcasts in the territory from Cleveland to South Broadway, in a workday of 12
hours continuous service!

It was while stationed on the
"Great Central Market", on the
Shores of Lake Michigan, that
Butterworth by ability, unerring
energy, and easy delivery, estab-
lished a national reputation as an
announcer. While a book would be
required in which to enumerate the
prominent commercial and sustain-
ing stations of the country, contests, and conventions which he
covered, some high spots in his an-
nouncing career are Chester, Pa.,
interest as to be worthy of mention.

Because of his knowledge of opera—being letter-perfect in
广东 and familiar with all the artists, he was
selected to announce during two full seasons, the 26 performances of the Chicago Civic Opera
Company.

Inborn love of music (his mother, a
singer, is the oldest living gradu-
ate of the Department of Music of the University of Pennsylvania) prompted Butterworth, when con-
fronted with the necessity of earn-
ing his own living, to take a two
weeks' course in recording at the
Victor Talking Machine Co. Lab-
oratories in Camden, in prepara-
tion for what developed to five years' employment in selling talk-
ingen machines and records for
Frank Tolli Inc., Chester, Pa.

Butterworth's two concert tours were followed by a thrill of thrills—
his essay as an impresario in seven cities—and close acquaintance with
Chester for $1,600! "Wally" was
$20 richer when the concert was
concluded, plus the "gain" of the friendship of Martinelli. He began again to study voice for one year in New York under Pasquale
Amato.

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announcing ball
DICK McDONOUGH, rapid fire sports announcer of WHZ-WBZA, Boston-Springfield, is back in Cleveland, having joined the announcing staff of WXYZ, Detroit, and Michigan Network.

ALAN HALE, ex-G-man and former NBC sports announcer, has joined WJSN, Milwaukee, to handle base- ball broadcasts of Waddah Oil Co. He left March 23 to spend two weeks with the local baseball team at its training camp.

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Results

WLS in February received 20,450 box tops for a cereal product advertised on WLS and new to the Metropolitan Chicago market.

For more news of WLS activities, see April 15th Issue of Broadcasting Magazine.

KSD播送的节目中的一位广告人,他说赚了数百万美元或更多对无线电广告在1935年的影响。

KSD广播播送的节目中的一位广告人,他说赚了数百万美元或更多对无线电广告在1935年的影响。

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CHAMBERS ENTERS PRIVATE PRACTICE

JOSEPH A. CHAMBERS, technical supervisor of WLW and WSAI, Cincinnati, and recognized as one of the country's foremost radio engineers, on March 25 retired from that post, effective April 1, to establish a radio consulting practice in Washington.

The builder of the first 500,000 watt station in the world, which power WLW now is using, Mr. Chambers is credited with many station engineering innovations. He is also recognized as an authority on antenna design.

After three years with General Electric Co., in Schenectady and as development engineer of WGY, Mr. Chambers became chief engineer of the Crosby stations in 1927, which post he has held since.

For the last half-dozen years he has been chairman of the engineering committee of the NAB.

Mr. Chambers probably will establish offices in the National Press Building in Washington, and will specialize in consulting practice before the FCC Broadcast Division, particularly on allocation matters and station design.

EQUIPMENT

WBT, Charlotte, N. C., is rushing to completion plans for new studios and offices, having outgrown present quarters. The entire sixth floor of the Wilder Bldg. has been leased. Modernistic treatment will be given the three new studios and two auxiliary studios to be used for auditions and rehearsals. New equipment will be installed. Glass enclosed audience and client's rooms will be constructed. Work is to be completed June 1. COLLINS RADIO Co., Cedar Rapids, has issued four new catalogs covering Collins speech equipment, broadcast transmitters, the 45A small-sized transmitter and the 30FXC transmitter.

WJDX, Jackson Miss., is testing an auxiliary power supply to be used if power lines fail. It consists of an engine propelled by natural gas which in turn will run an electrical generator. A complete new ground system is to be installed at the transmitter plant with preliminary tests showing a marked increase in signal strength and extension of service area.

Dean Bush Honored

DR. VANNEVAR BUSH, dean of the engineering school of Massachusetts Institute of Technology, will receive the 1855 Lamme medal of the American Institute of Electrical Engineers at its June convention in Pasadena in recognition of his achievements in electrical development. The award was founded by the late Benjamin G. Lamme, Westinghouse chief engineer.

Mr. Chambers was born in Dothan, Ala., and has joined WHIO, Dayton.

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BROADCASTING Has "IT"...

Here's why station advertisers in BROADCASTING get results — it's read by the right people.

April 1, 1936 • BROADCASTING
The Business of Broadcasting

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

STATION ACCOUNTS
sp—studio programs
f—transcriptions
as—tape programs
fs—transcription announcements

WBAL, Baltimore

Carleton & Soleson, N.Y. (linen), 26 sa., thru John W. Queen, Boston.


Bernard Perfumers, St. Louis (Love Charm), 19 sp., thru Hilmer V. Swenson Co., Chicago.


Standard Oil Co. of New Jersey, 26 sa., thru Michigan-Wyatt, 26 sa., thru Marschall & Pratt Inc., N.Y.


Consolidated By-Products Co., Philadelphia (Maro dog food), 13 sa., thru McLean Organization, Philadelphia.


Ford Motor Co., Alexandria, Va., 6 sa., thru McCann-Erickson Inc., N.Y.

Free State Brewing Co., Baltimore, 32 million barrels.


WOR, Newark

Maryland Pharmacies, Inc., Baltimore (Rem), 18 weekly sa., thru Joseph Katz Co., N.Y.

Webster-Eislohr Inc., New York (Hilum Cigarettes), weekly sp., thru N. A. Ayer & Son, Inc., N.Y.


WJJD, Chicago
Allied Florists Assn., Chicago, weekly thru Hilmer V. Swenson Co., Chicago.

KDKA, Pittsburgh

Dr. Schubery's Laboratory, Charles City, Iowa (poultry remedy), 52 sa., thru N. A. Winter Adv. Agency, Chicago.

John Morrell & Co., Ottumwa, Ia., 52 sp., thru the Ham, Hurst & McDonald Inc., Chicago.


A. C. Gilbert Co., New Haven, 13 sp., thru Chas. W. Hoyt Co. Inc., N.Y.


General Electric Co. (lawyers), 13 thru Maxon Inc., Detroit.


Lever Brothers, New York (Pine sol), 20 sa., thru Reinecke-Elis Youngreen & Finn Inc., N.Y.


WSS, Atlanta


WTAL, Tallahassee, Fla.
French Lick Springs Hotel Co., French Lick Ind. (water), 4 weekly sa., thru Lord & Thomas, Chicago.


KXN, Los Angeles
Charles Goldstein Co., Juneau, Alaska (furs), weekly f., thru Sam Tilly.

Saffrey Stores Inc., Oakland, Cal. (meat), 52 sa., thru J. Walter Thompson Co., San Francisco.


Picture Ring Co., Cincinnati, 1 sp., thru Frederick W. Ziv Inc., Cincinnati.

WBT, Charlotte, N. C.

Capper Publications, Topka (Household Magazine), 4 f., thru Presca, Rogers & Presca Inc., Chicago.

United Drug Co., Boston (Revall sale), 5, thru Street & Finney Inc., N. Y.


WGY, Schenectady
Richfield Oil Corp., New York, 52 sp., thru Fletcher & Ellis Inc., N. Y.

Steinher Departments Store, Baltimore, 26 sa., thru Leighton & Nelson, Schenectady.


Oneida Community Silverware Co., 72 sa., thru Geyer, Cornell & Newell Inc., N. Y.


WMCA, New York


Corti Products Corp., New York (soaps), 5 weekly sp., thru Bermingham, Castelmann & Pierce Inc., N. Y.

KGY, Missoula, Mont.


BMY, New York

WLS, Chicago


Walker Remedy Co., Waterloo, Iowa (cigars), thru Weston-Barnett Inc., Water
dale.


Union Pacific Railroad, Chicago (rail travel), 52 sa., thru Barlow & Co., Omaha.


Evans Fur Co., Chicago (retail furs), 4 sp., thru Auspitz and Lee, Chicago.

Tony Wons, Chicago (seeds), 3 weekly sp., thru.


Menthe-Kreameo Inc., Clinton, Ill. (proprietary), 78 sa., thru Beuerle
ner & Co., Chicago.


Beverage Perfumers, St. Louis (Love Charm perfume), weekly thru Hilmer V. Swenson, St. Louis, Mo.


WHAM, Rochester
Fels & Co., Philadelphia (Fels Nap
ap soup), 2 weekly sp., thru Young & 

Bernard Perfumers, St. Louis (Love Charm), 2 weekly thru Hilmer V. Swenson Co., St. Louis.

General Mills Inc., Minneapolis (Gold Medal flour), 2 weekly thru Blackett-Sample-Hummeri Inc., Chicago.


Milroy Bradley Co., Springfield, Mass. (Western meat), 15 sa., thru Frei


Richfield Oil Corp., New York, 3 weekly f., thru Fletcher & Ellis Inc., N. Y.


WHIO, Dayton

Foster-Milburn Co., Buffalo (Doan's pills), 30 sa., thru Street & Finney Inc., N. Y.

Mansfield-Peeling Razor Co., New York (Shick blades), 7 weekly sa., thru J. M. Gold.

M. J. Breitenbach Co., New York (Gude's Pepto-Makan), 36 thru the Brookes, Smith & French Inc., N. Y.

General Motors Corp., Detroit (auto shows), 70 thru Campbell-Ewald Co. Inc., Detroit.

Fricke Corp., Dayton (electric refrigerators), 9 weekly thru Lord & Thomas, Chicago.

WFFL, Philadelphia
Valley Forge Memorial Estates, Phila
delphia, 52 f., thru.

Closing Line:  "Past! Mr. Wynn! Your hat!" From Life
A NEW sustaining program policy, whereby sustaining features will be built with the objective of making them available for commercial sponsorship, is indicated within NBC as an initial program change introduced by Lenox R. Lohr, NBC president.

On March 28 NBC announced that Benny Rubin, dialect comedian, will inaugurate a variety show beginning April 1 over a nationwide NBC-WJZ network, at 8:30 p.m. (EST). The show will star Rubin along with Lester Vail, dramatic artist, as master of ceremonies, the Rhythm Girls trio, the Foy-Dix-Peterson quartet, and a dance band directed by Harold Anderson.

Eddie Foy Jr., son of the famous entertainer, made his NBC debut over an NBC-WJZ network on March 25, and is expected to be placed in a regular sustaining series.

Mr. Lohr is known to be considering a weeding out process for sustaining programs which do not have a sufficient popularity and which are not adaptable for eventual commercial sponsorship.

**CLIFF SLEININGER STARTS REP FIRM**

**CLIFF SLEININGER**

**STARTS REP FIRM**

**ORGANIZATION of Sleininger Inc.**

**to represent a small limited group of broadcasting stations, was announced March 24 by Clifford L. Sleininger, who resigned last month as secretary-treasurer of Free & Sleininger and who was also identified with Free, Johns & Field, station representatives. Mr. Sleininger is president of the new company, and has established offices at 300 N. Michigan Ave., Chicago. Offices in New York also will be opened.

Mr. Sleininger said he decided upon organization of the new company because of his conviction that adequate representation of sustaining programs in the spot market is possible only when the group of stations is small and carefully selected. Station representation, he added, has grown without much forethought or direction in the last four years. "Our aim," he said, "is to fulfill the need of certain stations by providing a few of them with complete, individual representation."

5000 WATS DAY

570 KILOCYCLES

FULL TIME

**CBS AFFILIATE**

**YANKTON, SO. DAKOTA**

**WALTER BIDDICK**

**WILSON-DALTON**

**NORMAN CRAIG**

**West Coast**

**Chicago-Kansas City**

**New York**

**BEST DAYTIME STATION IN THE LAND**

**WNAV**

**Network Changes**

**PET MILK SALES Corp.**

**On March 31 adds 12 stations to CBS program and on April 28 changes to 12-12-12-30 p.m. Thurs.,**

**BRISTOL-MYERS Co.**

**In July replaces Fred Allen on NBC-WED network with Stoopnagle & Bud until Sept. 30.**

**LOGSTT & JXERS Co.**

**On May 1 shifts CBS Saturday series to 10-10-10 p.m. Fridays.**

**REMINSTON RAND Inc.**

**On March 31 shifts Edwin C. Hill to 7:30-7:30 p.m. Thurs., Sat. on 21 NBC-WJZ stations.**
HENRY T. EWALD, president of Campbell-Ewald Co., Inc., Detroit, touring the country, visiting his agencies and conferring with advertising executives in various cities, was on the Pacific Coast during March. While in San Francisco he conferred with Mr. Fred Sollie, Pacific Coast manager of the agency on the General Motors Corporation and with other executives.

AFTER an absence of six months, during which he was connected with Associated General Foods Co., Detroit, Sollie has rejoined the firm of Fred Smith & Frels Inc., Detroit and New York agency.

JAMES L. FREE, president of Free & Steiner Inc., station representatives, has served notice of cancellation of the company's representation agreement with WJJD, Chicago, according to Mr. Free, this cancellation will be effective April 30. Free & Steiner formerly represented both WJJD and WIND in the East and on the Pacific Coast. Last week Ralph Altman, head of both WIND and WJJD, notified Free & Steiner of his intention to part with the WIND representation contract but has returned the firm for representation of WJJD, to Free & Steiner, and cancellation of the WJJD contract followed.

R. E. Howard Resigns From Campbell-Ewald Co.

AFTER an eight-year tenure, R. E. Howard, vice president of Campbell-Ewald Co., Inc., Detroit, has resigned from the department to be president of Howard Advertising, Inc., a company which will keep his name in radio advertising. His successor, effective April 1 is Garfield C. Packard, who was transferred to the agency's radio buying post from responsibility on the Chevrolet account. He was formerly with World Broadcasting System, ChkW, Detroit and J. P. Neebe Co. Mr. Howard joined Campbell-Ewald in 1928 after having been with Paramount in Hollywood for nearly three years. Prior to that he was with Price-Waterhouse, public accountants in New York. Upon his departure from Campbell-Ewald, he and Mrs. Howard will take a two-week vacation.

Nelson succeeds Dixon

PETER DIXON, radio director of Kenyon & Eckhardt, New York, has resigned and his place will be filled by Jack Nelson, formerly of R. A. Wyman & Sons, New York. Nelson, who was transferred to head the Chicago office of Kenyon & Eckhardt last October, has assumed the program producing duties of Peter Dixon & Associates. His plans are indefinite, but he will be located at 711 Fifth Ave. after April 1.

