WIDE-Awake!

Advertisers who use WOR soon discover that there is one quality which distinguishes it from its contemporaries. That is its wide-awakeness. They find WOR constantly wide-awake to new program developments, and the slightest ripple in the swift current of metropolitan life. It is only natural that this wide-awakeness has an insidious way of prompting advertisers to transfer it to their products or services, imbuing them with that tone of well-bred persuasiveness which has developed into a distinct personality for the station. That it produces RESULTS is demonstrated by the response from an audience whose spending power is $735 per capita compared to $486 per capita for the entire U.S.

WOR
A Typical Program Listing

**NBC THESAURUS**

140 Station Subscribers and Their Clients are Broadcasting These "Headline" Programs

---

**MAY 1**

**THE GARDEN PARTY**  
ARTHUR FOLSON PAUL, authority on Landscape Gardening

**RADIO NIGHT CLUB**  
XAVIER CUGAT, HARRY RESER, BUCCANEERS, SENATOR FISHPACE, and others

**CONCERT HALL OF THE AIR**  
ROSA RIO BOURDON, WESTMINSTER CHOIR, SAMUEL KISSEL, violinist

**DANCE HOUR**  
The Rhythm Makers, Rudolph FRIML, Jr. and His Orchestra

**MUSICAL CLOCK**  
The Honeyymooners, Buccaneers, Robert Hood Bowers, Richard Leibert, and others

**ON THE MALL**  
Stirring band music by Robert Hood Bowers

**ORGAN REVERIES**  
Richard Leibert, organist, Radio City Music Hall

**SLUMBER HOUR**  
The Dreamers

**DINNER HOUR**  
Ferde Grofe, Nathaniel Silkret, The Master Singers, Melodeers

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**MAY 51**

**MEMORIAL DAY ADDRESS**  
MAJOR-GENERAL JAMES G. HARBORD

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NBC THESAURUS is available in a number of cities and markets. For further information, write ELECTRICAL TRANSCRIPTION SERVICE

**NATIONAL BROADCASTING COMPANY, INC.**  
A RADIO CORPORATION OF AMERICA SERVICE

30 ROCKEFELLER PLAZA, NEW YORK  
MERCHANDISE MART, CHICAGO

---

www.americanradiohistory.com
Note to buyers of Radio Time: National advertisers are maintaining their schedules through the summer on WHAS. Reasons why:

1. WHAS offers a magnificent array of local and national programs. So, it attracts the best audience of buyers.

2. Its tremendous and acknowledged coverage influences volume sales. Also, 50,000 Watts blankets the mass-population areas.
What actually happens, and how soon it happens...

WARD’S SCOOP!

THE WARD BAKING COMPANY
Put a NEW Children's Program on
the Columbia Network, Dec., 1935

In the first 6 weeks
requests poured in at
a rate of more than
7,500 A DAY

but over
800,000
badges have been
distributed to date

50,000
Press Badges
Were Ordered
for immediate requirements

50,000

It's "NEWS OF YOUTH",
Submitted by Children
and Broadcast by Children

it didn't seem to matter that this program entered a highly competitive field
(children's radio features); that it has the job of selling a highly competitive product (bread).
Here's another exact measure of radio doing a job—doing a hard job—doing a quick job
—and doing the job single-handed! By radio, of course, we mean the Columbia Network.

www.americanradiohistory.com
A 17 year old boy—
'SCOOP' WARD
is the News Commentator
and Master of Ceremonies

The Program is Broadcast
for 15 Minutes
3 Times a Week
at 6:15 to 6:30 P.M. EST

Youthful listeners are
invited to enroll in the
'SCOOP' WARD
PRESS CLUB*

P.S. They get a badge!

TODAY they're coming in
12,500 A DAY

"SALES have increased
considerably—and all indica-
tions are that the good will
and increased business which
this program has brought us
will be permanent" says the
WARD BAKING COMPANY

It's a 15 minute program
broadcast 3 times a week
—over 20 stations of the
COLUMBIA BROADCASTING SYSTEM
EVERY once in a while some friend leers suggestively at us because we’ve recommended all of our stations on one list. “Sure,” says the friend, “they’re your stations, so they’re all good.”

And he’s right!

Fact of the matter is, F & S just doesn’t take any radio station that wants representation. Believe it or not, we’ve turned down some pretty sweet money-makers because they didn’t seem to match up very well with the rest of our outfits. Sometimes we guess wrong, of course, and take on a dud. But not for keeps — and the result really is that our list does embrace about the cleanest, keenest, livest group of stations in America.

