WHERE YOU HAVE GROUND TO COVER

...One GOOD SNOW PLOW
IS WORTH A dozen SHOVELS

As exercise, snow-shoveling has its points. But to keep traffic moving over wide areas, highway departments choose snow plows for much the same reason that experienced merchandisers choose WHO—Results at Low Cost.

For value to advertisers, WHO's 50 KW transmitter is located most strategically. In contrast to the compact, vertical markets covered by many eastern radio stations, WHO's market is a broad, horizontal market. In selling Iowa, you have ground to cover. And where you have ground to cover, one good snow plow is worth a dozen shovels.

CENTRAL BROADCASTING COMPANY
J. O. Maland, Mgr. • Des Moines, Iowa • Phone 3-7147
National Representatives FREE & SLEININGER, Inc.
New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines
ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST
CLEARED-CHANNEL—50,000 WATTS—FULL-TIME
There's a possibility that we might be wrong in some of the important statements we made on this page! We do not believe so—however, to see that justice is done to all, WGES makes this offer: *We will pay for this same sized advertisement in BROADCASTING and devote it entirely to a correction of any mis-statement and to honoring the Chicago radio station that can surpass our record as set down here!*

**WGES**

**1st IN CHICAGO**

- First . . . in **NUMBER** of Local Chicago Accounts!
- First . . . in **HOURS** per day Sponsored by Chicago Accounts!
- First . . . in **NUMBER** of REPEAT Contracts from Local Accounts!
- First . . . in **RESULTS** per dollar spent by Local Accounts!

Oak Leaves
Broadcasting Station Inc.

1,000 and 500 Watts

IN THE HEART OF CHICAGO

...under Personal Direction of GENE T. DYER

www.americanradiohistory.com
WNAC commands in Boston—

22.0% more listeners

than the first competing outlet.

43.2% more

than the second competing outlet.

THESE figures are based on the ten weeks' metered audience survey made by Professor Robert F. Elder of Massachusetts Institute of Technology, from Sunday, November 3, 1935 through Saturday, January 11, 1936. The results are the actual listening record of 1000 families to 101,004 quarter-hour periods, and are conclusive proof that WNAC is the dominant station in the Boston area.

James W. Baldwin, managing director, National Association of Broadcasters, National Press Building, Washington, D.C., says: "I just want to tell you that I believe your brochure describing the Elder metered survey marks an important milestone in the marketing of radio time."

If you have not received your copy, write for booklet, "WNAC Again Proves Its Leadership."

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative
THIS BOOK — which took 34 years to write — gives exact measurements of the power of the spoken word.*

The facilities for speeding the spoken word into more than 22,800,000 radio homes are not Columbia’s alone; they are shared by the broadcasting industry. So, too, this book of ours belongs to all who use, or who may use, radio broadcasting.

It will suggest, we think, to those who are not yet on the air, that a medium which so sharply imprints its message on the mind — and on the nation — can be a valuable aid to marketing.

* Dr. Pearce, in 1902, observed that “auditory suggestion is stronger than visual.” Dr. Rankin, 27 years later, explained why. If you have not yet seen “Exact Measurements of The Spoken Word” in which the experiments of these psychologists, and many others, are summarized, copies of its limited edition are available. We will send them, on request, while the edition lasts.

COLUMBIA BROADCASTING SYSTEM
Do you need light on radio?

**What** with business and appropriations up, we're beginning to run across a good many people who are now ready for the first time to begin talking radio.

If you're one such, there's no reason in the world for you to feel backward about lack of experience... there's many an oldster who's really in the same boat.

So instead of struggling endlessly to dope the entire subject out for yourself, give us a call.

**We'll explain anything you want to know... put you in touch with the people you need for creative or other assistance... be generally helpful in any and every way you wish.**

Incidentally, in case you don't know this, our service doesn't cost you a cent. We're paid by the stations we represent, to give you the kind of service they'd give you direct, if it were economically feasible... Won't you drop us a line?

**Free, Johns & Field, Inc.**

Associated with Free & Sleinger, Inc.

Radio Station Representatives

**New York**

WCSC (NBC).... Charleston
WIS (NBC).... Columbia
WAIU ....... Columbus
WOC (CBS).... Davenport
WDAY (NBC).... Fargo
KTAT (SBS).... Fort Worth
WDRC (CBS).... Hartford
WKZO (MRN).... Kalamazoo
WNOX (CBS).... Knoxville
KFAB (CBS).... Lincoln-Omaha
KOMA (CBS-SBS).... Oklahoma City
WMBD (CBS).... Peoria
WPTF (NBC).... Raleigh
KTSA (CBS-SBS).... San Antonio
WDAE (CBS).... Tampa
KTUL (CBS).... Tulsa
KVI (CBS).... Tacommi
Southwest Broadcasting System

**Los Angeles**

C. of C. Bldg.

Richmond 6194

**San Francisco**

Los Angeles

C. of C. Bldg.

Richmond 6194

**Chicago**

110 East 42nd St.

Lexington 2-8640

110 N. Michigan

Franklin 6373

 DETROIT

New Center Building

Trinity 2-8444

**Detroit**

San Francisco

Ross Building

Sutter 5415

**BroaDcasting** • April 15, 1936
Networks Shift Their New England Lineups

WEEI and WNAC to Swap Affiliations in Moves That Doom Regional Chains; Pacific Coast Changes Pend

NEW ENGLAND became the focal point of radio interest during the last fortnight, with the announcement that WEEI, Boston, had been leased to CBS for a six-year period and that WNAC, Boston, as a result of its having joined the NBC-Red Network, the shifts to take place on Oct. 4 of this year if present commitments make this practicable. Coming close on the heels of the CBS agreement to purchase KNX, Hollywood, the New England shift envisages a radically new alignment of NBC, CBS and regional network affiliations that will change the broadcasting structure in that territory materially.

As summarized in the accompanying box on this page, the interplay of consequences of the CBS-WEEI deal led to many other shifts, notably the decision of John Shepard 3d, owner of KFRC, to quit his other stations (WEAN, Providence, and WICC, Bridgeport) from CBS and NBC's decision to add them to its basic Blue Network; the decision of CBS to add the independent WPRO, Providence, to its basic network in lieu of WEAN and the virtual collapse of both the New England and Yankee regional networks, and the apparent calling off of the deal to sell WTTI to the Cherry & Webb interests and move it into the Boston-Providence area as a CBS outlet.

California Developments

THE New England shakeup, in a sense, parallels the California situation, where the KNX sale to CBS, subject to FCC approval, means the cessation of CBS affiliations with the Don Lee Network. While Mr. Pabst of the Don Lee organization was in New York early this month to effect new lineups—Don Lee being particularly interested in a possible link with Mutual Broadcasting—the word was also learned by Broadcasting that CBS is giving serious consideration to replacing KFRC, Don Lee station in San Francisco, with KSFO, now linked with KNX. Whether a purchase or lease arrangement for KSFO was in prospect could not be determined.

Herbert V. Ackerberg, manager of station relations for CBS, who with M. R. Runyon, CBS treasurer, closed both the KNX and WEEI deals, was scheduled to leave for Los Angeles by April 11 for an indefinite visit to size up the situation there, particularly with respect to plans for the future management of KNX.

The WEEI deal was consummated after spirited bidding on the part of at least four major principals, with several others entering into the picture indirectly. The Edison Electric Illuminating Co. of Boston, operator of the station, recently made it known quietly that it was disposed to forsake the broadcasting business in view of the pressure against public utility operation of stations. NBC, CBS, Hearst and the Boston Herald-Traveler, the latter reportedly seeking a foothold in Boston radio, all entered bids.

Although Joseph Groce, public relations director of the utility, has had the station under its direction charge for many years, the negotiations were handled by Frank Comerford, chairman of the utility company's board. In turn the proposals were submitted, NBC renewing its previous offer to purchase or assume a management lease on the station and bringing in its bid on the latter proposal to $175,000 a year of 30% of the gross; Hearst offering a reported $215,000 yearly lease price; the Boston Herald-Traveler offering a reported $200,000, and CBS offering a deal accepted by the utility executives as substantially better than any of these. It is also learned that bidders for acquisition of WEEI were made by other interests said to involve Joseph B. Kennedy, former chairman of the Securities & Exchange Commission, Gov. James Curley of Massachusetts and the Filene department store interests.

Details of the CBS deal for WEEI have not been disclosed, although various figures have been rumored wide. Broadcasting has been unable to verify. The deal, it is understood, involves many complicated collateral considerations, and it will not be revealed until application for the license transfer is made to the FCC. Approval by the FCC is required.

When he learned of the CBS-WEEI deal John Shepard 3d, operator of WNAC, went into consultation with Leonard R. Loehr, NBC president, as a result of which it was determined on March 31 that WNAC would replace WEEI on the NBC-Red chain. Seeking to sever his other connections with CBS, Mr. Shepard the following day was able to reach an agreement with Mr. Loehr whereby his Providence and Bridgeport stations went on the NBC-Blue network. Mr. Shepard, it was learned, accepted the regular NBC station compensation formula, securing no special consideration beyond what was planned that WNAC will be added to the NBC-Red rate card at $400 an hour while WEEI, quoted at $260 and WICC at $160. CBS has not indicated its proposed rate on WEEI. The present Shepard contracts with CBS have until Dec. 31, 1936, to run.

Losing its Providence outlet, CBS, with a few days signed WPRO, heretofore operating as an independent but with an Inter-City Group tieup and an alternate tieup with Yankee Network, as CBS affiliation to become effective when the other shifts are consummated. William Cherry, acting for Cherry & Webb, operating WPRO, is effecting this deal.

Effect on Regional Nets

UN DER its arrangement with WEEI and WPRO, as with all its other associated stations, CBS is unable to affiliate with any other network, which automatically excludes WPRO from the Inter-City Group. On the other hand, while NBC imposes no such prohibition upon its affiliated stations, it is known that a similar agreement exists with John Shepard whereby WNAC will not remain an outlet for MBS. Mr. Shepard, however, is under no restraints as to regional network operation so long as this does not interfere with stipulated time clearances for NBC programs. Thus Mr. Shepard, to continue his relationships with MBS, will probably use that AAB, his other Boston station, as the outlet for that growing network's commercials. MBS, however, appears to be satisfied in New England unless it can secure present NBC outlets.

The WEEI shift to CBS and the WNAC shift to NBC also remove the keystones of the arches upon which the New England and Yankee networks were largely dependent upon in the present constituted. The New England Network comprises WEEI, Boston; WTTI, Hartford; WCHS, Portland; WTAG, Worcester, and....
WJAR, Providence — all NBC-Red network stations—and it has been carrying a substantial amount of daytime commercials on a cooperation basis, was instructed by New York, Joseph J. Weed, and exclusive commissioned representative in Chicago, C. G. Weed, who represent not only the network but the five stations individually.

The Boston outlet lost to CBS, which does not permit other affiliations, the New England Network station. Mr. Weed has not lost time in contacting these and other stations in the New England territory with the idea of a reorganized network. The Yankee Network, headed by Shepard, has come too many alternates, including the Sheppard-owned WNAC and WAAB, WEAN and WICC, BC, to the Boston-CBS outlets, which will come under the same restraints as WEEI.

Accordingly, Mr. Shepard has proposed to some of the present New England and Yankee affiliates the reorganization of a single regional network called the Yankee Network and to be headed and operated by his Boston organization. Tentatively he has proposed an affiliation line comprising the following stations: WNAC, Boston; WEAN, Providence; WICC, Hartford; WICC, Bridgeport; WSH, Portland; WLL, Lowell; WNSH, New Bedford, and possibly WJAR, Providence. Which stations will come into the lineup, however, is by no means arranged as yet and its commercial viability depends largely upon how much time clearance, particularly daytime, the NBC affiliations of the various stations will require.

The Biblical Touch

THE CBS-WEEI deal came as a surprise to practically all WEEI executives and employees, and was rather abruptly announced to the Boston press. Mr. Shepard knew that negotiations were in progress and quickly prepared to complete a deal with NBC, which made him doubly interested. Mr. Shepard, who was also chairman of the NBC-owned WNAC, was instructed by NBC to make a bidding war for WBZ. The deal, which was made by WBZ, was announced by NBC's senior vice president, L. J. Fitzpatrick and Treasurer Isaac D. Levy, along with Mr. Baldwin, may select the date of the transaction.

Interest in copyright, heightened by the Warner withdrawal, pending legislation, and the two independent stations and the networks on this issue, makes it a foregone conclusion that this subcommittee will make its stand on this issue.

The meeting of the NAB directors, held in Chicago, was attended by Mr. Baldwin and Director Edw. H. Hart, president of the New York station. The convention will be held late in July, with copyright the salient issue.

Commercial Organization

Mr. Baldwin, the NAB directors, Mr. Baldwin, was instructed by the board to draft and submit a definite plan for a corporation to purchase, sell, lease and license performing rights, compile and sell data on the value of copyrights, and issue, for a fee, a copyright clearinghouse.

The plan considers the candidates for the presidency. While the candidates themselves have not been consulted, the names advanced at this early date include John R. Craig, executive head of WSM, Nashville, and vice president of the National Life and Accident Insurance Co., and John Shepard, president of the Yankee Network. The convention will be held immediately following the adjournment of the convention.

Corrections to the names of candidates for the presidency. While the candidates themselves have not been consulted, the names advanced at this early date include John R. Craig, executive head of WSM, Nashville, and vice president of the National Life and Accident Insurance Co., and John Shepard, president of the Yankee Network.

The four recently mentioned terms of agreement, the convention are President Fitzpatrick; Vice Presidents Charles W. Myers, KOIN, Portland, Ore.; Edward A. Allen, WLVA, Lynchburg, and Treasurer Levy, The directors include B. B. Church, KMBC, Kansas City; F. M. Russell, WRC-WML, Washington (NBC); I. R. Lyon, WCA, Des Moines; H. K. Carpenter, WHK, Cleveland; W. H. Hedges, WEAF-WJZ, New York (NBC); J. Levy, WBBK, Chicago; and John Shepard, WSM, Nashville, and vice president of the National Life and Accident Insurance Co., and John Shepard, president of the Yankee Network.

In discussing the music plan originally, Mr. Baldwin had in mind a commercial structure, profit sharing, rather than a wholly-owned subsidiary of the NAB such as was the Radio Program Foundation, later to become NBC, in 1932, which is now defunct.

Plans for the convention probably will be laid down by the latter part of April or May.

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WHEN the first Real Silk program went on the air one Sunday evening in February, 1933, its sponsors were none too sure of its success. True, radio had already demonstrated its ability to send people by the millions to the local radio station. But this, that, and the other product. But could radio— or, for that matter, any type of advertising—act as a high-priced hosiery, no matter how long-wearing, in the midst of a depression, when many advertisers were shouting "lowest prices in history" and selling vast quantities of cheap merchandise to a panic-stricken public?

If the Real Silk Hosiery Mills had attempted to tell their whole story of economy through quality and beauty, their doomed failure undoubtedly would have been just another radio failure. But fortunately there was the need for a different type. Real Silk representatives, calling on housewives in their parlors and businessmen in their offices, were not simply equipped to tell and demonstrate the story of Real Silk's long-wearing qualities that make for real economy.

Opening the Doors

RADIO'S job as Real Silk saw it, was to present a program that would keep a large audience tuned in week after week, a program that would make each listener feel that the least he could do to repay the sponsor for his pleasure would be to listen to the next Real Silk representative who called. In other words, radio's main job was to open doors for the Real Silk man, and after that it was up to him to make the sale.

To open as many doors as possible Real Silk started in radio with the most popular type of entertainment, dance music. For the same reason the program was placed on NBC at 7 o'clock Sunday evening, a time when the entire family could be reached listening together. From the first the combination clicked. Vincent Lopez and Nat Weems proved good door openers and Real Silk sales responded in a gratifying fashion.

A few weeks later about a year on the air, Real Silk moved its program to 9 p.m. on Sunday, and with the change in time came a complete change in program style. Instead of topical dance tunes the program featured semi-classical airs of the period, for the feather cornets of Lopez and Weems were replaced by the soothing violins of Charles Previn's string ensemble; throaty blues singers made way for the lovely soprano voice of Olga Alban; the broadcast carried the dignified title of Silken Strings.

One reason for the new kind of entertainment now was the new time which placed Real Silk in competition for the listening audience with the dignified Ford Symphony Program on the one hand and with the lively Manhattan Merry-go-round on the other. One of the best ways of beating competition is to avoid it, and on that basis it was certainly good showmanship to select a program whose appeal was aimed directly between the other two. But this was not the principal reason for the change of pace.

Essentially the new program was based on sound advertising psychology. Radio's results had so far been good, but the sponsors believed that they had been spending their sales appeal too thin and that instead of continuing to try to please everybody they would concentrate on what their surveys had shown to be the typical Real Silk consumer: A man or woman in early middle age, married, a parent, and neither rich nor poor but with an income ranging between two and five thousand a year. To reach this consumer most effectively the changed program consisted of warm and familiar music, which it was felt would open his door to the Real Silk Man even more readily than had the previous show. But this new program also accomplished a secondary purpose. By including in each the lively Manhattan Merry-go-round on the other. One of the best ways of beating competition is to avoid it, and on that basis it was certainly good showmanship to select a program whose appeal was aimed directly between the other two. But this was not the principal reason for the change of pace.

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IN THREE years Real Silk Hosiery Mills officials have learned a lot about radio. They have learned that their early timidity about the medium was not justified. They have learned that there are many, many ways of adapting radio to market problems. They have learned how to use radio in pushing certain lines and services. They have learned how to reach—and sell—particular audiences. Close to Real Silk's radio campaign—and this forms the bulk of the Real Silk advertising—is the author and here is his tale of merchandising a la radio.

The Renaissance of Rugged Individualism

Who called. The Member of the Audience Who Didn't Wait for the Applause Cue at a Coast-to-Coast Broadcast.

(Continued on page 60)
FIGURE IN IMPORTANT ASSIGNMENTS

Mr. Pettet

Mr. Dolph

MECHANICAL SURVEY SYSTEM EXTENDED
SUCCESS of the mechanical de
vice for radio audience surveys
dependent primarily on the
excellent work of John Shepard
in developing the apparatus. At
the request of his supervisors
at the Massachusetts Institute
of Technology, and others in
the Federal Communications
Commission, a mechanical
survey device has been
installed, and it now is being
tested in several stations.

WHN Staff Complete
RETENTION of WHN, New York,
of Herbert L. Pettet, former FCC
secretary, as associate manager,
was announced by the newly
organized staff of the station.
Recently Frank Roehrenbeck, of
the League of Independent
Broadcasters, was named as
managing director. Among
other new additions in the sales
department of WHN are Helen
Mack, formerly of Philadelphia
newspaper woman; Gilbert Parks,
formerly with MacFadden
publications; and breezy with
Youth Magazine. They will serve
under Philip F. Whitten. Lloyd
Biddle is general manager of the
station and will continue in his
active charge.

Elaborate Radio Studio to Be Installed
In New Building of Interior Department

HOW SERIOUSLY Federal offi
ce officials regard their broadcast
activities was again illustrated
during the last fortnight when it
became known that the new Interior
Department building in Washin
gton will include a complete mod
ern radio studio and office setup.
President Roosevelt made a net
work address April 5 when the
cornerstone of the new building
was laid.

Although the radio layout was
not included in original plans for
the building, Secretary Ickes se
cured an allowance said to amount
to $35,000 from a fund of $200,-
000 allocated for "extras" for the
building. With this sum it is
planned to build one large and one
small radio studio, each with its
own control room, a reception
room and offices for those handling
radio broadcasts.

This is not a WPA Project such as
the Radio Workshop for which
$75,000 in WPA funds was allo
cated and which is operated under
the direction of William Dow But
well of the U.S. Office of Educa
tion, as described elsewhere in this
issue. Moreover, officials disclaim
any intention of going into broad
cast station operation, although
an elaborate studio setup, the first
built in any government depart
ment, would make adequate facili
ties immediately available should
such a step develop.

The radio studio is to be built
with the advice of the Radio Work
shop group, and will include the
ting from microphones and tran
scription tables to sound effects
devices and outlet panels. Presum
ably it will be under the direction
of the U.S. Office of Education,
from which Mr. Boutwell was de
tached for the Radio Workshop
project, and it may be made avail
able to other departments that
broadcast regularly.

BROADCASTING • April 15, 1936

Dolph to Supervise
Democratic Radio; Pettet Joins WHN

3 Mentioned for FCC Post;
Campaign Policies Planned

WITH THE resignation of Her
bert L. Pettet as secretary of the
FCC, effective May 1, William B.
Dolph, manager of WOL, Washing
ton, became its new director.

In addition, the FCC has de
fined the schedule of the post of
radio director of the Democratic
National Committee, an appoint
ment which Mr. Pettet held during
the last campaign and which it
had been assumed he would accept
again this year.

Mr. Pettet is a vice president of
the Metropolitan Broadcasting Com
pany, owner of WHN, New York,
progressive independent
station owned by Leow Metro-Gold
wyn-Mayer theatrical and motion
picture enterprises. He accepted
this post among several station
offers, having decided several
months ago to leave the FCC.

Thus far the FCC has given no
consideration to filling the post for
Mr. Pettet. A number of applica
tions have been made and several
superintendents have been named.
More than likely, however, the
appointment will be considered in
the light of suggestions of high
 mediocre applicants and the
post is one which under law is
filled by the FCC itself, it falls in
the important political classifica
tion, carrying with it a salary of
$7,500.

Several names mentioned for
the Pettet appointment included
E. Willard Jensen, now secretary
of the Business Advisory Council,
formerly assistant secretary of
Commerce Roper, and a former as
sistant to Chairman Farley of the
Democratic National Committee;
Fred Roper, son of the Secretary
of Commerce, and Arthur O.
Dahlgren, of Escanaba, Mich., an
engineer formerly with NBC, now
with the Department of Commerce
economic analysis division.

Campaign Plans

Mr. PETTEY joined the old Radio
Commission in 1933 as secretary
after having been radio director
of the Democratic National Com
mittee during all of the 1932 presi
dential campaign. A native of Kansas
City, he has worked in the
motion picture industry. Before
joining NRA he was with RCA
Photophone, representing that com
pany in the Oklahoma territory.
In his early thirties, Mr. Dolph joined WOL last year as its
manager, and has been instrument
al in increasing the business at the
station substantially. He is
well-known among broadcasters
as a result of his NRA contacts.

More than likely, Mr. Dolph
will set up a staff at the Democratic
Science in charge of radio affairs.

His salary is $7,500.

Three men have charge of
wireless as director under Charles
Michelson, director of publicity,
and the Con
vention in Philadelphia in June.
Mr. Dolph probably will continue
his management of WOL, sharing
his time between the two posts.
In joining the Democratic
Committee, Mr. Dolph assumes the
same status under Mr. Michelson
he held from 1933 until the middle
of 1935 at NRA, where he was radio
director. Mr. Michelson at that
time served as publicity director
of NRA.

A brother-in-law of Mr. Pettet,
Mr. Dolph came to Washington in
the summer of 1933 to take charge
of the radio details of NRA. As Mr. Pettet a native of Kansas
City, he also had worked in the
motion picture industry. Before
joining NRA he was with RCA
Photophone, representing that com
pany in the Oklahoma territory.
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FIGURE IN IMPORTANT ASSIGNMENTS

Mr. PETTEY

Mr. DOLPH

WHN Staff Complete
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was announced by the newly
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Youth Magazine. They will serve
under Philip F. Whitten. Lloyd
Biddle is general manager of the
station and will continue in his
active charge.

WNB F is CBS 100th

CBS on April 5 added the 100th
network station, WNB F, Binghamton, N. Y., made a regular
outlet, starting with eight hours of network com
positions. Because the station has been linked to CBS occa
sionally for special programs only, it has been at the de
mand of advertisers despite the fact that it is a 100-watter.

The annual convention of the American Association of Advertis
ing Agencies will be held April 30,
May 2 at White Sulphur Springs, W. Va.
Uncle Sam on the Air—With Donated Time

Survey Shows How Government Agencies Use Broadcasts For Political Promotion as Well as Enlightenment

SO FREQUENTLY has the subject of Radio in recent months come up in political discussions—especially in the Republican press—what when the Federal government's departments and bureaus are utilizing radio for advertising and promotion purposes as distinguished from political purposes.

Uncle Sam's entry into the radio field as a "sponsor" of programs presumably designed to promote the general welfare was brought to the fore especially during the last fortnight when the WPA "radio workshop" went into action in Washington under its six-month $75,000 "endowment" from relief funds. With the avowed object of showing how educators and educational institutions can utilize radio best advantage.

Opinions vary, depending upon political bents, as to the success or failure of the "radio workshop" idea in its initial network offerings, although it is noteworthy that the press, particularly the non-educational press, did not seem inclined to take a "kidding" attitude toward the venture. Networks are booking facilities only if the programs meet the next set of negotiated dates, and to date only two NBC shows of 10 minutes each have been selected to come about 15 that have been prepared.

Last year the government—including the President, Senators, Representatives, Cabinet officials and departments—was granted 227 hours and 15 minutes by NBC.

Politics Creep In

FOR THE most part, the programs of government departments and bureaus are offered to the networks as public service offerings with the assurance that they are non-political in character. Political themes often creep in nevertheless, and the Republicans have already begun to make capital of the fact that many New Deal officials are so frequently on the air in sustaining offerings.

Not only network shows but also spot announcements and even the advertisements are emanating regularly from New Deal agencies and sent directly to stations, many of which have already begun to make capital of the fact that they do not have enough time available to carry them. It seems that every New Deal publicity director has come to the conclusion that Uncle Sam should not only send out his usual plethora of publicity releases to the press, but also send them plus special material prepared for the radio (its quality a matter of national policy)—direct to the stations.

More than that, many of them, even the flurry of enthusiasm over NRA, which many of the big radio sponsors boosted enormously in their programs, have begun to ask the sponsors again to interpose "special plugs" for Uncle Sam or that department or bureau. Except in cases such as Red Cross appeals, etc., the sponsors and their agencies have been turned a deaf ear to the requests.

The survey by Broadcasting for the WPA for April 1 shows that Uncle Sam's agencies have been able to buy time only where the public voice in the program, in some instances advertising space was actually purchased in newspapers and magazines. Notable examples were the retention of an agency for work relief that included a word in the running copy in campaigns for bond offerings.

WPA Cutting Discs

LATEST: New Deal radio enterprises that are now being cut by RCA for the Works Progress Administration which already has received 124 acceptances from stations of its series of quarter-hour discs. In charge is Miss Adelaide Finch, who put over a similar campaign for Federal Housing Administration.

The WPA discs will consist of brief introductory announcement, a 20-minute story of the work in the middle of the program in the nature of a staccato description of WPA work. In a closing acknowledgment, the basis being music by Federal Music Project No. 1 in New York. This music is provided by a 100-piece symphony directed by Nikolai Sokoloff. Stations were also allowed to insert a "do your bit" spot-a S.O.O. assistant director. The letter was sent to the mailing list provided by the Resettlement Administration which has just concluded a free disc campaign on 473 stations.

WPA aims to reach a small-town and rural audience with its transcription message, according to Julius F. Stone Jr., of the WPA Information Service, believing that large and small towns have both been given the benefit of performances by Federal Music Projects. Copyright and union problems were settled before record production line was ever even thought of.

State and local WPA administrators have been liberal users of station time but their radio effort has not been coordinated. To get in order into this situation, WPA is planning to assemble personnel and offer its radio activities of its subdivisions.

Office of Education

EDUCATION by radio is one of the important functions of the U.S. Office of Education, a branch of the Department of Interior. Hub of the activity is William Dow Boutwell, editor-in-chief of the Office. For two years he has directed the daily morning "Education News," on an NBC-WEAF network, Mondays, 7:45 p.m. The 100th periodical, "Listen, America," starts June 6.

Much more pretentious is the new $75,000 radio campaign financed by Work Progress Administration funds. The first two programs are Answer Me This on an NBC-WEAF network, Mondays, "Mr. North to You Heard" on an NBC-WJZ network, Fridays, 6:30-6:45 p.m. The first is a question-and-answer game, highly spiced with drama, and the second is a dinner party conversation about curious scientific facts.

This government "radio workshop" was conceived by Dr. John W. Sokoloff, Chief of the Office of Education, and it is manned by a staff of six executives who supervise 29 youths drawn from the "radio writing and directing" field of Federal works projects and CCC camps. The youths are paid from $72 to $103 a month. Aiding Mr. Boutwell are the Maurice Lowenstein, producer-supervisor, and Leo Rosenwaks, script supervisor, loaned from the NBC staff.

The purpose of the "workshop" is to point the way to proper usage of radio in education. Some 500 sought places in the project but the field is so limited in an advisory capacity are Ned Dearborn, New York University; Mrs. Sidonie Gruenberg, director of the New York University; Dr. Richard Dunham, NBC educational director; Edward B. Murrow, CBS director of talks. Philip Cohen, personal director of the 13th inspectorate, 29th auditor and audited March 22 in NBC Chicago studios for Midwestern CCC youths as part of his nationwide search for Radio Talent. CCC Radio Talent was auditioned in Washington to serve as extra actors on a no-pay basis.