Buys Interest in WROK

DROPPING its FCC application to secure authorization for a transmitter of majority control of WROK, Rockford, Ill., Rockford Consolidated Newspapers Inc. instead is now considering acquisition of a minority interest in the station, a 500-watt regional on 1410 kc., located in the heart of the city. The station is operated by Joseph C. Neuberger, who was transferred to the Seattle office as manager.

RICHARD JORGENSEN, for the last four years with Frederick Seid Adv. Agency, San Francisco, has opened his own agency at 74 N. First St., San Jose, Cal.

DOLORES DONN WAGNER, formerly in the script department of San Francisco Sun & Star Co., and more recently radio free lance writer, has been appointed radio producer for the Los Angeles Times, Los Angeles, California.

NED J. NEWMAN Adv. Agency, Los Angeles, has moved to larger quarters in the Commercial Exchange Bldg., and the agency has become its production manager.

A Rich Concentrated Trade Area MISSOURI, MONTANA

KGVO 1000 Watts 1260 kc

Is Your Name Here?

The I. J. Fox Company
Personal Finance Company
Maryland Ave. & 7th and 9th Aves.
The K. B. Company
Cleveland Von Company
Ohio Savings Building
Crazy Water Crystals Co.
E. W. Rose Company (Zemo)
Saunder's Music House
Karaoke Club
Watch Tower Radio Service
Cleveland City Mission
Saunders Systeme
Max Robinson
Burts, Inc.
Wanda Furniture Company
White Cross Beauty Products
Have Department Store
Brazis Brothers Clothing
H. Blower Company
Sidney Rose, Clothier

SMART ADVERTISERS

USING WJAY FOR FIVE YEARS

REASON? RESULTS!

WJAY HAS MORE LOCAL CLIENTS THAN ANY OTHER STATION IN CLEVELAND

Rep. Aerial Publicizing, Inc.
30 Rockefeller Plaza, New York
Canadian Inquiry Begun on Activity Of CRC's Regime
Temporary Lease on Life Given Commission by Parliament

By JAMES MONTAGNES

As Canada's fiscal year comes to a close on March 31, the Canadian Radio Commission is given a temporary lease on life in the new fiscal year with the announcement from Ottawa's Parliament that a committee of 23 from all parts of Canada has been appointed to delve into the matter of giving the Canadian public adequate broadcasting service.

Including three present cabinet ministers and one former cabinet minister the committee consists of 17 Liberals, four Conservatives, one Social Crediter, and one C. C. (Cooperative Commonwealth Federation). United States-born grain elevator builder C. D. Howe, Minister of Marine, Railways & Canals, under whose jurisdiction radio falls, is a member for the Liberals, with former Marine Minister P. J. A. Cardin, now Minister of Public Works, and Ian Mackenzie, Minister of National Defense. The ex-cabinet member is Denton Massey, one of Premier Bennett's young men. Massey also has had much radio experience, as master of ceremonies, political speaker and announcer.

The Parliamentary committee, quoting the official announcement will "inquire into the operations of the Canadian Radio Commission and its administration of the Canadian Radio Broadcasting Act of 1927 and amendments, and the regulations made under authority thereof; advise what if any, changes shall be made in the existing system of radio broadcasting, and whether the said statutes and regulations should be amended in whole or in part, and what, if any, additions should be made thereto; also inquire into the extent to which there has been an abuse of broadcasting privileges, either for political or advertising purposes, and to advise as to what principles should govern the regulations or control thereof."

A New Deal Sought

No date has at this writing been set for the committee to begin its work, but it is empowered to question witnesses, examine papers and records as evidence, and make reports from time to time to Parliament.

Shortly before the announcement of the committee appointment R. W. Ashcroft, Toronto advertising expert for Graham & Worts, who operated the Trans-Canada Broadcasting Co. before the Radio Commission came into being with CKGW (now Commission-leased CRCT) as key station, started once more his campaign for a new deal in Canadian broadcasting. Ashcroft is bound to appear before the new committee (he has before PRIZE PROMOTION
Des Moines Stations Give Time To Advertise Contests

KSO and KRNT, Des Moines, are promoting prize contests for their sponsors with a three-weekly dramatic program. The broadcasts concern the adventures of a mythical air family with a little daffy on the subject of contests. The skits are five minutes in length and open with the announcer introducing The Prize Hunters, "a family like the people who live next door". They have "a lot of fun and many lucky opportunities as prize hunters without even leaving their living-room." The continuity continues: "A twist of the radio dial and they find unlimited chances to win valuable awards. Listen!" Then Tom, Dad and Mother go into the prize routine in which contests on the two stations are the subject of conversation.

Muzak Begins in Gotham

MUZAK Inc., a division of North American Co., public utility concern, began operation in New York March 15. Both business and residential clients are being served. As to how many clients Muzak had taking its service E. H. Connick, vice president, would not say. He explained, however, that the New York project is an experiment as was the Cleveland effort, discontinued Feb. 15. All clients are receiving 24-hour service.

past committees) and his plan is for privately owned stations with a chartered Canadian Broadcasting Corporation financed on a tube license fee system, supplying regional studios and a daily 16-hour program for those stations desiring such a service. The corporation would own no stations, would be sole lessee of transmission facilities, would pay all copyright fees, would arrange for foreign programs, be administered by five governors, a managing director and regional directors. Cost is set at $1,500,000 a year (estimated license revenue from listeners) which includes programs at $1,000 a day, payment to stations for time, transmission lines, copyright fees, salaries, reserve. The Ashcroft plan is definitely based on the premise that broadcasting today is a business, and should be controlled but not operated by the state.

$1,246,000 IN ONE DAY

That was the amount of money bet by 50,000 people at the Santa Anita race track, February 22nd—the day of the $100,000 Santa Anita Handicap. During the 58-day racing season, more than $25,000,000 passed through the pari-mutuel machines at the track.

So what! If Southern California people can afford to gamble this amount of money, they have, for a certainty, a lot more to spend. It's a very definite index to the earning and spending capacity of the people in the territory served by KFWB.

KFWB has adequate power to cover this compact territory... economically... thoroughly. Its signal is concentrated in a densely populated area—and not wasted on the barren desert and the lonely sea. For positive coverage of the Los Angeles area use

KFWB LOS ANGELES
Owned and Operated by WARNER BROS. MOTION PICTURE STUDIOS
FREE & SLEININGER Exclusive Representatives

Rich SPOTS for SPOT

WOL
First in Number of Washington Advertisers

April 1, 1936 • BROADCASTING

Page 47
STUDIO NOTES

ALTHOUGH all other Chicago stations went along with the City Council adopting Eastern Standard Time on March 1, the Prarie Farmer station, WLS, remained on Central Standard Time. Glenn Snyder, WLS manager, decided upon this after a poll of WLS listeners, many in the rural areas, showed a 65 to 1 vote against the change. In Chicago the vote was 34 to 1 against.

WBI, Atlanta, celebrated its 25th birthday March 15 with Lambda Kay, veteran manager of the station, going on the air in an interview with Ernest Rogers, publicity director, discussing old times in radio.

WFBR, Baltimore, has opened auxiliary studios in the Lord Baltimore Hotel, to supplement those at its headquarters in the St. Paul Bldg. The installation, including a large studio and an audition room, was made by John's Manville. They are temperature treated and air-conditioned.

JOHN McGORMICK, assistant manager of WRC, Cincinnati, Ruth Lyons, musical director, S. R. Bateeman, sales manager, and Maynard Craig have been named to the newly-formed program department of WRC, which is to originate ideas for prospective sponsors, suggest merchandizing plans and advise on production.

THE broadcasts of KFIR, Sacramento, from Judge Will J. Carragher's traffic court, have aroused wide comment in California's capital city. Inaugurated in conjunction with the safety campaign of the Sacramento Safety Council, the broadcasts have furnished KFIR listeners with much food for conversation as traffic violators, including well-known citizens, are paraded before the microphones during the court sessions.

TRIBUTE—From Mrs. F. M. PACKWOOD, a Nebraska farm woman, came this tribute to radio which won first place in a contest conducted by KFAB, Lincoln, Neb., in which participants wrote on "What Radio Means to Me."

THE Musical Clock, Marshall Field & Co.'s morning contribution over WBBM, Chicago, with its first absence of both regular announcers when Halloween Martin and Parker Braxton, after a year of successful years, were both missing. Both had influenza attacks. Stan Thompson, regular announcer for the sponsor's men's department half-hour, handled the entire show.

AT AN assemblage of more than 2,500 high school students, Gov. James V. Allred of Texas, addressed through the facilities of KRLD some 60,000 school children assembled in their respective auditoriums.

THE oldest and one of the largest high schools in Grand Rapids, Mich., is giving honor points to students who tune in WOOD-WASH and listen to educational programs, such as "Your English, Lowell Thomas, You and Your Government and America's Town Meeting." It is expected that other Grand Rapids' schools will follow this example of promoting education via radio, as both students and teachers are enthusiastic about the plan.

WHIO, Dayton, broadcast from the local Inland Commerce Office on the last day for filing income tax returns. Fred L. Edwards, the announcer, announced a revenue official about the exemption for single men and was handed a blank to fill out.

WKRC, Cincinnati, is conducting a baseball school of the air two evenings a week with Dick Brny, sports announcer, in charge. Actual demonstrations on local ball fields are to be given. Some 2,500 notification cards were sent.

MINIATURE coverage of the national political conventions, complete in every detail, was offered its listeners March 24 by WPTT, Raleigh, in handling the Republican State Convention, with Carl Georchi, news commentator, and J. B. Clark, staff announcer, in charge of the production. This week that also proved its public service by getting over $50,000 in contributions for Blood Cross good relief.

KFPW, Fort Smith, Ark., broadcast a request for blood donors to save an 18-year-old girl seriously ill from a broken-bone and within an hour 50 persons had called at the hospital to offer blood for a transfusion. After daily transmissions the patient improved rapidly and soon was out of danger.

MAY Co., Los Angeles department store, has started a "guest room" where speakers and entertainers present a twice-a-year broadcast of a series of programs via remote to KFHP, Hollywood. The idea was used for an entire week in March as a test campaign.

WBT, Charlotte, N. C., is planning an interstate horse race writing tournament and has in mind a croquet tournament at a later date. The horse race event will cover the Carolinas and a cup will be awarded, as well as other prizes.

HAVING made a top-ranking discovery in Virginia della Chiesa in its first contest last year, WBBM, Chicago, has two more of its "Unknown Singers" series of this year, picked from 1,400 entries. They are Alida Sturmann and Philip Crane, of Chicago, both of whom got 13 weekly contest votes.

COOPERATING with the Atlanta Constitution, WATL, Atlanta, kept its faithful listeners, as well as William J. Coleman, at the microphone continuously from 7:45 p.m. to 11 a.m. during the March 11 Fulton County Democratic primary, brushing all commercials aside for the service.

WWNX, New York, presented a 90-minute dedication program on March 22 for its new pipe organ, with 25 artists participating. William J. Bartley was selected as staff organist from a list of 50 competing organist. He formerly was with WJMA, New York, and is well known in the operatic and theatrical world.

WJWA, New York, has started a series on Inter-City Group to pay honor to living Americans who have contributed to the welfare of the nation or have advanced understanding of public affairs. Westbrook Pegler, United Features Syndicate writer, was saluted in the first program March 30.

WHIG, Greensboro, N. C., has started a combination barn dance and amateur show, Carolina Show, broadcast from 11:30 p.m. Saturdays until 3 a.m. Friday morning. More than a thousand members attend each program. A drive for new and original stunts is being made through 25 weekly and semi-weekly newspapers. Each week a medal is awarded to the act drawing the most fan mail.

WWBEW, Newark, will move soon into its new Newark studios in the Proctor Theatre Bldg.

MORE than 50,000 copies of the 1935 WBNY album have been sold to listeners by the Chicago station.

THEIR eighth birthday on the air and their 2,286th broadcast was celebrated by Amos 'n Andy March 18. Seven of the years have been under Federal sponsorship.

THE SOBY YARDSICK of AUDIENCE VALUE

Impartial and comparable data about the size and location of the audience of radio programs and stations. Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES
1623 Wallace Ave. Wilkinsburg, Pa.
April 1, 1936 * Broadcasting

**Sterling Products Takes Two to NBC**

Sterling Products Co., New York, late in May, will transfer two CBS programs, Melodiana and Lavender & Old Lace to the NBC-WJZ basic network. The former program will switch May 26, Tuesdays, 9:30-10 p.m. and the latter show begins the following night, Wednesdays, 8:30-9 p.m.

In addition to these NBC also adds Dr. Lyon's toothpowder for the same sponsor on Wednesday, April 15, 8-8:30 p.m. As the program ties up the Lavender & Old Lace broadcast by taking the half-hour niche immediately preceding, the sponsor will be given the hour rate God the debut of the program. Talent is unannounced but will be of a musical nature with guest stars and titles, Folies Bergere of the Air.

This is the third NBC program promoting Dr. Lyon's toothpowder, the other being Manhattan Merry Go Round and NBC-WEAF, Sunday 9-9:30 p.m., and Backstage Wife which began March 30, 4:15-4:30 p.m. Monday through Friday. Two hours and a quarter each week in the interest of a single product is believed to be the heaviest schedule now on any of the national networks. Talent on the CBS shows switching to NBC will not be changed.

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**E. Katz Now Represents 11 Broadcast Stations**

ELEVEN stations are now represented in the national field by E. Katz Special Advertising Agency, which, though primarily a newspaper representative, recently organized a radio department under the direction of Eugene Katz, Lowell Jackson, formerly head of Jackson & Moore, station representatives, which was dissolved, now heads the Katz New York radio staff.

The Katz list: WCAO, Baltimore; WGST, Atlanta; KGIL, Billings; KLZ, Denver; WOWO, Fort Wayne; KGU, Honolulu; KLRA, Little Rock; WMIC, Memphis; WKY, Oklahoma City; WCMA, Pensacola; WHN, New York. Stations WHN and WOWO are represented nationally by Katz with the exception of New York. KGU, WKY and WCMA are owned by newspapers also represented nationally by the Katz firm.