And that, we believe, is what makes them a good list for you as well as for ourselves.
Lohr Tells AAAA How to Improve Radio
By FELIX BRUNER
Staff Correspondent
Outlines Three-Point Plan for Future Sales Success; Radio Features Agency Session; Cornell New Chairman

White Sulphur Springs, W. Va., April 30—In his first public expression on broadcasting and its future since he entered radio last December, Lenox R. Lohr, NBC president, told the 19th annual convention of the American Association of Advertising Agencies at the New Yorker Hotel on April 30 that the three principal objectives of radio should be:
1. Continual improvement of programs.
2. Improvement in technical facilities.
3. Continual stressing of the importance of relationships with agencies and clients.

The principal speaker at the convention, Mr. Lohr went intently into the production of programs and the responsibility of the programmer, the advertiser and the agency in insuring its excellence. Future success, he said, depends upon the ability of program executives to conduct the public what wants.

Breaks His Silence
INCE Mr. Lohr became president of NBC Dec. 27, he has maintained rather rigid silence on broadcasting policies, electing to make a study of the subject before expressing himself. He came to NBC after a career as a military engineer and after having served as general manager of Chicago's Century of Progress Exposition.

At the session April 30, Paul L. Cornell, president of Geyer, Cornell & Newell Inc., New York, was elected chairman of the board of the AAAA. John Benson was re-elected president and Frederic C. Gable was re-elected executive secretary. Other officers and new board members are set forth in the convention program.

Nearly all of the first afternoon of the three-day convention was devoted to discussion of radio. The session was held behind closed doors so that intimate problems of operating radio men and agency representatives could be discussed on a frank basis.

Besides Mr. Lohr, other speakers included: Roy E. Larsen, vice president of Time, who spoke on The March of Time, and Tom Revere, director of radio for Benton and Bowles Inc., on "Accent on Talent," and Robert J. Landry, New York, on "15 Minutes in One." Mr. Lohr's subject was "The Future of Radio." In radio's future success the advertising agencies and the broadcasting companies have a unity of interest," Mr. Lohr said. "There can be no competition between us, for our problems are mutual ones—that which is good for radio is equally good for you. Any advancement which improves the effectiveness of radio as an advertising medium puts a more effective tool into our hands to better serve your clients."

Improving Programs
SPEAKING of the improvement of programs, Mr. Lohr pointed out that in the final analysis the real product of radio is that which comes out of the loud speaker. "It is a program of excellence only that will produce an ever increasing audience to whom your sales message may be directed," he told the agency men. "Our future success will be measured by the ability to give the American public programs that it wants. There will continue to be a search for better program ideas and better talent, a striving for sales messages more persuasive to buyers, and the further elimination of inaccuracies of script which may offend good taste or be inappropriate to an audience consisting of all members of the family. Agencies and clients have recognized their joint responsibilities with the networks and the stations in developing a greater audience through listener appreciation of finer broadcasting."

"Maintaining its integrity with its listeners must always be radio's first consideration. The very characteristics which make radio so powerful an advertising force—its appeal to the imagination, its projection of the personality of the artist or announcer, the impact of the spoken word—are so vital that they must be carefully guarded. Audience interest must be paramount if broadcasting is to continue as the powerful medium it has proved to be. You as agencies have taken a strong stand against an improper exploitation of this power."

"We realize that you are desirous as we are of attaining these goals. The fact that commercial programs have achieved high places in both ratings and awards (Continued on page 54)"
Warners Seeking MBS Interest
But Rejection of Offer Is Seen

Propose to Supply $2,000,000 in Cash to Network;
Opening of A T & T Lines Spurs MBS Expansion

INFORMAL proposals made by Warner Bros. motion picture interests to the Mutual Broadcasting System to the extent of supplying $2,000,000 in cash to the ailing MBS are being closely watched by the MBS board of directors at a meeting in Chicago May 4. It is practically a foregone conclusion, however, that the propositions will be rejected.

Regarded as an effort by WB to retrieve prestige it has lost in the current music copyright situation, it has become known that WB officials, notably Herman Starr, vice-president and its legal generalissimo, have talked with officers and directors of MBS about joining the network. The arrangement will be countenanced, since MBS is not constituted as a network broadcasting entity but is simply a collection of independently owned stations. MBS, it is asserted, probably would lose prestige for any long time or making some program or music arrangement with WB on other than an ownership or partnership basis. It is in the business of selling time and of providing program service to its associated stations and nationalization will lie to such propositions, it was asserted.