A new WPA project was started (Continued on page 56)
Southern Stations Outstanding In Service to Storm Victims

Take Lead in Organizing Relief Activities and in Allaying Terror; Aftermath of Big Floods

HARDLY had the East, Northeast and Ohio Valley recovered from spring floods that caused untold damage, when a series of tornadoes struck sporadically in Southern states, leaving death and destruction in their wake. In this second "act of God" disaster, radio again stepped in and rendered invaluable relief in regions of progress of the destructive elements as well as to take the lead in all phases of the disaster.

One of the cities in the direct path of a twister was Greensboro, N. C., where WBIG stayed on the air as the 400-mile-an-hour cone ripped to pieces everything in its path and then set about the business of summoning relief for human and structural wreckage. [See WBIG article on this page].

The transmitter of WIS, Green- 

ville, S. C., was located on bottom lands of the Congaree River and was inundated as a result of torrential rains following the wind storms. Freshly poured concrete and steel foundations for the new directional radiator were unwashed and washed out and the steel being submerged.

WBBC operated used boats from the transmitter building to the nearest land, about a quarter-mile away. Equipment was not jettisoned until the water was five feet above the water line. The open program circuits, between the transmitter and receivers which had been blown down, were under water but circuits remained intact and operation was uninterrupted.

WFBC Stays on Air

DESPITE high winds and a torrential downpour, WFBC, Greens- 

ville, S. C., stayed on the air April 6 and broadcast frequent bulletins about the tornado damage and devastation at Gainesville, Ga., Anderson, S. C., and Tupelo, Miss. Besides the bulletins, scientific advice on how to protect lives and property was given.

The wire and accurate tracing by WFBC of the tornado’s movements was a big factor in allaying public fear. Numerous letters of commendation for the public service have been received by B. T. Whit- 

mire, manager of WFBC.

WAIM, Anderson, was off the air one full day due to power failure. WFBC filling the gap with a large number of messages directed to people in Anderson and surrounding territory.

WPTF, Raleigh, N. C., 86 miles from Greensboro, on April 6 sent an emergency crew to Greensboro at midnight when the town was leveled by the first tornado. Manager Richard Mason and announcers Carl Goerch and Leslie, along with Chief Engineer Henry Rulick wandered over the wreckage the morning of April 8 describing the ravages of the wind.

Some of the residents who had witnessed the death-dealing freak of nature were broadcast from various points in the littered City.

Mississippi stations were not af-

Worth Celebrating

WAIM, Anderson, S. C., realiz- 

edly had its first birthday April 8 when it observed its first anniversary. Only a few days before a tornado had damaged the WAIM plant, according to Wilton E. Hall, owner. As a result WAIM was off the air 24 hours. Damage has been repaired and the anniversary was marked by appearance of the governor and other notables. Besides, there was the boost to 1 kw. daytime power, just granted by the FCC.

The Flood Aftermath

STORIES of radio achievements during the March floods are being told. [See story under "Broadcasting," April 1 for account of flood broadcasts. Information which followed was received too late for the April 1 issue.

On orders from Powel Crosley Jr., Crosley president, WLW, Cincin- 

nati, increased its 15,000 watts on the air to 24 hours with full 500 kilowatts, when the March floods became known. Manager John L. Clark wired the FCC, offering facilities of WLW and WSAI for public service.

Flood warnings were issued through the weather bureau. Gov- 

ernor Earle of Pennsylvania, Na- 

tional Guard commander of the state, highway department, Red Cross, Gov. Martin Davey of Ohio, American Leg- 

ion, Boy Scouts, Pennsylvania Public Service Commission, United States Coast Guard, Red Cross, District of Columbia, broadcast bulletins. Blacks, the National Association of Colored Women, Red Cross, and Salvation Army sent bulletins. Allaying fear, confusion, uncertainty, fear. The storm struck at night, chaos is worse, confounded with blackness hiding the extent of the damage and adding to the confusion of efforts of those trying to find the bodies of dead and wounded.

In such a time the graphic continuous and adaptable powers of radio are realized to their fullest. Here is just such a situation. In this instance that on Thursday night, April 2, WBIG, Greensboro, N. C., gave the full measure of its worth to its own, prostrate home city.

Its service was immediate and of inestimable value. It was growing service, one that constantly branched day and night into a myriad of channels. While man was working, strenuous, exhausting, demanding work . . . for every member of the staff from chief engineer to builder, work that brought in a return of human gratitude that thrilled every heart, and those who later embraced the organization into a cohesive unit.

Six Fields of Work

In BRIEF, the staff of WBIG found itself:

1. Flashing immediate news of the disaster.

2. Summoning and organizing all civic resources.

3. Bringing precise information, of all kinds and kinds, to the public of the extent of the tornado’s path, of the chief points of its destruction and of the major tasks of relief.

4. Appealing for local and outside aid and detailing the kinds of service most needed.

5. Acting as an agency for assembling workers, food, clothing, medical supplies and money.

6. Continuing to supply new details of information as they developed and immediately flashing those facts to the stricken city and the world at large.

Born out of a raging thunderstorm, the tornado struck Greensboro at 7:13 p.m., on April 2, and within a minute or more had played a ghastly scene. It商铺 a force of a four-mile path across the south side of the city of 60,000 people, blanketing streets six to 15 yards wide with snow of 150 or more and utter destruction to 300 or more homes and business houses, heavy damage to a thousand more.

Its path was but 200 yards or so wide. Lit by a ghastly green flame, the writhing, flaming mound, weighing 400,000 tons (right) are announcers Glenn Riggs, Sammy Fuller and Ed Schaughey and operators Ward Landon and George Saviers. [Story on Page 66].

Tale of a Twister: How WBIG Helped A Stricken Region

Greensboro Station Takes Lead Organizing Rescue Work

By ENOCH PRICE

Editor, Greensboro (N. C.) Patriot

WHEN a tornado strikes a closely built community, its path is a straight one. But when it curves, the building damage is hard to estimate because the twisted path gives rise to gaps and sharp turns that some of the biggest trains. It is

(Continued on page 65)
Within the 150 mile radius of WREN is a rich, responsive audience of more than 3,500,000 people. Let WREN tell and sell your message to this great audience.

Centrally Located to Serve KANSAS CITY-TOPEKA ST. JOSEPH MARKETS
Plymouth to NBC
PLYMOUTH MOTOR Corp., Detroit, division of Chrysler Corp., will shift Ed Wynn back to his old NBC-WFAC spot Tuesdays 2:30-10 p.m., beginning May 12. Texas Oil Co. relinquishes this spot April 21. The last Ed Wynn program on CBS will be heard May 7. Many listeners are still said to try to tune in Tuesday nights for Ed Wynn instead of the Thursday night hour, hence the change back. The show will still be "Gulliver the Traveler." John S. Young will be straight man, with Lennie Hayton and his orchestra supplying the music. J. Stirling Getchell Inc., Detroit, places the account.

Fox Fur on 11 Stations
I. J. FOX Inc., New York (fur storage) is using from seven to ten daily 5-minute transcription programs titled "Musical Snapshots" on each of 11 stations in the New York and Boston metropolitan areas. The campaign, to run about eight weeks, features the moth menace to furs. Stations are: WOR, WNEW, WMCA, WAAT, WEEI, WOCP, WHDH, WMEX, WAAE, WNAC, WOV. Peck Adv. Agency Inc., New York, placed the account.

Barber Guild Series
CERTIFICATES BARBERS GUILD Inc., New York, has started a five-month spot campaign on WMCA. It is backed by a large group of barber shops. Lucerna Co., New York, is the agency.

Gerald King Is Appointed Standard Radio President
As Seth Ely Quits Post
Gerald King, manager of KFWB, Hollywood, has become president of Standard Radio Inc., the programming service producers, succeeding Seth Ely, who resigned that post, according to an announcement by Standard Radio April 8. Mr. King continues as head of KFWB. Simultaneously, it was announced that Milton M. Blake, the last year Midwest manager of Standard Radio, with headquarters in Chicago, had purchased Mr. Ely's stock in Standard Radio. He will continue as Chicago representative.

The changes, according to Mr. King, will not affect advertising, operation or operation of Standard, which produces and distributes the Standard Library Service as well as various series of recorded programs. Formed two years ago, the company originally was headed by Mr. Ely, who now will devote his time to other enterprises but will continue his interest in radio.

In a joint statement, Mr. Ely and King said the personnel of the company will remain intact. The change in the presidency, it was said, will in no way affect the operation of the firm in its relation with stations or in the operation of its domestic and foreign branch offices and representatives. Mr. King was one of the prime factors in organizing Standard Radio two years ago, although he did not carry an executive title.

Sapolio Tests Radio
SAPOLIO, one of the oldest trade names in the country, is going on the air on April 17 will begin a test of radio in the New York area, using WJZ, Fridays, 4:30-5:15, as a vehicle, with a program titled "Spotless Town Gazette" and featuring Bud Rainey in a dramatic and musical show. Enoch Morgan Inc., New York, which produces the soap product, has been quiescent in the advertising field in recent years but is just beginning to revive Sapolio's noted "Spotless Town" slogan and emblem. Radio has never before been used. Maxon Inc., New York, is handling the account.

British Selections Claimed by ASCAP
Sends List of 350 Numbers in Published by Warner Houses
A LIST of some 350 compositions, including such numbers as Limehouse Blues and With All My Heart, published by Warner houses, was declared under ASCAP licenses held by broadcasting stations even though published as non-members under ASCAP's rules. The list supplements one of a similar nature distributed in February.

The new list, in the main, appears to be composed of numbers written by British composers, and licensed by the British Performing Right Society, which is affiliated with ASCAP. ASCAP has repeatedly claimed that despite the withdrawal of Warner publishers from ASCAP as of Jan. 1, it still has the right to license small performing rights under its contracts with its affiliated societies. This, however, remains to be adjudicated.

Mr. Mills' letter read as follows: "In a circular of Feb. 329 of February 11th, wherewith was enclosed a first list of compositions published by U. S. A. members of ASCAP, the performing rights of which, notwithstanding the withdrawal of ASCAP, were controlled by members of the ASCAP, S. E. M., M. C. E. S. members, were nevertheless controlled by British publishers, were nevertheless controlled by British publishers. The list of compositions attached to that circular was enclosed herewith a second list of such compositions showing (1) the title of the composition, (2) the name of the composer, (3) the name of the author, and (4) the name of the publisher.

Notwithstanding the fact that the compositions shown on the enclosed list are all published by firms personally and through their agents members of ASCAP, please be advised that the works on this list are available for your use under ASCAP license and subject to the terms and conditions.

Continued item-by-item examination is being made of non-member catalogs, and I will supplement our two first circulars on this subject with additional information as soon as same has been secured.

Wrigley Also Sponsoring Dramas of Chicago Cubs
WILLIAM WRIGLY Jr., whose company has just taken over the March of Time, using only 15-second commercials, has contracted for daily one-hour dramatizations on WIN, Gary, 7-8 p.m., of baseball games played by the Wrigley-owned Chicago Cubs. The idea of the ball club sponsorship, one of the first few financial magnates, who have contracted for station time, is to provide baseball for shutins and others unable to see the games. According to Charles P. Drake, assistant to the president of the Cubs, New and larger seats, just installed, reduce the capacity of the Cubs park by 4,000. Ha. Berger, formerly of KNX, Hollywood, has developed a program by non-fiction interweaves dramatizations with disc sound effects.

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

To Completely Control the Puget Sound Market Use Both of Seattle’s Pacific Radio Stations

KOMO
NBC-Red
National Representatives—EDWARD PETRY & CO.

KJR
NBC-Blue
National Representatives—EDWARD PETRY & CO.

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BROADCASTING • April 15, 1936
LOUISVILLE • KENTUCKY
C.B.S. BASIC OUTLET
• EDWARD PETRY & CO.
• NATIONAL REPRESENTATIVE

50,000-WATT STATION • AS A BASIC OUTLET • IS INFLUENCING SALES OF THOUSANDS OF DODGE AUTOMOBILES TO THOUSANDS OF FAMILIES. It will give your product
*3,461,100 primary and secondary daytime coverage, and *4,399,200 night-time primary and secondary coverage of the rich Ohio Valley Market. In addition, all WHAS Broadcasts are almost national, offering your product a secondary area audience of 24,552,138 buyers.
No More Hostesses

Aside from the personnel changes, the new policy and economy drive being instituted in NBC saw the abolition of all hostesses in Radio City. It was decided that page boys could do the work as well and that they could be used for other jobs if necessary. This move took place April 4, with the pages now doing reception clergers in addition to other duties.

Hecht Joins Store Net

HECHT CO., Washington, D. C. department store, has joined the Morgue de Mors for Radio Department, which broadcasts over an independent hookup from Boston to Chicago. WOL is broadcasting the program in the interest of the Hecht store, which became a member of the network April 2. Roche Productions Inc., New York, is producing the programs, with Donatue & Coe Inc., New York, handling the account.

MORE "EYES VERSUS EARS"

Exhaustive CBS Research Shows How Scientists Have Demonstrated Auditory Superiority

TALKING is better than writing because the ear is used much more than the visual form in transmitting and receiving of verbal messages. Taking this theme, CBS has delved deeply into twentieth century audiology. The auditory versus visual suggestion. A wealth of material was uncovered in this scientific search through the literature. The investigations being summarized in Exact Measurements of the Spoken Word, published by CBS.

In abstract form, CBS presents reviews of each of the 17 investi- gations, as completed by the auditory studies being available at the CBS New York offices. Here are the results of the findings:

DR. H. A. PEARCE (1929)—Auditory suggestion is stronger than visual. By each measures he found that his instructions 96% more effective were they heard than when they were read.

DR. M. C. SCHUTTEN (1910)—From what has gone before (a comparison of numbers presented the idea at the suggestion) we are able to deduce that the conception of a number, in order to be retained and retained by the mind most advantageously, must be presented in the most "concentrated" (i.e. auditory) method, alone.

DR. V. A. HILMANN (1910)—Visual presentation of meaningless verbal material is always better than the auditory presentation of meaningful verbal material in better than visual with .

DR. J. CARLETON BELL (1918) and the testimony of the above, the auditory suggestion is more effective than the visual.

DR. C. HENMON (1912)—Auditory presentation is clearly superior to visual presentation in immediate memory, and the superiority of auditory over visual presentation is consistent. "Non-nonsense" (nouns, nonsense-numbers, syllables) for all subjects irrespective of image type, and for one, two and three presentations.

REV. JOHN V. LACY (1919)—"Under the conditions of our experiments, questions of fact, inference, or moral or emotional understanding is more adequately and immediately and with greater permanence when performative material has been presented by a story-teller."

DR. D. A. WORCESTER (1929)—"In general, it would appear that there is an intrinsic superiority for auditory presentations over visual presentation."

DR. H. HUBER and Miss E. M. BOWELL (1919)—Material presented orally is recalled and recognized better than similar material presented visually.

DR. D. A. WORCESTER (1919)—"That material presented auditoryically could be recognized much better than similar presented visually."
There is no doubt about the Pied Piper being a specialist in his own particular field. No ordinary, run-of-the-mine Piper could have gotten such unusual results.

KWK is also a specialist, but one whose efforts are directed toward making unusual sales results the usual, everyday thing.

You would be surprised—very pleasantly surprised—at the results we would bring you.

THOMAS PATRICK — INCORPORATED

HOTEL CHASE
REPRESENTATIVE — PAUL H. RAYMER CO.
NEW YORK       CHICAGO          ST. LOUIS, MO.
NEW YORK       CHICAGO          SAN FRANCISCO

April 15, 1936 • BROADCASTING
WMAL Negotiation Waits Court Ruling

Validity of Purchase Contract For $285,000 Is Contested

A DECISION in the case of Hearst Radio Inc., versus the heirs of M. A. Leese, is a contract for acquisition of WMAL, Washington, for $285,000 cash, is expected within a month. The case was argued before Justice Jennings Bailey, of the District of Columbia Supreme Court April 1-3 and final briefs are due by April 25.

Counsel and witnesses for Hearst Radio contended that the contract signed was a warning signal, and that on Jan. 12, 1935, for purchase of the station for $285,000 was legal and binding. This view, in effect, was supported by Thomas P. Littlepage, Washington attorney and representative of the Leese estate, in testimony. The contract and written subject to formal revision at a later date and when the Leese estate is reconstituted, the administrators refused to execute it.

The station, an NBC Blue network affiliate, is now being operated under lease by NBC which runs until March 1, 1938. NBC pays $400 per week under a nonexclusive con- traction for studio rentals. This lease would not be affected in the event the court upholds the sale to Hearst Radio.

Validity of Contract

COUNSEL for the Leese administra- tion contended the contract was not valid. They contended it contained certain conditions which have not been satisfactorily agreed to. Among these witnesses were George Hamilton Jr. and John Hamilton, attorneys. Witnesses included the three heirs—Mrs. Lorraine Good, Norman Leese and Earl Leese, children of the late station owner, and W. E. Miller, of Alexandria, was called for testimony.

Appearing as witnesses for Hearst Radio, in addition to Mr. Littlepage, was Roy White, gen- eral manager of Hearst Enter- prises, who signed the contract for Hearst, Mannheim Rosenzweig, New York, for Hearst, and also appeared as co-counsel with Elisha Hanson, of Washington, R. McCauley, associate of Mr. Rosenzweig, and John M. Littlepage, Washington radio attorney and son of Thomas P. Littlepage.

Justice Bailey allowed Hearst Radio until April 18 to file a brief and the defendants were allowed another week. It is indicated that, irrespective of the briefs, an ap- peal will be noted to the U. S. Court of Appeals of the District of Columbia.

Macfadden Shifts

MACFADDEN PUBLICATIONS Inc., New York (True Story maga- zine) has shifted the debut date of the Good Will Court to be spon- sorerd over WOR and Mutual networks, to June 7, Sundays 10:30-11 p.m. The pro- gram, currently carried on the basis on WMCA, New York. Both WMCA and WOR will broadcast the program, which is one of the four programs that will originate from WOR. Ruthrauff & Ryan Inc., New York, placed the account.

Food and Drug Bill To Enter Campaign

Suppression of Legislation by House to Be Political Issue

WITH the last vestige of hope gone, the session of Congress for passage of the Copeland Bill to regulate the sale and advertising of food, drugs, devices and cosmetic; was curtailed today, in that the legislation—but even of a more stringent character—will be made a Democratic campaign issue.

The bill, passed by the Senate, is stymied in the House and all efforts to cram it through prior to adjournment this summer evidenced- ly have been abandoned. It is now pending before a subcommittee of the House Agriculture Committee which has never had a meeting on it since Congress convenes in January.

Practically all serious opposition to the bill as it passed the Sen- ate had disappeared, since it was introduced in this form, with 10 weeks objectionable by practically all of the advertising media, agencies and numerous manufacturers. Certain proprietary groups still object to it, however, particularly because it would transfer regulation from the F. T. C. to the commission to the Department of Agri- culture.

The reports are that the Demo- cratic Committee will endeavor to appeal to the women of the nation on food, drugs and cosmetics legis- lation. The Copeland Bill during the last two sessions, the bill, is hinted, will be lical of the "interests" which lobby against it.

Durant Enlarges Series

DUART SALES Co. Ltd., San Francisco (Old Biscuit Mill Facial Cream) which has featured John Nebbitt, commentator, in The Pass- age Parade three nights weekly on KFRC, this city, for 10 weeks starting April 19 will extend the broadcast to include 12 CBS-On- the-Lines series, making his program the only one of the new series. The schedule is as follows: Sunday, April 19, 7-7:15 p.m.; Monday, April 20, 9-9:15 p.m.; Tuesday, April 21, 9-9:30 p.m.; and Wednesday, April 22, 9-9:45 p.m.; Thursday feature will theretofore be heard Thursdays at the same hour. Durant will also add another series to this schedule for 13 weeks on 5 NBC-KPO stations, Sundays, 9- 9:15 p.m., using the same feature. A third series of the Old Biscuit Mill Facial Cream series, featuring John Nebbitt, is being cut by Titan Productions Inc., for the Old Biscuit Mill. Both series are placed by Howard E. Williams Adv. Agency, San Francisco.

P. & G. Adds Three

PROCTER & GAMBLE Co., Cin- cinnati (Irisco) on April 6 added three NBC stations to its hook-up to its five-weekly Vic & Sadie NBC- WEAF program. Stations are WEAF, WNYC, and WOR, all morn- ing 10-10:15 a.m. period. The same continuity is used on the NBC-WEAF series at 3:30-3:45 p.m. on WMCA, New York, places the account.

KGH, Billings, Mont., on April 7 switched to the NBC WEAF hookup to shift to the 780 kc. wave length with power of 2,500 watts days and 1,000 watts nights.

NEW AND UNIQUE WKY STUDIOS

Specialized Equipment Developed for $100,000 Home of Pioneer Station in Oklahoma City

A NEW WKY STUDIO—This kitchen-studio and auditorium in the elaborate new quarters of WKY, Oklahoma City, provides a setting for programs by Aunt Susan, home economics lecturer. It seats 100.

Original Devices

THE NEW quarters include five studios. The first one, 39 by 45 feet, seats 100 persons aside from a large orchestra and performers, and contains a 100-stop organ. The banquet-ballroom of the hotel, seats 1,200, also is equipped for broadcasting, and is to be used by WKY for extra- ordinary studio audience performances. Among the three smaller studios is the home economics au-ditorium which seats 100 [see photo].

In addition to usual acoustical treatments, the studios embrace a number of original devices developed by WKY engineers. They include a "talk back" telephone system whereby as many as four offices can engage in a telephone conference simultaneously. An- other is a dialing system, similar to that used on mechanical switch- ing phones, whereby any office on the floor may tune in any program or audition on 22 different available channels, simply by dialing.

Wherever possible, every me- chanical operation has been made fully automatic. The throwing of a switch automatically lights a new program. The moving of a illuminated plate when auditions are under way and prevents any portion of the audi- tion from going on the air, even in the event the wrong button should be pushed accidentally.

The operating room contains an eight-panel high-fidelity R.C.A. board, incorporating the newest improvements in radio engineering. Studio floors and walls are sound proof, and ceilings contain rock- wool protection, finished with a sound sound, to enter the rockwool unit and disappear.

E. K. Gaylord is president of the Oklahoma Publishing Co., and of WKY. Edgar T. Bell, secretary-treasurer and business manager of WKY is the official head of the station. Gayle V. Grubb is station manager. Earl C. Full, original owner of WKY, has remained with the station since 1920 as its chief engineer.

Among the notables invited to attend the dedication were George May, Batten, Barton, Durstine & Osborn Inc.; George Pearson, J. Sterling Cooper, Inc.; Howard Lowrie, McCann- Erickson Inc.; George McGivern, Blackett-Sam- nes, Inc., Herbert L. Hub- seus, Stack-Goble Adv. Agency; Frank H. Hakewill, Roche, Wil- liams & Cunningham Inc; Joseph Copeland, E. Katz Special Advertis ing Agency, all of Chicago.


A special car carrying the Okla- homa City contingent left New York April 11 and was carried all the way through to Oklahoma City.

TED GAILEY, program manager of KGER, Long Beach, and Mrs. Gailey, during a blizzard late in the month, had disappeared six hours through snow and ice to obtain rescue for relatives marooned in a mountain cabin.

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www.americanradiohistory.com
$18,000 for Flood Relief

WLS listeners responded with customary generosity when a request for flood relief contributions was made over the station. More than $18,000 was received in two weeks; 6,000 listeners contributed. The American Red Cross administered all funds received at WLS.

Novel Amateur Contest

Chicago's police and fire departments are engaged in heated rivalry as a result of a novel amateur contest conducted by the "Keep Chicago Safe Committee" over WLS. Each Sunday morning two policemen and two firemen are invited to display their talents. Listeners' votes determine the winner. 7,473 voted in March.

196,545 Letters in March

For the second successive month WLS mail records were shattered when, in March, 196,545 listeners wrote. This tops last year's March response by 37% and the previous record for the month by 32%.

Proof of Results

During March a food advertiser increased his daily program to 45-minutes and renewed for 13 weeks; a washing-machine manufacturer renewed for 13 weeks; a life-insurance company added 30 programs; a tire manufacturer renewed for 13 weeks; a yarn manufacturer tripled his schedule—tangible proofs of WLS resultfulness. Altogether nine advertisers renewed or increased their WLS schedules during March.

In Radio Guide

Featured in a single issue of Radio Guide (March 7, 1936) were the following WLS artists and programs: Jim Poole, veteran livestock reporter—lead story on page 7; item about Uncle Ezra—page 10; photograph of Sally Foster, Uncle Ezra and Verne, Lee and Mary, National Barn Dance favorites—page 11; listings of Julian Bentley, WLS Newscaster, and WLS National Barn Dance in popularity poll—page 12; half-page photograph of Lulu Belle—back cover. Radio Guide has a national circulation of 400,000.

Another Milestone

March 14, 1936 was the start of the 5th year and was the 210th consecutive week that the WLS National Barn Dance has been broadcast from the stage of the Eighth Street Theatre, in Chicago. In this time 451,392 persons have paid to see these broadcasts presented. The National Barn Dance has been on the air twelve years.

11,200 Names

When Otto and His Tune Twisters, WLS instrumental and vocal quintet, asked listeners to help select a new name for them, 11,200 listeners responded.

Radio Fills the Gap

When Robinson, Illinois, was isolated in mid-March by a severe snow and ice storm, a 12-minute skeletonized United Press pony report was broadcast by WLS Newscaster, Julian Bentley, to the Robinson Daily News. This is the third time WLS has acted in such an emergency.

News Reporter

Clear, concise, intelligent, Julian Bentley's newscasts over WLS attract a vast audience. Radio Guide's current popularity poll shows him a leader among the nation's news commentators.

The Prairie Farmer Station

1230 Washington Blvd. Chicago

50,000 Watts

Burridge D. Butler, President

Glenn Snyder, Manager

National Representatives

John Blair & Co.
FCC Approves Six New 100-Watters And Deletes KGBZ

Applications for Three Other New Stations Are Denied

CONSTRUCTION of six new 100-watters on 1210 kc. in Wichita, Kan., and two other applications for 100-watters, was authorized by the FCC Broadcasting Division in decision No. 7779 of the Commission, which was released late Thursday (4) and which covers many communities was authorized by the FCC Broadcasting Division in decision No. 7779 of the Commission, which was released late Thursday (4) and which covers many communities as well.

Charles C. Theis on April 7 was authorized to erect a new full-time 100-watt station on 1210 kc. in Wichita, Kan., sustaining Examiner Saward's finding that a local service was desirable there after the Commission had denied as in default the application of KFB, Abilene, Tex., to move into Wichita, and overruled the objections of the St. Louis Globe-Democrat and Ice Cream Co., of Wichita, to intervene in behalf of its application for 100 watts on 1210 kc.

The Big Spring Herald Publishing Co. Big Spring, Tex., on the same day was granted a new full-time 100-watt station on 580 kc. for the community, and the North Texas Broadcasting Co., Paris, Tex., for full-time service on 100 watts on 1210 kc. was granted similar facilities. Examiner Bramhall's findings at joint hearings last June were sustained, in which application of the same station on the same frequency to the Plainview Broadcasting Co., Plainview, Tex., was denied.

Connecticut Station

On APRIL 8 the division granted the Thames Broadcasting Corp., New London, Conn., a permit for 100 watts on 1560 kc. sustaining Examiner Hyman's finding that the Fountain of Youth Properties Inc., St. Augustine, Fla., 100 watts full time on 1560 kc. was for the community, and the North Texas Broadcasting Co., Paris, Tex., for full-time service on 100 watts on 1210 kc. was granted similar facilities. Examiner Bramhall's findings at joint hearings last June were sustained, in which application of the same station on the same frequency to the Plainview Broadcasting Co., Plainview, Tex., was denied.

Baseball Openings Attract Sponsors

General Mills Biggest Buyer Of Athletic Broadcasts

OFFICIAL opening of the major league baseball season in mid-April finds sponsors all over the country well ahead in their contracts covering big league and local games. Broadcasts will include nightly game comments from the play-by-play accounts based on wire services, inning-by-inning scores, post-game reports and highlights, and summaries of scores.

Atlantic Refining Co., Philadelphia, has signed a six-month radio contract for play-by-play description of all of the home games of the Athletics and Phillies on WIP starting April 14. Lunkenheimer, the umpire, and Les Qualey, Ted Husing's aide, will announce.

N. Ayr & Son, New York, is approximating the biggest buyer of sports programs, with baseball in all parts of the nation.

CBS on April 12 broadcast a baseball program, with pickup news from the game, which was of many famous players appeared, as well as league officials. NBC on April 11.

Transcribed camp interviews by Lowell MacMillan, sports announcer of WHAM, Rochester, with KXW, St. Louis, for June 1 on different programs which follow.