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**WTMV in the St. Louis Area**

100 Watts on WTMV

1/4 million people

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**Transcriptions**

RECENT subscribers to the NBC Thirteen service have been announced as follows: WJAD, Quincy; KQW, San Jose; WKXO, Kalama; WKLZ, Muskogee; WOOD, Grand Rapids; WWJ, Detroit; KRTM, El Paso; WJIN, Reidsville, WMIC, Memphis, has purchased the 30-episode Paul Wing, the Story Man.

TITAN PRODUCTIONS Inc., San Francisco transcription concern, is cutting 20 more quarter-hour episodes of A Night Editor for newspaper stories, which Cardinett Candy Co., Oakland, Cat., sponsors on the NBS-KPO network with live talent. They are being placed on various stations throughout the country by Thomashe-Elliott Inc., Oakland.

**Radiod Service, Hollywood**

Implied transcription agency operated by Capt. C. Whitney Sheely, in March became Sheely & Royce with the addition of Milton Royce as junior partner. Mr. Royce has been active in program circles of stage and radio. The new partnership, in addition to continuing with program production, will also engage in a transcription business with the studios of Radio Release Ltd. being used for this phase of the work.

**Mark L. Gerstle**

President of the Associated Studios, Hollywood transcription concern, has been elected a director of the Production Finance Corp., Los Angeles.

"WHAT the man on the street thinks of radio" was the theme of the San Francisco Advertising Club meeting held in the Palace Hotel, that city, on March 25, when C. F. MacGregor, president of MacGregor & Sollie Inc., transcription producers, presided as chairman. Cliff Engle, NBC announcer, in the guise of the inquiring reporter, and located on the sidewalk in front of the Palace Hotel, questioned citizens on the merits of radio, the answers being remoted back to the Ad Club meeting.

**North California Group Enlarged to Four Stations**

The Northern California Broadcasting System, which for nearly two years included KJBS, San Francisco and KQW, San Jose, has expanded into a cooperative network through affiliation with KROW, Oakland and San Francisco, and KGDJ, Stockton, now offering a four-station combination with coverage in Northern California. The new network, headed by Ralph R. Brunon of San Francisco, started functioning March 16.

Charles L. McCarthy, who recently resigned as Pacific Coast national sales representative for Hearst Radio Inc., in San Francisco, has been appointed general manager of the new network. McCarthy, formerly managed KQW, San Jose, and prior to that was an NBC executive in San Francisco and New York. Carlton E. Coveny remains as sales manager, with headquarters in San Francisco.

Telephone men are trouper's too

**The beginnings of chain broadcasting in 1923**

brought the Bell System into the show business. Telephone men on network service promptly revived the old trouper's tradition to read, "The program must go on — on time." So well have they accomplished their objective that listeners very rarely hear an interruption in a chain broadcast, even when it is being piped to every corner of the country.

In addition to trained personnel, special wires, loading coils and repeaters... elaborate switching facilities... spare circuits for emergencies... and a high-speed communication system along the entire network are necessary to assure this dependability. Approximately $20,000,000 is invested in Bell System equipment used only for program transmission.
SELLING IN SCANDINAVIAN
Lundquist-Lilly Concentrates on Radio and Develops Big Following as Well as Big Sales

SINCE Lundquist-Lilly, men's clothing store in Seattle, started its "Scandinavian Reporter" program on KOMO-KJR, its Scandinavian business has increased 400% in an area where that element is predominating. Three-fourths of the budget goes to radio.

By RAYMOND RUSH
Manager of Lundquist-Lilly, Seattle

WE ARE one of Seattle's oldest radio advertisers. In 1924 we carried our first program over the radio shortly after commercial broadcasting came into existence. Little by little we added programs until now we are Seattle's largest users of radio time in the clothing field. One of our most popular programs is the Scandinavian Reporter which is broadcast five nights per week over KOMO-KJR from 10 to 11. The results have been very gratifying.

Every day one or more people make special trips to our store to tell us how they enjoy the program. A high percentage of these people do not buy, but come just to show their appreciation for the entertainment we offer. A few days ago, an elderly lady came to our store and asked for the manager. As I approached her, she held out her hand and had a big, happy smile on her face. She proceeded to tell me how four of her neighbors who have no radio came to her house each night to listen to the Scandinavian Reporter—the youngest of this group being 62 years old. She tried so hard to show me her genuine appreciation of the broadcast and to impress upon my mind what a lot of pleasure and enjoyment it brought to her and her four neighbors. Here we have a booster that is far better than any type of merchandising we could do for the program. It also proved to us the great part that radio plays in the everyday life of everyone.

What They Say—and Buy

THE Scandinavian Reporter was started six years ago over one of Seattle's smallest stations. Many letters or petitions to us telling us that they were unable to hear the program clearly. These letters grew in number and finally several petitions were sent to KOMO-KJR's engineering department demanding that they move the program to a more powerful station. It was done. And as time went on, we were convinced that the program was worth while so decided to move it to KJR. Mail has poured in from all parts of the State and as far East as South Dakota and South as California.

Recently, while we were doing some stock work and the salesmen were all busy at the racks, a poorly dressed man came in, and by his appearance we could tell he was from the woods. We greeted him and asked if I could help him. He told me he was a prospector from northern Canada, 350 miles north-east of Vancouver, B. C., which is 1400 miles from Seattle and that each evening he and his associates gathered around a battery set and listened to our program. These men come out from their camp only four times a year, or every three months. During that time their only contact with the outside world is by radio. He dwelt long on how these fellows, miles from civilization, enjoyed our program and wanted to impress upon me what a fine thing Lundquist-Lilly is doing in making their days more enjoyable; the program is the highlight of their day. Before this man left our store he purchased an order of nearly $100 in clothing.

Shortly after that, an army officer came into the store and told us he had heard our program while at sea. He had been stationed in the Hawaiian Islands and was coming to his new post at Fort Lewis. At the opportunity to have come to Seattle and directly to our store and made a sizeable purchase of clothing. These are only a few of the incidents with which we come in contact daily.

The Scandinavian Reporter, Mr. Jorgenson, who is employee of our store, is a store and we take great delight in introducing him to our customers who mention our program. He speaks all Scandinavian languages very well. During the five nights a week, Scandinavian, Norwegian, Danish and Finnish program is broadcast. In this way, we please all of the Scandinavian people. The music used on the program consists of native songs of these countries. The opening and closing commercial announcements are given by the station announcer in English.

Due to the fact that this program has become a commercial enterprise, many Scandinavian products have become of note have appeared on the program, and we know that this talent could not be had for any amount of money. They believe we are doing a fine thing and are anxious to help the program along.

Lundquist-Lilly operates two stores in the Pacific Northwest—one in Seattle and the other in Tacoma. Radio has done much to build the business in these stores and insure continued success. Both stores occupy second floor locations in the very heart of the business district of the two cities and feature popular-priced men's clothing. A sales staff is employed in the two stores under Howard Lilly, president of the organization.

PURCHASE of control in KIU, Walla Walla, Wash., by H. E. Studebaker, station manager, was announced in an application filed March 25 with the FCC. The seller is Louis Wasmer, operator of KGA and KHQ, Spokane.

Transradio NEWS available for sponsorship

WJBY
Gadsden, Alabama

Laying Our Cards
On the Table

and giving you POINT BLANK FACTS on why WXYZ should be included in your Detroit advertising plans...

(FACT 1) Station WXYZ has won respect and audience appreciation because of its policy of refusing to broadcast any spurious claims or questionable merchandise. (FACT 2) Station WXYZ ranks among the foremost stations in the country in listenership. (FACT 3) Station WXYZ numbers, among its accounts, many that have used the station consistently for over 4 years, and exclusively. (FACT 4) Station WXYZ secures dealer distribution for new products, and revives distribution for established products. (FACT 5) Station WXYZ does an all round thorough job and has letters of praise to prove it.

WWW.americanradiohistory.com
Merchandising Notes

Scientists on Parade—Grocers Boost—Young Nurses—Baseball School—Telling the Drug Trade

Took 21 scientists 34 years to write Exact Measurements of the Spoken Word, which CBS has published as a compilation of scientific research on the war's voice. It resulted from a systematic ear of literature on the subject. Brief resumes of each scientist only are given with references to complete data.

As a merchandising tieup with its printed advertising, Duke Power to features "Reddy Kilowatt" as the living voice of electricity on its program broadcast by WBT, Charlotte, N. C. "Reddy," played by Clair Shadwell, produces a deep, resonant voice that booms forth in rather terrifying fashion.

The first annual National Grocers', March 16-21, was supported by all grocery accounts on a five-month basis. Sponsors of these programs were into their commercial copy the suggestion that listeners visit neighborhood grocers and ask about special sales in honor of National Grocers' Week.

Each Thursday on the Plymouth broadcast, Ed Wyman asks a question. To answer the query, listeners must visit local Plymouth dealers for an official blank. By March 25 over 1,000 forms had come in, competing for the weekly award of a Plymouth car. The number of entries each week has been running between 16,000 and 18,000.

When WJDX, Jackson, Miss., and local newspapers quarreled in 1930, the station started its own radio paper to get its schedule before the public. Two years later, the paper, which was circulated free, had grown to such an extent that the station found it too expensive. It was turned over to William Harold Davis, then chief newspaper editor, and former radio editor for one of the factors, who began publication of The Air Journal, $1 a year, carrying only the local station's programs. It finally was discontinued.

A few months ago, Mr. Davis, walking business had become much better, resumed publication of The Air Journal. This time there was no subscription price, but instead the paper was sold in bulk to the largest laundry in the state and the largest milk dealer, who in turn distributed the paper to their customers along with suits, laundry and milk.

The paper, which carries a cross section of all the best programs on the air, both local and national, was an immediate success. A national refining building, a radio tube distributor, a baker, a chain of theatres, and numerous smaller merchants have been added to the list of sponsors. The paper is circulated in 35 towns outside of Jackson, and has twice had to seek additional printing facilities to take care of the increase in circulation. Sponsors report that not only has increased sales, but collections as well.

KATE SELLS—A. & P. is placing the bulk of its coffee sales burden on the station featuring Kate Smith. Here is a promotion piece that ties in with the program.

More than 1,600 replies were received by WBZ-WBZA, Boston-Springfield, from a single announcement by the Massachusetts Cooperative Bank League, sponsoring a 13-week series Makers of History. At the conclusion of the March 1 broadcast a free subscription to a new monthly magazine on home building and maintenance was offered to those writing within three days. A home financing booklet also was offered.

WSM, Nashville, is all set for the opening of the Tennessee Centennial Exposition and will be represented by a mammoth exhibit, covering 1,100 square feet of floor space. The building will be titled "Tennessee-Texas Hall of Heroes" displaying paintings and photographs. Both WSM and National Life & Accident Insurance Co., operating the station, will be prominently displayed.

WFBL, Syracuse, combined newspaper, window and radio promotion in March, starting the merchandising campaign with a full-page newspaper advertisement and tying the campaign to two daily programs with biographies of radio artists and build-ups for its broadcasts. Daily announcements were made of the WFBL window display service.

Nearly 7,000 youngsters have enrolled as members of Bess Johnson's Junior Nurse Corps, Swift & Co.'s Sunbrite program which was premiered over a CBS network in February.

YANKEE NETWORK is entering its third baseball season with the highly successful Jack Onslow's Baseball School of the Air, which has an enrollment of well over 30,000. The program is broadcast the year round on a tri-weekly basis. It is organized on the classroom idea with Onslow as director and members of visiting baseball clubs as the faculty. In past seasons sponsors have had notable success with premium cards issued to members who buy their product. The cards are exchangeable for premium equipment of baseball cards. Holders of membership cards are entitled to attend baseball school broadcasts. About 20% of the 30,000 enrolled are girls. The mail pull runs around a thousand or more per broadcast.

KNX, Hollywood, for six months has been using half-page advertisements in the West Coast Drug Mirror which tie in with names of drug sponsors and mentions times of programs. Each month the names of sponsors are changed. In addition a complete list of drug and grocery accounts is issued each month, showing names of sponsors, program times and notification of contests. The sheets are sent to every wholesale and chain buyer in the 11 Western states.

WRC, Washington, issued a booklet on the first anniversary program March 18 of Gordon Hittenmark, announcer of the morning Your Timekeeper program. It is done in the form of a formal invitation and contains a list of sponsors who have participated in the feature.

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

April 1, 1936 • Broadcasting
Big Gas Campaign Brings Startling Results to Utilities
Mystery Chef Is Sponsored By 101 Local Companies

WHEN 87 gas and gas-electric companies went on the air last December with the Mystery Chef series, embracing territory from Washington, D. C., to Portland, Me. and New York to Buffalo, using two associated NBC stations and an NBC network of 13 stations, results were so amazing that the list of sponsoring companies quickly doubled to 101.

Regional Advertisers Inc., a trade association formed for the campaign, according to its secretary, Charles W. Pearson, has achieved the following results: $500,000 cook books, called for in person, getting dog-eared in a multitude of kitchens; 500,000 more copies being rushed from the press. Transcriptions of the programs ordered by local gas companies—in a period of two weeks—in Omaha, Nebraska, in Memphis, Chattanooga and Knoxville, Tennessee; in Birmingham, Alabama, Davenport, Iowa, Altoona and Greensburg, Pennsylvania, and in Honolulu. The West Coast showing interest and inquiring about having the programs, re-broadcast to a Pacific audience.

Men, who as a class aren't supposed to know an egg beater from a beetle, wrote in some 8,000 strong when The Mystery Chef announced, once, that he had prepared a recipe for a dinner party which they would find easy to cook and serve. The Providence (R. I.) Gas Co., seeing the way the wind blew, printed a booklet called “Men Like Good Food...so here is a message men will want to read from cover to cover...” and sent it to men's clubs, bachelor and stag organizations.

IT COSTS the companies 23/4 cents per domestic meter a year to join the program, and 4 cents a copy for the recipe book, which has 100 pages, four-color cover, the Mystery Chef's most popular recipes, over 70 good cooking tips, and two pages of selling copy of the use of modern gas equipment in the home. In the territory reached, there are 6,000,000 domestic meters. At present, 8,400,000 meters are represented by The Mystery Chef.

Transcriptions (12 to 13 minutes) do not include opening or closing announcements. They are left to the purchasing company, the local station or any advertising agency chosen. Interested companies may obtain, free of charge, a double-faced transcription an audition at any local station.