WBRC, Birmingham, is broad-casting the league games of the local team when out of town, with T. E. Connor, member of the staff, who covers the games. General Mills and Kelvinator share sponsorship.

In Charlotte, N. C. General Mills is backing the Boston Red Sox games with Charlotte fans adopting the team for the season. Kirby, Seattle, forms part of the local club under General Mills sponsorship. Leo Lassen to do the announcing.

Cincinnati- Springfield, will carry five-minute summaries of Red Sox games, using Jimmie Fox as main announcer. American Chair Stores Inc., the sponsor.

Corning Baking Co. will sponsor farm reports on the Boston Red Sox team on WESG, starting April 29. Southern Oil Co. will sponsor scores of four leagues, Alan Hale, has agreed, to appear from several weeks at Florida training camps and started his program April 10.

WGAR, Cleveland, tied up by NBC afternoon commercials, will cover games of the Cleveland Indians, starting May 1. The franchise is new to the ball park.

WIN, New York, will sponsor its own baseball network this season, Alliance league of semi-pro teams and has acquired exclusive rights to all of the league's games.

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BROADCASTING • April 15, 1936
ON APRIL 13TH A NEW ERA IN BROADCASTING Began in Oklahoma with the opening of

WKY's NEW STUDIOS

A STANDOUT ACHIEVEMENT in STUDIO DESIGN, ACOUSTICS AND ENGINEERING

PLANNED with audacity and executed with characteristic vigor, WKY's new studios eclipse America's finest in beauty, design, facilities and technical excellence. Only a handful exceed them in size.

This new castle of the air occupies an entire floor especially provided for it in the original plans of Oklahoma City's new Skirvin Tower Hotel. Six studios, including an ultra-modern kitchen-studio and an auditorium seating 1200, provide ample facilities for radio productions of any size or type.

The entire floor is air-conditioned. The most recent developments in acoustical engineering together with RCA high fidelity speech input equipment achieve perfection in transferring program quality from studio to air. Many unique innovations are the marvels of radio technicians as well as laymen.

To WKY's audience, this new air castle marks another crescendo in WKY's endless symphony of superior entertainment and outstanding community service... another event to keep WKY the most talked-about, most listened-to station in Oklahoma.

To WKY's staff of able showmen, it provides a new and bigger stage on which to build the Southwest's finest airshows.

To advertisers, it spotlights WKY as the lead station of the Southwest with an audience whose size, loyalty and responsiveness make it a standout in results and economy.

WKY - OKLAHOMA CITY

Affiliated with THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES and the FARMER-STOCKMAN

April 15, 1936 • BROADCASTING
TEXT OF OPINION OF COURT

Mr. Justice Stone delivered the opinion of the court.

This appeal is from a judgment of the Supreme Court of Washington, Judicial Code, Section 237, presents the question whether a state occupation tax, as measured by the gross receipts from the sale of all broadcasting services, from stations within the state, is an unconstitutional burden on interstate commerce.

Appellant brought suit to enjoin appellee, the State of Washington, from collecting the tax, laid by Section 2 of Chapter 21 of the Wash- ington Revised Code, 1931, as an imposi- tion on the broadcasting stations of the state. The Washington Supreme Court, in an opinion of Justice White, held the tax to be constitutional, and affirmed the judgment of the circuit court in favor of the appellee.

Appellant maintains, within the state, two broadcasting stations licensed to the station of the Washington Radio Commission (now the Federal Communications Commission). One is licensed to broadcast from Seattle, the other from Yakima, under the Federal Radio Act of 1927, which empowers the Federal Communications Commission to assign stations to broadcast throughout the United States. Our jurisdiction is not impaired by the Federal Radio Act of 1927, which the Federal Communications Commission has licensed the appellant to broadcast throughout the United States, by reason of the fact that the Commission has licensed the appellant to broadcast throughout the United States.

The statutory power of the Washington Radio Commission to assign stations to broadcast throughout the United States, under the Federal Radio Act of 1927, has not been impaired by the Federal Radio Act of 1927, which the Federal Communications Commission has licensed the appellant to broadcast throughout the United States.

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WSAI GOES TO TOWN!

—with the most complete news service carried by any station in greater Cincinnati. This news service not only makes available to the WSAI audience local news gathered by its own staff of reporters throughout the Cincinnati area, but also the full service of the following news bureaus:

International News Service
Universal News Service
TransRadio Press Service
Dow-Jones Financial News Service
Western Union Sports Ticker

The news from these services is compiled and edited by WSAI’s own staff of editors, giving a unique flavor and an individual character to "News from WSAI."

Four quarter hour periods daily, at the most strategic times.

THE CROSLEY RADIO CORPORATION, CINCINNATI
DEALERS of Chevrolet Motor Co. assembled in Detroit to listen to factory officials unroll the plan of activity for spring selling, were treated to a coloratura presentation of how Chevrolet intends to back them up over radio air late this spring.

During the general advertising presentation by C. P. Fiskan, advertising manager of Chevrolet, it was announced that the next musical moments series would have as star artists the cast of the present Chevrolet show—Rubinoff and his orchestra, Virginia Rea and Jan Peerce, guest stars, and Graham McNamee announcing.

The dealers were then told that they would hear a typical program of the series. The show opened with a news story turned on an imitation radio cabinet 12 feet high, the dial face lit up, and the theme music for Music moments played. Play was then resumed and the first notes of the program began, the opening chorus, and the results of the test run by Rubinoff and his men, plus the rest of the cast.

The special trip to Detroit to play for the dealers at the advertising session was a complete surprise, and was the high spot of the series of meetings, dealers declared.

PURE OIL Co., using the Jimmie Mattern discs in its territory, has started a prize contest based on statements from the radio audience relative to the features of Pure Oil gasoline. Entry blanks are being dispensed from Pure Oil stations. The contest includes $10,000 worth of travel trips and other merchandise. First prize is a 25-day trip to the Hawaiian Islands for two. There are $1,000 in cash, nine other prizes of trips to California, Mexico, and Yellowstone Park for two, or cash equivalent. The remaining 25 next best letters submitted receive wrist watches.

ARMA ELEVATOR Co., sponsoring a thirteenth-weekly program on WBBM, Jolion, Mo., for its White Goose flour, presents its commercials in the form of dialogue between Jim West, mountaineer singer, the White Goose, and the announcer. The dialogue consists of a three-party argument over the merits of the product.

WLS, Chicago, has started publication of a bi-monthly review of the features of the station. Receptions of which achievements of the station are reviewed. It is illustrated and contains quick-reading material of the promotional type. A feature of the review is the resume of February achievements. It is the 67,319 total of ballots received on the change of time in Chicago.

P. LORILLARD Co., New York (Old Gold cigarettes), took a one-time program over Inter-City Group March 31, to broadcast a planned stage spectacular event at the Stanley Cup hockey contest. Len- nen & Mitchell Inc., New York, placed the account.

THE Milwaukee Laundry-owners Association, a cooperative group, announces unusual success with a program which it recently inaugurated over WISR, that city, in the form of the Radioads Inc. laundry transcibed series with three-five minutes each a week.

On the air the cooperative group uses the slogan "The Better Launderies of Milwaukee." This slogan also is used in the telephone directory where, under the classified heading of "The Better Launderies of Milwaukee," the entire membership is listed alphabetically.

The Radioads programs do not give individual laundry names or prices. However, many of the individual laundries use newspaper advertising next to the radio column on the days of the broadcast and give prices and specials.

The series will continue for 64 episodes. Assessment of each member for the cost is made by association on the basis of the business volume of local plants.

OVER 35,000 entries were received by the 36 New Jersey laundries sponsoring a cooperative radio series program on WOE, Newark, in a recent contest. Ballots were distributed by the laundries themselves but the contest was promoted on the air. Ballots contained questions for contestants to answer, with 10,000 saying they preferred laundry service because it safeguarded their health, and 12,000 replying that they used the laundries to avoid drudgery.

WHIO, Dayton, signed 2,500 members for its Jimmie Allen Club within four days in connection with the Air Adventures of Jimmie Allen series. Krug bakeries, sponsoring the program, announce a decided increase in sales.

CONTINENTAL BAKING Co., New York (Wonder bread), which began on April 13 a five-weekly schedule on its CBS Renfrew of the Mounted series, has put an enlarged merchandise program in full swing with expansion of its network time. Posters are used on all delivery vehicles and 150,000 broadsides are being sent dealers. A treasure hunt is being written into the script and maps are sent listeners who stop at grocers and fill in a card. A million loaves of Wonder bread contain inserted tokens promoting the contest and 2,000,000 Renfrew buttons were distributed from grocery stores after the first two announcements, exhausting the supply. A full royalty is answered by Inspector Douglas Renfrew on his official station.

"IT PAYS to Radio Advertise," says the John Taylor Dry Goods Co., of Kansas City, which has just renewed for the fourth year its daily morning feature over KMBC of that city. The program, from 9-9:15 a.m., is a novelty. It appeals to the woman buying audience. Joanne Taylor, who operates the personal shopping service of the store, simulates the functioning of her office over the air, and dramatizes the shopping service, shifting from one merchant department to another. Since the program was started, two assistants have been added to her office. Ferry-Haney Adv. Co. places the account.

FOR THE five best questions or problems submitted weekly to the Vos Pop program sponsored on an experimental basis by Mollie and her $50 wrist watches are given. Men and women may enter the contest free. Division D, 2,000,000 Molle shaving cream. Others who enter receive a package of five Molle razor blades as a consolation prize.

AN ANIMATED map in which markets in the country are depicted by industries is being distributed by WHK, Cleveland. Complete market and station data are included.

TWELVE THOUSAND widely scattered dealers in the products of the A. H. Lewis Medical Co., St. Louis, received official notifications that their company’s new five-weekly NBC broadcast were supplied with copies of the Tums Times, titled with the name of the broadside and random distribution among their patrons.

The account was placed with NBC by Gardner Adv. Co., St. Louis, whose representative was Roland Martini, their radio executive. This was an original contract call for 13 weeks at the air.

The Lewis Co. has been on the air, more or less, for several years, but this time they have attempted the five-a-week variety of programs. Three years ago the company began daily programs on CBS but since that time limited itself to spot announcements, principally in New England.

The new program, in which the actors, Russell Pratt and Bob O’Neill are both former newspaper, recent is heard over the inside of the editorial offices of a small newspaper, with glimpses of how its stars are handled, giving the comedy touch to everything in newspaper routine.

The Tums Times is successor to Chuckles Chronicle, which had been a sustaining program for six weeks.

Heard by 187,000 listeners, they heard it and almost at once selected it for sponsorship. One Tums wrapper brings a copy of the Times to listeners.

WHEN eight large packages of flower seeds were offered to listeners on the Monticello Party Line program broadcast weekdays on WMJ-L, Monticello, Ill., (Dr. Caldwell’s Syrup of Pepsin), more than 20,000 members enrolled in a hurry, according to J. F. Matthews, his radio director of Cramer-Kasselt Co., Milwaukee, producing the program. He predicted that most of his gardens will flourish this summer as a result of the idea.

Some weeks ago the sponsor offered a book, the offer pulling 187,000 requests after three announcements. Dr. W. B. Caldwell Inc. is the manufacturer of the products, Inc., New York. Thompson-Koch Co., Cincinnati, is the agency.

ALMS & DOEPEK Co., Cincinnati store, broadcasts a High School Foundation Hour on WCPO, with students competing for a chance to appear on the program. Winners on the Saturday morning series are selected by spectators at the broadcasts, staged in the city’s auditorium, who put the contestant’s name as well as their own and drop it in a voting box in the store. The company is offering $500 in prizes, with the 12 weekly winners competing on the 13th week for each other.

FAST action in contests is provided by Steer Straight in South Bend, Ind., broadcasting a new daily series on WSBE-WFAM. The program, titled Your Yell, originates in the refrigerator department of the store. Lady shoppers are invited to come to the store’s silo-like Coldspot refrigerator. Judges listening on sets in different parts of the store awarded a $5 prize each program.
From Oct. 1, 1935 to Apr. 1, 1936 (which is 183 days, 4,392 hours, 263,520 minutes)... deep breath... 1,197,008 WOR listeners; ergo, more than 4 each minute, have sat down, dipped pens, tapped typewriter keys, while a few have used plain pencils, to write in and tell us and our sponsors how good we are. And... this does NOT include thousands of letters mailed direct to the sponsors.

It's just a letter-to-station count. Witness the mail received by a mere seventeen of them:

Purity Bakers 438,161... Gordon Baking Co.
273,677... Uncle Don Sponsors 86,606...
Vim Radio 57,324... Martha Deane Sponsors 47,867... B. C. Remedy 27,638... Drug Trade Products 25,028... Bathasweet 24,115
Alfred McCann 22,246... Furn-X 20,275...
Illinois Meat Company 17,052... Glamé 12,865... Axton Fisher 10,914... National Safety Bank 8,877... Borden's 8,655...
Dr. Goudiss Sponsors 7,355... American Washing Machine Manufacturers 6,671.

If it's RESPONSE you want!
Fate of Duffy Bill Soon to Be Decided
Committee Huddle Called As Hearings Near an End;
Opposition to Minimum Infringement Fee Grows

THE FATE of the Duffy Copyright Bill has simply passed a point at which it can afford greater protection for users of copyrighted works against the exactions of the music copying companies. The bill is expected to be disposed of probably within the next fortnight by the House Patents Committee. Opponents of the bill, which was reported to the committee to conclude public hearings and immediately afterward go into executive session with the announced purpose of voting on it, believe that the time is ripe for a showdown vote if the bill is to be defeated.

Since Feb. 25 the committee has been holding public hearings on the Duffy Bill, which is projected to cover thousands of pages of testimony pro and con. Opposition to the bill has been led, of course, by ASCAP and associated organizations and groups, for the obvious purpose of blocking legislation of any type, this time. The measure, having implied Presidential endorsement and the open support of the State Department, passed the Senate at the last session, and awaits only House approval and the President's signature to become law.

Actually, three bills are pending before the committee—the Duffy Bill, the Princeton University Copyright Bill, promoted by ASCAP, and the Daly Bill, which also is looked upon in kindly fashion by ASCAP and by recording groups, which would give additional tribute from broadcasting stations for performances of phonograph records.

Within the committee there will be an obvious effort to block the Duffy Bill, which has amassed thousands of pages of testimony against it, if the court bills are to be allowed to fix the amounts of damages for innocent infringement. They are pressing for enactment of legislation at this session, over the opposition of Chairman Sirovich and his followers. All but two of the committee members has a membership of 21.

Chances for enactment of legislation this session, while measurable increased during the last month, are still regarded as remote. Because of the weight of opposition, it is thought that the committee members that there is no chance of enactment of the Duffy Bill as it stands. Berman, of course, that there is a 50-50 possibility if certain concessions are made. Moreover, there is the race against time, since adjournment early June is contemplated in most Congressmen's quarters.

Extension of ASCAP have been present during all of the hearings. Gene Buck, its president and E. C. Mulles, general manager, along with counsel, have been in attendance, as have representatives of the American Association of Copyright Owners (formerly Music Publishers Protective Association). They made sporadic reappearance during the waning days of the hearings to controvert certain evidence. It was also planned to have Nathan Burkan, ASCAP general counsel, offer rebuttal testimony just prior to sine die adjournment of the public hearings on April 30.

Opposition to the Duffy Bill came from the Authors' League of America, with the resignation of the hearings March 24. Elmer Davis, vice president, appearing as spokesman, said this opposition was basically because it would open the way for American entry into the Berne Copyright Convention, which he contended would react detrimentally to American authors.

Subsequent witnesses for the Authors' League took the same view, which was a reversal of the stand previously expressed in this American Association of Copyright Owners, George Creel, prominent publicist and a member of the League's executive committee, said the group formally requests the removal of a provision in the legislation which would precipitate its adherence to the Berne Convention, which he contended would receive gratefully be disposed of the same way the treaty or else withdraw from thereupon.

Other witnesses for the Authors' League included Taylor Sampson Winslow, author; Ben Lucian Berman, author who wrote Steamboat Whispers for its publication; and Robert E. W. Hill, president of the Motion Picture Producers Association. Nullo invoked a provision in the legislation which would precipitate its adherence to the Berne Convention, which he contended would receive gratefully be disposed of the same way the treaty or else withdraw from thereupon.

Mr. Paine, in his testimony, hit at radio. Among other things, he said: "Radio has, in my opinion, failed to lay before you some of the observations that I think you are entitled to. First of all, it is not the Duffy Bill, as defined by too the courts. That is the basis on which the license is granted. In carrying out the obligations of that license what does it come to? It is a grant of the right to play, that is, that they have created as part of (Continued on page 50)

Infringement Fees
A GROUP of proponents of the Duffy Bill, who are meet in D-Ga., O'Malley, (D-Wis.) and Church (R-Ill), are insisting upon rejection of the bill because of the provision which would allow the courts to fix the amounts of damages for innocent infringement. They are pressing for enactment of legislation at this session, over the opposition of Chairman Sirovich and his followers. All but two of the committee members have a membership of 21.

Chances for enactment of legislation at this session, while measurable increased during the last month, are still regarded as remote. Because of the weight of opposition, it is thought that the committee members that there is no chance of enactment of the Duffy Bill as it stands, but that there is a 50-50 possibility if certain concessions are made. Moreover, there is the race against time, since adjournment early June is contemplated in most Congressmen's quarters.

Warner Withholds List of Stations Signing Contracts
Thirty-day Extensions Granted Some Stations; Starr Angry

PLAINLY disturbed over their apparent failure to crash into the music licensing field on any comprehensive basis, Warner Bros. music executives appear irritable these days, even to the point of refusing information about contracts which have been signed since April 1 for performance of their music.

According to the number of stations which have signed the five-year contracts offered as of May 1 under the three-month temporary contracts with Warner Bros. 260 stations expired, Herman Starr, vice president of Warner and general manager of the music division, has declined an answer. He told a representative of Broadcasting the information was not available.

Mr. Starr was particularly exercised over the story published in Broadcasting April 1 in which the Warner statement was reported. Among other things this story brought out that the Warner statement was not true, as the company did work out a per piece method of compensation which was to have become effective April 1. In addition, he said it was "dirty, lousy, low down trickery." Moreover, he invited questions not to "contact me any more.

In spite of the statement by Mr. Starr that five-year contracts, with Warner Bros., are the result of the grant, it is known that in several cases 30-day extensions have been granted at the last minute for WNM, WGBS, WJAR, and WDAF, Kansas City. Unquestionably many more have been authorized on the same basis. One report is that some 150 renewals have been received.

More Suits Filed
MANY important broadcasting stations numbered among the 230 that have entered original Warner temporary contracts, it was learned, have not signed extensions or renewals on any basis and do not intend to do so. Apparently, they can get along well enough without Warner music. In one case a station found that over the three-month temporary period, since April 1, the cost to it of Warner music was nearly $200 a month in performances.

It is presumed that a number of small stations have signed the five-year contracts, additionally, because of the low cost to them. Instead of paying four times the highest quarter-hour rate per moment, they have five-year extensions proposed times the highest local rate. And in the cases of stations the highest local quarter-hour rate of which is $25 or less, the fee is twice that rate plus.

In one case it is known that stations signing the five-year extensions requested the writing in contract that the contract become automatically cancellable if Warner returns to ASCAP. It steadfastly has maintained it will not return to ASCAP.

Meanwhile, Warner has continued its filing of infringement (Continued on page 87)
The Ford Begins Disc Drive Using Over 300 Stations

THIRTY-FOUR Ford branches are launching 13-week spot campaigns beginning the week of April 13. N. W. Ayer & Son Inc. is handling the overall campaign for seven branches with McCann-Erickson Inc. servicing the remainder. Transcriptions are being recorded by featuring Ray Heffertson, Do Re Mi Trio and Victor Arden orchestra.

Commercial will promote both used Fords and current models. Ford dealers, it is understood, will carry part of the cost. Schedules call for the disc program to feature the number of weekly performances depending on directions of each individual station. Details will be used where available.

NAB Mr. Baldwin was retained as executive head of the network and no longer are being made. Mr. Baldwin's position therefore is considerably stronger. The networks will get together again is undetermined. Presumably, the group will await the report of the NAB, which will be issued on the law of Nathan Burkan, ASCAP general counsel on copyright legislation.

New York Union Musicians Boycott Against Musical Published by the MPPA

NEW TROUBLES for Tin Pan Alley, striking mainly at music publishers who are bound together in the American Federation of Musicians, have developed during the last fortnight by virtue of the boycott of music of MPPA members, which embraces some 130,000 musicians in networks throughout the country also are said to be cooperating with the New York union.

The rapid decrease in working hours and increases in pay for musicians, and arrangers and copyists of music were demands dealt in the public house. The union demands were met by three networks with headquarters in New York—NBC, CBS and MBS—in a two-year agreement which is retroactive to March 4, when existing contracts expired. Under the agreement, most musicians on commercial and sustaining programs get $140 for a 30-hour, six-day week with no more working hours than eight per day. Among the arrangements, musicians on commercial and sustaining programs get $140 for a 30-hour, six-day week with no more working hours than eight per day. Under the old contract the men worked 33 hours, five hours within 10.

For men working a 24-hour, six-day week, four hours within eight per day, the networks agree to pay $105 per week, as against the old contract provision for $100 for a 24-hour, six-day week. Ten men employed only on sustaining programs receive $100 for a 30-hour, six-day week, five hours within 10 per day. House musicians employed on the commercial and sustaining programs receive $30 for the one day, and outside men hired for the seventh day will receive $25 for the one day.

Ford concede. The Ford commercials will be run in 300 stations.

KVOS Ruling Goes To Supreme Court

Review of Adverse Decision on News Broadcasts Is Asked

A SUPREME COURT review of the right of broadcasting stations to broadcast press association news picked up from newspapers, once censored and sold in regular fashion, is being sought by KVOS, Bellingham, Wash. The station, in a suit filed in March, asked certiorari filed April 7 with the nation's highest tribunal.

The request for review is from the District Court of Appeals in San Francisco, enjoining the station from "pilfering" news, in a suit brought against KVOS by the Associated Press and newspapers in Seattle and Bellingham. The Circuit Court had reversed the lower court's decision and refused to overturn the court's order to cease the broadcast.

In the petition for review, KVOS contended that newspapers "areout of date to broadcast news," that it does not suffer from any public harm and that the appeal is not made.

Former Senator C. C. Dill, of Washington, handled the KVOS defense counsel, but does not agree with the Court of Appeals, and is of KVOS counsel.

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The request for review is from the District Court of Appeals in San Francisco, enjoining the station from "pilfering" news, in a suit brought against KVOS by the Associated Press and newspapers in Seattle and Bellingham. The Circuit Court had reversed the lower court's decision and refused to overturn the court's order to cease the broadcast.

In the petition for review, KVOS contended that newspapers "areout of date to broadcast news," that it does not suffer from any public harm and that the appeal is not made.

Former Senator C. C. Dill, of Washington, handled the KVOS defense counsel, but does not agree with the Court of Appeals, and is of KVOS counsel.
THE FIRST GROUP INCLUDES:

CRASHES—Plane, Automobile, Locomotive  EXPLOSIONS  WILD ANIMALS
PLANES—Exterior and Interior, Take-Offs, General Airport Sound, Interiors
BUGLE CALLS—Army, Navy and Assorted  DOMESTIC ANIMALS  FACTORY SOUNDS
BELL EFFECTS—Various  DOGS—Barking, Begging, Lapping Milk, Fighting
CLOCKS—Various  TRAFFIC AND STREET NOISES  APPLAUSE  LAUGHTER
TRAIN—Exterior, Interior, Freight  CROWDS—Small, Large, Medium
GUN SHOTS  PITCHED BATTLE  FOOTBALL BACKGROUND
FIRE AND POLICE EQUIPMENT  TRACTORS AND FARM MACHINERY
RAIN  THUNDER  EARTHQUAKE  MISCELLANEOUS

[ALL EFFECTS GUARANTEED SUPERIOR TO ANY ON MARKET!]
FOR months Standard has been building and perfecting a library of natural and authentic sound effects. Now completed, this library offers startling innovations never before achieved in this field:

1. Modern higher fidelity recording, from life, by Hollywood's finest motion picture sound men.
2. Victrolac pressings by RCA; lower-surface, longer-wear, unbreakable.
3. Selected subjects; none which can be produced better in the studio.
4. Acoustic perspective and a variety of perspectives to cover various production requirements.
5. Background effects of sufficient length to go behind an entire dramatic scene.
6. Complete card index of every effect for easy reference.

The price for the twenty records, forty sides of unexcelled sound listed herein, is $50.00; orders now accepted on money-back guarantee basis.

Guarantee: Every Standard sound effect is guaranteed better than any disc effect on the market or your money refunded.

...SEND YOUR ORDER TODAY!

STANDARD RADIO INC.

6404 Hollywood Blvd., Hollywood, Calif. 180 North Michigan Avenue, Chicago

April 15, 1936 • BROADCASTING
RECENTLY we rambled through the farming districts of Maryland and Eastern Pennsylvania. We saw something it hadn't been our pleasure to witness in a number of years. Every second or third farm had blossomed forth... and sometimes how... in a bright, shining coat of fresh paint!

IN PENNSYLVANIA even the houses had been painted... for the barns come first with the thrifty Dutch. Bright red mingled with the green of shutters and the gleaming white of fresh white-wash on the farm houses.

PAINT on farms reminded us of the fact that a great deal of building and renovation was being carried on... with a promise of further increases in volume.

WE RECALLED that home building had doubled last year... that the FHA had poured approximately one and three-quarter billions of dollars into the building market. We examined the F. W. Dodge reports for February and found that the dollar value of building construction in that month was double that of the corresponding period of 1935... that this was true for both residential and non-residential construction.

SHORTLY afterwards we came across Albert Haase's articles on increased housing advertising in the March 12th and 19th issues of Printers' Ink Weekly. We like to give a fellow magazine a boost and we suggest you read it... "More Advertising for 1936!"

WE WERE perplexed by the second article... in that it failed to include radio in its estimate of 1935 and future advertising of the building and allied fields. NAB data showed an expenditure of $3,416,000 of household equipment advertisers during 1935... an increase of 47.7% over the preceding year. Not so bad!

WE'VE always believed that radio was the ideal medium for the household equipment and building fields... especially when you include allied products such as paint, furniture, rugs, radio, refrigerators, garden equipment and the like.

RADIO reaches more than 22,000,000 out of about 31,000,000 families... practically every family that counts... 100% coverage of the household market.

RADIO broadcasting enables the advertiser to build the proper emotional background for his message... a homelike atmosphere... Witness GE's lighting period on Sunday night at 11.

RADIO is a family medium... it reaches husband, wife and the entire family circle.

IN SPITE of general coverage, radio also can reach the specialized audiences sometimes desired by the building equipment and house furnishings industries. Women listeners in the morning periods... the farm audience for paint, furniture, rugs, radio, refrigerators and what not... even gardeners.

IN THE LATTER respect we recall a program broadcast over NBC several years ago... A garden seed distributor... we forget who... sponsored two or three programs devoted to talks on flowers. He presented it in the morning, and directed it to suburbanites... than whom there are no more rabid horticulturalists!... Result... more than 12,000 requests for a booklet offered by the advertiser... Rather good response for a specialized audience!

RADIO is ideally adapted to an educational job... especially when the topic in question is of mutual interest to the advertiser and the listener... which housing and home furnishings most assuredly are. Talks such as those on "What Makes a Farmhouse," or the FHA program are an example of the educational job which can be done.

RADIO is dramatic. Much of the material regarding housing lends itself to dramatization... in the program and in the announcement.

FRANKLY we've never been able to understand the household equipment manufacturers... especially the national ones... who last year only accounted for about one dollar, on the average, in radio advertising. They seem incapable of getting past the idea of a picture of their product and the mention of a number of competitive details.

SELLING housing is infinitely more fundamental and dramatic... for it deals with a basic human urge... the love of a home, its comfort, practiciveness and one's bride in it.

AFTER spring comes summer... and probably by reason of some strange superstition... advertising declines about 20% from the average month's level. Again we're stupid... for we can't see why this should occur. Payrolls remain at 97% normal. Only a small proportion of the population goes away at any one time. People still eat, play games, read magazines and newspapers, buy summer clothes... and listen to the radio. Three million automobile radios should more than offset decreased home listening. Sell the million second sets in homes... mostly portable sets able to be carried to the country... should further add to the summer radio circulation.

IT'S about time we chuckled the summer fetish overboard. Don't tell me the ladies use less powder, cosmetics, sunburn lotion and the like... that more ice cream isn't eaten, pictures taken, soft drinks consumed, gasoline bought... you fill in the rest... in the summer as against the winter.