The merchandising of the broadcast is handled by the individual companies, has ranged from posters on New Jersey buses to small newspaper ads, run in all Rochester N. Y. papers before the program actually went on the air. Companies have remarked that the program doesn't need to be merchandised—it sells itself, but the majority have tied it in with newspaper advertising, customer bills, envelope stuffers, streamer-postcards, calendars, etc. Housewives have told stories, and, of course, have employee bulletins.

The files of Regional Advertiser have taken on a decided bulge with the list sent in by men and women. Mail has definitely not been encouraged, but The Mystery Chef is very neatly snowed under, nevertheless, and the volume increases weekly. When The Mystery Chef broadcast a series of cooking talks for Davis Bacon Powder he received letters from one out of every four families in the area interested in the show. The NBC figure shows that his station mail response in one month equalled total mail response from four other cooking talk stations for an entire three-year period.

WBS-ERPI Affiliation

Mentioned in FCC Prob!

THE AFFILIATION of Work Broadcasting System, Inc., with Electrical Research Products Inc., a subsidiary of A. T. & T., was developed March 25 during the FCC's investigation of the A. T. & T. merger that had been several weeks ago. It was the first mention of broadcasting per se, during the inquiry. With Samuel Meisells, assistant chief accountant of the telephone investigation, as witness, testimony was added showing that ERPI and WBS entered into an agreement in 1931 whereby the latter would install Western Electric's transcription apparatus. Mr. Meisells said also that all of the capital stock of Sound Studios Inc., subsidiary of WBS, and a majority of WBS stock was placed with ERPI in connection with a financial transaction. He asserted that these agreements placed limitations on activities of WBS, notably in connection with dividend policies, funded debt, salaries and distributors' contracts.

Sell The Southwest

with

SBS

Twelve Major Stations for Twelve Major Markets!

SOUTHWEST BROADCASTING SYSTEM

General Office—Fort Worth

George Roesler

Radio Station Representative

42nd Floor, Civic Opera Bldg., Chicago
New Center Building, Detroit
Lincoln Building, New York

Accent on Information . . . . . . .

As a means of improving his service to advertisers in all parts of the country, George Roesler announces the opening of a third office, in the Lincoln Building, New York City. The facilities of the proved stations in the following listing are available to advertisers interested in maximum results for a minimum expenditure.

WECB — Duluth, Minn.
WMFG — Hibbing, Minn.
WHBF — Rock Island, Ill.
WJKE — Springfield, Ill.
WBKB — Toledo, Ohio
WIL — St. Louis, Mo.
WBOW — Terre Haute, Ind.
WSKA — Spartanburg, S. C.
Virginia Broadcasting System
P R — Bismarck, N. D.
KARK — Little Rock, Ark.
KQW — San Jose, Cal.
KCBS — San Francisco, Cal.

George Roesler

Radio Station Representative

42nd Floor, Civic Opera Bldg., Chicago
New Center Building, Detroit
Lincoln Building, New York
NEW Subscription Order

Please send me BROADCASTING

☐ Two years for $5
☐ Check is enclosed
☐ One year for $3
☐ Bill me later

YEARBOOK
Number Included

NAME

ADDRESS

FIRM                                      TITLE

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.

www.americanradiohistory.com
I'm Oise... and points to our "reference."... Fermine rimers.

I agree... to... are the... of deter-mining some... and should be confined to... and should not try to do the impossible regarding listeners."

ALL OF WHOM appeals to us greatly... though we are not in a position to judge the accuracy of the comments regarding the advertising agencies. Pardon our smugness if we say... we've been as-sociated with... who seem to be well versed in station coverage data.

ON THE other hand... we sus-picion... from what we've seen... that flame lurks behind the smoke raised by our correspondent. We've heard some rash comments regarding the fact that a good program makes its own audience... following which the agent has rushed out to buy the most powerful station in sight, irrespective of its specific fitness to the task at hand... If space buying is a lost art... as is sometimes claimed... then time buying has still to be discovered. This comment is directed only to the shoes which fit it.

SEVERAL highly important thoughts are suggested by the letter which we have quoted. Our correspondent has rendered a real service in emphasizing, once more, the absolute need for beginning with fundamentals in any ABC which is created for radio.

The potential listening audience and habits as to hours of listening and similar matters undoubtedly must be the fundamentals of any successful ABC... and these must be measured on as conservative a basis as possible.

AT THE present time coverage surveys seem to be the most re-liable standard means open for the measurement of potential audience... which we say with bated breath, having been told some of the problems which exist even then. However, if the experts of the 4-As, ANA and NAB can devise anything better... we're all for it.

WE FEEL quite certain that engineering surveys will not constitute the final and complete answer... for there seems to be a marked difference at times between the total potential audience of a station and the effective po-tential audience... that part of the listeners within the coverage area... because it can be heard even more satisfactorily or because the second station's programs... as a whole... are very much more attractive. About them you get into listening metaphysics, where research must yield us very many more facts before speculation is possible.

A CLOSING word... No radio ABC will give the complete an-swer to time buying, any more than does the ABC in the perio-di cal field. An ABC rating is merely the common denominator from which one may begin the evaluation of a station or periodical... From there on buying is a matter of skilled and experienced judgment... an art... not a science or process of arithmetic. Intelligent buying of stations can pro-gress only as advertisers and agencies come to understand more thoroughly the numerous factors which enter into the selection of a given station for a specific pur-pose... Again... this comment is not for my friends among the elite.

WNOX CARNIVAL AND BARN DANCE

Participating quarter hours. Regular national rates include all talent costs.

BIG THEATRE AUDIENCE AT 25¢ ADMISSION

WNOX HOME OF TVA

SATURDAY NIGHTS

8:30 - 10:30

WNOX STATION BROADCASTER

420 Madison Ave.

New York

WNOX CARNIVAL AND BARN DANCE

Participating quarter hours. Regular national rates include all talent costs.

BIG THEATRE AUDIENCE AT 25¢ ADMISSION

WNOX HOME OF TVA

KNOXVILLE WNOX TENNESSEE

April 1, 1936 • BROADCASTING

Page 53
Radio Battles for Duffy Bill
(Continued from page 14)
ment made a decided impression upon committee members. It is believed that the committee were to be taken at this time the Duffy Bill provision would be enacted. That, insofar as users of copyrighted works are concerned, is the strongest provision of the bill since it extracts from ASCAP and from lesser copyright combinations the power they have held in forcing acceptance of performances arbitrarily set.

The NAB arguments were presented by James W. Baldwin, managing director, who made the following statement: "Sydney M. Kaye, member of the New York firm of Rosenberg, Goldmark & Colin, and Louis G. Caldwell, Washington attorney and former Radio Commission general counsel. E. Stuart Sprague, former NBC copyright counsel, also was at the counsel table as advisor.

Before the hearings conclude it is expected that the motion picture producers, motion picture exhibitors, Authors League, American Federation of Labor, and other organizations, mainly in opposition to the measure, will appear. Nathan Burkan, ASCAP general counsel who testified in the presence of Mr. Sirovich, also has requested opportunity to present rebuttal testimony. Several members of the Committee have protested against the procedure of hearing opponents first.

Since the Duffy Bill already has passed the Senate, and has the publicly announced approval of the State Department along with the implied sanction of President Roosevelt, it is felt it would pass the House in short order once it reached the floor. The largest barrier, of course, is the hostility of Chairman Lanham and several other committee members.

Members of the Committee have intimated that there is "stalling" going on. It has even been hinted that one piece of strategy which may be employed in an effort to block consideration at this session will be the appointment of a subcommittee of the Patents Committee to consider all three pending copyright measures and incorporate their "best features" into one bill. That would spell the doom of the bill at this session beyond shadow of doubt, it is contended.

No Stars Around

MR. BALDWIN opened the broadcasting industry case March 17 in a practically deserted hearing room, for the broadcasters had no Valises or Gershwinis or Cohans to support them before the Committee and to draw the crowds. There were only a half-dozen committee members in attendance.

His direct testimony covered only about five minutes. Then he was subjected to a grilling by several committee members that consumed the remaining hour and 55 minutes before the committee report reached the floor. Mr. Baldwin said his testimony was the only thing that kills music quicker than playing it.

Dr. Sirovich asked whether the so-called "plugging" of music by show business personnel was something new. Mr. Baldwin said it was a matter of opinion, and that in his view the only thing that kills music quicker than playing it is not hearing it.

Mr. Lanham asked whether the so-called "plugging" of music by show business personnel was something new. Mr. Baldwin said it was a matter of opinion, and that in his view the only thing that kills music quicker than playing it is not hearing it.

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Pee-K-A-BOO? — No, Chairman Sirovich simply relaxes during the ill spell that overtook him while the broadcasters were presenting their side of the Duffy copyright bill, which the New York Congressman, outspoken advocate of ASCAP, bitterly opposes. Committee clerk as-sailed the Harris & Ewing photographer for taking this candid shot.

WHEREAS ASCAP was brought into the situation it now faces, and has been led there by the courts, not by ASCAP, and in the opinion of the Barrister, the courts have been made the party to the action, and if the courts order an injunction, the injunction will not be allowed to be enforced.

Now, therefore, if the courts order an injunction, the injunction will not be allowed to be enforced. The ASCAP opposition to the International Copyright Union, Mr. Kaye argued, is “another smoke-screen” with the real issue that of opposition to elimination of the onerous minimum infringement clause. He brought out that Mr. Mills advocated adherence to the Berne convention in 1935 but that ASCAP now bases its opposition on Nazism in Germany and Fascism in Italy.

The Duffy Bill, according to Mr. Kaye, would give increased benefits to composers and authors, since at present broadcasters have the right to broadcast non-dramatic literary works without compensation to their creators. But, he added, they willingly consent to the provision in the Duffy Bill which extends to such works protection against broadcasting without compensation. He mentioned other protections, such as protection against symbolization and visibility of copyright, and the general promotion of science and the useful arts.

Unlikely other witnesses, Mr. Kaye (Continued on page 58)
Radio Flood Service
(Continued from page 12)

engineer, had his first experience on the air as commentator when he announced and controlled his own program from the tottering old Chain Bridge, above Washington.

With Ted Church in charge, CBS arranged remote hookups at a number of vantage points and provided extensive flood coverage. The dog house of WJSV, CBS Washington outlet, located along the Potomac between Washington and Alexandria, Va., was surrounded by water. [See photo.] A few more inches and the flood would have thrown the tuning inductances out of commission.

On March 18-19, WJSV was on the air until 3:30 a.m. United Press bulletins were broadcast as well as information received by engineers from amateurs. In an hour-and-a-half broadcast March 23 WJSV raised some $700 for flood relief. Buddy Rogers and other theatrical and studio talent took part in the program.

WOL, Washington, broadcast elaborate flood service and the station participated in a drive for relief funds, with Art Forman, Musical Clock announcer, soliciting penny contributions. By March 26 the WOL fund had passed the $1,000 mark. Many of the gifts went far above the penny limit, of course. WOL received flood bulletins from radio presses and a direct wire to the Washington Herald.

WSM, Nashville, remained on the air until 3 a.m. March 19 with Francis Craig and WSM entertainers filling in between news bulletins. The staff had to evacuate and from those in flooded areas. A Red Cross flood relief announcement message was not received in Chicago, and the station did not have to wait for the customary mail message. In 30 minutes after the announcement, a special messenger delivered a check for $100. Smaller cash items were brought in personally by business men.

Westinghouse Stations Help

WBZ-WBZA, Boston-Springfield, turned over all facilities to public authorities whenever it became apparent that danger was to be widespread in the Northeast. Mel Swan, traffic manager of WBZ-WBZA, Capt. James P. Mahoney of the state police set up direct telephone service to NBC stations. A steady stream of warnings, announcements, orders and vital information was broadcast over the network.

EMERGENCY AT WDCR—Working by candlelight and shivering with cold, the Hartford station's crew stayed on the job during the flood's washout of the local power service. This flash light show, standing holding candle, Sterling V. Couch, program director; seated left, Perry Brumfield, operator, and Harvey Ukon, announcer. Power for transmitter came from emergency batteries.

New England. Robert E. White, studio director of WBZA, Springfield, was on duty without for 54 hours, not even taking time out for a meal as he arranged pick-ups, contacted public authorities, utility companies and relief organizations. While arranging a special pickup he was marooned with his remote outfit but was rescued by boat.

John A. Holman, NBC New England manager, with Charles A. Nobles, announcer, and Joseph E. Baudino, Westinghouse plant manager of WBZ, arranged to load a plane, equipped it with equipment, and toured the flooded area. The Springfield Union and Republican, unable to get a message out, turned over their staffs to WBZA.

Altoona to the Rescue

NEARBY Altoona was naturally called upon immediately for aid to Johnstown, and WBFG, aggressive 100-watt, did not fail its neighbor. It acted as a clearing house for the Red Cross, for local officials had notified the station that it was impossible to reach Johnstown by telephone. The station, headed by its first two earwitnesses out of Johnstown and by the secretary of the local Red Cross.

When Altoona's southern section itself became flooded, the station sent notices to conserve water, but the city reservoirs fortunately did not give way, and raised $5,000 in cash and several truckloads of food for the refugees not only in Altoona but in Johnstown. WBFG also handled direct inquiries from persons seeking information about their friends in the flood areas.

W3XAU, shortwave station of WCAU, Philadelphia, was taken off the air, and equipment was used exclusively for relief broadcasts. Contact was made with W8XK, of KDKA, Pittsburgh, and a regular schedule was maintained. Messages were relayed to Pittsburgh by shortwave and listeners to W8XK were asked to listen to W3XAU and relay messages to cities in distress.

WLH, Laconia, N. H., pledged over $100 an hour for Red Cross flood relief. The Red Cross quota for the radio station was $100, and proved a marked success. The station was able to maintain its first hour at $700, to be raised in four weeks through the regular channel. Starting at 6 p.m. March 20, the station signed off after more than five hours of broadcasting and after $181 more than the original quota had been pledged by telephone.

The next morning WLH continued its appeal and at 11 o'clock that night, an additional $2000 had been pledged. By Sunday night, $30,000 contributions still pouring in. Manager Hugh M. Hescog, signed off to enable his weary staff to get a real night's rest. At that time, the station was charging $250, or nearly five times the quota for the district. Chief announcer Tom Clavvon worked without relief throughout the entire period.

Binghamton and Sunbury

WNBF, Binghamton, N. Y., was on the air 66 consecutive hours, starting March 18. Practically all commercial work was discontinued, according to Cecil D. Mastin, manager. Two operators manned each of six transmitter, and the total was the only means of communication in its region.