RCA Seeks Ideas

THROUGH its house organ, the RCA Family Circle, Radio Corporation of America has invited employees to submit ideas for its Magic Key program on an NBC-Way network, Sundays, 2-3 p.m. For the three best program ideas or suggestions, the Family Circle, with Tom Jorin on the job, will award the RCA-Camden, will award three prizes consisting of an auto radio, a phonograph attachment for a radio set and a dozen red seal Victor records. Entries must be mailed by midnight April 22. Judges will be a representative of Lord & Thomas, the RCA agency; Miss Bertha Brainard, NBC commercial programs manager; and the editor of the RCA Family Circle.
In the area of KGO, the population spends more money per capita than in any other section of the country. That’s why this station, now on the Blue Network, is such an attractive buy for advertisers. It delivers listeners in a really rich market.

KGO

7,500 WATTS

NBC Pacific Coast Blue Network

SAN FRANCISCO

One of NBC’s Managed and Operated Stations
Norman T. Baker Seeks Seat in U. S. Senate

NORMAN T. BAKER, one time operator of KNTV, Muscatine, Ia., ordered off the air by the old Radio Commission largely because of its medical broadcasts, has entered the lists as a candidate for the Republican nomination for U. S. Senator from Iowa, opposing Senator Dickinson, incumbent, in the June primaries. Mr. Baker, who has frequently tried to get reinstated on the American wave lengths, is backer of XENT, powerful Mexican-licensed border station at Nueva Laredo. Among other opponents of Senator Dickinson for the Republican nomination is former Senator Brookhart, who was defeated in the 1932 primaries by Henry Field, operator of KFNF, Shenandoah, who in turn was defeated in the elections by Senator Murphy, Democrat.

SHIFTS IN REENACTED NEWS

Wrigley Sponsors “March of Time” in Swift Transfer;
Remington-Rand Goes to “Five Star Final”

“TIME Marches On,” as usual, at 10:30 p. m. five nights a week on CBS, with Wm. Wrigley Jr. Co., Chicago, as the new sponsor, but the hectic hours that followed the end of the 150th program of the five-week series on March 27 and the usual trumpet flare three days later offered a thrilling behind-the-scenes drama.

Remington Rand Inc., which has been sponsoring the March of Time, presented by the editors of Time through Batten, Barton, Durstine & Osborn Inc., is now sponsoring Inter-City Group’s Five Star Final, a feature described by Philip Harrison, WMCA dramatic director, as the oldest daily news dramatization in radio. The Five Star Final is a quarter-hour broadcast Mondays through Fridays, with a half-hour at 9 p. m. Sundays. The contract is for one year, including WMCA, WIP, WOL, WDEL, WCBM, WPPO, WMEX, WLHN, WIXBS.

The March of Time cast, disbanded after the March 27 program, was hastily called together early March 30 when word was received that William Wrigley Jr. Co. was interested in continuing the program as a public service. Roy S. Duratine, vice president of BBDO, and Roy E. Larsen, vice president of Time and one of the creators of the program, flew to Chicago for a conference with Wrigley and CBS officials.

No Time to Lose

AT 7 p.m. word was received in the CBS New York studios that Wrigley Co. would sponsor the program. A little over three hours later the program took the air with this announcement: “The makers of Wrigley’s Spearmint Gum believe that the March of Time has become an institution to millions of radio listeners and that it is in the public service—and in the public interest—to continue it on the air without interruption. So tonight, and for an indefinite period, Wrigley will be playing a part in turning this program over to the editors of Time.”

Only two regular members of the cast were missing, Westbrook Van Voorhis, the Voice of Time, and Jack Smart, veteran man-oftalks, who had left together for a Miami-Nassau-Bermuda vacation. They were traced to North Carolina, Miami and Nassau by the staff of Arthur Pryor, BBDO vice president in charge of radio and production manager of the program, but were not caught. Miami police checked all hotels and transportation agencies, but the search was complicated by the fact that it was thought if Van Voorhis was using his own name or Hush Conrad, his radio alias.

Meanwhile Wrigley continues to sponsor Myrt & Marge on CBS but is understood to be planning to wind up the program in April when details of a trial episode can be straightened out gracefully.

Commercials on the March of Time consist of a bare announcement of sponsorship at the beginning of the program and a brief announcement, for the sponsor’s products at the end.

Remington-Rand, which has been placing all advertising through BBDO, is understood to have entered the Inter-City contract without agency connection, although retaining BBDO as its advertising counsel.

The Five Star Final program seeks out-of-the-ordinary news stories rather than outstanding public events for reenactment. Many members of its cast have been appearing on the program for more than three years. Mr. Bar- rison is director and Carl Penson’s orchestra supplies musical background. The program was started originally by WMCA and is broadcast from its studios.

Golden State Expands

GOLDEN STATE Co. Ltd., San Francisco (dairy products), a consistent user of Pacific Coast radio for many years, on March 23 renewed for 40 weeks its twice weekly NBC-KRO Golden State Menu Flashes. The program, which features Joan Andrews, domestic science authority, will continue to be heard Mondays and Fridays, 10-10:15 a.m. (PST). On April 10, the Golden State Co. augmented this schedule for eight weeks, by adding a five-minute participation on Wednesdays and Fridays, 11-11:30 a.m. (PST), in the NBC-KGO women’s program, Confidently Speaking with Helen Webster. N. W. Ayer & Son Inc., San Francisco, has the account.

Station Sale Approved

SALE of KFYO, Lubbock, Tex., to the Plains Radio Broadcasting Co., subsidiary of the Amarillo Globe & News, was approved by the FCC Broadcast Division April 3. The sale price was understood to be $12,500. The same newspaper also operates KGNC, Amarillo.
WJR

50,000 WATTS
750 KILOCYCLES
CLEARED CHANNEL
C.B.S.

first in
Power Results

WJR THE GOODWILL STATION
MICHIGAN'S GREATEST ADVERTISING MEDIUM

G.A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

DETROIT

www.americanradiohistory.com
Now Available for Sponsorship

"THE SPORTS DESK"

MINNEAPOLIS ST. PAUL

New! Different! ... A 3-Way Hook-up and Broadcast of the Day's Sports News Direct From the Sports Desks of Two Big Northwest Newspapers.

An informal chat on the day's developments in the sports world between George Higgins of WTCN, leading Northwest sports announcer; Perry Dotson and Gordon Gilmore, Dispatch-Pioneer Press sports writers, and Bob Beebe and Louis Greene, Minneapolis Tribune sports writers, THE SPORTS DESK offers sports news in a novel and more entertaining way. Microphones on the desks of the sports writers and the sports announcer's microphone are connected. The writers pause in their regular work to talk with Higgins about what has been coming over their desks during the day ... and the listeners hear all voices. WTCN is noted for its coverage of sports and has a tremendous audience. THE SPORTS DESK is a big hit innovation on a famous sports station in the rich Twin Cities market. 15-minute periods, 7 days a week, it is a sure-fire sales stimulator for its sponsor.

For Rates and Further Particulars, Write C. T. HAGMAN—WTCN, Wesley Temple Bldg., Minneapolis, or FREE & SLEININGER, INC. WTCN NATIONAL REPRESENTATIVES

Stations In Mexico Causing Confusion
Higher Power Sought to Meet Renewal of Interference

RENEWED complaints of the FCC on over-radiating interference caused by Mexican "renegade" stations have come from a number of broadcasting stations. Accompanying them in no few instances have been requests for increased power to offset the interference.

Revival of this problem, which has caused intermittent confusion for several years, evidently grows out of stepping up of power and shifting of frequencies of several stations spotted along the international border to serve American rather than Mexican listeners. Most notorious of the Mexican-border stations is XERA, Villa Acana, noted from Del Rio, Tex., operating with an estimated 150,000 watts on 940 kc. It is operated by Dr. John R. Brinkley, former Kansas medical broadcaster whose station was deleted several years ago because his broadcasts were considered "inimical to public health".

Smuggling of Discs

ANOTHER alleged serious offender is Norman Baker, of Muscatine, Ia., who operates XENT, at Nuevo Laredo, opposite Laredo, with rated power of 50,000 watts on 910 kc., but whose station is said to "wobble" over a 50 kilocycle band, causing interference up and down the line. Like Brinkley, Baker's former station was deleted several years ago because his broadcasts were objectionable "cancer cure" advertising and both since have been carrying on radio operations along the border to serve their old audiences.

Another station reported to be creating tumult on American channel XENP, Piedras Negras, opposite Eagle Pass, Tex., rated at 50,000 watts on or about 910 kc., and said to be operated by a Mexican immigrant, is XEAW, Reynosa, with rates of 10,000 watts on 910 kc., or therabouts, also is contributing to interference in this country.

The United States has never entered into a frequency-sharing arrangement with Mexico as it has with Canada. There have been several efforts to this end with no satisfactory results and Mexican stations have operated indiscriminately on any channel. The border situation has provoked several international conversations though the State Department and another may ensue from the current complaints.

No Action Taken by FCC On KGIR Controversy in Refusal of Political Time

BECAUSE no complaint has been filed with it, the FCC on April 4 informed KGIR, Butte, Mont., that it will take no action in connection with the special period reserved for the station and the Congressman, KGIR has violated any provision of law.

Chairman Prall informed Mr. Craney April 4 that "no complaint has been filed against KGIR with regard to this transaction. Your statement concerning the matter, however, will be given appropriate weight if such complaint should any complaint be received."

In his letter, Mr. Craney stated it was not KGIR's policy to discriminate against anyone and that, in his opinion, the station had in no way discriminated against Mr. N. Monoghan. He brought out that Mr. Monoghan had sought through another individual to reserve time in January for a speech to be broadcast on July 29, the night before the Montana senatorial elections. Mr. Craney had informed the Congressman he could not reserve the specific time that far in advance, but would give him time just as near his requested period as his broadcasting schedule would permit on that day.

Texas Changes Spots

TEXAS Co., New York (Texaco) will add three stations to its current spot campaign during the week of April 15. The campaign includes three weekly quarter-hour discs. The new stations are WSM, Nashville; WMC, Memphis; and WATE, Knoxville. Stations have been deleted from the original list. Hanft-Metzger Inc., New York, is the agency.
Gain in Auto Time Is Noted for Month

Regional Network and National Non-Network Sales Rise

INCREASED automotive volume constituted the most important development of radio advertising in February, particularly in the national non-network field. Gross time sales in this field rose 349% as compared with February of the preceding year. Local automotive radio advertising experienced an increase of 75.5% while national network volume rose 19.7%.

Regional network and national non-network advertising continued to show the most pronounced gains. Regional network volume was 59.3% greater than during last February. National non-network advertising showed an increase of 45.6% over the same month of the preceding year. National network advertising in February was 7% greater than last year.

Local broadcast advertising declined from the preceding year's level for the first time for more than a year. Gross revenues in this field were 1.7% less than in February 1935. The regular seasonal trend was evident during the month. Local volume decreased 16.3% as compared to January. Total broadcast advertising during the month amounted to $8,141,836. This constituted a gain of 1.3% over January and was 13% greater as compared to the corresponding month of 1935.

Radio advertising volume during February was as follows:

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>Jan.-Feb.</th>
</tr>
</thead>
<tbody>
<tr>
<td>National networks</td>
<td>4,740,560</td>
<td>4,785,804</td>
</tr>
<tr>
<td>Regional networks</td>
<td>95,340</td>
<td>92,432</td>
</tr>
<tr>
<td>National non-net</td>
<td>1,626,500</td>
<td>1,946,650</td>
</tr>
<tr>
<td>Local</td>
<td>1,972,700</td>
<td>2,166,900</td>
</tr>
<tr>
<td>Total</td>
<td>$8,035,160</td>
<td>$8,141,836</td>
</tr>
</tbody>
</table>

Non-Network Advertising

TOTAL non-network advertising experienced a gain of 2% as compared to January and of 21.8% as against February of last year. Regional stations were the only ones to experience a decline in non-network volume as compared to the preceding month, 2.9%. Regional and local stations continued to show the greatest gains in non-network volume as compared with the corresponding month of 1935. The gain in the case of regional transmitters was 28.8% while the rise in local station volume was 42.9%. Clear channel station non-network business rose 12.3% as against last year.

Transmissions gained 3.1% as against January and experienced a rise of 54.5% as compared to February of last year. National non-network transmission volume rose 65.4% and local volume 13.3%. National non-network live talent volume continued to increase showing a gain of 61% over the same month of 1935. Local volume remained unchanged from the preceding year.

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

THE CAPITAL STATION IN THE CAPITAL MARKET

KFBK
SACRAMENTO, CALIFORNIA

DO YOU BELIEVE IN WHITE SPOTS?

If you do, then KFBK will place your message in one of the whitest of white spots.

Today records are being broken. Payrolls, bank debits, savings and business activities are reaching new heights.

There's high-per-capita-income in the Sacramento Valley. The people are spending it. You can have your share for the asking.

Any one of our representatives will gladly give you SACRAMENTO VALLEY FACTS and show how effectively KFBK dominates this responsive market.

KFBK • Now 5000 Watts
Affiliated with the Columbia-Dan Lee Broadcasting System

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

REPRESENTATIVES

Joseph McGillivra
485 Madison Avenue
New York City

Walter Biddick Company
568 Chamber of Commerce Bldg.,
Los Angeles, Calif.

919 N. Michigan Avenue
Chicago, Illinois

1358 Russ Building
San Francisco, Calif.

1038 Exchange Bldg.,
Seattle

www.americanradiohistory.com
WSB School of the Air Has 300,000 Members
A MEMBERSHIP of 300,000 grammar and high school students in 400 schools was achieved this year by the WSB-Atlanta Journal School of the Air under direction of Louis T. Rigdon and Edythe Miller. Twenty Georgia colleges as well as WOTC, Savannah, WMZ, Macon and WRDW, Augusta, cooperate with WSB and the Journal in the series, which began with the opening of school last September and closes May 7.

Only classical numbers are used on the programs, now completing the fifth year on the air. High school and grammar school students compete over their nearest station in declamation, recitation, piano, voice and violin after the elimination contests in each school. State-wide finals will begin at WSB June 8, lasting three weeks. Winners will be announced June 25 and on July 1 scholarships will be awarded as well as free trips to New York as guests of the Journal.

EXECUTIVES and personnel of WGN, Chicago, are planning to form a WGN Yacht Club, with Quin Ryan, Blair Walliser, Frank Dahm, George Harvey, Wally Phillips and Reginald Spelth, all enthusiastic boat owners.

WHY BANK STAYS ON THE AIR
President of Macon Institution Tells How and Why
Broadcasting Is an Effective Medium

By MARION H. LILES

WE TRIED RADIO advertising over WMZ for two months and saw results; we contracted for a continuation for 12 months and results continued; we have just agreed to carry on for another period of 12 months.

Briefly, that is the story of our experience with radio advertising and, incidentally, during that time we have never felt it necessary to change the type of program we present each Tuesday and Saturday at 1:30 p.m. We started out with a quarter-hour of salon music and the response and appreciation of listeners has justified our selection of melodies between the "popular" and "heavy" classifications.

Greatest recognizable results have come to us through advertising of a specific department of our bank: The small loan, personal, or industrial section. We could check specific results here by asking each applicant for a loan whether newspaper, radio, or personal contact brought him to us.

Are They Satisfied?

WHILE I do not care to reveal the exact result of our tabulations, I believe the fact that we have decided to carry on our radio advertising is proof that we are satisfied.

In my opinion our program has done two real services for both the bank and the public: It has broken down the idea that bankers are austere individuals who have no time for the "little" man, and has helped in building good will in the community.

We are helping these people, and we are making friends for our bank in a way that will bring us in the future the accounts of those who become successful. Our programs are simple expressions of sincerity, framed with music everyone likes, and presented at the lunch hour. The text is prepared by the radio station, and follows the advertisement we carry each Sunday in a local newspaper. Here's the program we are using one day this week:

Theme—La Golondrina (fade for opening).

Again we present Silver Strains, the transcribed program which invites your affiliation with the First National Bank & Trust Co., of Macon.

Not only business houses, but individuals, are urged to consult any officer of the First National for assistance in financial needs. Small personal loans may now be had at the First National with only the bank's regular affiliation rate charged.

(Fade music into My Old Kentucky Home followed by I Love You Truly.)

The First National Bank & Trust Co. gives a service that is especially helpful to those wishing small loans that may be repaid monthly. And for which only the bank's regular interest rate is charged.

An automobile may be used as security at the First National, or you may wish to refinance the payments on your car, or may wish to trade it for another. Best trades are made for cash, and good credit is maintained only by paying bills promptly, so see any official at the First National about the funds you need; they're never "too busy" to discuss your financial problems—no matter how large, nor how small.

(Fade into Papillon Song and Estrellita.) (Fade last number to background in time for closing.)

Silver Strains will again be heard over the air (Tuesday) (Saturday) at 1:30 p.m. and continue musicals of the First National Bank & Trust Co.

... Turn to the First National for any financial assistance you may need, from a small personal loan to an obliging and helpful trust service. Any official will be glad to discuss these matters with you. ... The First National Bank & Trust Co. of Macon wishes you a pleasant afternoon.

This transcribed program came to you through WMZ, Macon.

Lipton Tea Expands

THOMAS J. LIPTON Inc., Hoboken (tea) is using daily one-minute spot announcements six days a week, on WBRE, Wilkes-Barre, and WNBF, Binghamton, N. Y., as well as a ten-minute period, twice weekly, on the Don Lee-CBS network during the Femin- win Love Song and violinic numbers.

We also produced 200 color postcards of the advertisements, and a thrice-weekly 15-minute musical program with Ralph Kirberry on WJZ, New York. During the height of the flood in Wilkes-Barre and Binghamton the schedule was suspended, but it has since been resumed. Frank Presbrey Co., New York, placed the account.

THE BOOT-STRAP ACT WORKS OUT HERE!

Yep, by crackey!—national figures may have slumped, but WDAY thus far is 38% above last year! Which proves that our advertisers are getting the business.

Else they wouldn't spend the jack. How about giving us a holt on your boot-straps?

FREE, JOHNS & FIELD, INC.
NATIONAL REPRESENTATIVES

490 KILOCYCLES
9000 WATTS NIGHTS

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

BROADCASTING • April 15, 1936

www.americanradiohistory.com
WITH 75% TO 100% INCREASED PRIMARY SERVICE AREA FOR BOTH

Houston, Texas - hurricane country - and a glistening tower of steel looms up 375 feet in the air, built to resist the high wind pressures encountered in the Gulf regions. This Truscon Vertical Radiator sends forth simultaneous programs from two stations.

Although sharing the same building and radiator, KTRH (1290 Kilocycles) and KPRC (920 Kilocycles) are self-contained radio stations, each having its own 5000-watt transmitter.

Since its erection early this year, the Truscon Vertical Radiator has helped to increase the primary service area of both stations up to 100%, according to conservative estimates furnished by enthusiastic operators.

The structural, mechanical and commercial advantages of these ultra-modern, self-supporting Vertical Radiators obsolete all conventional types of radio antenna towers. Already, over two score commercial stations and an increasing number of state police stations have installed Truscon Vertical Radiators with gratifying success.

Truscon Vertical Radiators enlarge the primary service area of a station without increasing power input. The advantages from a purely commercial standpoint are obvious...better broadcasting...better reception...more effective results for everyone.

Stations equipped with Truscon Vertical Radiators are recognized by advertisers as progressive and striving to perfect their service.

From a purely technical viewpoint, station operators, radio consultants and engineers can look to Truscon for expert cooperation in working out the most efficient design to meet each station's requirements.

TRUSCON VERTICAL RADIATORS

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

If you are unfamiliar with the location of the Truscon sales office in your vicinity, write direct to Truscon Steel Company, Youngstown, Ohio.
NBC'S SILK HAT TRANSMITTER
Tiny Set Hooked to Network as George Hicks Joins The Easter Parade in New York

HEARD BUT NOT SEEN—Except for a hollow tube from his hat, George Hicks (left) looked like any other spectator as he wore this tiny transmitter. Center photo gives a schematic idea of how it works. At right is O. B. Hanson, NBC chief engineer, who developed it.

THE year's Easter Parade on Park Ave., New York, was a silk hat concealing a complete radio transmitter linked with NBC as an actual working test of the new micro-wave portable units recently announced. The silk hat was a radio announcer, George Hicks, wore conventional Easter costume for the fashion promenade, with formal cutaway hiding a wide leather belt to hold the power plant for the tiny broadcasting station in his hat. A pocket-size microphone completes the apparatus used for the first time by NBC. Hicks happened to fit the size 7½ top hat into which NBC engineers have built the miniature transmitter. The new “silk-hat” transmitter operates on a frequency of 270,000,000 cycles, with a power of two-tenths of a watt, and a working range of one-quarter mile. For the Easter morning broadcast, Announcer Hicks was followed by his Park Avenue promenade by NBC's mobile unit, an automobile equipped with receiving and sending apparatus, to relay Hicks' voice on more distant parts of the New York City and thence to the networks.

Recent announcement of micro-wave development by engineers led to inquiries concerning the device from hospitals, the government departments, mining companies, horse show officials, other broadcasting companies and a railroad. The new “silk-hat” unit is a later development. Two sizes, with a weight of only 11 ounces for the transmitter assembly in the crown of the hat. A new “cartridge-belt” power supply will be tested for the first time in operating the silk-hat transmitter. The “B” battery unit is constructed in the form of a hunter's cartridge belt, with each of the 30 cells resembling an empty 14-gauge shotgun shell. These deliver 180 volts for the plate circuit of the set. The other side of the belt carries a 4-cell "A" battery of 6 volts for the filament circuit, and a standard type small-flashlight battery of 1½ volts to energize the hand microphone. The microphone is of convenient pocket size, and is the carbon type with high-level output. The belt is further equipped with two switches to control the battery currents, and convenient terminals for the microphone cord. A single incandescent cable then circuit, all circuits with the transmitter and antenna in the hat. The hat-belt assembly constitutes a complete miniature broadcasting station, employing three "acorn" tubes developed by RCA, resistance, an antenna also of shape and size. The micro-waves emitted at a frequency of 270 megacycles have a wavelength of slightly more than one meter (1.1 m.), as transmitted from a specially designed antenna. This is a hulm aluminum rod in the hat, 8 ½ inches in height.

WIDENED SHORTWAVE BAND Urged at Paris Meeting

WIDENING of the shortwave broadcasting bands, with the particular purpose of expanding relay broadcasting into other countries, was urged at the special international conference of the International Broadcasting Union held in Paris last month and to which American delegates were sent. The conference, which was held on the original FCC and antenna, and within one mile of the antennas proper. The antennas proper. The antennas proper.

The new antenna is to be built by the FCC, designed to give the best results, and the antenna will be operated by the FCC, designed to give the best results. The antenna is to be built by the FCC, designed to give the best results, and the antenna will be operated by the FCC, designed to give the best results.

A SUMMARY of factors involved in the future allocations of radio facilities for all modes of service was set forth by Chief Engineer T. A. Craven in his report to the FCC, in April, 1936, for the “informal hearings.” It is expected they will consume a week or ten days. All licensees and users of radio facilities and all other parties in interest will be invited to present their views. Taken into account also will be the requirements and needs of governmental services, including the Army and Navy, with particular regard to the existing and proposed allocations for ultra-high frequencies above 30,000 kc., now in the experimental portion of the spectrum.

Moreover, the FCC is meeting in the informal hearings this week to discuss the present plans, which will be “informal,” in that there will be nothing before the FCC sitting en banc, in the way of prepared or drafted papers or statements that may propose. Participants, including broadcasters, television experiments, manufacturers, and others, are being asked to present their views to their own ends and requirements in the way of allocations.

Elbow Room Needed

OVERCROWDING of existing bands from 10 kc. to 30,000 kc., and the potential development of new services on the ultra-high frequencies, will be confronted by Chief Engineer T. A. Craven in recommending the hearings.

Moreover, the FCC will seek information governing allocation of bands for particular classes of service. Presumably, upon the basis of this and other information and data it will eventually plan allocations in keeping with the modern engineering technique. Moreover experimentation in the ultra-high frequencies will be thrown into particular categories (audio, visual, etc.) until such time as present licenses are issued for “general” experimentation in these bands.

Insofar as broadcasting is concerned, there probably will be much technical information available. No formal rules or regulations have been adopted, however, in the assignment of bands for broadcasting since the date of the “informal hearings” of 1932 fixed allocations until 1939.

It long has been known by engineers that ultra-high frequencies, ranging from 100 kc. to perhaps 1,000 kc., are best suited for broadcasting purposes. There are several good reasons why certain frequencies and for that reason concentrated coverage is far superior to that on the higher frequencies. The present regular band of 150 to 1,500 kc., the band from 1,500 to 1,600 used for experimental “high-fidelity” broadcasting, allows the advantage that 15 frequencies of these lower frequencies for broadcasting unquestionably will be stressed at the hearings. Accordingly, the FCC is prepared to allow an upheaval of services to make them available for broadcasting at some future time is questionable. Existing services on these bands, such as government, ship - to - shore, aviation distress frequencies and transoceanic, would have to be replaced and the equipment replacement price so far as the broadcasting land for the commercial services, would run into stupendous figures.

Channel Alignment

IT IS APPARENT, however, that because of the desirability for an indefinite period any consideration of the reallocation proposals in the present band. These were made known to the FCC for consideration for the year by Andrew D. Ring, assistant chief engineer in charge of broadcast licensing. They brought into establishment of perhaps two or three super-powered stations, reduction in the number of clear channels, horizontal increases in power on certain regional channels, and setting up of new local bands.

The FCC already had decided to hold in abeyance consideration of the regional channel realignment proposals until new rules and regulations were approved. These have been in the making for more than a year and it now appears evident that they will not be finally approved until far later than the present date.

In any such regulations and reallocation, the FCC, of course, will be disposed to await the results of the informal hearings of the FCC. Whether or not the FCC may be well along before it gets around to consideration of practical allocation problems.

The most important of importance because of the future hearing they may have upon broadcasting and

(Continued on page 46)
Next week, in 300 cities from Bangor to San Diego, from Seattle to Miami, on 375 stations, World transcriptions will present the music of Rubinoff and his violin, the voices of Jan Peerce and Virginia Rea, the advertising message of a great car.

65 weeks for radio's greatest campaign, on 65 per cent of all commercial U. S. radio outlets. A year of those 65 weeks has run its course—yet Chevrolet Dealers order "Musical Moments" to continue, bigger and better than ever. Why?

Besides absolute freedom of choice in stations, broadcast times; besides the economy, dealer cooperation and local merchandising possible with Selective Broadcasting; besides the fact that World, an organization unique in radio, is set up to serve any size campaign with utmost efficiency—there are other reasons why.

Chevrolet Dealers approved four renewals because listeners have responded to their message; 375 radio stations have been proud to broadcast the series, glad to give every assistance—because "Musical Moments" is a swell show.

**Years of Experience**

Make All the Difference in the World! A campaign such as Chevrolet's does require extra and unusual service—that is a truth about "spot" broadcasting we won't deny. But bear this in mind.
In 1930-31, World handled a similar job for Chevrolet—a transcription campaign on 167 stations, at that time a record which only Chevrolet's present program exceeds in size. Also, since March, 1934, when World Program Service was originated, that first transcription library has involved an identical task of supplying 148 stations with all the necessary aids to fine transcription broadcasting.

The gigantic Chevrolet series is merely another World Program Service job, multiplied by two. Because of its years of experience with the first transcription library, with the largest users of Selective Broadcasting, World is ready at all times to handle your campaign with care and efficiency.

To Advertising Agencies

If you are hesitating on a "spot" campaign because of the many details, the extra effort connected with such a job, remember that a great service organization is ready and willing to take those details off your hands. Over a period of six years, for hundreds of advertisers, large and small, we've proved that we know our business—the business of transcription broadcasting. Bring your radio problem to World—if it can be solved, we've got the answer.

One all-compelling "reason why" for all the facts about this unprecedented campaign is the uniform high quality of World Transcriptions. There is nothing finer heard on the air. Hearing's believing.

Arrange for An Audition at Any of Our Offices.

NEW YORK, N. Y.

NAND Radio Advertising"
A Few Suggestions

AT THE MOMENT NBC is in the throes of what appears to be a reorganization. Its new president, Lenox R. Lohr, came to his post with a brilliant record as a scholar, as a military engineer and as director of the Chicago Century of Progress Exposition. But he faces a superman's job in his appointed task of bringing about a new order of things in his company, which is the largest single unit in broadcasting and the one that represents the biggest dollar volume.

Mr. Lohr's first avowed purpose, that of promoting from within the organization rather than going outside as a regular matter for new blood, is sensible and praiseworthy. It should infuse new spirit into NBC, for today entirely too much uncertainty and fear seems to prevail among the rank and file. Up to now we recall only one vice president among NBC's peak quota of 12 who came up from the ranks, though there were and are men in that company who merit promotions.

While the purely internal affairs of any organization are no concern of ours except as they affect broadcasting and broadcast advertising, we hope Mr. Lohr will bear in mind first and foremost that NBC, though it owns and manages 14 stations and owns and leases out three others in the Northwest, exists largely by virtue of its affiliations with some 70 or more independently and diversely owned stations. Their interests are NBC's interests, whether in matters of compensation, copyright, industry problems, or what not. Their strength is NBC's strength, and they must be treated with every consideration if the network structure is to be maintained. The same holds, of course, for CBS and its affiliated stations. And the affiliated stations, in their zeal to make the best possible network arrangements financially, should not lose sight of the fact that without network programs and facilities their stature might not be so imposing.