WHDH and WCP, Boston, flashed constant news bulletins to flooded Massachusetts. A Red Cross relief program of WCP brought a quick response.

Transradio Press announced

Iowa Network

WMT NBC Basic Blue, Cedar Rapids-Waterloo KRNT CBS Basic, Des Moines KSO NBC Basic Blue, Des Moines

Representatives: John Blair & Co.

Lauderdale & Universal Phone Co.

By a Leading Radio Writer!

RADIO SKETCHES

And How To Write Them by Peter Dixon

One of the foremost writers in radio today tells you in this book how and where radio serials are sold and how radio serials are plotted and written. The techniques of writing for the air and the writing of programs for children. Includes 45 models 16 successful radio sketches that have been broadcast, including programs of Rudy Vallee, Fred Waring, Helen Hayes, etc. Postpaid $2.00.

Frederick A. Stokes Co.,
465 Fourth Ave., New York

UNIVERSAL

Velocity and Carbon

Microphones

Universal's latest achievement—ideal for news—Not affected by temperatures or humidity—Fast, response current limit from 30 to 200,000 o'clock with a rise in loudness to 140 db. Weight, less than 10 lbs. ISCE. Balanced finish in leather and etched steel. AAR for color test and defective No. 1800. Littell's 200-15A. For new catalog sheet of Premiums. 190, 290 and 390.

Universal Micorphone Co., Ltd.
424 Warren Lane, Baltimore, Md., U.S.A.

BROADCASTING * April 1, 1936

Page 56
Green Manages Bands

CHARLES E. GREEN, noted band manager who has specialized in orchestra management and booking for the last six years through his own firm, Consolidated Radio Artists, Inc., will take charge of the NBC band division April 1. He will devote his entire time to handling NBC bands, which after April 1 will include all those now managed by Consolidated, and will enlarge and revolutionize the division. Specialists of the Consolidated personnel will come with him to NBC Artists Service to handle special problems of sales and management. Green has been appointed to the position formerly held by Leslie R. Denny, who resigned recently to join Fanchon and Marco on the West Coast.

Campaign of Princess Pat

For Free Time Attacked

A N A T T A C K upon the “time thief” attack of Princess Pat Ltd., Chicago, from independent stations, was made March 26 by James W. Baldwin, NAB managing director. In his NAB Reports, Mr. Baldwin published the following:

The letter sent out last week (16th) by Princess Pat Ltd., seeking to have certain independent stations on a “you-furnish-the-time-we-furnish-the-program basis” will meet with the contempt of those who have the resources. With a sticker attached to the letter advertising an NBC program on Monday night at 9:30 P.M., EST, and commenting on this weekly program on the Blue Network, C. J. Klowden says: These dramas have been reproduced electrically and will be available to a limited number of independent stations who are looking for a real human interest program for their local audiences. Members owning and operating independent stations will not overlook this opportunity of inquiring of Mr. Klowden whether the National Broadcasting Company furnishes time in return for the talent on the Princess Pat programs, and informing him that the independent stations have valuable listening audience and produce excellent results for advertisers at minimum costs.

Gulf Thru Summer

GULF REFINING Co., Pittsburgh (petroleum products) will retain its CBS Sunday night spot throughout the summer and fall of this year. On June 11, Phil Baker goes on his summer vacation but the rest of the show, Hal Jarrett and his orchestra and the Seven G’s, carry on until Sept. 27, when Phil Baker resumes his place in the show for another 14 weeks. Young & Rubicam Inc., New York, has the account.

Thanks, Major Bowes

WEBX on the picture you bring over.

Let us send you a Folder and facts about WPTF.
Represented by F. J. & F.

WPTF Raleigh, N.C.

April 1, 1936 • BROADCASTING
Duffy Bill Battle
(Continued from page 55)
analyzed the Daly and the Sirovich Bills. The Daly Bill, he declared, introduces into copyright a new and revolutionary concept, since it would protect not only authors and composers, but also interpreters and performers. The bill grew out of the Waring phonograph record case now in litigation in Philadelphia (Rep. Daly’s home town), and which Waring won in the lower court against WDAS, Philadelphia.
Mr. Kaye said he doubted the constitutionality of this provision since the Constitution provides for protection to authors and inventors in their writings and discoveries. "Interpretation and rendition by a singer or an actor is obviously neither a writing nor a discovery," he said. "To attempt to extend copyright of words, gestures, stresses and accents is to create a vast body of rights which have never existed in the law of either this or any other country, and which would, in my opinion, harass users and creators of dramatic, literary and musical works almost beyond belief, and would work a tremendous injustice not only upon users of copyrighted works but also upon authors and composers."
Finally, he said the Daly Bill, which does not permit technical copyright without formality, would close the door to the International Convention.

The Sirovich Bill
THE Sirovich Bill, Mr. Kaye said, does not achieve the purposes which copyright legislation at this time should seek to accomplish. He said its minimum damage provisions are even more onerous to broadcasters and other users than those contained in the present law. He brought out also its provision that any performance of a dramatic or dramatical musical work is subject to the copyright law, even though the performance is neither public nor for profit. This might affect the family gathered around the piano, with no one present, which would be subject to the $250 penalty for singing the songs from one of their Herbert's operettas. Moreover, he said the Sirovich Bill not only closes the door to the Berne convention, but destroys international copyright rights.

Concluding his direct testimony, Mr. Kaye declared that in essence, broadcasters feel the Sirovich Bill corrects inequities in the act of 1909. whereas the Sirovich Bill and the Daly Bill are worse than the 1909 act. The only thing copyright legislation can do, he asserted, is to bring the act of 1909 up to conditions as they exist in 1936 and bring to U.S. citizens a parity with all other countries of the world on copyright. It would "strike the shackles from the wrists of the innocent," he said of the Duffy Bill.

Acting Chairman Lanham read into the record letters from William S. Paley, CBS president, and Frank M. Russell, NBC Washington, D.C., president, stating the networks themselves would not appear before the Committee and that their case would be presented through the NAB.
Mr. Lanham interrogated Mr. Kaye about network viewpoint of copyright, since, he said, the committee would not have the opportunity of questioning high officials of the networks. Mr. Kaye brought out that he is the law partner of Ralph Colton, CBS general counsel, and that he has represented that network in copyright matters. However, he explained, he appeared before the committee not on behalf of CBS but as special counsel of the NAB.
ASCAP, he stated, is cooperating to the fullest extent with the networks in defense of the Warner Brothers against them and against stations, since it claims that it still has the right through contracts with Warner authors and composers, to license their works for performances. Chairman Sirovich took up the interrogation by attacking Mr. Kaye's defense of American entry into the copyright union. He questions particularly the propriety of Mr. Kaye's advocacy because of the Nazi condition in Germany. Mr. Kaye replied he was not defending Germany or Germans, but American rights in Germany.

Asked by Dr. Sirovich about negotiations which for purchase of Warner houses, Mr. Kaye said that Harry Warner, head of Warner Brothers had CBS for an offer and that it was not even "considered seriously". He said no negotiations were going on now and that he did not believe there is any intention of a broadcasting company to get into ownership of music copyrights.

Dr. Sirovich indulged in another spree of allegations about injustices, but they required no answer from the witness. NAB’s final witness was Mr. Caldwell, who several years ago had appeared before the same committee in connection with copyright legislation. He supplied the committee with a back round of facts concerning copyright as they relate to the broadcasting industry and won the praise of the chairman and clear exposition of these facts. Mr. Caldwell discarded a prepared statement, read in the record, since he explained it contained considerable repetition.

Licensed Numbers
Mr. CALDWELL first described the manner in which broadcasting stations function, emphasizing that the vast majority of stations are independently owned and operated. Of some 651 stations, he explained, only 421 operate simultaneously in the evening, with the others having the same overhead as full-time stations.

There has been much misapprehension about ASCAP being the only licensing agency, he stated. He explained there are some 16,000,000 musical compositions. For practical purposes, he said, the figure is far too large. Mr. Mills testified he believed there were 3,000,000. ASCAP has cataloged some 1,300,000. Even of that total, only a fraction can be classed as active music, or music actually performed by anyone.

Further, Mr. Caldwell brought out that in 1935, Mr. Mills, in appearing before a Canadian court on copyright, testified there are in the ASCAP repertory 160,000 active numbers and 300,000 relatively inactive ones. An analysis of Canadian programs, however, showed that only some 26,000 different numbers were in the Canadian Society’s repertory. The Canadian Society is owned half by ASCAP and half by the English Performing Right Society, and has available all of ASCAP’s repertory, all of the English Society’s repertory, and through the latter those of some foreign societies as ASCAP.

Getting deeper into statistics, Mr. Caldwell brought out that during the fiscal year ended June 30, 1935, 24,459 musical compositions,
A Warning to Bathtub Yodelers

SINGING in the bathtub may be regarded lightly by most people but it would become a violation of law subject to a minimum penalty if performed by a professional singer— if the pending Sirovich copyright bill is enacted. This was graphically portrayed, though not literally, during the hearing March 19 on the Duffy Copyright Bill before the House Pat- ronage Committee. Mr. Caldwell, of the Dalylph (R-Pa.) authorship of the Daly Bill which is vigorously opposed by copyright users, had made a mention of what would happen if he happened to sing in the bathtub (H. R. 11911—Daly Bill). The most serious vein, propounded the question and himself gave the answers in a discourse that run like this:

Q: Something was said in the testimony yesterday about liability for copyrighted music used in the home. Are you referring to the case that is sitting in the bathtub and desires to sing something like "One Fine Day" from "Madam Butterfly". Or rather, suppose, first he wants to sing the song on the radio. What can he do?

A: He will first have to make an extensive investigation before he gets into the bathtub and negotiate for a license. ASCAP cannot give him a license and that was the reason we opposed the Bill. He will not be exercising a grand right and not a small right, and secondly, because ASCAP cannot license Ricordi's music. He will have to go to Ricordi's representative in New York to get a license. Furthermore, it is my understanding that he cannot get a license for an indefinite period to repeat this performance as often as he likes will have to specify the dates on which he intends to perform.

Q: Why would Congressman Daly be liable at all under the Sirovich Bill?

A: The Sirovich Bill gives a vast extension of the right of the author with respect to dramatic and dramatico-musical works. The Copyright Act of 1909 gives the author the exclusive right to perform or represent dramatised music of any work, the author's exclusive right to perform or represent dramatic or dramatico-musical works at all, whether public or not. This is apparently a grand right in comparison with (a) the present law and the corresponding section and subsection of the Sirovich Bill.

Q: Now suppose Congressman Daly limits himself to singing "One Fine Day" in the bathtub. Will the Daly Bill do anything about that?

A: Now you are dealing with a small performance right. If he had an audience who paid an admission fee he would be liable for a public performance. It is the performance for profit of his song, it is the dramatis-
pereformance, and if he performed wilfully there would be no limit at all to the amount of damages, unless, of course, he had a license from Ricordi. In a case like the one we just considered, if he had an audience that has not paid any fee, he will not be liable with one im-
portant exception. The Daly Bill consists of a Japanese girl waiting for a ship to bring her loved one back to her as she sings "One fine day . . . you will notice on the far horizon a beautiful boat appearing. . . ." Daly says if you place a toy boat in the bathtub, or imitate the beating of the waves, against the shore, he may come very close to exercising a grand right. In the case of his song he has it as a whole work. He might as well have the pleasure of singing the whole thing since it would be just as cheap.

In the case of SESCO he said that some 250 stations had its li-
cense revoked since the Case of SESCO. He said about 150 stations have its licenses, paying anually the equivalent of their day-
time programs. If a copyright should be exercised, he said, the fact that an AMP license held by a network protects network stations which do not have AMP licenses whereas the ASCAP license does not but makes mandatory that each affiliated station must have a separate license.

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WTIC Heeds Cry of Distress

(Continued from page 8)

They—along with the engineers in the Hartford studios and a complete staff of executives, announcers, telephone operators and stenographers, working by candlelight and broadcasting over emergency equipment—settled down for the long watch of continuous duty 24 hours a day; possibly a short recapitulation of the problems met and handled by WTIC's engineers will be of interest.

As soon as it became known that the city of Hartford and the surrounding territory would be inundated, WTIC's engineering staff took immediate steps to provide emergency equipment in the event of power failure.

Batteries Obtained

THE CITY was secured for radio batteries, and a week's supply secured, spare tubes and other necessary equipment was also gathered to take care of the communication between the studios and the transmitter. To take care of the transmitter's power, contact was established with the Union Light & Power Co. in Unionville. The company's transformer substation was surrounded by four feet of water but a rowboat was secured, a hurried change to the proper power lines was made, and WTIC was ready, on the air as usual, and determined to stay on in spite of obstacles interposed by the elements. During all these hurried preparations, steps were also taken to provide a shortwave emergency transmitter to communicate with all troubled areas. With a network of amateur shortwave stations already being organized across Connecticut, WTIC's shortwave facilities were placed at the full disposal of this group of these amateurs, working in close touch with the broadcasting station, disseminating valuable flood information to points near and far.

In addition to all this, WTIC's engineers had to provide an emergency transmitter for the Hartford Police Department as their transmitter had failed with the power, and it was deemed necessary that the department be kept in constant communication with all its members for fire and other well-being of the public in general. Accordingly, storage batteries for the emergency transmitter were secured, carried up 12 stories in the Travelers Bldg., to the police transmitter room, an emergency telephone line was established between the police headquarters on Market Street and the roof of the Travelers Bldg. and the police were kept on the air, to do their part in maintaining order.

In spite of certain printed reports to the contrary, all announcements broadcast by WTIC during the flood period were carefully checked and rechecked with state police and other authorities, and with flood experts who had accepted for broadcasting except from responsible people and organizations, those from the very outset of the flood was to keep unfounded rumors off the air and to present a true picture of conditions as they actually were. Sensational or 'scare' material was carefully eliminated. Any property damage or loss of life caused by the flood was properly reported; figures were checked and authenticated before being used.

Crowded Switchboard

MUCH of the credit for the broadcasting of all this valuable information should go to WTIC's switchboard, through whose emergency lines there kept pouring a steady stream of communication from organizations working in the flooded areas. Reports on the condition of the river as it rose and as it receded were received and broadcast every hour. Weather bureau reports told us when to advise people to evacuate their homes; public utility reports told us when to advise the shutting off of gas, and what to do if any emergency should arise on that score.