Another foundation stone of network organization is the advertiser and his agency, although the approach may be somewhat different. Our observation has been that too many agencies find it too difficult to get quick and definite decisions from NBC, either because they have to deal with too many supernumeraries or because there is a prevailing fear among NBC executives to assume responsibility. At least, so several important agencies have told us.

With every intention of being constructive and helpful from our vantage point of viewing the broadcasting industry as a whole and knowing its key men personally, we suggest to Mr. Lohr that he establish the friendliest sort of liaison with every element in broadcasting toward the goal of common development. Competition with CBS and with the growingly important MBS is a healthy thing. But the competition should be confined to business activity and not reach into matters that might undermine the future of the industry or any branch of it. Both NBC and CBS must approach the larger problems of radio with kindred spirit and intention—an approach and an attitude that will inevitably be reflected to the advantage of their internal operations and external relationships.

Tax Tyranny

ANOTHER page in radio jurisprudence has been written by the Supreme Court in favor of radio. Again holding that radio broadcasting is interstate commerce and therefore not subject to taxation by the states, the court voided the Washington state statute levying a 1% occupation tax upon gross receipts of stations. The issue was raised on the appeal of KOMO and KJR, Seattle, from the decision of the state Supreme Court.

The opinion, however, is not all-inclusive. It does not settle finally that states cannot tax any character of radio stations on any basis. It simply concludes that under the Washington state statute, the revenue of stations like KOMO and KJR cannot be taxed. The Court sidestepped the question whether the state can tax other incomes of stations aside from "gross income." The question is raised now as to whether stations whose programs might not be heard outside a given state, might be construed to be in intrastate commerce, and therefore subject to state regulation.

It is unfortunate that the court did not go beyond the one issue raised in the KOMO-KJR case. Many states, looking for ways to enrich depleted coffers drained during recent depression years, have been eyeing radio revenues. There will be other state laws levying occupation, or gross, or net income taxes. It seems apparent that additional "test" cases will find their way to the Supreme Court for final adjudication.

The industry collaborated commendably in the Washington state case. NBC, CBS and the NAB joined forces with KOMO and KJR in prosecuting the appeal through lower courts to the highest tribunal. That sort of teamwork is not only desirable but necessary to safeguard radio from the onslaughts of those who would squeeze from it the last drop of revenue.

More Power to You!

THE LOWLY LOCAL is slowly but surely coming into its own. When a sponsor like Remington Rand takes over Five Star Final and when Macfadden Publications take over Cleveland's list of classified network combinations that embrace a number of 100 watters; when the agencies start buying "station-tested" programs on small as well as large stations, according to the areas they want to cover, as they are now doing on a bigger scale than ever before; when CBS adds a local in Binghamton as its 100th outlet at the urging of big advertisers; when small regional networks comprising for the main part the little locals spring into being and prove they can do a good selling job—when movements and trends like these are seen, then it is apparent that the small station is at last getting its long due recognition from the national and regional advertiser.

We have long felt that the advertisers are often missing good bets by scorning everything but "more watts and less kilocycles," for it is a well-known fact that some locals are not only dominant in their territories but are doing selling and merchandising jobs comparable to those of some big stations. It looks now like the era of the local is dawning, though it had to wait until the regionals and high powers had more or less full schedules. On our part, we do our hats to the enterprise of little locals (we know some of them that are better managed and better earners than certain big stations) and wish them every success in their new turn of fortune.

Eye to the Future

NOT EVEN a Jules Verne, in the wildest flight of imagination, can predict the future of radio. It appears now that both television and facsimile are certainties. But it is almost anybody's guess as to when and how. The economic problems are even more baffling than the technical.

The FCC on June 15 begins planning for the network writers' and technical hearings on needs-present and prospective—of all types of radio service. Anticipating the visual services, it wants orderly allocations and experimentation.

Broadcasters of today are logically the "telecasters" of tomorrow. And they should be the "apex" broadcasters, too, operating on those ultra-high frequencies so long considered the "no man's land" of radio. Similarly those advertisers and their agents who pay the broadcasting bill may be looked upon as the potential clients in that new world of visual, combined with audio radio.

These FCC hearings will be labeled technical. But they are of tremendous future importance. Adequate facilities should be set aside from these impending developments, lest they be strangled at the very beginning by parceling out of the available channels to other kinds of services. Foresight is essential in this swiftly moving radio age, and we think there are enough signs about to warrant broadcasters in waging a vigorous fight at the June 15 hearings that adequate facilities may be set aside for the future services that rightfully belong to the broadcasting realm, whether sight or sound.
JOSEPH ALEXANDER CHAMBERS

THE FIRST man in the world to wrap up 500,000 watts of radio energy into a transmitter, saddle it to a day's program schedule, and then catapult the bundle into space for reception by listeners over practically the length and breadth of the land is Joseph Alexander Chambers. He did it as chief engineer of WLW, Cincinnati, which for exactly two years May 1 will have been on the air as the world's most powerful station—and which has been doing a land job of it.

Today Joe Chambers, radio engineering consultant, is sitting behind a shiny new desk at the National Press Building, Washington, D.C. He resigned his post with the Crosley Radio Corp. April 1 to enter private practice—having accomplished his goal of harnessing super-power for broadcasting.

Mr. Chambers has become the engineer-in-chief of the engineering division of the National Broadcasting Co., former NAB technical director, and before that with the American Society of Mechanical Engineers. The shingle reads: "McNary & Chambers, Consulting Radio Engineers."

Mr. McNary last December took over the engineering work at Comdr. T. A. M. Craven, when the latter was called to the FCC as its chief engineer.

Joe Chamber's fame as an engineer with a practical turn of mind began the broadcasting horizon almost from the day he left college. For the last five years he has been chairman of the NAB Engineering Committee. And as the chief engineer of the nation's biggest station, he has figured prominently in almost every broadcasting technical problem since 1927, when he took over the job.

High power has been Mr. Chambers' goal ever since he broke into radio. He joined WLW in 1927. The following year the station went to 50,000 watts—the first in the country, and perhaps in the world, to broadcast with that power. Other 50,000-watters, then called "super-power," were licensed thereafter so that today there are some two dozen of them. It wasn't long afterward that he started drawing curves and charts on a half-million watts energy. He had every one aghast, but he soon proved his theory was correct. Today there are a half dozen stations flitting around with the idea of 500,000 watts, awaiting only the day for the FCC to lift present restrictions.

Joseph Alexander Chambers is a son of the South who was transplanted in the Midwest. He was born in Union, S. C., Aug. 21, 1903, the son of J. B. Chambers, then business manager of the Union Progress, who is now in Clemson, S. C., operating his own printing establishment.

Between his grammar school in Union and at Rock Hill, S. C., young Joe was printver's devil in his father's plant. He also took to "ham" radio while in short trousers as well as during his college course at Clemson, where he majored in electrical engineering. Graduating in 1924, he landed in Schenectady on the following day. There he joined the General Electric Co. He was assigned to WGY as development engineer. For was his task to teach bright-auburn-haired youth experimented with tubes and antennas and other gadgets. He worked under W. R. P. Foster, who is now in charge of radio engineering at G. E. He also worked alongside A. D. King, now assistant chief engineer of the FCC in charge of broadcasting.

Young Chambers' broadcasting experience, however, began during his college days and while he was tinkering away with his "ham" activity. His amateur station was dismantled during the war. As soon as the ban was lifted, following the war, he was on the air again. Then, in 1921, he assisted in the construction of one of the first 500-watt stations in the country, at Clemson College.

It was in 1931, after many 50,000-watt stations were clapping along in full swing that Chambers began to Mull over charts and diagrams and what-not on "superpower". He sold Powel Crosley, WLW president, the idea of pioneering this field. In 1933 the contract for building it was entered into with RCA Victor, according to plans and designs laid out by Chambers. On May 1, 1934, the first half - million watt took the air. Mr. Crosley, all things considered, was about $500,000 poorer for the building of the transmitter, antenna and other incidental expenses on about one dollar per watt—but today his station is the world's biggest in power.
JOHN HARRINGTON premiered as a sports announcer for CBS, Chicago, on April 2, and will share baseball broadcasting on WEBS, Chicago, with veteran Pat Flannagan in both National and American League games from Chicago. Mr. Harrington was formerly with WGN, Chicago, and more recently with WLC, Cincinnati.

HARRIET MSENKEN, formerly a Hearst publicity director, has been named publicity director of WINS, New York.

DON E. KELLEY, formerly production manager of WMT, Waterloo, Ia., has joined the announcing staff of the Central States Broadcasting Co. in Omaha. The Central States comprises KOIL, KBAB and KFOR. Layman W. Cameron, announcer in Omaha, has been transferred to the Lincoln branch office (KFAB and KFOR) where he will assist Wm. DeMoss as production manager.

AL TRIGGS, announcer of WRC-WMAL, Washington, has resigned to join the staff of WHX, Utica, according to an announcement April 6 by Dale Robertson, WHX general manager. Mr. Triggs was formerly with KSO, Des Moines, and WATL, Atlanta.

ROBERT MURPHY recently of KGKF, Moorhead, Minn., has returned to the announcing staff of WDAY, Fargo, N. D.

EARL RODELL, a one-time motion picture projectionist and stage manager, and more recently affiliated with a number of Oklahoma and Texas radio stations, has been added to the announcing staff of KMON, St. Louis.

ALBERT GILBERT, formerly of the announcing and producing staff of WHA, Madison, Wis., and the public address announcing staff at the University of Wisconsin, has come Staff announcer at WIBA, Madison.

FREDDIE RICH, CBS musical director, and Miss Mamie B. Scroggins, former Chicago, whom he met while on a European trip last summer, were married at Armonk, N. Y., March 29.

EDGAR A. GUEST Jr. has replaced Billy Requil as news reporter on the "Household Musical Clock of WJR, Detroit."

DON HEYWORTH, formerly of WBB, Boston, has joined the announcing staff of WNIX, New York.

FRANK COOLEY, formerly of WJW, Cincinnati, and Robert Keeve, formerly of WGY, Schenectady, have joined the announcing staff of WOR, Newark.

KENNETH E. WHITE, formerly of WBZ, Boston, has joined the announcing staff of WNEW, New York.

HUGH BRUNDALE, formerly of KRKD, Los Angeles, has joined the announcing staff of KBCB, that city.

SAM HAYNES, NBC Richfield Reporter on the West Coast, will have a part in the new K-O-KO picture "The Ex Mrs. Bradford."

WELBOURN KELLEY, formerly of Transradio Press, has joined the NBC press department in New York.

HARRY WEBER, musical director of WGN, Chicago, and Mrs. Weber, (Marie Claire) will vacation in Bermuda late in April where Marie Claire finishes her engagement in "The Great Waltz" in which she is starring at the Auditorium Theater, Chicago.

RAT T. HOWELL has been named program director of KIRO, Seattle.

"SPEED" RILEY, well known Pacific Coast sports writer, has been added to the announcing staff of KSFO, San Francisco, as commentator on that station's "Sport Page of the Air."

The Actual Notes

CFAC, Calgary, has a new station identification accompanying the station call. It is the corresponding notes of the scale-"CFAC." This Calgary station is the only one, as far as known, in Canada with three of whose letters are within the musical scale.

KGEZ

Kalispell, Montana

Station for Results

KSD—The St. Louis Post-Dispatch

An estimate of population and radio homes in counties receiving one-half millivolt service or better from KSD during daytime hours based on measurements made by Jasney & Bailey Engineers, Washington, D. C., follows:

Population -- 5,906,905
Families -- 1,434,065
Radio Homes -- 1,42,977

This service coverage area of KSD is far greater than that of any other St. Louis broadcasting station.

IN EASTERN INDIANA
Newspaper cost per 1000 ad readers $17.22
Radio cost per 1000 listeners $2.94

WWNC

ASHEVILLE, N. C.

Full Time NBC affiliate 1,000 Watts

Spring-Summer . . .

Our Business Peak!

Tourists from all over the United States are now starting their trek to cool Asheville and Western North Carolina is ours peak business season . . . and your big opportunity for test campaigns and sales promotion over WWNC, sole blanket Radio coverage available!
IN THE CONTROL ROOM

FLANS are practically completed for the 11th annual convention of the Institute of Radio Engineers to be held in the Hotel Statler, Cleveland, Ohio, 11, 12 and 13. The arrangements are handled through IRE headquarters at 330 W. 42nd St., New York. IRE on May 1 will also hold a joint meeting with the American section of the International Scientific Radio Union in Washington.

OUIS McC. YOUNG, assistant chief engineer of WBBM, Chicago, devised a new clock design adopted by Western Union. The clocks provide improved visibility. Frank B. Fulkner, CBS western division chief engineer, last year installed a sickle-shaped minute hand on the standard clock.

WILLIAM G. H. FINCH, former assistant FCC chief engineer in charge of telephone matters, on March 1st was issued Patent No. 2,096,126 on an image or facsimile broadcasting system. Several months ago the U. S. Patent Office also issued him a patent on a radio ticker tape system.

OHN REILLY, formerly of WIOC-B, Emmorts, has joined WELI, New Haven. Floyd Jones has replaced Frank Ferris as the WICC control operator in New Haven and August Flow, formerly of Springfield, Mass., has joined the WABC staff. Garo W. Say, WIOC chief engineer, is supervising installation of a new Western Electric transmitter.

IAN WINN, formerly of KFRO, Longview, Tex., has joined the engineering and announcing staff of WEUL, El Dorado, Ark.

HARLES DINKEL, engineer of KOIL, Omaha, has gone to KFNP, Shadetree, chief transmitter engineer exchanging places with Bill Akerberg, who goes to Omaha from KFNP. They are cousins and they started their radio work at the Shendetree station.

INTON WIGHT, engineer of Central States Broadcasting Company, KOIL, Omaha, and KFAB and KFOR Lincoln, has returned to work after a three weeks illness due to an infected hand.

ILLARD J. PURCELL, chief engineer of WGY, Schenectady, will return to his desk in a few weeks following a three-month absence due to illness. Bernard Naugler has been filling his place. George Maxwell, WGY technician, has joined the personnel staff.

J. M. HETLAND, chief engineer of KDAY, Fargo, N. D., has built a portable booth for remotes. It is made of six pieces and can be erected in a hurry.

Roving Assignment

DEPARTING last month for a six months' tour of Europe, Lee Cooley, of the editorial staff of the KNX Newspaper of the Air will send back regular reports for broadcasts over the Hollywood station. KNX claims to be the first station to send its own reporter abroad on such a roving assignment. Cooley's place in the KNX news division has been taken by William Lawrence, for six years a producer and announcer with CBS and until recently a part of the advertising agency of Newkirk & Lawrence.

COLLEGE of the City of New York believes its amateur radio station, W2HJ, which on March 30 celebrated its 25th birthday, is the oldest "ham" station in the country.

WEEI, KNX Staffs Intact

NO RADICAL staff shake-ups at either WEEI, Boston, or KNX, Hollywood, are contemplated by CBS when it takes over the management of the former and ownership of the latter under agreements signed during the last month. This assurance came officially from Herbert C. Akerberg, CBS station relations manager, who left April 11 for Hollywood to survey the KNX situation. Although Joseph Groce, supervisor of WEEI, will probably remain with the Edison Electric Illuminating Co. rather than with the station, the remainder of the executive and operating staff will be kept intact with few or no changes after CBS takes over, said Mr. Akerberg.

The staff of KNX will also be retained, although it is expected that Guy C. Earl Jr, and Naylor Rogers, who own practically all of the station's stock, will turn to other interests, and a new general manager will be appointed, possibly assigned from New York. Mr. Earl has indicated that he may purchase several stations, including KOIL, Reno, Nev., now owned by the McClatchy newspaper interests.

M'NARY - CHAMBERS FORM PARTNERSHIP

FORMATION of the consulting engineering firm of McNary & Chambers, with headquarters in Washington, was announced April 2 with J. C. McNary, former technical director of the NAB, and Joseph S. Chambers, until last month chief engineer of WLW, Cincinnati, as the principals.

Mr. McNary resigned as WLW chief engineer became effective April 1, at which time he announced he would engage in a consulting engineering practice in Washington. Shortly afterward the partnership arrangement was made with Mr. McNary.

Mr. McNary had assumed the consulting practice of T. A. M. Craven on Dec. 1 when the latter accepted appointment as chief engineer of the FCC.

The new firm will engage in a general radio engineering practice, including broadcasting, ultra-high frequency, antenna design and construction, field and coverage surveys, synchronizing and rebroadcasting systems and transoceanic communications. Mr. Chambers is the builder of the 500,000-watt WLW, biggest station in the world, and is chairman of the NAB engineering committee.

Mr. McNary formerly was with Bell Telephone Laboratories and until last year was NAB technical director. He is regarded as an authority on directive antennas.

Jim Reed, President
Jim Reed Chevrolet Company
The largest automobile dealer operation in the South

"WSM Invaluable Aid" Says Motor Executive

When a radio campaign develops leads that result in actual sales of both new and used cars, that is convincing proof of the station's effectiveness. And this is what Jim Reed, President of the Jim Reed Chevrolet Company, the south's largest automobile dealer, has to say about the current Chevrolet campaign over WSM.

"Though the actual sale of an automobile is highly personalized, the Chevrolet campaign currently running over WSM has proved an invaluable aid to our sales force in developing sales on both New and Used Cars. This is without doubt one of the most effective advertising supports the Dealers in this section have ever had."

Ask your jobbers and dealers what they think about WSM's Sales Influence in the South. They Know!

Free! See Page 2

APRIL 15, 1936 * BROADCASTING
EQUIPMENT

WNYC, New York, is utilizing the transmitter of Brooklyn Technical High School for auxiliary purposes pending removal of the municipal station's plant and construction of a new transmitter house at the foot of Greenpoint Ave., Brooklyn. The high school equipment is a duplicate of the present WNYC plant but the WNYC Bldg. transmitter site is surrounded by skyscrapers which cause large shadow areas. A one-story brick and stucco building of modernistic design is being constructed. New studios will be equipped in the Municipal Bldg. WNYC was granted additional evening time April 1.

SHURE BROS., Chicago, announced a new catalogue of its complete line of microphones and accessories. Data sheets have been prepared to amplify information on specific items described in the catalogue.

WOR, Newark, has installed a talk-back microphone system which calls attention to artists by a bell and provides facilities for announcers to speak from studio to control room. Another new idea developed by WOR engineers is a stop-clock which provides precise timing for programs. It can be moved over a radius of 45 degrees for either production or studio use. Both individual timing and total time of all numbers is possible.

Chief Engineer J. R. Poppele has installed it "tsimeter." Join the Parade of National Successes Now on—

WSOC


Wire or write for rates to—

WSOC
Charlotte, N.C.

Accent on the Commercial

The new Radio fix-in an Radio page of the Nation's Leading Dallas under the heading MIKE MOMENTS, a do-it-yourself card that features the Sponsor, Product, Talent, Local Station and Time; in cartoon strip technique for Networks, Regional and Spot programs. BROADCASTOMENTS cover all markets, the entire list, a group, or single papers may be used. Art and production are supplied at cost. BROADCASTOMENTS' invoices are an entertaining display for entertainment advertising. Wire or write for full particulars and list of newspapers. (Contact original 184, A. J. Inc.)

Advertising Features, Inc., Chrysler Building, N.Y.C. Murray Hill 6-4047

EQUATION

Pfing Pong on the Air—Stone Mclinn (at microphone) sports director of WIP, Philadelphia, is breathlessly describing the relentless rally of Randor Glance (left), Hungarian champ, and Arthur Hayden, English impressario. Ruth Aarons, world's woman champion, is watching.

MAJOR equipment changes at WISN, Milwaukee, are being made between midnight and 7 a.m., under direction of Don Weller, chief engineer, with installations including a new master control desk and studio operating positions. Weller and his staff design the desk consists of three sections, the center having a small male which is mounted the line control keys, remote control switching positions and lines, and jack circuits for emergency patching. A sloping panel is used for the high-speed volume indicator, which is extremely rapid in action.

PRESTO RECORDING Corp., New York, has released new catalogues on its instantaneous recording discs and cutting needles as well as its latest and complete line of instantaneous recording equipment. Besides descriptions of equipment, the catalogues give comprehensive material on the art of instantaneous recording.

WIOD, Miami, has installed a new RCA Victor 1 kw. high-fidelity transmitter, dedicated last month. Frank Malone, conductor of the dedicatory program, made the announcement of the new set and following a 30-second pause, the new transmitter went on the air.

The Federal Trade Commission has ordered Lor-Eye Products Inc., New York, to stop using the eye lotion. Thomas Leeming & Co. Inc., New York, is charged with exaggerating claims. with E. B. Bengue. Sunlife Chlorophyll Laboratory Ltd., Los Angeles, is charged with unfair representations for its chlorophyll oil.

Martha Deane Anniversary

MARTHA DEANE'S highly popular participating program, carried on WOR, Newark, Mondays to Fridays at 2:15 p.m. and Saturdays at 11:45 a.m., on April 15 celebrates its second anniversary with a visiting list for prospective sponsors. With the addition of the New York Telephone Co. and Sontone Co. at the end of March, the limit of 12 sponsors was reached. The others are John Morrell Co.'s products, Red Heart Dog Food, Pride; F. Fischer Astor Coffee; L. Choy Chop Suey; D'Arrigo Brothers; Vahsing Co.'s Bonita Carrots; New Jersey Dairy Company; Philadelphia Dairy Products; Manhattan Sales Corp.

Dr. Damrosch Honored

DR. WALTER DAMROSCH, NBC music counsel who conducts the NBC Music Appreciation Hour from Monday mornings over combined networks during the school year, was honored April 3 with the award of the 1936 medal for outstanding service to children, presented by Parents' Magazine. In 1935 Damrosch was Miss Grace Abott, former director of the U. S. Children's Bureau, and in 1934 Walt Disney Presidentto the NBC, it is estimated that 6,000,000 children in 60,000 American schools regularly hear the Dr. Damrosch weekly musical lectures over NBC.

Allocation Hearings

(Continued from page 9)

related services. If channels above 30,000 kc. are assigned to other services, it may retard the growth of broadcasting.

The hearing will be the first of this nature held since 1928. There is a 50-man commission called a hearing preparatory to assignment of bands for domestic point-to-point communications. It was, however, of the same magnitude as the June 15 hearings.

Governmental Demands

OBVIOUSLY, one of the principal reasons for calling the hearing has been demands of governmental agencies—notably the Army and the Navy—for large chunk of the ultra-high frequency range. For another, others have been experimental use. At present it is considered that the ultra-high range from 30,000 to 100,000 kc. is sufficiently advanced from the technical standpoint to be used for various modes of service, such as broadcasting, television and other commercial purposes. The government services, however, fee the experiment a portion of these facilities for military purposes.

Since this information is no procurable, it is believed that the Army and Navy, between them, will seek perhaps half of the channel space above the 30,000 kc. range. Government services now are assigned from 30,000 t 560,000 kc. on the experimental basis. They want them permanently.

In the meantime, if the demand be met and should other services such as aviation and police and the contemplation of the development of the contemplated departmental activities be awarded large blocks of super high frequency, then it will be left for the future development of so-called broadcasting services to these bands, including television. The Federal Communications Commission in its long-range chart extends to 400,000 kc., but the channels above 100,000 have not yet been readily adaptable for communications uses, mainly due to lack of development of adequate tube and transmitter components.

If any substantial portion of the 30,000 to 100,000 kc. band is committed to other services, television development will suffer. Commander Craven, in his report, brought out that in his opinion television is still deep in the experimental stage from both technical and economic standpoint's Additional information, procurable at the forthcoming hearings, indicated, should prove invaluable in charting its future course.

The $5,000 peace scholarship of the tion of the Federation of Eddie Cantor was awarded to Lloyd Lewis, 15th $5,000 winner, who selected the program to Lloyd Lewis, Plattsburg Mo., high school student, from list of 212,000 entries.

PHILLIPS PACKING Co., Can bridge, Md. (canned food) will use eight one-minute WBS disc at nominations over an unannounced list of stations. Blackman Ad Inc., New York, has the account.

HELLO! FRED ALLEN—your always enjoyable programs bring a special thrill to in over 150,000 Carolina homes served by WPFF.

For further information, consult other data about WPFF. Represented Nationally by F. J. & F.

Page 46

Broadcasting * April 15, 1936
“One of NBC’s managed and operated stations”

More than a station identification, these seven words are a guide to broadcast advertising success for spot and local advertisers.

These Are the Nine Markets We Serve:

New York . . . . . . . WEA F 50,000 watts
The Great Northeast WJZ 50,000 watts
New England . . . . WGY 50,000 watts
District of Columbia WBZ-WBZA 51,000 watts
Pittsburgh and the WR C 500 watts
Tri-State Market WRC 500 watts
Northern Ohio . . . . WMAQ 50,000 watts
Chicago . . . . . . . WENR 50,000 watts
Denver . . . . . . . . KOA 50,000 watts
San Francisco . . . . KGO 7,500 watts
KPO 50,000 watts

In each of the nine important markets listed below there are one or more NBC stations whose services to the community are vital parts of the daily lives of the people. These stations are not “just local radio stations.” They are the very backbone of the NBC networks and, as such, enjoy the high prestige among listeners and sponsors which has been created and maintained by NBC’s national leadership in all phases of broadcasting.

An advertiser on any one of the stations has at his beck and call the finest broadcasting facilities in the world—all of the physical and personal equipment of the entire National Broadcasting Company. For these are NBC Operated Stations, staffed by NBC program and advertising experts and governed by the same successful broadcasting formulae which have been so notably effective for advertisers the country over.

The nine markets are of such outstanding importance that advertisers need these high powered, popular stations. The fact that spot advertisers’ expenditures on these stations in January 1936 were 97% above those in January 1935 is strong testimony to the sales influence you can expect from any one of them. Get in touch with the NBC office nearest you for information about one or all of the stations.
Women's Group Awards To Be Made on April 22

FIVE program awards will be made April 22 by the Women's National Radio Committee, the second year awards have been made by the organization. Proceedings will be held at the Hotel Statler, New York, with both NBC and CBS broadcasting the event.

Mme. Yolanda Mero-Iron, advisory chairman of the committee, said April 4 that ballots already received "indicate a greatly improved standard of radio taste. The public is obviously ready to accept radio offerings of the highest type. Many comparatively new programs are crowding highly popular programs which have been a long time on the air."

Mail From

73 TOWNS in Northern Illinois and Southern Wisconsin for ONE SPONSOR in less than one month! We can do the same for you!

WROK
ROCKFORD, ILL.

“Twigger Speaking . . .”

Pittsburgh Listening!

When Normal Twigger went on the networks with the WCAE News Parade (INS) broadcasts of the flood, America listened, editors copied, and the networks asked for more and more.

The flood waters have receded . . . but not so Twigger’s popularity.

News Parade, with its great loyal audience of Pittsburghers, now is available to a sponsor. Ask for details.

Half of Listeners Like Political Fare On Radio, "Fortune" Learns in Survey

What folks think about politics on the air proved a matter of concern to the magazine "Fortune," which has tapped a cross-section of public opinion on the subject in connection with its quarterly surveys. Here is what "Fortune" learned, according to its April issue.

"Just as Fortune's interviewers were preparing to set forth to ask Mrs. O'Malley and her neighbor what they thought about a number of issues, a great do-to-broke out in the newspapers about political use of the radio. President Roosevelt, facing Congress, assembled, had sent his campaign challenge to big business into as many of the nation's radios as may have been tuned in on the networks at that hour.

"Charging that this was political use of the air, Republican Chairman Fletcher demanded equivalent network time and, refused, sought to buy time for radio playlets in which were placed the voices of John Smith, Mary Jones, Doris and the G. O. P. Presidents Faley and Lohr, CBS and NBC, again refused, asserting their right to edit their radio programs as a newspaper is edited, and declaring that the radio drama was not an appropriate medium for political education.

"Now Fletcher's dramatic script (later locally broadcast in Chicago) may or may not have been entertaining fare for the radio audience. But the broadcasting industry has no great fondness for political harangues as such and looks forward to the rainy season of censorship when the networks have been enthusiastic as Marshall Badoglio scans the Ethiopian almanac."

Raising Their Rates

"SOME local stations translate their dislike of politics on the air into a shrewd short show of enthusiasm. As a matter of present importance is: Which would be shrewd editing—to increase, or to discontinue politics on the air?

"It is important especially now because the two old parties, plus the others, are certainly in the news. The customary commercial rates on the grounds that politics are not entertainment. A matter of present importance is: Which would be shrewd editing—to increase, or to discontinue politics on the air?"

"The geographical distribution of politics' radio popularity suggests some interesting speculations: Most in favor of more political on the air were the Mountain States, 23.6%; but likewise were the Mountain States, 23.6% of the nation's radios. But 12.9% want no politics, and their neighbors on the Pacific Coast, where only 10.6% are in favor of more.

"Whether these differences reflect the habits of the people or whether they reflect from regional broadcasting practices it is hard to say. But this much is certain—Chairman Fletcher succeeds in putting politics into buskin and sock, many people just clamoring to hear more politics by the post-election dawn of Nov. 4."

St. Paul Appeal

AN APPEAL from the FCC decision authorizing a new local station in St. Paul, to be operated on 1370 kc, with 100 watts full time by Edward Hoffman, local merchant, was filed April 7 in the U. S. Court of Appeals for the Eighth Circuit, by the Columbia Broadcasting System. The court was asked to have the FCC vacate its grant during the pendency of the case, the station, affiliated through ownership with the St. Paul Pioneer-Press, which has half interest in WCCO, St. Paul, has filed an application for the same facilities after the original hearing had been held and following the Commission's submission of an examiner's report favoring the Hoffman grant.

Taplinger on Coast

ROBERT S. TAPLINGER, publicity and radio relations, New York, went to Hollywood April 10 to open a West Coast branch office. Among the Taplinger accounts are: Eddie Cantor, Kate Smith, Burns & Allen, Ripley, Phil Spitalny, Walter O'Keefe, Red Nichols, Len- nie Hayton, Guy Lombardo and the Republican National Committee radio campaign.

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BROADCASTING • April 15, 1936

www.americanradiohistory.com
BROADCASTING'S Editorial Acceptance among the Buyers of Station Time is reflected in its ADVERTISING GROWTH.

FOLLOW THE LEADERS FOR RESULTS!

BROADCASTING

NATIONAL PRESS BLDG. ★ WASHINGTON, D.C.

April 15, 1936 • BROADCASTING
Fate of Duffy Bill to Be Decided
(Continued from page 26)

their business operation that they may give to the public? Well, I will tell you:"

"You can tune in any night— that is not a question of my personal observation, but it is the observation, I am sure, of every single member of this committee— and you will be able to hear in your own home, with the danger of keeping yourself from smelling bad, ways and means of regulating your bowels and the bowel functions of your family, ways and means of keeping your scalp from becoming seedy, and recommendations that you eat fungus of some kind to keep yourself from having a pimply skin."

"I admit that you think I am crude and coarse and crass and vulgar because I have said that, but that is radio.

"Radio does not have in its own business operation, in that feature which it has created itself, one feature which will make it acceptable in your home or my home, one feature that lends a single degree of respectability, except what is created by the men and women that you have heard down here opposing the bill.

"That is why, men and women, if you do not have down here opposing the bill.

"Then Mr. Paine charged that NAB witnesses had dodged the issue whether broadcasters paid too much for music. "Why?" he asked. "Because they know that they are dealing with one single, solitary cent for the use of music. They know that. They are paying for a privilege.

"Mr. Paine, however, had some of his remarks hearkening on him.

the following day. After concluding his prepared statement, James Francis O'Keef, president, Theodore Presser Co., Philadelphia music publishers, and editor of Etude, the trade publication, appeared in opposition to the Duffy Bill. On penalties, he said that years of experience had shown that unless the copyright law has "adequate teeth we would be in a hopeless state."

He was followed by Frank Gilbert, attorney for MPPA, who analyzed the pending legislation.

Why "Racket" Enters

REP. KARL STEFAN (R-Neb.), former news commentator of WJAG, Norfolk, Neb., appeared before the Senate Committee March 27 to tell of the plight of the small independent station over music copyright. Declaring he had received many letters from owners and officials of independent stations, he said stations have received demands for payments of fees from a great number of organizations.

"As a former musician," he declared, "that no station would object to a fair payment to the owners of the copyrighted music, but what they do object to is the forcible methods used by these associations in forcing the payment of inequitable royalties."

He mentioned ASCAP and Warner Bros. as being the chief offenders. He told also of the American Society of Recording Artists and its demands for royalties for phonograph record performances.

"Some of the owners of these local stations whose operations can be stopped by one word from the FCC are beginning to feel that ASCAP is almost as powerful as the FCC. Public opinion and favorable publicity are the golden eggs of those who rule highest in the ASCAP. They should fear for the life of the goose laying these golden eggs,"

"Harry P. Somerville, chairman of the legislative committee of the American Music Publishers Association, testified to the wholehearted support of the Duffy Bill by his organization. He said there is conclusive evidence that the Duffy Bill was drafted by an unbiased interdepartmental committee. There appears to be no evidence which would indicate who drafted the bills, but that the government officials are responsible."

"Those were the statements of the government officials, which are very unfair and unfair, and not only neglects the government officials as the manufacturers of the records, but they they are extremely injurious to our business. And unless we can obtain some form of protection against that, then the phonograph record industry will be no more."

"If we do this this goes to indicate that copyright is not protected in our business, but we have no guarantee that copyright is not protected in our business."

Mr. Somerville recounted how ASCAP had exacted from hotel royalties for performance of music by staff orchestras and picked up over radios. He said that today ASCAP is charging rates that are far in excess of a 100% increase over previous rates, "wherever they can get it." He broke down ASCAP testimony to the highest rate it received was $1,400 from the Waldorf-Astoria, producing a telegram showing it is paying $1,500, and that the Pennsylvania in New York pays $2,200, while the New Yorker pays $2,300.

The testimony of Mr. Somerville effectively rebutted many of the statements made by ASCAP witnesses, the meager charge for copies collected from hotels. Committeemen reaction was favorable. In connection with his repeated efforts to extend the time limit for recording statements of Chief Justice Sirovich, Mr. Somerville said he did not change his position in fending ASCAP, but that he felt the source of his information "has been very unreliable."

He then turned to the promotion of hearings on March 31, phonograph record manufacturers had the impression relying mainly upon the ASCAP attack upon the statute 2-cent per side recording fee under which ASCAP sought to recover copyright fee bargaining, and the proposed copyright protection of records contained in the Daily Bill. Mr. Huxter was H. A. Huxter, representing both the Brunswick Record Corp. and the Columbia Phonograph Co. He asked for a reconsideration of the statutory license as explained at great length why thought this should be.

ON COPYRIGHT protection of phonograph records, Mr. Huxter said the primary reason for urge records on this to the phonograph phonograph graph records are "suffering abuse from small stations."

He said a limited or restrict audio broadcasting under proper conditions, might be beneficial for record manufacturers and others, but that such broadcasting, 24 hours a day, of some of the playing nothing but phonograph music and records, and not only neglects the government officials as the manufacturers of the records, but they they are extremely injurious to our business. And unless we can obtain some form of protection against that, then the phonograph record industry will be no more."

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Mr. Huxter, president American Record Corp., supported Mr. Huxter's testimony on bo scores, as did Isbell Marks, president of the Decca Records Inc., who asked that the statutory license be retained and that manufacturer have the same copyright in works. Also she asserted that what was being offered to the record industry the copyright right to play copyrighted works, electrical transcriptions in the electrical transcription, from which the record companies at present obtain sub-substitute cost, it would lower the cost. She explained that in the actual manufacturing process, transcription record is made from five to ten copies as much as the average commercial record.

"If the legislators will permit broadcasting of records indiscriminately," she said, "the electrical transcription business will drown us all again." She said that if we found that advertisers and radio stations will have no use for electrical transcriptions if the

Hawaiian Island Radio Coverage does not cost— IT PAYS. Watch the May 1st issue of BROADCASTING for full page announcement.

Watts Really Go Places in the Great Falls Area!

1000 W. DAY: 151 MILES 1000 W. NIGHT
2500 W. W.DAY: 175 MILES 2500 W. DAY
1000 W. NIGHT
191 MILES 2500 W. DAY
1000 W. NIGHT: 57 MILES

FAN mail proves that KBBF watts carried news, amusement and educational programs to 323 towns in THE STATE OF MONTANA, during October, November and December, 1935.

Along with these programs, went the sales messages of local and national advertisers who are establishing their products and their services in this able-to-buy territory.

What we are doing for others — we will do for you.

2500 Watts Day KBBF 1000 Watts Night
GREAT FALLS MONTANA

National Representatives:
JOSEPH HERSHEY McGLYTRA
485 Madison Ave., New York; Palmelme Bldg., Chicago.
WALTER BIDICK CO.

"Murder of Music?"

RADIO kills music, notably sheet music sales, says ASCAP, and its highest rate organizations. The American Rolling Mill Co., of Middles
town, Ohio, has information to dispute that. It announced April 8 that a New York publishing house had an average annual sale of only 30 copies of Fick's Entry of the Gladiators. The Armo band took up the march as a theme melody for its Ironmaster program over the NBC-Blue network. Result: In 1935, sales jumped to the highest point on record when 6,000 copies were sold, mostly to high school bands.

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BROADCASTING * April 15, 1939
Chevrolet Souvenirs

CHEVROLET MOTOR CO., on its Saturday night NBC-WEAF broadcasts, has been giving mimeograph copies of the program's continuity to studio guests as souvenirs. "Chevrolet is happy to have had you present in the studio to see as well as to hear, tonight's program" the opening lines on page 1 read. A list of the 41 stations is included. All musical and solo cues as well as commercial announcements are shown.

Sponsorship in Brazil

BRAZIL'S seven broadcast stations, most of which are privately operated, are steadily increasing their advertising revenues which now run around $83,000 a month, 70% of which is accounted for by stations in Rio de Janeiro and Sao Paulo, reports American Trade Commissioner Ives from Rio de Janeiro. The chief deterrent to more widespread use of radio time for advertising, he states, is in a report to the Department of Commerce, is the lack of anything approaching a national network and the restricted powers of most stations. Brazil's most powerful stations are the 10,000-watt TRHS, Radio Ipanema, at Rio de Janeiro, and the 5 kw. RRA6 and PRG, Radio Excelsor, at Sao Paulo.

DOMINATING EAST TEXAS!

As an effective dealer aid in this lucrative market, KFRO gives you a widely distributed circulation with a potential audience of 226,000 listeners.

You can reach them with

"Voice of Longview"

Longview, Texas

NEW OVERALLS, EH?—JUST A DURNED DUDE!

Pause, friend, and consider: Jefferson County (Louisville) alone accounts for 27.6% of all the retail trade in Kentucky! Less than 1% of the State in area, Jefferson County is the key market in this hase Commonwealth. With Station WAV you can absolutely cover this rich area, plus a lot more—and still not have to pay for covering great hunks of backwoods where the village dandy is the guy with new overalls! Write for the facts about what WAV can do—and for how little. N. B. C., of course.

‘Rich SPOTS for SPOT’

See Page 2

April 15, 1936 • BROADCASTING
AGENCIES AND REPRESENTATIVES

LORD & THOMAS, Los Angeles, has enlarged its radio staff under Jack Rayson to handle the California Chain Stores Association program, California's Hoib, which started April 13 for 25 weeks on the CBS-Dan Lee network, keyed from KJH, Los Angeles. New personnel includes Don Bernard, formerly of KJH; James Fondo, on loan from the KJH sales department; Morley Drury, former football star; Carl Suizkneker, Los Angeles associate; and Elmer K. Bridge, formerly of the San Francisco office of John Blair & Co., who is handling Chicaco-Pacific Coast.

MORRIS-SCHENKER-ROTH is the new name of the former Morris-Windmiller & Enninger Inc., Chicago agency. Philip Morris is president and treasurer; Ben W. Schenker and Sidney M. Ruth are vice-presidents.

ALFRED E. SHEBEL, formerly with Carroll Dean Murphy Inc., Chicago agency, has been appointed to succeed Richard Morenus as radio executive of Morenus Adv. Agency Inc., Chicago. Mr. Shebel has had 14 years experience in the radio advertising field.

YOUNG & RUBICAM Inc., has moved its Chicago office to 333 N. Michigan Ave., the third time it has moved in 10 years since the branch was established in 1931.

LOUIS A. WITTEN, vice president in charge of radio for Hugh-McCann Inc., New York, was married March 19 to Miss Evelyn Denney of California.

PHILLIPS, LENNON & Co., New York agency, has changed its name to Edwin M. Phillips & Co.

MISS BETTY HANDEL, of the continunity department of Blackett-Sample-Hummert Inc., has resigned to go into station work.

Wylie Leaves Don Lee To Open His Own Agency

C. ELLSWORTH (Dick) WYLI, who resigned March 1 as assistant general manager and sales manager of the D. O. Len Broadcasting System, on April 1 opened his own advertising agency under the firm name of C. Ellsworth Wylie Co., with offices in the Beaux Arts Building, Los Angeles. Associated with him will be Ben Sweetland, who formerly operated an agency under his name in the East. Before joining Don Lee, Mr. Wylie was vice-president of Emil Bresch & Staff, a leading Pacific Coast agency handling many radio accounts. He also was formerly in the magazine publishing business.

ROBERT L. Nourse Jr., who resigned as Los Angeles manager of Ruthrauff & Ryan Inc., has formed his own agency, R. L. Nourse Inc., at 1031 South Broadway, Los Angeles. William E. Ryan will assist him as Ruthrauff & Ryan manager in Los Angeles.

VAN C. NEWKIRK, Jr., is the new name of the former Newkirk & Lawrence Adv. Agency, Hollywood. Offices are now located at 2020 West Blvd., Los Angeles. William Lawrence has left the firm to join KNX, Hollywood, as announcer and commentator.

PAUL O. DeFUR, formerly of Texas stations and active in the advertising and theatre agencies, has been named assistant manager of the radio department of Steeie Adv. Agency Inc., Houston.

HELEN ENNIS, copy writer for the San Francisco office of N. W. Ayer & Son Inc., who assists on the Golden State Co. (dairy products) account, left city April 3 for a month's vacation which will take her to Chicago, New York and other eastern cities.

DON C. ROBBINS, San Francisco manager for the Walter Biddle Co., and Free & Smailinger Inc., station representatives, will be married in that city April 25 to Miss Freda Jean (Conyers of Los Angeles. Allan S. Johnson, advertising manager of Pau son & Co., San Francisco, is to be best man.

LUCIUS A. CROWELL, executive vice-president of Blackett-Sample-Hummert Inc., sailed from San Francisco April 4 on the Santa Paula for New York, en route to his home at Evanston, Ill., after a combined pleasure and business trip.

CARL EASTMAN, Pacific Coast manager of N. W. Ayer & Son Inc., has returned to his desk in San Francisco after making a 30-day Eastern survey. While East he conferred with Ayer executives in New York and Chicago on various national accounts.

LORD & THOMAS, New York, is opening a new branch at 30 Taylor Street, O.

JACK YOUNG, former vice president of Roy Alden & Associates Inc., Los Angeles, has become president and owner of the agency and not C. L. Young as incorrectly in Broadcasting April 1.

Five Concerns Sponsor Pacific Woman's Series

Now in Its Fifth Year

FIVE ADVERTISERS are now sponsoring the Woman's Magazine of the Air novel household program, which is broadcast five afternoons a week over the basic NBC-KPO Pacific Coast Red network of five stations, which has been on the air since May 23, 1928, and has proven highly effective from the standpoint of return, both to the sponsors and to the network.

The broadcasts, originating in the NBC-KPO studio at Hale Bros. San Francisco department store at 11 a.m.; WADC, Omaha-Lincoln; KFAB, Omaha-Lincoln; WABC, New York, and WOR, New York, are sponsored by the following: George W. Caswell & Co., Chicago, at 1 p.m.; Miss Marian McClellan, at 5:30 p.m.; Ethel Lang, at 8 p.m.; and Haas Bros. (Trupak, canned food products).

Petry Group Meets

A GROUP of executives of Southern stations represented by Edward Petry & Co., station representatives, met with officials of the latter organization in New York March 30 for discussion of sale and representation matters. Participating were Allan S. Johnson, advertising manager of WFAA-WWBAP; Harry Stone WSM; Hugh A. L. Hall, WOAI; Lee Coulson WHAS, and John M. Butler Jr., WSB. Present for the Petry organization were Mr. Petry, Henry I. Christlal, New York manager, and Edward E. Voyoom Chicago manager.

CBS Limits Booking

UPON expiration of present contracts Columbia Artists Bureau Inc., CBS subsidiary, will discontinue booking and managing dance orchestras to concentrate upon management of individual artists. The orchestral booking business was taken over April 2 by Music Corp. of America.

WADC, Akron, was authorized by the FCC April 7 to increase its daytime power to 6,000 watts.
DO WOMEN KNIT?
ASK MISS MARTIN!

One month of radio experience, through only two stations (WVWA, Wheeling, WVA and KRMN, Des Moines) were used, has been so satisfactory for Eleanor Martin (knitting equipment, Chicago), that she has expanded list of 18 stations, distributed in 12 states. The contract is placed through Morensen Adv. Agency, Chicago.

On 15 of the stations daily announcements will be spotted, while the original two stations in Martin broadcasts will be in 15-minute programs of hill billy music, and over KNX, Los Angeles and WLS, Chicago, the broadcasts will be made in connection with a weekly barn dance program.

Besides those named, stations to be heard are WDAY, Fargo, N. D.; WBNS, Columbus; WJAY, Cleveland; KMMJ, Clay Center, Neb.; WJWI, Omaha; WSL, San Antonio; WSM, Nashville; KFRI, Columbia, Mo.; KFEQ, St. Joseph, Mo.; KDKA, Pittsburgh, Pa.; KMA, Shenandoah, Ia.; WBIB, Tipton, Kan.; KFFB, Great Falls, Mont.; and WNAX, Yankton, S. D.

Western Electric Claims Unprecedented Efficiency For Amplifying Circuit

EFFICIENCY as high as 60 to 65% now is a reality in the new high-efficiency circuit for radio frequency amplification, according to Western Electric Co., which claims the device, particularly suited to broadcast transmitters, greatly exceeds any previous achievement. The maximum efficiency in the past was 35 to 30%, it was stated, and the new circuit will enable transmitters employing high-level modulation.

"This accomplishment is the result of research done by radio-transmitters the Doherty high-efficiency circuit, which effects a large reduction in the power consumed," said John C. Lodge, head of Western Electric. "The new form of amplifier operates at constant high efficiency, regardless of modulation, with the percentage of modulation. Previous designs approached this performance only during momentary rises of the audio input caused by extra loud portions of the program such as musical climaxes, but during the greater part of the broadcast over the air while the program was carried along at normal volume, the efficiency was considerably below this maximum level.

"Other outstanding advantages of the Doherty high-efficiency circuit are simplicity of circuitry with the consequent use of smaller and fewer circuit elements, greater ease of adjustment and increased stability of adjustment; also reduction in plate dissipation, which minimizes the tube cooling requirements. Also, the improvements are savings in space for equipment, reduced initial outlay, reduced operating and maintenance costs and above all, a marked saving in power purchased."

Department Stores In New York Push Buy Items by Radio

Macy's and Hearsns Get Lively Responses From Broadcasts

Macy's and Hearsns, big New York department stores, are using radio to promote the sale of boys' items, Macy's sponsoring a new Red Star Club on WOR once weekly and Hearsns using an hour Saturday mornings on WOR.

The Red Star Club was formed last August as a sustainer, the store using WOR for the last five years. Boys are eligible to membership upon sending in the correct solution to the juvenile mystery episodes broadcast at the end of each program. As each child becomes a member of the club he is sent a membership certificate. Advance

ment in the club is based on submitting correct solutions to the juvenile mystery stories. After a certain period of time, the boys are chosen to qualify as detective sergeants, five more as lieutenants, five more as captains as assistant commissioners, and in a full year they may become commission-
ers. The first 25 captains will receive a free birthday party. Upon becoming a detective sergeant they receive a metal shield.

The program, which late Friday afternoons, after its initial broadcast as a sustainer, drew 39 letters from the juvenile audercise and after a long time the program is receiving letters at the rate of 5,000 a broadcast. After the program had been a sustaining test of strength the staggering amount of fan mail the program was drawing prompted Macy's to sponsor the program for 13 weeks for a test period. At the present time the store is only promoting detective merchandise in the toy department with the program. Placards are displayed in the department. If the program continues to grow, it is expected that the store will take more time and advertise all children's merchandise.

Western Electric for broadcast direct from Cincinnati, OHIO, as well as various department stores, including Macy's and Hearsns, are using radio to promote the sale of boys' items, Macy's sponsoring a new Red Star Club on WOR once weekly and Hearsns using an hour Saturday mornings on WOR.

The Red Star Club was formed last August as a sustainer, the store using WOR for the last five years. Boys are eligible to membership upon sending in the correct solution to the juvenile mystery episodes broadcast at the end of each program. As each child becomes a member of the club he is sent a membership certificate. Advance

ment in the club is based on submitting correct solutions to the juvenile mystery stories. After a certain period of time, the boys are chosen to qualify as detective sergeants, five more as lieutenants, five more as captains as assistant commissioners, and in a full year they may become commission-
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Western Electric Claims Unprecedented Efficiency For Amplifying Circuit

EFFICIENCY as high as 60 to 65% now is a reality in the new high-efficiency circuit for radio frequency amplification, according to Western Electric Co., which claims the device, particularly suited to broadcast transmitters, greatly exceeds any previous achievement. The maximum efficiency in the past was 35 to 30%, it was stated, and the new circuit will enable transmitters employing high-level modulation.

"This accomplishment is the result of research done by radio-transmitters the Doherty high-efficiency circuit, which effects a large reduction in the power consumed," said John C. Lodge, head of Western Electric. "The new form of amplifier operates at constant high efficiency, regardless of modulation, with the percentage of modulation. Previous designs approached this performance only during momentary rises of the audio input caused by extra loud portions of the program such as musical climaxes, but during the greater part of the broadcast over the air while the program was carried along at normal volume, the efficiency was considerably below this maximum level.

"Other outstanding advantages of the Doherty high-efficiency circuit are simplicity of circuitry with the consequent use of smaller and fewer circuit elements, greater ease of adjustment and increased stability of adjustment; also reduction in plate dissipation, which minimizes the tube cooling requirements. Also, the improvements are savings in space for equipment, reduced initial outlay, reduced operating and maintenance costs and above all, a marked saving in power purchased."

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Glame Adds WFL

GLAME Co., Hoboken, N. J., (nail polish) on April 5 added WFL, Philadelphia, to its program on the West Coast Network, making a two-station network. The program has been on WOR for some time, Sundays, 1-1:15 p.m., with Jack Berch as new director. It continues on the same schedule and is signed off for 5 weeks. Donahue & Co., Inc., New York, has the account.

Local Color Sells

"You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude, schedule makers too often skip the fascinating grip which it holds on its geographical "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating "daytime only, WAAT has had following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 67% of the area's homes are radio homes (largest ratio in the Union). Un- channel to the house, WAAT will get a bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate."

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38
Local retailer using WAAT exclusively increased average monthly dollar volume by $5,000.00 during 1935.
Scarel Family Acquires KMMJ, Clay Center, Neb.

FAMILY interests headed by Don Scarel, manager of the Capper station WIBW, Topeka, Kan., have purchased control of franchises in the Old Trusty chain store system in Nebraska, embracing 160 retail stores, in a deal involving also the acquisition of KMMJ, Clay Co., Neb., owned and operated by M. M. Johnson. Application for the transfer of ownership of KMMJ, a daytime station with 1,000 watts on 740 kc., for which 2,500 watts will be sought, has been filed with the FCC. The price paid for the station was said to be in excess of $50,000.

KMMJ until a few months ago was under purchase option to the Ow a h a World-Herald interests, which hold options of WAAW, Omaha, and KGBZ, York, Neb., but which dropped their options on KMMJ and WJAG, Norfolk. Mr. Scarel stated he intends to remain with WIBW, but will retain Randy Ryan, formerly on the WIBW staff, as manager of KMMJ.

CARNET CANDY Co., Oakland, Calif., through Tomaschke-Elliot Inc., Oakland agency, has placed its Night Edition transcription series on KSTP, WEEC and WTIC.

TRANSCRIPTIONS

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

- Reed Motor Co., Lansing, Mich.
- S. C. Johnson & Son Inc., Racine, Wis. (radio)
- Cardinet Candy Co. Inc., Oakland, Calif. (radio)
- Bathsheba Corp., New York (radio)
- Bauer & Black, Chicago (Veruse hand lotion)
- Ovelmo Co., Fort Wayne, Ind. (Ovelmo cream)
- Mennen Co. (shaving cream)
- Foley & Co., Chicago (Foley's honey and tar syrup)
- Kastor Cold Tablets Co., Chicago
- Murine Co., Chicago (eye wash)
- Pinex Co., Fort Wayne, Ind. (cough remedy)
- Equitable Life Assurance Society, New York
- Campbell Cereal Co., Northfield, Minn. (Nunfod flour)
- Japan Crambeat Assn., Tokyo, Japan
- John F. Squire Co., E. Cambridge, Mass. (perfumes and soaps)
- National Tea Co., Chicago (chain grocers)
- D. & M. Finance Co., Chicago (silverware)
- Fresh Oil Works, Freedom, Pa. (gasoline & motor oil)
- Tidewater Oil Corp., New York (renewable power Co., Minneapols (regulators)
- Devoe & Reynolds Co., New York (paints & varnishes)
- Midwest Radio Corp., Cincinnati (radio)
- Minnesota Shoe Co., Danville, Ill.
- Roberts, Johnson & Rand Co., St. Louis (women's shoes)
- Engel-Loyd, Chicago
- C. M. Kimball Co., Inc., Everett, Mass. (polishes)
- American Airlines Inc., Chicago
- Braniff Airways Inc., Oklahoma City
- Theo Hamman Brewing Co. St. Paul (beer)
- Miller Brewing Co., Milwaukee (Milwaukee beers)
- MARK L. GERSTLE, president of Associated Cinema Studios, Hollywood transcription laboratory, left for New York early this month. Tom Campbell, a director, left for Paris with his radio and television technicians to plan to demonstrate American methods on the continent and study European developments.
- Arthur Wirth, formerly of Columbia Pictures, has joined Associated as a technician.
- JACK KAPP, president of Decca Records, is in Hollywood recently in connection with recording of coast radio and screen series.
- THE Unsolved Mysteries series of Texas Co. (Telemaco), being placed on Southern stations, is being produced and recorded by American Radio Features, Los Angeles, and not Conquest Alliance Co. Inc., as announced in the April 1 issue of Broadcasting. Conquest Alliance Co. is acting as representative distributor and sales agent of American Radio Features, selling the series to Harold Moon Inc., New York for its client, Texas Co.

C. F. WILLIAM BAMBERG, for three years radio director of Campbell-Sanford Adv. Agency, Cleveland, has resigned to become vice president of General Broadcasting Co., Cleveland transcription firm. Polly Turner, formerly manager of WHK, Cleveland, is production manager of the company.

TED TURNER, formerly assistant general manager of the Freeman Lang Sound Studios, Hollywood, but recently was in several transcription studios, on April 1 joined the WSB, Atlanta, Georgia, Co., Los Angeles, as director of charge of transcription program sales.

TITAN PRODUCTIONS Inc., San Francisco, is cutting 32 more quarter-hour episodes of the New Milk Way (Bennie Walker and Edith M. Abbott in talks with producers) for Sargent Milk Products Co. (condensed milk) to be placed through Botsford, Constantine, Chicago, for Sargent in Chicago. A new f2 episode quarter-hour serial of dramatized famous search engines: "The Adventures of Sports" will be written by Robert C. Edgren Jr. and eer writing the author, is being recorded by Titan for the Max Graf Productions, San Francisco.

MAX GRAF, sales manager of Titan and producer of movies, San Francisco transcription concern, left that city April 15 on a tour of the Eastern states in the interest of Sargent's new search engines. He will be gone about six weeks and will make his headquarters in Chicago.

RCA Planning Magazine

Showing Radio Progress

A NEW publication, RCA Review, a Quarterly Journal of Radio Progress, will be published starting July 1 by Radio Corporation of America. It will be a 125-page magazine, with a board of editors consisting of chief engineers and executives of RCA companies. The purpose is to bring together articles on radio, acoustical and allied subjects which show what is happening by RCA, the articles to be written by employes. Also, a new department, RCA In stitutes Technical Press, has been organized to handle it. The department will also publish books and pamphlets. The AEC C of Technical Press, has been organized to handle it. The department will also publish books and pamphlets. The AEC C of Technical Press, has been organized to handle it. The department will also publish books and pamphlets. The AEC C of Technical Press, has been organized to handle it. The department will also publish books and pamphlets. The AEC C of Technical Press, has been organized to handle it. The department will also publish books and pamphlets. The AEC C of Technical Press, has been organized to handle it. The department will also publish books and pamphlets.
Supreme Court Opinion

(Continued from page 22)

lan F. Stone, who delivered the opinion "it is unnecessary to decide."

"It is enough," he concluded, "that the present is not such a
tax, as is levied on gross receipts from appellant's entire operations,
which is a complete interstate commerce tax. As it does not appear
that any of the taxed income is allocable to intrastate commerce,
the tax as a whole must fall ** and the judgment
of the state court must be reversed and the case remanded
for further proceedings not inconsistent with this opinion."