Sponsor Buys Flood

WJSV, Washington, set up remote equipment atop the Parkway Motor Co. roof in the Georgetown section of the National Capital, where a good view of the raging Potomac and adjacent flooded areas was provided. Park- way Motor officials watched the flood from the roof. We'll buy three quarter-hours of the same tomorrow. Radio 20, they informed WJSV.

All up and down the Connecticut Valley, reports kept coming in about missing persons. These turned to be broadcast, and in several cases, happy and thankful reunions took place through this broadcast information.

Almost every minute WTIC was a loud and valid bulletin. When scares began to arise about martial law, food shortage and food-profiteering, our studios were busy checking the information and found it false, and lost no time in informing the public of the truth in much the same way that we informed the state highway commissioner's office, as well as the Hartford Electric Light Co., the Connecticut Light & Power Co. and the Southern New England Telephone Co., that we did not consider any of their service had been interrupted, and that when the floods had come, we had been assured, played a large part in calming unnecessary fears.

Service! Service! Service!

ANNOUNCEMENTS from the state and Hartford boards, of health disproving rumors of water pollution and a milk crisis were also broadcast. All of these were messages received from the hard-working Amateur Radio Relay League, which sent news about the relatives and friends of Hartford people all over the United States. As a further service if this connection WTIC, at the request of the Hartford chapter of the American Red Cross, was able to get information to NBC in New York, which in turn made announcements on the air correcting certain unfounded newspaper reports about the severity of conditions in our city.

Where public or private schools were closed, the pupils were informed; where factories and other business organizations were closed, their employees were notified and asked to communicate with other of their coworkers not within reach of radio; where Red Cross supply depots were established, their locations were broadcast for all who might care to contribute; Boy and Girl Scouts were summoned for duty and told where to report; as soon as the Red Cross had enough of one type of material, instructions were made, telling what was needed instead; news from the governor's office about emergency meetings was received and broadcast periodically; certain employees worried about their pay checks were told where and when they would be issued; WPA workers were told where to report for inoculation as an aid to the prevention of the spread of disease; public health bulletin came in and were made available to all; all these just a cross-section of the many communications received and broadcast as part of our daily routine since Wednesday last.

All the country heard our account of the different stages of the flood as reported from the top of the Travelers Tower over NBC.

New Vertical Radiator

WLBC Muncie, Ind.

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BROADCASTING April 1, 1936

www.americanradiohistory.com
WWVA Saves Millions

(Continued from page 12)

Appeal after appeal was sent in over the air for such radio showmanship of an entirely new brand had hit its mark and a miraculously short time, trucks and after trucks of supplies were rolling into the flooded areas. Within six hours sufficient supplies were on hand for emergency measures and within 24 hours every available storage space was packed high. Thousands of tons of bread, thousands of gallons of milk, mountains of canned goods; tons upon tons of coal; countless old stoves; great piles of clothing and bedding—whatever was requested was sent immediately and in substantial quantities. Supply that previous major catastrophes proved to have been bought at a huge cost were presented to the Red Cross Relief Committee with willing hands and generous hearts.

And then came the need for man power. Again WWVA asked and was forthcoming. American Legion Units, Boy Scout Troops, Girl Scout Troops, Officers Reserve Corps, all were summoned to report at designated points and they responded immediately to aid the Red Cross in their organized plan of relief. Radio communication was within the short space of a few minutes what would ordinarily have been taken 24 hours or more.

Next came the problem of funds, and once again an inspired radio showmanship took its post. Friends, the Red Cross needs our financial help—such was the message that was sent out over the air without let-up. And the funds came as if by magic, thousands of dollars and in cash. One-dollar subscriptions, two-dollar subscriptions, ten-dollar subscriptions, $25, $50, $100, $500—to swell a greatly needed fund. It was an instantaneous job which ordinarily could have taken weeks to accomplish.

False Rumors Suppressed

ALSO rumors which have always hampered the most efficiently organized relief work, were promptly stamped out as fast as they came to the attention of the authorities and reported for broadcast. Curiosity seekers, who invariably interpret any rescue work, were asked to stay at home.

The 1936 Ohio Valley flood has given the American Red Cross, among other relief organizations, thousands of flood refugees and every member of the WWVA staff an entirely new appreciation of the value of radio broadcasting. It has made possible an experience of service which thrills. To have heard the following appeal from the Wheeling Chapter of the American Red Cross is a distinct and rare experience, one which is valued beyond measure:

Without the selfless and sacrificial devotion of the staff of WWVA, the Wheeling Chapter of the American National Red Cross would have been helpless to cope with the greatest flood problem the Wheeling District has ever known. In large areas station WWVA was our only means of communication. The tri-state area was quickly and accurately appraised of the condition and the needs of our community. Almost instantaneous response came flooding into our offices. Gifts of money far surpassing our dreams came in; truckloads of food; clothing, bedding, stoves, medical supplies, rolled in as the water receded; volunteers were recruited in a few minutes; instructions and warnings to the destitute and endangered victims were speedily issued; morale was kept at heights never expected; rumors were crushed before they could do their insidious work; and, best of all, a vast area became one vibrant family, striving to meet the needs of its less fortunate children.

All this could scarcely have been done with the combined normal channels of communication; in our crisis it could never have been accomplished had Station WWVA been silent.

For money, supplies and the cooperation of a station willing to serve to unsellable limits to meet our appealing requests for help, the Red Cross is eternally grateful. For the averting of panic and the clearing of all normal barriers to understanding, our community will never forget the sympathetic and magnificent service of the staff and operators of WWVA.

Signed—Edwin Spears, Chairman, Wheeling Chapter, American Red Cross; John Phillips, Charles Bonnesen, Frederick Cropp, Co-Chairmen. The Red Cross Disaster Committee.

JIMMIE FIDLER, NBC Hollywood commentator, on April 1 becomes newscast voice for Twentieth Century-Fox Movietone News.

General Mills on WCAU

UNDER sponsorship of General Mills Inc. (Wheaties), play-by-play descriptions of baseball games of both the Philadelphia Athletics and Nationals, will be broadcast daily except Sunday over WCAU, Philadelphia, starting April 14. Knox-Reeves, Minneapolis agency, placed the account.

STANDARD RADIO INC., Hollywood, has added four new stations to the list of those using the Standard Program Library. They are WBXY, Buffalo; WMBO, Auburn, N. Y.; WCAL, Cincinnati, and WAAF, Chicago.

FEMININE FANCIES

Columbia Don Lee feature Daytime Participating Program... TO DO THEIR SELLING JOB ON THE PACIFIC COAST.

DEMAND RESULTS!

They select the 12-station Columbia Don Lee Network to give them the only localized coverage of the 12 important markets of California, Oregon and Washington.

...write or wire today for complete details on "FEMININE FANCIES"

COLUMBIA DON LEE BROADCASTING SYSTEM

April 1, 1936 • BROADCASTING
Page 61
discussed in a preliminary way use of either KWK or KSD, and in Kansas City it has talked also with leading independently-owned stations. MBS is interested only in major markets, but on the haul to the Coast must take into account shortest possible distances between cities in order to bring about equitable pro-rata line changes.

How long it will be before the FCC considers the KNX sale is problematical. The station now is operating under a temporary license growing out of its citation on medical programs. Along with KFRC and WTMJ, Milwaukee, it was cited for hearing last fall. A decision is expected shortly from the FCC Broadcast Division.

It is entirely possible that the application for voluntary assignment of license will be held in abeyance until a decision is reached in the so-called Marmola case. The purchase arrangement, under FCC rules, must be conditional until such time as FCC approval is forthcoming. Actually, the present arrangement is only an agreement to purchase.

The FCC has been moving slowly in recent months in acting upon voluntary assignments of licenses. In several cases it has scheduled them for hearing, notably where newspapers have made purchase arrangements. Under the law, however, the FCC cannot deny voluntary assignments if the price is reasonable and if the applicants are qualified financially and meet the statutory requirement of "public interest, convenience and necessity.

KNX is regarded technically as one of the best clear channel stations in the country. Operating on the 1060 kc. clear channel, it is heard with other amazing signal strength in the 11 Western states. It now has pending an application for 500,000 watts, or equal to the super-power WLW.

Last year, it is understood, KNX had a gross business of $875,000—raking it among the first half-dozen stations. During last summer it built commodious new studios on Sunset Boulevard in Hollywood. Its technical plant and studios have a tangible value of approximately $500,000. The station has come to the fore rapidly in the last two years since it went to 80,000 watts.

In be negotiations with CBS, Mr. Earl was accompanied by his Los Angeles attorney, Lawrence Belenson. CBS was represented by President Paley, Treasurer Runyon and Herbert V. Akerberg, station relations manager. Harry C. Forchheiser, Washington vice president, also was consulted. Mr. Richards also participated in the four-day parley.

Other Deals Pending

DURING the negotiations there were discussions of a cooperative purchase arrangement whereby Messrs. Richards and Fitzpatrick might become joint owners of 50 percent of a station. As consummated, however, the arrangement did not make such a provision. Mr. Richards resides for six months each year in Beverly Hills, Cal., and has been anxious to acquire a station or stations in that area. At one time he made overtures for the purchase of the Don Lee network, but with Allen Web, assistant general manager of WJR, and former Don Lee general manager.

In addition to the KNX transfer a number of other important station assignments are pending. These include negotiations with CBS for the stations of Southwest Broadcasting System—KTSA, San Antonio, and KKNV, Las Vegas. Also Hearst Radio Inc., for $225,000, and also of the three other Southwest-owned stations to the same company for an undisclosed sum.

Also pending before the Broadcast Division is the application for transfer of WOWO, Fort Wayn, Ind., to Westinghouse for a price in the neighborhood of $150,000. Pending also, but not yet applied for, is the proposed sale of WFMJ, Hartford, Conn. clear channel station, to Cherry & Webb, operator of WPTF, Raleigh, $1,000,000 for FLIC, Indianapolis Light Power Co., to Thomas D. Taggart, Indiana Democratic National Committee.

The previous high record for station was the purchase of WFBM, Cincinnati, from the Chicago Daily News by NBC for a figure which amounted to $1,000,000 in cash and stock. NBC paid approximately $500,000 for the remainder.

In purchasing WFBM, half clear channel station from the utility-owned Great Lakes Broadcasting Co., about five years ago NBC paid approximately $500,000 for the remaining 50%.

Hinds Account to Esty

LEHN & FINK PRODUCTS Corp., New York, has announced the appointment of William Esty and Co., New York, to handle its Hinds Honey and Almond Cream radio account effective April 1.

John Watson, vice president of the Esty agency, will be the account executive. Hinds is currently using 14 local live talent programs throughout the country and for its past few years the sponsor has been considering doubling this spot broadcasting effort. Programs selected by client are usually shows that have built up a large and intimate local audience. The Esty appointment also includes advertising placed in printed media.

WILLIAM H. RANKIN, head of the agency hearing his name, spoke on "The Value of WHN's Good Name" March 10 during the New York station's "Open House" week celebrating its daytime power boost to 5,000 watts.
These 8 features are some of the reasons!

1. COMPLETE AC OPERATION.
2. STABILIZED FEEDBACK: Western Electric's new system for the elimination of harmonic distortion and noise provides high fidelity performance which exceeds by a wide margin the present tentative standards of the F.C.C.
3. UNIFORM FREQUENCY RESPONSE: The audio frequency transmission characteristic is uniform within ½ db from 30 to 10,000 cycles per second at all percentages of modulation.
4. LOW DISTORTION: The RMS value of the distortion introduced by the transmitter is less than 5% at 100% modulation and less than 2% at average program level.
5. LOW NOISE LEVEL: More than 60 db unweighted below the signal at 100% modulation as measured with a program noise meter.
6. LOW HARMONIC RADIATION: On any multiple of the carrier frequency, harmonic radiation is at least 70 db below the carrier (equivalent to .032%).
7. FLEXIBILITY OF POWER OUTPUT AND OPERATION: Full or reduced power obtained by throwing one switch.
8. CENTRALIZED CONTROL: Operation is fully automatic; a single switch energizes all circuits in proper sequence.

For full details about this and other broadcasting equipment, write to Graybar Electric, Graybar Building, New York—or telephone Graybar's nearest branch.
March 25

NEW, Seaboard Investment Co., Inc., Montgomery, Ala.—CP 410 kI 520 w D unit.

NEW, Twin City Brodcast Co., Lewiston, Minn.—CP 1310 kc 1200 w D.

WNYC, New Britain, Conn.—CP change equip., 250 w to 1 kw.

WGY, Rochester, N. Y.—License for CP modif. equip., move trans., license aux.

WNYC, New York—License for CP use trans. in aux. and move trans.

WWOC, Monticello, Ill.—Infringe on the rights of Corins Canc., Cornica, Tex.—CP 1200 kc 100 w D.

KJFL, Corpus Christi, Tex.—CP new equip., change from 1200 to 1500 kc 100 w D to 250 w D, change trans. site, and install directional antenna N. W.

WCLO, Janesville, Wis.—CP change equip., new trans. Aux.

MARCH 26

WAIM, Anderson, S. C.—CP change equip., increase to 500 w D, change trans. to 10 kw, add modif. to license.

KEMC, Columbia, S. C.—CP new equip., change from 450 to 500 w D, change from 1 kw to 1 kw D.

NEW, Jay E. Tapp, Long Beach, Calif.—CP gen. exp. 60 w.

MARCH 27

WAVE, Sacramento—License for CP gen. exp. 60 w.

WAIK, San Francisco—License for CW.

WWA, Chicago—License for CP gen. exp. 60 w.

KJFD, Long Beach—License for CP gen. exp. 60 w.

WJGD, Chicago—License for CP gen. exp. 60 w.

KJZT, Grand Rapids—License for CP gen. exp. 60 w.

KWHK, Davenport, Iowa—License for CP gen. exp. 60 w.

WFOG, Idaho Falls, Idaho—License for CP gen. exp. 60 w.

WJKE, Keyport—License for CP gen. exp. 60 w.

WBCA, Madrid, Iowa—License for CP gen. exp. 60 w.

WBBG, Alexandria, Va.—License for CP gen. exp. 60 w.

WJDI, Davenport, Iowa—License for CP gen. exp. 60 w.

WALL, West Palm Beach, Fla.—License for CP use trans., studio locally.

WBRZ, Montgomery, Ala.—License for CP use trans., studio locally.

WBBF, Grand Rapids, Mich.—License for CP use trans., studio locally.

WBBR, Montgomery, Ala.—License for CP use trans., studio locally.

WBBB, Montgomery, Ala.—License for CP use trans., studio locally.

WBBG, Alexandria, Va.—License for CP use trans., studio locally.

WJDI, Davenport, Iowa—License for CP use trans., studio locally.

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WBBR, Montgomery, Ala.—License for CP use trans., studio locally.

WBBG, Alexandria, Va.—License for CP use trans., studio locally.
Rate on Back-hauls Is Reduced by 50%

WCOA Appeal Leads to AT&T Agreement for Compromise

A NEW TARIFF reducing radio wire line rates on "back-hauls" by 50% will be filed with the FCC by the American Telephone & Telegraph Company, for all points west of the Mississippi River. The proposal was worked out by the company with WCOA, Pensacola, Fla.

The Florida station, through its counsel, Edward Dill, filed the petition, Dec. 16, 1965, with the FCC to compel the A. T. & T. to reduce its line costs in the case of WCOA, which did not have a repeater station on the direct route to Florida. The petition asked for a refund on the additional charges and for discontinuance of the charge for the back-haul, as well as discontinuance of the $2,000 per year connection charge.

Hearing Waived

IT WAS LEARNED March 26 that an agreement had been reached between A. T. & T. counsel, Harry Hohosher, general solicitor, and Sen. Edward Dill, whereby the reduction in back-haul charges would be made, subject to FCC approval. The petition was filed on the FCC on that day by Sen. Dill to waive the hearing on his complaint, set for April 3 before the FCC.

Under FCC rules, changes in tariffs must be filed 30 days in advance, probably an effort will be made also to have that equipment waived, so the new rates can become effective immediately.

The specific plan of course will apply not only to the Pensacola station but to all other stations on networks which are now required to pay full rates for back-hauls, due to absence of a T & T repeaters over the direct routes. It is estimated that ten or more stations on the networks will benefit at once from the rate reduction.

In the case of WCOA, the rate reduction would result in a savings of approximately $2,000 a year, or nearly the third of the $7,000 it has been paying for its CNS lines. Sen. Dill had asked that the tolls be based on the "air-line" distance but agreed to compromise on the 50% reduction. The connecting charge issue is not covered in the radio rates. (See Jan. 1, 1966 issue for WCOA complaint story.)

School for Announcers

PAGES in the NBC Chicago studio will be given a free course in radio broadcasting which will simulate operation to regular announcers' positions at the National Broadcasting Company. The five-week course started March 20 by Sidney N. Strotz, Program and Artists Service Manager of the NBC central office. The course is being conducted by Everett Mitchell, supervisor of announcers in the NBC Chicago studio. Those to be enrolled who qualify will be given a six-month course under Mitchell. A similar school for announcers is conducted in the NBC Radio City studios.

Razors Razor Starts Disc Series Over 29 Stations

LEE & SCHIFFER Inc., New York (Razors razor) will inaugurate a new series of 15-minute musical transcriptions over 29 stations starting April 5. The discs, made by Decca, will be broadcast late Sunday from 4 to 5 p.m., except for four stations on the West Coast included in the total which will be added April 12. Live opening and closing announcements will be used for local tie-ins.

The campaign is scheduled for six weeks, the sponsor having decided to cut down the length of the campaign this spring and enlarge the number of stations used. The station list follows: WCHS, WTAG, WSB, WMDB, WOWO, WKZO, WINS, WSO, WWL, WPTQ, WRE, WKG, WHER, WCCH, WCKW, WBNY, KSO, KMAC, KFGF, WMW, KSFY, WEMP, KAL, KJBS, KSRC, Kimball, Hubbard & Powell Inc., New York, placed the account.

White Naptha Plans

PROCTOR & GAMBLE Co., Cincinnati (White Naptha) is planning to launch a series of 32 one-minute transcriptions over 29 stations this spring. World Broadcasting System is making the discs and Blackman Advertising Inc., New York, is the agency.

The Federal Trade Commission has issued the following stipulations: Anacin Co., Chicago, ordered to cease and desist from unfair advertising practices; J. Breitenbach Co., New York, ordered to cease and desist from claims for Geed's Mural Paint, lastly; Chicago Radio Inc., New York, charged with false claims for Aspirin.

C R Y S T A L S P E C I A L I S T S  S I N C E 1 9 3 5

New Low Temperature Coefficient Crystals are supplied in lacquered Air-Gap Holders in transcriptions to give stability to the output frequency. Drift guaranteed to be less than 4 cycles per million cycles per degree centigrade change in temperature.

"50% Approved by Federal Communications Commission."

Scientific Radio Service 124 Front Street, New York University Park, HYATTSVILLE, MARYLAND

Send for our price list and booklet

Dial B-361

World precision audio equipment for announcers"
ATTENTION: Station Owners and New License Applicants:

Owners and operators of broadcast engineering; for operators associated subjects.

1. Broadcasting intensity; Class.

2. Operators installing equipment.

3. Station owners seeking amateur and commercial stations.

4. Field experience.

5. Directional Antennae and associated subjects.

Station for New Albany; Other Projects Dropped
SUSTAINING EXAMINER Hyde, the FCC Broadcast Division on March 17 announced the granting of a new 250-watt nighttime station on 1370 kc. in New Albany, Ind., just across the Ohio River from Louisville. The FCC order was effective May 12. Heading the project is Arthur Harris, retired New Albany building contractor, with his son Charles Lee Harris and a group of local business men.

The FCC on March 17 also announced the voluntary withdrawal of applications by O. K. Broadcasting Co. for a new 100-watt station on 1280 kc. in Louisville, and a new 100 watt on 1500 kc. in Cleveland. The company is headed by L. Chilton, former manager of KLRL, Dallas, and operator of KCLA, Little Rock, Ark. Four other applications for new stations were also dismissed at the request of applicants: Herbert Hollister, manager of WHBF, Kansas City, Kan., which he recently sold to the Kansas City Kansas, seeking 100-watt stations in Emporia, Kan., and Waterloo, Ia., and Ruth W. and S. E. Acock, seeking 250 watts daytime on 880 kc. in Johnstown, Tenn., and 250 watts daytime on 1120 kc. in Rossville, Ga.

PURCHASE of CGX, Yorkton, Sask., by James Richardson & Sons Ltd., also operators of CJRC, Winnipeg, and CJRM, Regina - Moose Jaw, was disclosed March 9 by H. R. McLaughlin, CJRC manager. The Yorkton 100-watt formerly owned was purchased from Dawson Richardson Publications, of Winnipeg, publishers of the Market Review.

Atlantic Buys Baseball
ATLANTIC REFINING Co., through N. W. Ayer & Son Inc., has purchased sponsorship of play-by-play descriptions of the home games of the league baseball clubs over WIP, Philadelphia. The series will mark the 25th anniversary of baseball broadcasts. The games will be broadcast daily except Sunday. The announcer for the daily descriptions is understood to have secured options with the applications for the other three yet to be filed. The series will be carried on WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WINS, Philadelphia; and KEKE, Los Angeles.

Arguments on the suit of Hearst Radio against estate administrators of S. L. Feasley, Wilsal, Mr. Feasley is understood to have secured options on 1500 kc. in the Supreme Court of the District of Columbia. The suit, filed last year, is for specific performance of contract which Hearst alleges it entered into for purchase of WJNL, at a point of approximately $285,000. WMAL is now operated by NBC under lease which still has some two years to run at $30,000 a year in leasehold and $6,000 for studios. Hearst is represented by the law firm of Moore, Dale and the Leese estate by Hamilton & Hamilton, of Washington.

Lake Shore Honey Series
A NEW SERIES of commercials to sell a product of W. F. Straub & Co., Chicago (Lake Shore Honey) through the Midwest Advertising Agency, Chicago, consists of domestic science broadcasts in 30 partici- pation programs on three stations. The broadcasts will be a part of the Come Into The Kitchen program of WBAI, Baltimore, Md.; Home Forum program of WBZ, Boston, and Health and Home program of WTAM, Cleveland.

Broadcast "A" Cut Crystals

Fully mounted in precision Dolomite holder with micrometer thread "air-gap" adjustment. Temperature coefficient less than 4 CPS per degree Centigrade per Megacycle.

COMPLETE "A" CRYSTAL HOLDER $37.50

COMMERCIAL RADIO EQUIPMENT COMPANY 1915 BALTIMORE • KANSAS CITY, MO.

GATES MANUFACTURERS OF

Everything in Speech—Remote-Transcriber—Microphone—Microphone Equipment

GATES RADIO & SUPPLY CO. QUEEN, ILLINOIS

Hearst Buys 3 More
(Continued from page 7)

cities in which Hearst newspapers are published. The deal for the purchase of the three stations, like the two previous ones, was largely engineered by young Roosevelt in company with William P. Almont, vice-president of Lambert & Feasley, New York agency, who are understood to have secured options on all five stations mentioned in this article.

Mr. Day declined to discuss his part in the deal, although it was learned from sources that the offer was first interested in the radio business by young Roosevelt and that there is an intimate personal friend of T. White, general manager of the Hearst enterprises. The deal was negotiated with A. P. Barrett, Fort Worth financier, who owns control of the five stations, and Lee H. Armer, SBS president and a minority stockholder.

With the acquisition of the five Southwest stations, Hearst radio properties will include 11 stations, with court action still pending before the District of Columbia Supreme Court, the proposed purchase of WMAL, Washington, Applications for transfer of the first two stations have already been filed with the Federal Communications Commission, and sources say that the applications for the other three yet to be filed. The six stations will be carried on WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WINS, Philadelphia; and KEKE, Los Angeles.
Mike Moments

HAVE you had a bit of terrorizing embarrassment during a program? Most stations have run into situations that take quick thinking.

INGENUITY and even the forceful application of an open palm to a rogued cheek are required occasionally to provide the radio audience with a smoothly produced program. Kenneth Roberts of CBS tells this one:

"We were about going on the air and there were two young women on the program. I made the announcement that Miss Blank, noted vocalist, would sing So-and-So and introduced her. It happened that they had changed places on the program and no change had been made in my script. Well, to get to the point, this young lady looked at me rather peeved and without warning slapped my face. It was a resounding wallop and apparently sounded like a peal of thunder on the air. Anyway, I rubbed my face, tried to be contained and the orchestra started to play. And what did I do about it? Well, let me ask you: what would you have done, sock back?"

Associated Oil Spots

ASSOCIATED OIL Co. of California, San Francisco, pioneer in the sponsorship of sports broadcasting, on March 21 started its most comprehensive track and field sportscast schedule ever attempted. Twenty-five or more major intercollegiate Pacific Coast contests will be broadcast during the season and also for the first time, Pacific Northwest track and field meets will be included, according to Harold R. Deal, advertising and sales promotion manager. Stations to be utilized are KIRO, Seattle; KGK, K, Portland; KIRO, Seattle; KGA, Spokane; and KWSC, Pullman, Wash.

WFBL, Syracuse, has supplied a local branch office of a national advertiser interested in buying WFBL time, with a radio set in his office so he can hear all the sustaining programs on the WFBL schedule and pick material for his program.

QUARTZ CRYSTALS

* Low temperature coefficient "A" cut
* For the broadcast band
* Do not exceed 4 cycles per 1000 kc per °C
* Mounted in genuine isolating adjustable gap holder

ONLY $25.00

Request Circular 52 for Complete Data

AMERICAN PIEZO SUPPLY COMPANY

Since 1929

Sunny Slope Sta. P.O. Box 6026

KANSAS CITY, MO.

Warner Bros. Reneges

(Continued from page 12)

$250. In all suits which have been answered, dismissals are sought on the ground that Warner do not have exclusive title to licensing the numbers for performance, as does the membership of Warner authors in ASCAP.

In the suits filed March 17 against stations were those of Harms, Inc., against WACO, Waco, KFTB, Wichita Falls, W DO D, Chattanooga, and WTOL, alleging infringement of That Old Frog Mother of Mine seeking $5,000 each; Remick against W HBO, Newark, Kentucky Days, asking $350; Witmark against WWL, New Orleans, Let's Have Breakfast in Bed, $5,000; Harms against WJBW, New Orleans, Three Little Words, Let's Put Out the Lights, I'm One of God's Children, Lost My Rhythm, Lost My Music, Lost My Man, asking $1,250; Harms against WWL, Let's Put Out the Lights, asking $5,000; Remick against WOWO, It Had to Be You, The Japanese Sandman and Breezin' Along With the Breeze, asking $15,000; Harms against WDSU, New Orleans, I'm Just an Ordinary Human, asking $5,000.

On March 19, these additional suits were announced: Remick against KFTL, The Little Old Church in the Valley, asking $250; Harms against WDSU, Where Am I, Let's Swing It and I'm Just an Ordinary Human, asking $1,500; Harms against WOWO, Two Hearts Carved on a Lonesome Pine, asking $5,000; Remick against WTB, Savannah, Quicker Than You Can Say Jack Robinson, asking $500; and Witmark against WOWO, When A Great Love Comes Along, asking $500; and Harms against WTB, Little Men, You've Had a Busy Day, asking $250; Witmark against WTB, Tallahassee, You're the Flower of My Heart, Sweet Adeline, asking $250; Harms against WSPD, Toledo, Flowers for Madame, asking $5,000; and Witmark against WHIO, Dayton, Why Can'T This Night Go On Forever, asking $5,000.

Starr Speaks for Warner

WARNER announced March 26 that it had mailed the five-year offers to stations. In an accompanying letter Mr. Starr said it had been the intention of Warner to establish a per piece basis for actual use of individual compositions but this was made impossible because of the bulk contract renewals signed with ASCAP. He said he still favored the per piece but that the failure to achieve it is due to ASCAP's action in forcing a new bulk agreement with stations. Moreover, he added that the Warner offer "is evidence of our determination to remain outside the ASCAP." That provision of Mr. Warner's letter covering rates under the five-year offer follows:

The monthly fee for each full time station is based upon the highest local quarter-hour rate instead of the highest published national rate. The monthly fee for the first month for each full time station having a local quarter-hour rate of over $25 is four times its highest local quarter-hour rate on March 1, 1936. The monthly rate for each month thereafter will be four times the highest local quarter-hour rate during such month. The license fee for full time stations, the highest local quarter-hour rate of which is $25 or less, will be twice their highest local quarter-hour rate.
General Motors Series Signed Through Summer
EXTENSION through the summer months of the General Motors symphony concerts was indicated by officials of that company as the April 19 expiration date of the present series approaches. The Sunday night one-hour programs on the NBC-WEAF network have brought such excellent response to the sponsors, particularly for the good taste of commercials, that the company is seriously considering carrying them on indefinitely. The account is placed by Campbell-Ewald Co., Inc., Detroit. Further indicating the heightening interest in symphonic music on the air was the signing of Carnegie Tech's symphony orchestra for a Saturday half-hour period, 9:30-10 p.m., over an NBC-WEAF network, starting April 6. The orchestra has been heard on WCAE.