The question arises, because of this language, as to what and
bureaucracy in the case of small sta-
tions in large states, the audible
signals of which are not capable
of reception outside the state. This
point, in the opinion of legal ob-
servers, remains for adjudication.

There is directly involved in such
cases the question whether a sta-
tion operates in interstate com-
merce insofar as its revenues are
considered. Although it is well
recognized that the interference
range of the station or its carrier
waves cannot be precisely specified
with respect to the size of the state.

The highest court broke down
completely the argument of Wash-
ington stations that they are "leased" their facilities to adver-
tisers. "We see no more basis," said the opinion, "for saying that
the appellant's customers do the broad-
casting than for saying that a
patron of a railroad or a telephone
company is involved in his railroad
journey or telephone conversation."

By its very nature, the court
continued, "broadcasting
scends state lines and is national
in its scope and importance—char-
acteristics which bring it within
the purpose and protection, and
subject it to the control, of the
commerce clause.

State Radio Taxes

A CURSORY study of state laws
discloses that 28 states have sales
or gross income tax statutes. Many
of them, however, are so general
that it is difficult to determine
whether they apply to broad-
casting stations. The states are
Arizona, Arkansas, California, Colo-
rado, Connecticut, Delaware,
Idaho, Illinois, Indiana, Iowa,
Louisiana, Maryland, Michigan,
Mississippi, Missouri, New Mexico,
New York, North Carolina, North
Dakota, Ohio, Oklahoma, Pennsyl-
avania, South Dakota, Utah, Vir-
ginia, Washington, West Virginia
and Wyoming.

Arizona has a tax on receipts from
advertising. In Florida there are
license taxes on broadcasting sta-
tions and radio dealers. In Man-
chesters, however, the radio is exempt from
taxation. In Mississippi there is a
radio dealer's privilege tax. In
New Mexico there is a 2% tax on gross
receipts from amusements
specifically including broadcasting stations. In Oklahoma there is a
sales tax on "radiocasting."

In Tennessee radiocasting on broad-
casting stations graduated on a
power basis. In West Virginia
there is a 2% sales tax on broadcasting revenues.

Be Sure to Place NEBRASKA at the TOP of your
Spot Radio Schedules

NEBRASKA RADIO STATIONS OFFER:
1. Huge radio-minded audience
Nation's highest-income farm homes
Prosperous town-and-city homes
2. Phenomenally good results
Mail-order returns
Opening up new dealer distribution
3. Partial or complete state coverage
4. Unusually LOW COST

WRITE for complete market data and rates.
We shall be glad to supply ample proof of remarkably heavy
pulling power of these stations.
Send your inquiry to the association office, or to any
individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOWT</td>
<td>Omaha, Neb.</td>
<td>1230</td>
</tr>
<tr>
<td>KOWZ</td>
<td>Omaha, Neb.</td>
<td>1450</td>
</tr>
<tr>
<td>KOWL</td>
<td>Omaha, Neb.</td>
<td>1570</td>
</tr>
<tr>
<td>KOWX</td>
<td>Omaha, Neb.</td>
<td>1590</td>
</tr>
</tbody>
</table>

CLEVELAND 610 Kilocycles

JOIN THE PARADE!

What parade? Well, Station WJAY and its staff, escorted
by its 70-old devoted advertisers, will soon move to slick
brand-new quarters in Carnegie Hall, music and art center for
the town. Twice as much space as we've had, but honestly, we
need it, because for well nigh a year we've felt like Oliver
Hardy in Stan Laurel's pants.

Yessir, we're getting set, but lend us your shell-like ear while
we tell you that we couldn't im-
prove the product so we're do-
ning up the package—in this
case, the studios.

WJAY gets you more in-
quiries at lower cost than any
other station in the West. In
northern Ohio, then! Proofs
if you want them. Just write,
wire or phone.

Edythe Fern Melrose
Manager
87-89 Rockefeller Plaza, New York
Uncle Sam on the Air

(Continued from page 9)

April 9 on WNEW, New York, which is offering a weekly WPA Federal Theatre program. Highlights of Federal Theatre activities and dramatizations of current productions are broadcast.

Department of Agriculture EASILY the No. 2 government broadcaster after President Roosevelt (who as President commands time on the air practical whenever he speaks, politically or otherwise) is Morse Salisbury, Chief of Radio Service, Department of Agriculture. His perpetual-motion, you-and-me delivery six times a week is heard by millions who would rather go without lunch than miss the varied attractions of the remarkable pioneering NBC Farm and Home Hour, on a 50-station WJZ network.

The Department has been in the radio business ever since October 1925, when Frank Mullen, then NBC farm director, conceived and started the program. It supplement the network series by scripts sent to stations in all 48 states.

The Farm and Home Hour the Department regards itself as a sort of contributor of talent. The program consists of music and variety key-note from Chicago, shifts to Washington for news comments delivered by Hilmar Baukhage of the United Press and then is taken over for 15 minutes to a half-hour, as a rule, by the Department. Special events are included in the routine, such as the forest-ranger dramas on Fridays, the Post Office talks on Thursdays and farm organization programs on Saturdays.

A similar program, although only a half-hour in length, is the Western Farm and Home Hour broadcast on NBC Pacific and International bureau stations. On Fridays the Western segment of stations joins the main Farm and Home group for a half-hour of conservation programming staged by the Bureau of Biological Survey, a branch of the Department of Agriculture.

Mr. Salisbury acts as master-ofceremonies, weather diagnosticians and editor of speakers on the program. He has all his material in an easy-going style that has won him a wide following. Specialists on cows, blueberries, spinach, preserving, weather, cotton, livestock and other topics close to the farmer and his family are brought to the microphone.

A frequent guest is the Secretary of Agriculture, Henry A. Wallace, with other high officials of this widespread department often addressing their constituents. In these talks there occasionally is a definite New Deal deal a high-pressure oratory was directed at the Farm and Home audience as officials discussed the merits of co-operating programs and explained how the practice of continence by pigs would boost the farmer's income.

The Department's use of spot broadcasting—free time, of course—embraces 300 stations. Daily scripts, running up to seven minutes, are distributed. Where there are state extension officials cooperating the scripts are sent to them instead of the stations. The state specialists supplement the continuities with localized angles and the Department places station relations in their hands. County agents read the scripts in many cases.

Occasional questionnaires are sent to stations to determine if they wish to continue receiving the scripts but no effort is made by the Department to check up on stations.

A generous consumer of station time has been the Resettlement Administration, under Rexford Guy Tugwell, which has just concluded a quarter-hour RCA transcription campaign embracing 478 stations.

The drive was designed to install the resettlement message in the public mind. Discs were rotated among stations to keep down the cost.

Several years ago the Department's Food and Drug Administration broadcast two series dealing with the merits of packed food and drugs. The series were titled Read The Label and The Veteran Inspector. They were designed give consumers information on which they could judge the quality of packaged products.

The Treasury DISTINCTLY in the "free-time variety is the radio promotion of the U.S. Treasury Department." Last spring Secretary Henry Morgenthau sent some announcements to all stations with this request. The Treasury appreciates the co-operation on other similar occasions and will be grateful if you will broadcast the following announcements at convenient times to and including Wednesday, March 27.

The announcements told listeners how to go about exchanging their Fourth Liberty Loan bonds for new securities: bearing a much lower rate of interest.

Encouraged by these successes the Treasury determined to go in for broadcasting in a big way to promote the sale of small-denomination bonds. In the few weeks of the summer it distributed a series of quarter-hour transcriptions. If Congress passed the Treasury Department would start a second series.

Transcriptions were fed to stations through local postmasters at the rate of about one a week. As far as could be learned there were no rejections by stations.

During its bond campaign the Treasury used printed media, printing for most of the space. The Treasury right now is completing plans for a transcription series.

James William Bryan, director of advertising, Savings Bond Division, is in charge of Treasury radio activity.

Federal Housing FOR concentrated promotion of large and frequent doses, the Federal Housing Administration, led by Mr. James, has put into some of its veteran competitors for free radio time among the government agencies. It was Aug. 15, 1934, that the then Fe

Page 56
Housing Administrator, James Moffett, of Standard Oil fame, got out to sell the housing idea to the public just as he would sell I or cosmetics or any other standard product. In a radio ad on the NBC-WAF radio firm conducted by the Washington or, Mr. Moffett started the ball rolling.

Both momentum and size developed as the program got under way and within a few months early 600 stations were cheerful placing their time and facilities for the disposal of the FHA, which as assigned its radio activity to George T. Van der Hoef, Chief of a Radio Section.

Sponsors interested directly, indirectly or not at all in the housing subject were persuaded to insert FHA promotion in their network programs. Local stations had their Building, loan and service sponsors provide free FHA announcements. General Electric Company 26 Sunday programs on a nationwide NBC network. Straight commercials were written and distributed by FHA, soon developing to a thriving spot announcement service. Among network features is the Master Builder program on an NBC-WJZ network.

Emulating the Treasury, FHA recorded a series of 15-minute transcription programs with U. S. service bands providing musical interludes for talks on housing. These were sent to stations on a rotating basis.

Post Office Department

HE Post Office Department has ad its innings for some years on "From Farm to Home." The show being assigned a five-minute niche every Thursday. Department officials handle the broadsheets, the clamoring for them to read a five-minute script describing some branch of postal activity, with maybe a few mild plugs on the eleventh hour of the service or some gentle nods at listeners to mail early and frequent. Occasionally the Postmaster General appears for the five minutes.

Along about Christmas time the department suggests to local postmasters that they get their local stations to slip in announcements (sustaining) about getting parcels and the mails in plenty of time to avoid the last-minute crush.

John A. Brennan, Director of Rural Post, is in charge of radio activity for the Department.

Children's Bureau

TRICLY for the enlightenment of mothers is the Your Child series of the Children's Bureau, Department of Labor, which broadcast Tuesday, 11:30-11:45 a.m., on an NBC-WAF network. It is an information program and no frills are used to dress up or sugarcoat the facts presented.

Dr. Ella Oppenheimer, specialist in maternal and child health, usually delivers the Bureau's talk, with Mrs. Elizabeth Shirley Enochs, special writer, frequently taking over the microphone. Discussions consist of information on child health and upbringing, with no medical advice included. Occasionally social aspects of child welfare movements are reviewed.

The program has been on the air for forty-eight years. And years ago the Bureau broadcast a CBS Woman's Hour series. Prior to that the Bureau was on the air at a general weekly request a week for copies of the radio talks. A one-hour, Fishery, Standards and other branches of the Department contributed to the program. Effort was made by the Department to keep the series free of political propaganda.

"Washington says to clear both the Red and Blue networks for 9:15—the President has a confidential message to deliver to Congress."

But It Was True

A recent return to network broadcasting was made by the National Park Service of the Interior Department. The Service on Feb. 15 started Treasure Trails on an NBC-WJZ network, Saturdays, 5:30-6:15 p.m. The series began Feb. 15, skipped Feb. 22 and is scheduled for 13 weeks in all.

Dramatic presentation is used to lure the public to National Parks. Paid talent is employed on the unpaid time, including Lansing Hatfield and Helen Ault, vocalists, Isabel F. Story, editor-in-chief of the Service, is in charge of its radio activity. In other years the service was on the air with historical programs but this year the series gives the public colorful information about national parks. As a feature, the program is a spring feature, designed to plant a wanderlust among potential tourists as the travel season gets underway.

WIBA, Madison, Wis., on April 7 was authorized by the FOC to increase its daytime power to 5,000 watts.

"Let These Go to Market for You!

3 Stations, 3 Markets

One Low Rate!

These three stations go to market every day for numerous advertisers—and those who have used the "Missouri Triangle" know that their messages, going into these markets, bring home the bacon.

A test program will prove profitable to you.

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX  •  KWKC  •  WTMV
SPRINGFIELD, MO.  •  KANSAS CITY, MO.  •  E.ST.LOUIS, ILL.

April 15, 1936 • Broadcasting

**BASKETBALL SPONSORED** — Denver Chevrolet dealers bought the national AAA basketball championship tournament in that city recently. Here is the KFEL-KVOD crew in action at the championship games. Left to right are Mark Crandall, Frank Bishop, Paden Veatch, Joe Myers, Maurie Peck, in the midst of a broadcast.
New Business

GENERAL MILLS Inc. Minneapolis, March 26. June 1 starting program on 29 OBS
stations, Mon. thru Fri., 10-11 a.m., on NBC. Agency: Blackett-

TUDEBAKER SALES Corp. of
merica, South Bend, Ind. (auto)
your 1 starts program on NBC
stations, Fridays, 10-10:30 p.m.
with repeat at 1 a.m. Agency: jWalter
Williams & Cunningham Inc.,
chicago.

TANDARD BRANDS Inc., New
York, on April 15 starts program on
7 NBC-WFAI stations, Saturdays,
9:30 p.m. Agency: J. Walter
compson Co., N.Y.

UART SALES Co. Ltd., San Fran-
sisco (Cream of Milk Facial Cream)
April 26 starts for 15 weeks The
Passing Parade with John Nesbit,
mentor, on 5 NBC-KPO at-
tions, Saturdays, 9-9:15 p.m. (PST).
agency: Howard Williams Adv.
ency, San Francisco.

UART SALES Co. Ltd., San Fran-
sisco (Cream of Milk Facial Cream)
April 19 starts for 15 weeks The
Passing Parade with John Nesbit,
mentor, on 12 CBS-Don Le
etwork stations. Sunday, April 19,
7:15 p.m.; Wednesday, April 22,
9:15 p.m.; Thursday, April 30,
8:15-8:45 p.m., and every Thursday
hereafter at the same hour (PST).
agency: Howard Williams Ad
cy, San Francisco.

JAY JEWELRY Co., San Francisco
(Jewelry), on March 28 started for
3 weeks The Key Matinee on NBC
(CPO), Sundays, 2:30-2:45 p.m.
agency: Sidney Gardavel
Agency, San Francisco.

New York Bell Spots

NEW YORK TELEPHONE Co.,
New York (toll rates) began a
series of stationary break-time signals
and one - min u n e a n n o u n c e m e n t s
over seven New York stations
January 1. On WAEF and WJZ time
signals are being used to tell about
the low-rate toll calls after 7 p.m.
weekdays and day Sunday [See
BROADCASTING April 1]. In the
VOR-Martha Deane program,
free times a week, a participation
has been bought, and 15 an-
nouncements are being made each
week over WIBX, WGY, VGR, WSYR and WHAM, Batten,
Hartman, Durstine & Ostron Inc.,
New York, has the account.

Colgate's Goldberg Shift

COLGATE - PALMOLIVE - PEET
Co., Jersey City (dental powder)
April 13 shifted its CBS Gold-
shift show to a 11-11:15 a.m.
spot on New England stations only.
The rest of the network will be
ed at the regular time 5:45-6
until April 27, when Day-
light Saving goes into effect. The
New England net will continue to
ceive the program in the morn-
ging, but the rebroadcast to the
East and Midwest will be given
2:15 p.m., EDF, Benton &
ollies Inc., New York, has the
account.

More Network Programs
Suspended for Summer

PROGRAMS signing off national
networks for the summer, in addi-
tion to those listed in the March
15 and April 1 issues of BROADCAST-
ing, follow:

NBC
Better Speech Institute of America, Chi-
ngo (grammar instruction) with Your
English, Sundays, 3:30-11:55 p.m., April 19
(WJW).
George W. Luft Co. Inc., Long Island
City (cosmetics) with Jimmy Fisher
Hollywood Gossip, Tuesdays, 10:30-
10:45 p.m., April 21 (WFAI).
The Texas Co., New York (Texaco)
products with The Texaco-Firechief
program, Tuesdays, 9:30-10 p.m., April 21
(WFAI).
Laurus & Brothers Co., Richmond (Ed-
worth tobacco) with The Corn Cob Pipe
Club, Wednesdays, 9-9:30 p.m., April 22
(WJZ).
F. W. Fitch Co., Des Moines (Fitch
shampoo) with Wendell Hall, Fridays,
1:16-8:30 p.m., April 24 (WJZ).
American Tobacco Co., New York
(Lucky Strike cigarettes) with Carl Hof
orchestra, Saturdays, 10-11 p.m., April
26 (WFAI).

MBS
Axtor-Fisher Tobacco Co., Louisville,
Ky. (Spald cigarettes) with Tex O'Byrne,
Tuesdays, 11-11:30 p.m., March 31.
Mennen Co., Newark (shaving prepara-
tions) with Jury Trials, Sun.,
10-10:30 p.m., March 30.
Lutheran Laymen's League, St. Louis
(religious) with Lutheran Hour, Sundays,
1:30-2 p.m., April 12.

CBS
Julian & Kokence Co., Chicago (Foot-
saver shoes) with Musical Footnotes,
Sundays, 1:30-1:45 p.m., April 5.
Ford Motor Co., Detroit (Lincoln Zephyr
motor car) with Joe Manansares and his
Southeast Americans, Sundays, 2:30-3 p.m.,
with rebroadcast to West Coast 5:30-4
p.m., April 12.
William Wrigley Jr. Co., Chicago (gum)
with Myrt Marge, Monday through Friday,
7-7:15 p.m., with rebroadcast to mid-
west 11-11:15 p.m., April 15.
Fonpean Co., Bloomfield, N. J. (cos-
metics) with Jerry Cooper and Ted
Roy's orchestra, Tues., Thurs., 12:15-
12:30 p.m., April 23.

General Mills Inc., Minneapolis (Wheat-
ies) with Jack Armstrong, Mon. thru
Fri., 1:30-1:45 p.m., with rebroadcast
6:30, April 24.
Coca Cola Co., Atlanta (soft drinks)
with Ray Noble orchestra, Wednesdays,
9:30-10 p.m., April 25.
Ford Motor Co., Detroit (motor cars)
with the Ford Sunday Evening Hour, Sun-
days 6-7 p.m., June 26.
Plymouth Motor Corp., Detroit (motor
cars) with Ed Wyn, Thursdays, 9-9:10
p.m., May 7.

LUTHER WEAVER, Luther Weaver &
Associates, St. Paul, is conducting
a 17-week spring course in radio
script writing at the University of
Minnesota.

BULLETIN

MRS. LOUIS TITTERTON, wife of NBC's
literary rights department, was
murdered by a mysterious in-
truder in her home at 22 Beek-
man Place, New York, late in
the afternoon of April 10th.
Mrs. Titterton, who was a
well-known writer under the
pen name of Nancy Evans,
was attacked and then stran-
gled to death. Her husband,
who also manages NBC con-
tinuities, was in Radio City at
the time of the murder, and
had spoken to her over
the telephone only a few hours
previously to make a bridge
gagement with friends.

THANKS, BETTY MOORE
-the Carolines appreciate your
interesting, helpful tips on interior decorating, and you
are being listened to regularly in more
than 150,000 WPTF homes.
Let us send you folder and
other data about WPTF.
Represented Nationally by F. J. & F.

We like CONTRACTS!
They speak better than anything else—
(so we believe)—of the popularity and
pulling power of a radio station. For
April, May and June of 1936 — local
and national spot advertisers have signed
for more broadcasting over Station
WEEI than for any previous three
months in our history. Since a majority
of them are advertisers who have used
WEEI before — we can't help but believe
that the reason is

RESULTS

free!

April 15, 1936 • BROADCASTING

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www.americanradiohistory.com
it sells our representatives on the fact that their company is 100% back of them so that when they start out Monday morning they know that the doors have been opened to them in thousands of American homes.

Something New

A NEW SERVICE inaugurated by Real Silk permits the prospective wearer to approach very closely to the custom made method of buying her Real Silk hose.

Milday is asked to make, in the privacy of her own boudoir, five measurements before ordering her stockings: Girth at the ankle and calf and the thigh, as well as the length of her foot and the length she wants for her stockings. She is asked to give these measurements with her order and in return, will receive what is as near as possible to custom made hose without actually being just that. It is called the "personal fit" method of selling.

This new angle will be carried on all Real Silk broadcasts, and "Personal Fit" is the new trade name for the product.

ON KFQ, St. Joseph, Mo., Hirsch Bros. Department Store announced on a Sunday program its 45th anniversary with a store-wide, speakers depicting conditions as they were at the time the store was founded. Stories of the period were described and the story of St. Joseph in the early nineties was unfolded with a background of music popular at that time.

EVEN MINUTE IS SELLING TIME ON
WBAL
From Seven A.M. to closing call letters, WBAL's selling messages find a ready, active and prosperous audience.

3,800,000 prospective buyers in the Heart of Maryland and the territory served by WBAL are ready and willing to buy your product.

10,000 Watts
WBAL
Baltimore
You Sell Maryland When You Buy WBAL
National Representative
Hearst Radio

Political Methods Radically Changed by Advent of Radio
Leather Lungs Superseded by Skill Says Dr. T. H. Reed

A COMPLETE change in the technique of political campaigns has been effected by radio, with its power as a means of mass influence, according to Dr. Thomas H. Reed, chairman of the Committee on Civic Education by Radio, whose recent study of "Civic Education by Radio" has just been published by the Radio Institute of the American Institute of Arts, conducted by Philco Radio & Television Corp.

One of radio's greatest achievements, according to Dr. Reed, has been "to put leather lungs out of business." "The radio audience not being a mass audience," he says, "is not to be influenced by bellowing, arm waving, or even by any of the subtler physical arts by which a speaker sways a crowd.

The radio audience is made up of myriads of individuals and small family groups, one likes violent noises in his living room, and even small noises reach portentous volume. They emerge from a "loudspeaker".

"The mere strength of wind and nasal resonance have ceased to be factors in putting to the masses an advantage of democracy. Today any man who has something to say, and can make a chance on the air, can say it to his countrymen without regard to whether his voice is a light tenor of a rumbling bass."

Open to Everyone

IN THIS RESPECT, Dr. Reed gives credit to the American broadcasting system for the degree to which the air is open to the expression of varying opinions. Speaking from experience gained during the presentation of approximately 200 broadcasts sponsored by the Committee on Civic Education by Radio, he reports that there has never been any attempt on the part of the broadcasting companies to limit freedom of speech on these programs.

"To be without a radio," Dr. Reed continues, "is to be cut off from the most persuasive of all means of public discussion, because the radio brings to us as no other medium ever has, the currents of world opinion in the living words of its most important citizens."

Radio, he believes, presents an opportunity for everyone, who does not deliberately shut his ears, to form his own opinions on public questions. This, however, requires a knowledge of what is on the air and intelligent listening to worth while educational programs.

"We must learn to use the radio in education by using the radio for education," he concludes. "The technique of speaking and listening must advance together. Civic education by radio has just begun. We are in a formative period. We are beset with fears as to what may happen if the Herald's Horn resounds too potently to the lips of demagogues. We are groping for means of calling young and old to listen to wisdom, experience and authority instead of recklessness and folly. One thing is certain: That the public will listen — to whom is the question.”
Fried Lizard

**YOU'VE heard of "bugs" in a radio transmitter, but lizards are something new.** At KGMB, Honolulu, one of the problems of the technicians is to keep tiny lizards from getting themselves cooked in the transmitter. The lizards, only two inches long when full grown, are welcome guests at the station because they eat mosquitoes, according to Gene Goldrup, chief technician.

Last month WLAC was booked up to capacity on spot announcements, necessitating our returning further proffered contracts, painfully though it was.

But the sunny side to that picture, aside from the actual contracts run, was the evident fact that our station was pulling so well for spot advertisers that we couldn't take care of all the customers.

**Today's tip:** If you have spot announcements to run in the prosperous Nashville territory, don't write — wire

---

**WLAC**

5,000 watts

NASHVILLE, TENNESSEE

J. T. Ward, President

Member Station

Columbia Broadcasting System

Paul H. Raymer Co.,

National Representatives
Canadian Officials Describe Control At Radio Hearing

By JAMES MONTAGNES

While radio listeners are buying new $2 licenses with the beginning of the New Year, Ottawa is being asked to pass a law. A minister is listening to Canada's radio morguls tell their story to a Parliamentary Committee which received a submission from the Government Department of the Post Office, which has been given control to private broadcasting from Marine Minister C. D. Howe before its hearings opened.

Radio Commission Chairman Hector D. Howe has been the only witness to testify to the committee and informed the committee that lack of finances had been the main reason for the broadcast of the Aird report of 1929 had not yet been completed. At one time $250,000 had been loppped off the actual appropriation ($1,300,000) without consultation. Commission employees were not on the permanent civil service staff, he continued.

Many listeners were not getting the service they were entitled to, and entertainment to which they were entitled; his request to the commission with powers of a corporation to control the service. The member of the day; he had been against appointment of a general manager, but the promise; he had acted as chairman and general manager as well. He stated that the present broadcasting set-ups had the most important branches of the public service. Political broadcasts during the last election were whispered in the ear, he also mentioned his ideas in the member of the day. The "Mr. Sage" broadcast were less objectionable and were advertised as political party sponsored broadcasts.

Cost of Talent

There was objection to the cost of talent being used by the Commission, because of the highly competitive nature of the business. The Minister Home told the committee. Because musicians were highly temperamental and given to exaggeration of their fees, Howe said. Charolais had had an experience in the highest not debate or make public fees paid musicians. Explaining his theories, he pointed out that with payment of radio talent made public, running a Radio Commission would be just one continual brawl.

The corporation mentioned in the draft bill given the committee by Minister Howe had added that with a three man Commission. There would be seven directors and a general manager, the corporation would take over all assets of the present commission and undertake national broadcasting under a licence of the Minister. The control of private broadcasting stations, now under the Corporation, would be handed back to the minister, and he would consult with the corporation. Control of at 11 o'clock, hours, of broadcasting, advertising, censorship, would all come under the minister's control, with advice from the corporation. The directors would be government appointed, representing the Province.

King Features Assigns 14 Comic Strips To Sales Firms for Radio Sponsorship

KING FEATURES SYNDICATE Inc., has distributed 14 of its 20 newspaper comic strip features to five New York radio production firms, in a set of exclusive agreements for radio adaptations. These firms have been given six-month contracts to handle the comic strips that are aired on only an exclusive basis. The radio rights to these comic strips have been allotted as follows:

William Morris Agency will handle Inspector Wade, Flash Gordon, Ace Drummond and Blondie. Columbia has already sold Tim Tyler's Luck, to be sponsored by Edgar P. Lewis Inc., Nulden, Michael (Andy) beginning April 27 over WBZ-WBUA; this show will be a quarter-hour studio feature written by Joe Crogs of the Chase firm and it will be heard three time a week for 13 weeks, with the consensus of other lines.

D. Howe and Associates, the agency of Louis Glaser Inc., Boston, is the agency for the program.

The Chase firm also has exclusive rights to sell Little Annie Rooney and Mandrake the Magician. World Broadcasting Syndicate is noted that the syndication of Cleveland Chase, one of Little Annie Rooney and the other a complete 15-minute script.

As mentioned in the column to handle Tittle the Toiler Joseph M. Burnett will agent Bringing Up Father, Mr. Wizard, The Little King. Negotiations are now under way for Radio Events Syndicate to set being agents for radio adaptations. This firm has been given an option on the radio rights to Popeye, which it had on the air over the Mutual WEAF network last season for 29 weeks, until Sept. 1 when it expects to return to this same network. It will also clear Popeye with NBC to reserve time for this client.

CBS has exclusive radio rights to Beatrice Foxlaw, love-lorn columnist, and an unannounced concern is now considering her sponsorship. CBS, of course, has an exclusive tieup with King Features to bring to the microphone such personalities as the Cast of Flash Gordon, who was heard on the Sunday night Freddie Rich Penthouse Party. Other King Features radio programs are E. C. Segar, the man who draws Popeye, and Dick Hyman who draws Bluto, Charley, and, of course, of Flash Gordon, who was heard on the Sunday night Freddie Rich Penthouse Party. Other King Features radio programs are E. C. Segar, the man who draws Popeye, and Dick Hyman who draws Bluto, Charley, and, of course, of Flash Gordon, who was heard on the Sunday night Freddie Rich Penthouse Party. Other King Features radio programs are E. C. Segar, the man who draws Popeye, and Dick Hyman who draws Bluto, Charley, and, of course, of Flash Gordon, who was heard on the Sunday night Freddie Rich Penthouse Party.

California Legal Group To Study Court Program

A COMMITTEE of three to investigate the feasibility of California state broadcasts in keeping with the dignity of the court, which would not lessen public confidence or interfere with the administration of justice, has been appointed by T. P. Wittschen, president of the State Bar Association of California. This was revealed in San Francisco following a conference March 30 in San Jose, Cal. of 10 representatives, members of the San Jose Junior Chamber of Commerce traffic committee which sponsors broadcasts over KQW, and Police Judge Percy O'Connor, from whose court broadcasts originated under the resolution of the State Bar board of governors.

The committee includes Claude Minard, secretary of the board of governors, State Bar; Dudley King, 814 U.S. Attorney, secretary on Administration of Justice, State Bar, and former Senator Herbert C. Jones, member of the board of governors.