Radio Aids Press
RADIO stations in Pennsylvania and WLV, Cincinnati, several times broadcast for the Pennsylvania Newspaper Publishers Association an announcement in which newspaper publishers shut down by flood were invited to get in touch with the PNPA if they needed emergency financial aid. Publishers not affected by the flood in many cases offered their facilities to stricken plants.

Kool Sponsoring Derby
FOR THE SECOND successive season, Brown & Williamson Tobacco Co., Louisville, will take on exclusive sponsorship of the Kentucky Derby at Louisville May 2, this time on the half of Kool Cigarettes. After spirited bidding among the three networks—NBC, CBS and ABC—this account was finally placed with CBS for a 70-station nation-wide hookup. The turf classic running alone will be broadcast from 1-7:30 p.m. (EST). Batten, Barton, Durstine & Osborn, New York, placed the account.

Radio Speeds Relief
RAISING of relief funds by the American Red Cross has been speeded 50% by radio, Admiral Cary T. Graham, chairman of that organization, announced March 27 in making public the success of the $3,600,000 reservation made within eight days, far ahead of schedule. While contributions were sought locally, the Red Cross has received some $50,000 at its Washington headquarters. At least half of the letters received with contributions refer to the appeal made by A & P programs by Kate Smith.

Fay for Royal Gelatin
TAKING the pressing box of the Shell Chateau show, Standard Brands Inc., New York (Royal Gelatin) on April 18 will begin a 7-week series over a nationwide NBC-WEAF network from Hollywood, Saturdays, 9-9:30 p.m. (EST). The show will feature Frank Fay, comic who has received his first starred in recent weeks on the Rudy Vallee show, together with an orchestra and singers. J. Walter Thompson Co., New York, handles the account.

Join the Parade of National Successes
Now on—

WSOC
Ben Bernie
Jumbo Fire Chief
Town Hall Tonight
Pittsburgh radio station
Maxwell House Show Boat
Bing Crosby's Kraft Music Hall
Rudolph and His Violin
National Barn Dance
Wire or write for rates to—

WSOC
Charlotte, N. C.

April first is April Fool's Day to many—but it is just another profitable day for those who broadcast on WBAL

WBAL is the only station which reaches the wealth and buying power in the Heart of Maryland — an audience of more than 3,500,000 potential buyers.

10,000 Watts
Baltimore
You Sell Maryland When You Buy WBAL
National Representative
Hearst Radio
NEW YORK
CHICAGO
SAN FRANCISCO

KGIR Seeks FCC's Aid
As Rep. Monaghan Makes Charge of Political Bias
THE FCC will be called upon by KGIR, Butte, Mont., to decide whether, under the Communications Act of 1934, the station is discriminating against Rep. Monaghan (D-Mont.), candidate for the Senate, who has protested against the station's refusal to use political time seven months in advance.

J. F. Craney, manager of the station, indicated he would submit all of the facts to the FCC for analysis, but there is involved the issue of political broadcasting. Rep. Monaghan is seeking the seat of Senator Murray (D-Mont.) in the July 6 elections and last Jan. 6 another individual wire the station to reserve the time from 7-7:20 p.m. to July 29, the day before election.

During the last fortnight, Rep. Monaghan had attacked the station as being controlled by trust interests. He used it as a lever to espose his pending bill for governmental control of broadcasting, which he introduced last session at the behest of anti-radio groups.

Mr. Craney had informed the Congressman that he could not reserve the specific time that far in advance but would give him just as 7:00 p.m. as his broadcasting schedule would permit on that day. The exchange of telegrams and letters continued up to late in March, with Monaghan still objecting to lack of specific time for his drive. At the same time, Mr. Craney, among other things, brought out that his regular contracts, as derived from virtually all other stations, specify that the time shall be subject to change without notice.

Tidewater Is Expanding
EXPANDING its spot purchases in the Northeastern states in which it has chief distribution, Tidewater Oil Co., New York, has purchased news periods on WPTL, Philadelphia, and WJZ, Rochester, and is considering further placements. Starting March 30, three 5-minute and one 15-minute news periods daily will be carried by Tidewater six days weekly on WPTL, while on WHEC two 15-minute news spots will be sponsored. Lennen & Mitchell, New York, handles the account.

Texas Disks in South
TEXAS Co., New York (Texaco products) soon will place a series on Stations 29-1-1. Transcriptions three time a week over Southern stations on a 13-week schedule. The disks are dramatic shows built around rope, mystery, and that type of series and were recorded by Conquest Alliance Co. Stations in the campaign are WTTI, WJDO, WWL, KWW, WDJI, WDDO, WNOX, WAIO, WJAX, WAPE, WTCO, WFSB, Hanff - Metzger Inc., New York, has the account.

Fine, Fred Waring—your versatile group charms over 100,000 workers who are housed in North Carolina! Let us send you folder and facts about WPTF!
Represented by F. J. & F.
CAN MEN COOK?
KSTP Thinks So and Grants
— Them Program Time

MEN who have adopted cooking as their hobby are getting their first radio break in a new program on KSTP, St. Paul. Dubbed "The Kitchen Is For Men Only," and part of KSTP's new Household Forum conducted by Bee Baxter, formerly of WOW, Omaha, and KSOO, Sioux Falls, the program goes on the air at 11:15 a.m. Saturdays and is devoted to bringing before the microphone the male culinary connoisseurs of the Twin Cities.

During the first week of the program, two of the musicians from Charles D. Newhall's band who admitted they could tell women a thing or two about cooking were brought before the mike by Miss Baxter. Since that time several prominent Twin Cities men who have found sanctuary in the kitchen from their workday lives, have bared their hidden secret to the public. A serious effort is being made to round up all male cooks and get them on the program. The Baxter program goes on the air six days a week. It is built along light and sparkling lines.

WITH Tulsa unexpectedly in the American Hockey Association playoffs, the KTUL sales staff moved fast to sell commercial sponsorship of St. Louis games by remote. It worked out a deal with KWK to broadcast St. Louis games to both stations, and KTUL broadcast for KWK on games in Tulsa.

First National Bank and Trust Co., Tulsa, sponsored the games as a good will offering to Tulsa hockey fans.

Deletions From Networks With Arrival of Spring

ADDITIONAL deletions in sponsored network programs with arrival of the spring season, supplementing lists which appeared in the March 1 and March 15 issues of Broadcasting, follow:

NBC
William R. Warner Co., New York (Shubert's Untold with Ward Bond) in 35,000 Years in Sing Sing, Wednesdays, 9:30-10 p.m., April 8 (WJZ).

Cliquet Club Co., Millis, Mass. (ginseng) with Cliquet Club Eskimo Kid (Chesterfield), 3:30 p.m., April 12 (WEAF).

West R. Warner Co., New York (Vince) with John Charles Thomas, Wednesdays, 10-10:30 p.m., April 12 (WEAF).

Kellogg Co., Battle Creek, Mich. (Kellogg's Frosted Flakes), with Kellogg Promenade, Fridays, 8-9 p.m., April 17 (WJZ).

General Electric Co., Schenectady (better light, better sight) Institution Hall of Fame), with The Melody Master, Sundays, 11:15-12:05 p.m. (CBS).

Chevrolet Motor Co., Detroit (motor car), with Robinson & His Violin, Saturdays, 9-9:30 p.m. (WEAF).

CBS
Lohn & Fink Products Corp., New York (Hind's Honey & Almond Cream) with Leslie Howard, Sundays, 8:30-9:30 p.m., with Betty Grable, Saturdays, 12-1 p.m. (CBS).

Studerback Sales Co., South Bend, Ind. (motor cars) with Robert Hunter, Fridays, 10-11 p.m., April 24 (WJZ).


WFSU Building Station On Ultra-High Frequency

AN ULTRA-HIGH FREQUENCY broadcasting station, to be operated in conjunction with WFBF, Baltimore, is being installed in that city by the Baltimore Radio Show Inc., operators of WFBF. The 100-watt RCA "apex" transmitter will be located in the Belvedere, the highest point in the city proper and which now is being remodeled.

Installation of the new plant is being supervised by RCA engineers in collaboration with William J. Ramft, chief engineer of WFBF. The Belvedere is 210 feet high and is located atop a hill in the center of the city. The antenna will be some 30 feet high.

P. & G. Trims Hookups

PROCTOR & GAMBLE Co., Cincinnati (Ivory soap) returns Capt. Finn's "Adventures in the South Pacific," with WJZ hook-up, March 31, 6:15-6:30 p.m., Tuesdays, Thursdays and Saturdays. The series replaces the previous broadcasts heard thrice weekly on the basic NBC-WJZ network, ending March 27, the last P & G. add the same plan for the program during the summer and in the fall resumed the usual number of stations. Blackman Adv. Inc., New York, has the account.

Jimmie Allen Movie

THE PARAMOUNT motion picture, "The Sky Parade," to be released April 10, is based on the World Broadcasting System transmitted radio feature "The Adventures of Jimmie Allen." More than 520 separate 15-minute episodes of the series have been recorded in the last three years for four oil company sponsors. Current sponsors include Richfield Oil Co. of New York, Skelly Oil, Richfield Oil of California and Hickok Oil Co. in their several territories.

WSPD

NOW RELEASES TWO OF ITS PRIZE PROGRAMS FOR SPONSORSHIP

"NORMALIZING"

A ready-made program of three years' duration, commands a large audience and is an ideal setup for the client who has a message to present to women. A well known radio authority gives the exercise with a pianist accompaniment.

A special booklet on Normalizing and Health is also used as a merchandising tie-in.

Time of Broadcast

8:15 to 8:30 A.M., Monday through Friday

"CHILDREN'S PROGRAM"

One hour—each Sunday—12:30 to 1:30 P.M., by remote from stage of Chamber of Commerce where it plays to an audience of over 1,000. Each program is built with talent from one of the local stations as a part of our primary coverage, and the program is dedicated to that particular locality.

For information regarding these programs contact—

Joseph H. McGilvra,
485 Madison Avenue,
New York, N. Y.

John K. Kettellew,
919 N. Michigan Avenue,
Chicago, Ill.

We double our daytime power April 28th to 5000 watts.

April 1, 1936 • BROADCASTING

WSPD

A Columbia Basic Outlet

Studios: Commodore Perry Hotel,
Toledo, Ohio.

Transmitter: Perrysburg, Ohio.
WHBL TO BUILD—This modernistic transmitter house on a 28-acre tract south of Sheboygan, Wis., will be one-story with red trimmings. A Trueson steel tower 285 feet high will be erected. The transmitter will be RCA. The station is making arrangements for full-time operation.

FCC CANDIDATES REST ON SENATORS

WHETHER George H. Payne, member of the FCC Telegraph Division, will be reappointed when his present term expires July 1, now depends upon the wishes of Western Senators, it is reported in informed administration circles. A New York Republican, Payne has been working assiduously for reappointment. It would pre¬sumably be for a seven-year term, and is known to have the backing of Senator Johnson (R-Otah) with whom he served in the 1915 Bull Moose campaign.

A new candidate for the post is Ralph A. Hurr, of Seattle, who served one term as a Republican member of the House several years ago. He also was identified with the old Adolph Linden network which had its origin on the Pacific Coast in 1930 but failed shortly afterward.

Prominently mentioned for the Payne post has been Judge John C. Kendall, of Phippsburg, Maine, a former attorney experienced in radio practice. While not active in his own behalf, Judge Kendall, it is believed, would accept the assignment if proffered. Former Radio Commissioner Harold A. Lafount, of Utah, also has been advanced as a possible appointee.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING
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“65 years of Professional Background”

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Radio Transmission Equipment
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Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evaston, II.

E. C. PAGE
Consulting Radio Engineer
725 Noyes St. Phone Univ. 1419
Evaston, Il.

FCC Meeting Fridays

BECAUSE of the current FCC investigation of the A. T. & T., with hearings three days a week, the FCC Broadcast Division temporarily will meet on Fridays, at which time it will transact regular business heretofore handled at Tuesday meetings.

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.

WANTED TO BUY

Will purchase or lease local station. Write full particulars. Box 464, BROADCASTING.

WANTED BY BUYER

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 25th and 10th of month preceding issues.
Johnny's right. WTIC blankets not only Connecticut but a good slice of Massachusetts, New York, Vermont and New Hampshire. Over 483,000 radio homes in its primary service area, serving them with the finest NBC Red network programs; also local productions long favorites with this audience.

Here are people who are willing to buy—who have money with which to buy.

Station WTIC offers the only way to reach this rich compact market at small cost. A few choice hours are now available. Full particulars on request.

WTIC

The Travelers Broadcasting Service Corporation.

Paul W. Morency, General Mgr.

New York office, 220 East 42nd Street—J. J. Weed, Manager

Member New England and NBC-WEAF Networks

James F. Clancy, Business Mgr.

Chicago office, 203 N. Wabash Avenue—C. C. Weed, Manager

50,000 WATTS
HARTFORD, CONN.
Want high quality and reliable remote Pick-Up?

Follow CBS!

The Columbia Broadcasting System operates RCA OP-4 amplifiers in New York as regular equipment under the most varied and trying conditions—and still adheres to the standards set by high-fidelity transmission. This fact speaks for itself.

Every station today needs remote pick-up equipment. "On the spot" broadcasts are becoming more important than ever as a part of regular broadcast service. Spectacular events must be sent over the air without the loss of a single moment, often from locations presenting the most trying conditions.

Especially suitable for such exacting requirements is the RCA OP-4 Remote Pick-Up equipment—though constructed to withstand the severest conditions, it is light in weight, entirely self-contained and can be handled by a single person if necessary. Tone quality is comparable to that of the best studios.

You are offered high quality performance, with ease of operation, reliability and economy with the RCA OP-4 Remote Pick-Up equipment. Write for details.

TRANSmitter SECTION

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

A service of Radio Corporation of America

Get in touch with one of these offices: New York, 1270 Sixth Avenue  
Chicago, 111 North Canal Street
San Francisco, 170 Ninth Street  
Dallas, 2211 Commerce Street  
Atlanta, 490 Peachtree St., N. E