Minard pointed out that there were many objections to the present methods of broadcasting, the principal one being that it impede the administration of justice. In any court proceedings of any nature whether trials or any judicial proceedings are of no assistance to the court and its officers in the performance of duty.

NBC constructs the all-time market record, NBC endures in $244 million in earnings for the year just ended. Its return of $8,000,000, achieved March 31, as an indication of the return of prosperity.

To Give Greater Value!

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answer your filing and library needs is neat and convenient. It is bound like a book—looks like a book—very respect except that you can snap each current issue for a yearto-into the cover and remove it when. The narrow binding wire does not cut or mutilate the copies anyway.

$3.00 POSTPAID

(Your Name In Gold 25c Extra)

BROADCASTING

National Press Bldg., Washington, D. C.

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BROADCASTING • April 15, 193
HEATTER’S 15,000 WORDS
Waits and Waits, and Talks and Talks, as Delays
Mark the Execution of Bruno Hauptmann

GABRIEL HEATTER, WOR and MBS commentator, was prepared for a 15-minute broadcast, his regular 8 p.m. spot, on the night of April 3, when Bruno Hauptmann was executed. Before he finished talking, however, Heatter had spoken 15,000 words.

At 7:50 p.m. Heatter and Johnny Johnston, WOR press public relations director, went into a nearby hotel room where a Transradio machine had been set up to provide a double-check against a planned outside signal from the death house that the execution had taken place. Ten minutes later Heatter was on the air, talking and waiting for Johnston to pick up the signal at a window. For 12 minutes he gave his prepared continuity. When this ran out, he kept on talking, on orders from Jules Seibuch, program director.

Fortified with a background of trial coverage, Heatter dipped deeply into Flemington incidents as he talked and talked. Not until 8:48 did he get the Transradio signal and his own prearranged outside signal. Hauptmann had died at 8:47 3/4 p.m. Heatter waited 30 seconds to weave the announcement of the execution into his narrative like this: “Bruno Hauptmann has been executed—good night.”

JOHN J. KAROL, CBS director of Market Research, gave a talk April 13 on “Measuring Radio Circulation and Results” before the Marketing and Advertising Institute of the University of Toledo School of Business Administration.

Blade Account to Add
CONSOLIDATED Razor Blade Corp., Jersey City (razor blades) are currently using two one-minute spot announcements each week over WINS and WMCA for a period of 26 weeks. More stations will be added from time to time and the frequency of the announcements will be increased. W. I. Tracy Inc., New York, is agency.

DRACKETT Co., Cincinnati (Drano cleanser) will use a series of 52 quarter-hour WDBC disc programs titled Peggy at the Telephone on a yet unselected group of stations. Ralph H. Jones Co., Cincinnati, has the account.

GANG PLANK! SHOW BOAT—nightly over 150,000 Carolina homes (WPTF listeners) are always eager for the SHOW BOAT’revival of the picture they can climb aboard! Let us send you Folder and other data about WPTF Represented Nationally by F. J. & F.

The Only CALIFORNIA Network
INTENSIVE COVERAGE OF THE 4TH MARKET OF THE NATION

BUYING
ONE MINUTE OR ONE HOUR
LIVE TALENT—OR TRANSCRIPTIONS
The facilities and strategic locations of the Don Lee Network Stations give the advertiser the only localized circulation of the important markets of California.

Network popularity plus local prestige, COVERAGE WITHOUT WASTE

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Don Lee Broadcasting System
San Francisco Office, 1000 Van Ness Avenue

April 15, 1936 • BROADCASTING
Stations Aid in Storm and Flood

(Continued from page 12)

wave affiliate, were relayed to flood areas.
Manager William A. Clark of WQCO, Cincinnati, offered its facilities to City Manager Dykstra.
As the Ohio River rose, broadcasts were made by reporters of the affiliated Cincinnati Post. Flood information was also broadcast by Capt. Tom Greene, veteran Ohio River expert.

Radio Saves the Day

WADC, Akron, came to the rescue of the local Red Cross chapter when its drive for funds appeared to be a hopeless failure. Allen T. Simmons, owner of WADC, organized a campaign to raise the $12,000 quota when Red Cross officials had decided they would be

For Rent

EQUIPMENT

Approved equipment. RCA TMV - 75-B field strength measuring unit (new), direct reading; Astatic Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

* ALLIED RESEARCH LABORATORIES
260 East 161st St.
NEW YORK CITY

WOW Listeners Got the Story of Pittsburg’s Flood In the Making!

March 19th, 1935.®

Dear Mr. Mayor:

You were "strapped" "em with your direct long-distance conversation with Thomas Dunn, Commissioner of Public Safety at Pittsburg, during your 10:30 News Tower shift! More power to you, and congratulations!

Never miss your late broadcast if I can help it, and hope to hear you continue NEWS WHILE IT’S HAPPENING.®

Raided again
Yours very truly,

Lester on File

John Blair Co., Representatives
New York, Chicago, Detroit.
San Francisco

ON THE N.B.C. RED NETWORK

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Harvey, the Pittsburgh Chamber of Commerce, and Major Lenox Riley Lohr, NBC president, the program embraced the history of reconstruction and advancement and a parade of nationally known figures. Stories were brought by radio from WCADE and switched at intervals to other metropolitan centers for salutes to Pittsburgh.

Honor for Amateurs

John W. PATT, manager of WGAR, Cleveland, decided to move to organize a series of commercial programs lauding amateurs involved in the flood, with the proceeds to be turned over to the "hams" for their entertainment. WJEI, Hagerstown, Md., gave listeners a vivid word picture of the Potomac flood from the Washington-Berkeley Bridge at nearby Williamsport, Md., and the damage being done at that town. As soon as the waters started to rise and was received that they were due to continue, an engineer and two announcers hurried to the scene, were turned over to the "hams" for their entertainment.

Red Cross Radio Plan

A SERIES of dramatizations of Red Cross activities will be offered in disk form to radio stations when the American Red Cross campaign starts this spring, stations to be asked to donate time in behalf of its relief activities.

JOHN C. DRUMMOND, formerly on the staff of WOCL, Jamestown, N. Y, local station.

Georgia Tornadoes

Covered by Radio

WSB and WMAZ on the Job - Two Twisters Strike the State

WSB, Atlanta, went to the rescue of Gainesville, Ga., blown into bits by the April 6 tornado, worst Georgia’s history, sending out a call for doctors, nurses, undertakers, police and others needed for the emergency. WSB schedule was abandoned, and Gainesville news was given the right-of-way. Lists of victims were broadcast as they were received.

A remote crew plowed its way to the wrecked city and provided eyewitness information. Lambdin, WSB general manager, described the station’s coverage as the most complete disaster service in its history. WSB facilities were thrown open to the Red Cross and other recognized relief agencies.

Two Twisters for WMAZ

WMAZ, Macon, had two tornado experiences. The first, at Cordele, Ga., in the South, was covered by President E. K. Cargill at John G. Preston, who went to the scene in the WMAZ remote truck.

Cargill got permission from the telephone officials at Atlanta to use one of the two Cordele-Macon circuits which were still in commission for a five-minute broadcast but Macon officials refused a while to continue.

The second twister struck Gainesville, 100 miles North of Macon. When false reports were circulated about the path of the storm, WMAZ reassured Macon residents that they were not in danger.

Bomb Radio Man’s Home

MONROE F. RUBIN, one of the stock owners of WJAY, Cleveland, Ohio, and his wife and three children narrowly escaped injury April 9 when a bomb exploded on the roof of their Cleveland home.

He blamed burglars for the outrage, asserting that it was done due to the “Ghost Reporter” program carried on WJAY.

The “Ghost Reporter” is an anonymous person who has been conducting an anti-vice crusade over the station.

OMBROADCASTING • April 15, 1935

FREE!
See Page 2

WOW
OMAHA, NEBRASKA
“Covers the Nation’s Breadbasket”

March 19th, 1935.

Dear Mr. Mayor:

You were "strapped" with your direct long-distance conversation with Thomas Dunn, Commissioner of Public Safety at Pittsburg, during your 10:30 News Tower shift! More power to you, and congratulations!

Never miss your late broadcast if I can help it, and hope to hear you continue NEWS WHILE IT’S HAPPENING.

Raided again
Yours very truly,

Lester on File

John Blair Co., Representatives
New York, Chicago, Detroit.
San Francisco

Page 64

SHADOWGRAPH HALF TONE and four other Special Reproducing Needles for playing back all types except Vertical Cut (Hill and Dale) transcriptions.

Steel CUTTING NEEDLES for Acetate—moderately priced

PHONOGRAPH NEEDLE MFG. CO., INC.
42-46 Dudley Street,
Providence, R. I.
WBIG's Tale of a Twister
(Continued from page 12)

stimated the wind velocity inside the cone itself was 400 miles an

Let Earl Allison, chief engineer of WBIG and only one of the staff actually to see the tornado as it approached, tell how the station took the first step into the biggest job it had ever done.

"From the control room window 3 stories above the street, I saw a cloud of dust 200 feet high, enveloping the street. The dust soon took on a uniform shape, resembling smoke from a loco
tive on a hot, breezeless summer day. Then, in a cone shape it swept down West Lee Street with terrific speed. It was so dark I couldn't see the damage being brought except the flying of debris and wreckage, the arcing of high voltage transformers, and an explosion which illuminated several blocks. The tornado grew in size as it progressed along its path. As it sped east
ward, I became engrossed with the activities of the transmitter. The siren went off at 7:15 p.m., and while I sat for it I got through reports of the tornado to Ernie Smith, program director."

Light and power service was restored momentarily and thereafter at 32 p.m., 20 minutes after the storm broke, WBIG gave a gasp of relief for Greensboro's first news of a disaster.

Ernie Smith flashed the first warning. Jack Gleason used the telephone facilities to call the hospital, ambulance companies, fire companies and the police and within a minute sirens wailed that the work of rescue had begun. Smith gave another news flash and for thirty minutes continued to build up the graphic details as they were gleaned by news workers from every available source. Shortly after 8 p.m., power and lights failed again and for over two hours the station was mute. It was a scene of disharmony. Information was received and classified. Organization was perfected to permit an efficient service. The power should be resumed. Announcer Bill Parker, engineer Earl Downey and control man, L. A. Hamrick worked their way into the heart of the area of destruction and prepared facilities for a broadcast from that point.

Major Edney Ridge, manager of the station, was 30 miles away in Winston-Salem when the storm struck. He was summoned and arrived just as lights flashed back and WBIG went back on the air. He took immediate command and saw that contact was first made with other stations and with the city's news correspondents in New York City.

At 11:40 p.m., WBIG began its broadcast from the center of the storm area. For three hours, Ernie Smith, Bill Parker and Jack Gleason took turns with the hand microphone in trying to describe the indescribable. The wreckage was pictured. Actual rescue scenes were described as men, women and children were pulled from the ruins.

The bitter cold which followed on the heels of the storm made this job all the harder to accomplish. This direct story was interrupted at times, for studio broadcasts organizing the civic resources for immediate aid to the devastated area.

Hospitals were notified of impending needs, national guardsmen were informed of the call to duty, boy scouts and girl scouts were notified their services would be needed, rooms were secured for the homeless who were under care of the Red Cross and the Salvation Army. American Legionnaires and Veterans of Foreign Wars were called out for duty, the fire and police departments were aided in transmitting public messages and instructions. Out-of-town residents were notified of the safety of friends and relatives, the telephone and telegraph companies were assisted in delivering messages.

The entire staff remained on duty throughout the night and for a 24-hour period while the program switched back and forth between informative and organization phases.

The day after the disaster found both phases in full progress. In addition the station had fully planned and inaugurated its program of appeals for outside assistance and had offered its facilities for contributions. Advertisers made outright gifts of their time.

Twenty-five newspapers in the Piedmont area of North Carolina, who had participated in a regular program, Our Neighbors, for some months, were named agencies for collection of out-of-city funds. They served efficiently. Contributions poured into the station itself and in brief time over $10,000 was received.

"An invaluable aid," said Eli Oettinger, president of the Greensboro Chapter of the American Red Cross. "You carried the news of distress to thousands and brought us immediate donations of funds, food and clothing which we could not otherwise have received," said N. S. Calhoun, treasurer of the Red Cross funds.

In the ensuing days WBIG was a major factor in constructing the local budget for $50,000, for immediate relief of suffering. Thereafter it performed a signal part in securing a substantial amount for rehabilitation of those homeless and without means to house themselves.

Radio Station Representatives
WALTER BIDDICK CO.
565 Chamber of Commerce Bldg., Los Angeles
1233 Broadway, San Francisco
1058 Exchange Bldg., Seattle, Washington
619 Clifton Blvd., Denver

A NEW DEPARTMENT...

Transco takes more than ordinary pride and pleasure in announcing that Clyde L. Woods has arrived in Hollywood to take charge of its new Department of Station Relations.

Radio people everywhere know of Mr. Woods through his activities as Commercial Manager of WGAR and later WJAY. More recently he has been a radio account executive with Humphrey, Rentlue & Associates, a Cleveland agency.

His varied capabilities in the field of radio will be fully utilized in organizing and conducting the new Department of Station Relations which will combine all the work the Radio Transcription Company of America has to aid and assist client stations in merchandising their programs to local sponsors. It will incorporate many new ideas and methods so that broadcasters may more efficiently and successfully sell programs to the sponsor and he, in turn, can market his merchandise.

Mr. Woods' services are at the disposal of present and potential clients of the organization. You will hear from him at any time you desire and we do not deal with you if you have any problems that are particularly pressing or urgent.

Boy

What a Kick!

It's a downright shame that it took something as devastating as a record-breaking flood to clear the "sleepers" out of some folks' eyes and set them right on just how important radio broadcasting is to the country.

To have had the opportunity of a lifetime to serve four million odd listeners in a time of unprecedented peril thrilled us beyond measure. Boy, oh boy! What a kick! But long before the 1936 flood struck our peaceful Ohio River shores, WWV had been doing things to earn the right to the title "The Friendly Voice from out of the Hills of West Virginia"! That's exactly why we were able to meet the emergency with such overwhelming results. Folks know us—believe us—and respond to our urgent pleas for help.

These same friendly WWV listeners respond in much the same manner to our "commercials". And that ought to be really good news for every advertiser interested in talking to the folks in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives:
H. McGUIVRA
405 Madison Ave., New York
JOHN KETTLEWELL
Palmetto Bldg., Chicago

Columbia Station

Radio Transcription Company
HOLLYWOOD OFFICE 1509 N. Vine Street
WASHINGTON, D.C.
CHICAGO OFFICE 666 Lake Shore Drive

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April 15, 1936 • Broadcasting
Story of Service Marked Activities Of KDKA in Flood

Among our RADIO TUBES
FREE CATALOG
Company-Owned
and -own
Washington, Engineering.
JOBS
of these
Telegraph
in any
young
detailed
Radio
Patents
for
in
the
phase
of
radio
ENGINEERING.

To

Radio Executives
who require the services of
Technically Trained
Radio Engineers:

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

WEEI to Be Moved

AS SOON as CBS takes over WEEI, Boston, it will seek a new site for the station's transmitter in lieu of the present location at Westwood, just outside Boston. The property was leased from an official CBS source, which added that CBS engineers will shortly begin surveying for the new site. WEEI operates with 1,000 watts on 590 kc., but it is planned to install a new 5,000 watt plant.

a.m. March 21. Even with no light, the station carried on aided by candles, oil lamps and flashlights, the only serious interruption occurring in the electrical transcriptions and other recorded programs. There being no current, the turntables were useless.

Heat had been the first to go. It was turned off at 4:15 a.m. March 19 and as outside temperatures hovered at freezing and lower, the staff at KDKA gathered in the foyer for what warmth remained there. With permission of the insurance company, the Grant Building supplied half-a-dozen electric lamps and these were the only source of heat until Tuesday, March 23. Electric current to supply a few light outlets in one studio, control room and foyer, was supplied by an emergency motor-generator unit hurriedly set up in the basement. It went into operation at 9:05 p.m. March 18, and was the only light until the light company restored the usual current.

All of the members of the KDKA staff were at one time or another engaged in emergency duties during the flood period. Shifts were set up so that about half were able to remain until the sign-off at 1 a.m. Even with shifts established, however, many of the staff worked from 12 to 18 hours daily.

The Only Contact

With communication facilities throughout the flood stricken areas almost totally wrecked and with local newspapers unable to print at their own plants, KDKA fell into the position of being the only contact between Pittsburgh and the outside world.

Working closely with the American Red Cross, the station was a clearing house for messages regarding food, clothing and medicine both from and flooded areas.

The station was used as a mouthpiece of city, county and state officials, and officials of water and power companies. Reports from these sources were read and repeated throughout the day, and in many cases the officials themselves came to the studio to personally delivered news, warnings or reassurances.

It is estimated that 4,300 messages were sent over the air for the studios during the flood and the early rehabilitation period. With the exception of appeals for help, and offers of homes and supplies all important statements were made by the various officials and received from official sources as to city and state departments; health, public safety department; governor's office and executive offices of the city of Pittsburgh.

Not a Silent Moment

NOT ONCE during the flood per was KDKA off the air. From its new studios the Grant Building, flood lights were used to call the attention of the public to the situation. The company's stores were closed to all but important statements of the Red Cross and warnings were received from official sources as to city and state departments; health, public safety department; governor's office and executive offices of the city of Pittsburgh.

And again, when a call issued by doctors in charge of the emergency children's hospital the McKees Rocks "Bottoms," call for emergency lighting via - it was thrice answered within an hour.

With the staff of KDKA stationed at the 20 WEEI radio telephone and typewriter operators, a systematic message service was established. To 4:30 p.m. on March 18, ten trunk lines into the KDKA switchboard were constantly handled by the third of the evening staff of ten. But at 4:30 p.m. the switchboard went out and service was at a standstill.

By 9 o'clock the next morning three of the trunk lines were functioning, and within three hours ten were in operation. Outgo calls to WEEI, the public and the citizens of the area, were permitted. By noon Sunday, co.

Hawaiian Island Radio Coverage does not cost—IT PAYS. Watch the May 1st issue of BROADCASTING for full-page announcement.
service was restored. During worst days of the flood, the red was constantly lighted with warning calls from 9 a.m. to 1 p.m.

Calls of many descriptions were
b lired. But chiefly they con-
dited to chiefs for
pup tions; appeals for aid; offers of
es for refuges; donations and en-
ls with localities for
ed and officials warning
regarding health, safety and

light. Many of the speakers who ap-
p at the studios for broad-
 mercials were Governor Earle of
sylvania; Mayor McNichol of
; Dr. M. A. Myers, rector of the
d of the city department of
 and Dr. W. J. Dunn, director of the
d of public safety; Jacob Shoguld, as-
s of the Pennsylvania station, and

xury, national Red Cross rep-
titive in charge of relief work
burgh. Messages from
officials also were read as a
station. Among those from
d state department of health;
d County courts; Red
headquarters; and various
ical and semi-public institutions.

Approximately 200 messages re-
 at KDKA were destined to the
Cross, and these were
red to local headquarters
ly by Boy Scout messengers.

The coming flood period will never
but letters congratulat-
t the work the
were here to do.

Reception of the
County and Beaver count-
struck by the electric current failure of a
t of three days. However,
ities outside the city were
supplied by other power com-
ies, had uninterrupted
and even in the affected
hundreds of batteries
so receiving sets were placed in
and throns gathered at

perhaps the general sentiment
cking KDKA's part in the
aster may best be summed up
iquoting an article from the
: Dispatch - H e r a l d : 
coy radio station in his-
human in the common
ardly as KDKA of Pitts-
ring the last few days . . .
 the lion has operated 24 hours a
ting flood bulletins, acting like
as a clearing house for all
of the Pittsburgh area, and
staff notifies a flock of orchids.
**Applications Granted:**

- **WVBD,** Covington, Ky.--Grant new temporary license to assign new antenna, to increase from 1 kW to 10 kW D.
- **WMAC,** Lawrenceville, Ga.--Grant new temporary license, to increase from 100 kW to 500 kW D.
- **WCHR,** Leavittsburg, Ohio--Grant new temporary license, to increase from 200 kW to 1000 kW D.
- **WSHOP,** Morgantown, W.Va.--Grant new temporary license, to increase from 100 kW to 1000 kW D.
- **WZGN,** Adrian, Mich.--Grant new temporary license, to increase from 500 kW to 1000 kW D.

**Powerful Shortwave Car--KFRC, San Francisco, is ready to put its shortwave pickup car into service.** Pictures is Harrison Holli- ford, program director of KFRC, which was purchased from Ray Bolen, (left) studio engineer, and Alan Cormack, (right) technical director, testing the car at the San Francisco Bay Bridge, now under construction. The car, a 16-foot Cadillac, white, chromium and off-white, special body design, was constructed at the Don Lee plant. It is equipped with a 100 watt medium frequency transmitter which has been given the call letters KABB. Transmitter has been licensed to operate on frequencies 18050 and 17200. The car is also equipped with ultra-high frequency which include a "pack transmitter" which the announcer can carry around while covering events and "short wave contact will be made with KRFC, installation of all shortwave equipment was under the supervision of Mr. Cormack."
APRIL 8
J.D. Brooklyn—Val. assign. license to Brodastg. Corp.
TB. Brooklyn—Val. assign. license to Brodastg. Corp.
LICENCES RETURNED—NEW,ickt Pub Co., Bronxwick, N.Y.
Broadcast Service Co., Troy, Ala.; Spokane; NEW, Skagit Brodastg.
Mt. Vernon, Wash.

APRIL 9
W, Esquahda Daily Press Co., Escan-
 Mich.—GP 1300 kw 100 w D.
H, Bluffield, W. Va.—License for
new equip., move trans.
Y, Oklahoma City—CP new equip.,
1 to 5 kw, move trans., locally,
and to 1 kw 2 kw D, change antenna.
T, Raleigh, N. C.—License CP
new trans., trans.
J, St. Louis—Modif. license from Sh-
burn to unlit., amended to ask for
USHO

APRIL 10
DR, Boston—License used old trans.
Z, KMJB Brodastg. Co., Minot, N. D.
1100 kw 1 kw unlit., facilities KOPM,
to 1100 kw.
BT, South Bend, Ind.—CP change
etc., amended to re trans. site, use of
digital antenna N.

APRIL 11
W, William F. Kollock, Pittsfield,
CP 1200 kw 500 w D.
W, Cadillac Brodastg., Corp., Dear-
Mich.—CP 1140 kw 500 w D.
LJ, Miami—License for CP new
& aux. trans.
W, Southern Brodastg. Corp., New
AS CP 1900 kw 100 w Bl-WJWB,
WIBO facilities.
AZ, Mason, Ga.—Exp. auth. unlit.
I, T. B. J., Wb.—Modif. license
tmits to Canada and Mexican sta-

cifications returned—NEW,
Jally, Brodastg., Co., Deversboro, Kt.;
Voice of Detroit Inc., Detroit;
L, Albany, Ga.; FPPV, Spokane.

WLW Technical Chief
ROBERT JAMES ROCKWELL, radio de-
dvelopment engi-
neer of the Cros-
ley Radio Corp.
since 1900, has
taken over the
duties of tech-
ical supervisor of
WLW and WEAI
in Cincinnati, suc-

ing Joseph A. Chambers, who
left April 1 to enter consultant-
pact in Washington. Mr.
twill, prior to joining Crosley,
with the Steinite Co., Fort
Ind., radio manufacturers,
prior to that with General
Tric Co., Schenectady, handling
phone design.

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OF EVERYTHING IN SPEECH—REMOTE
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QUINCY, ILLINOIS

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Time has ticked off many a year since man was his own mode
of transportation on a savage earth. Modern machinery
and methods have found swifter, more efficient substitutes. The
Presto Instantaneous Recorder has been fashioned to tie in
with these modern concepts of speed and compactness. The
PRESTO INSTANTANEOUS RECORDER makes obsolete all
bulky, large, unwieldy and expensive stationery equipment. It
fits into a multiplicity of jobs around the studio and quickly
amortizes the initial investment.

HERE IS HOW YOU CAN TAKE ADVANTAGE OF THIS MOST MODERN
UNIT OF STATION EQUIPMENT: Just a few of the duties the Presto
Recorder has been put to by progressive station owners and managers are:

★ STATION "A"... records all the spots broadcasts on its breakfast club and
Missed meals pick up. It costs about two dollars a week and leaves the reg-
ular announcer free for other work.

★ STATION "B"... wanted to broadcast the mayor's speech. A network pro-
gram was scheduled for the same hour. So they took a Presto record on a
Green Seal Disc at the meeting and the speech went on an hour later.

★ STATION "C"... wanted a good important political speech to go in
the network. A local commercial was out of the same time. Presto recording
made, and speech broadcast locally, half an hour later.

★ STATION "D"... had a half hour commercial program daily. The featured
artist was suddenly called out of town. Three programs were recorded the night
before he left and the program continued without interruption.

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the Presto Instantaneous Recorder. Communicate with our engineering
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The Ampere SP-80 Velocity, when in vertical
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frequencies discrimination.
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parallel to floor.
Some positions provides narrow angle (X in
spite which can be used to eliminate unde-
rable noises.

NEW: POSITIVE SMOOTH-ACTION STANDS
Write for Bulletin SM-1.

AMPERITE COMPANY
151 BROADWAY, NEW YORK

Ampere Velocity Microphone

Current a demand was made in one of the Housen of Congress that
all speech broadcasts be permanently recorded at the stations from
which they emanate. This demand may soon be law. Are you satisfied?

AMPERITE COMPANY
151 BROADWAY, NEW YORK

April 15, 1936 • Broadcasting Page 69
OTHER FELLOWS' VIEWPOINT

Spirits Face the Mike
The editors of Broadcasting, not authorities on the authentici-
ty of cases, offer the following letter as an interesting description of a novel program.

To the Editor of Broadcasting:
We think it might be an unusual news item to advise you that for the first known time in the history of radio, Station CKCL last night after several severe studio tests, produced a Spiritualistic Seance with audible spirit voices.

The broadcast took CKCL's air at 11:30 Monday, March 23rd, and continued on until 1 a.m., the following morning. The broadcast was conducted by one of the world's most noted "deep trance" mediums, Thomas Lacey, of the White Brotherhood of Kitchener, Ont.

The "White Brotherhood" is a group of moneyed men, who spend their leisure hours in their beautiful sanctuary, a 50-acre estate near the Speed River. They have large grounds and residence, and adjoining the estate is a cave, cut out of solid rock by the swirling of the River for centuries, and in this cave their seances are conducted. They claim not to be Spiritualistic, but rather psychic investigators.

The main studio of CKCL was completely sealed and darkened by special drapes and heavy paper, and many of Toronto's notable radio artists, press men, etc., were present.

From a selection of TWELVE, a circle was formed, the medium sat "not in the centre of the circle", as is usually customary, but sat as one of the group.

Presumably "spirit" voices appeared within five minutes after the broadcast had opened, and continued without interruption for the full period of time. These voices were so clearly audible to the ear, that the first half-hour of the program was transferred simultaneously to the recording Studios by special wire, and every word is audible from start to finish. Psychic phenomena, such as strange, cold blue lights were distinctly seen traveling around the studio walls and ceiling.

The broadcast drew a storm of approval from thousands of listeners, who kept the phones busy all the next day, saying they had never heard anything like it before.

It is pointed out that CKCL engineered this broadcast merely as an experiment, not in promulgation of spirits or their existence, but simply for what it was worth.

The station intends to satisfy the plea of so many listeners, and during the next month, broadcast directly from the White Brotherhood Cave by special lines. This is approxi-
mately 100 miles from City of Toronto, and should prove even more interesting than initial broadcast.

Though you would like to keep this a secret, it is not an unusual feat. The writer was responsible for its introduction.

MAURICE D. RAPKIN
Program Director
CKCL, Toronto

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By our new process, Direct Recording will deliver to you, ABSOLUTELY FREE OF CHARGE, intimate tallies of nationally important issues by the Senators and Congressmen from your district.

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WASHINGTON, D. C.
Tel. National 2975

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Classified advertisements in Broadcasting cost 4c per word. Each insertion. Cash must accompany order.

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Salesman for full time regional sales of Direct Recording equipment in Central States with wide coverage as well as urban. Salary Commission.

Wanted
Experienced control and transcription operator-anouncer. College and two years training. Single, 22, best of refer-

Radio writer with thorough knowledge of radio technique desires position in a large city announcer, script writer and producer. Six years free lance experience. Circumstances provided there is work, good salary and opportunity for advancement.

WANTED TO BUY - EQUIPMENT
New or used UX-4218 RCA turntable. Address Box 421, Broadcasting.
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(322 Pages)

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complete index of commercial broadcasting

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Designed to meet FCC Specifications

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3. High speed relay incorporated in flasher circuit for operating an external counter or an auxiliary alarm circuit.
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5. Flasher as well as meter operates on either positive or negative peaks of modulation.

In addition to RCA Type 66-A Modulation Monitor, there is also Type 66-B, which has smaller meters and is not equipped with the relay in the flasher circuit. This is priced at $150, less tubes. Orders accepted subject to FCC approval.

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