Possible Hearst Tieup

THE WB proposal has never been considered by the MBS board of directors, and is expected to arise for the first time at the Chicago meeting. It is known also that the WB and Hearst organization arrangement when in harmony and there has been linked with the WB network programing. This is because of a contract agreement with certain of the Hearst stations. W.B.A.L., Baltimore, and W.B.A.P, Pittsburgh, are MBS adjuncts for the 31 network stations.

Also, it was reported that Mr. Starr had offered to John L. Clark, general manager of W.S.A.L., Cincinnati, and a director of MBS, a position as managing head of WB broadcasting operations at a salary of $50,000.

At this time it is practically impossible to work out any sort of partnership arrangement whereby the picture motion company could become identified with MBS. While a sale of MBS or an MBS operation has been set up for MBS, it is not a corporate entity and operations are purely on a cooperative basis. An agreement with WB would not be binding upon the individual stations subscribing to its program service.

Mr. Starr, in his discussions with various officials of MBS, has talked about a possible sale of MBS, but no final plans have been made. Mr. Starr, in his discussions with various officials of MBS, has talked about a possible sale of MBS, but no final plans have been made.

FIRST steps toward the proposition are the formation of an NBC-California regional network of five stations, the latter with the formation of one of its regular compensation contracts. Under the terms of the deal, the 5,000-watt KFFK, Sacramento, joins the NBC-Blue network at a $160 hourly rate; the 1,000- watt KBCR, Eureka; and both Red and Blue at $120; the 100-watt KWG, Stockton, will be offered in combination with KFFK and the 100-watt KERN, Bakersfield, for a total of $3,304,341; $3,304,341; and $3,374,484.

NBC Acquisition of McClatchy Stations

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Orbit Sum Enlarges

Orbit Sum Co., starting 18 months ago with station arrangements on WMBD, Peoria, Ill.; WIRE, Indianapolis, Ind.; and WIX, Dallas, has expanded its scope to a list of 20 stations, but still limits itself to spot announcements. New stations are: W.S.C.L, Bluefield, W. Va.; Decatur, Ill.; W. EBBQ, Harrisburg, Ill.; WCLJ, Joliet, III.; WROK, Miami; W. O.M. B, Canastota, NY.; W. DZ, Tuscaloosa, Ill.; WHBU, Anderson, Ind.; WTRC, Elkhart, Ind.; and W. V. WW, W. N. W, and W O. W. O., Fort Wayne, Ind.; WSBT & WFM, South Bend, Ind.; WBWW & KPAM, Salem, Ore.; and W. K C Q, Duluth, Minn.; and W. E. W, Paducah, Ky.; WELL, WKZO.

Charles K. McClatchy

Charles K. McClatchy, publisher of McClatchy newspapers of California and owner of five radio stations, died at his home in San Francisco, April 10, after suffering illness. He was 77, the son of a pioneer California journalist who established the Sacramento Bee. McClatchy’s interests he bought out in 1923, he also published The Bee. The McClatchy newspaper chain is survived by the widow and two daughters, a son who formerly was business manager of the three California newspapers.

Guy C. Hamilton is general manager of the McClatchy newspaper and radio interests.

AT&T Radio Revenue: Under Scrutiny of FCC

In Phone Investigation

The FCC Telephone Investigation touched broadcast program transmission provisions of the American Telephone and Telegraph Co. at its April 28 hearing when Julius A. Krug, commission counsel, said that the earnings from this use of telephone wires had grown from $205,319 in 1925 to $3,576,357 in 1955. The broadcast transmission, however, only contributed 5% of the total revenue of the telephone service lines, he said. These figures, it is understood, cover only A. T. & T. income and do not include the income of independent companies, which is said to aggregate $5,000,000 more.

Appalrely, no program transmission will continue to be a rather important source of long line revenues, Mr. Krug said “Circuits have been required for transmission of radio programs between and to broadcasting stations located throughout the country, and the earnings from a nominal amount in 1924 to over 3½ million dollars in 1953. Most of this increase occurred during the period extending from the past six years, revenues from radio program transmission have fluctuated between three and four million dollars annually.”

The FCC Investigator showed that revenues in 1925 were $248,165; 1926, $443,425; 1927, $2,099,119; 1928, $3,000,739; 1929, $3,975; 1930, $3,442,702; 1931, $3,618,149; 1933, $3,304,341; 1934, $3,374,484.

Rates for this telephone serv ice have not been up by the FCC for investigation for some time, it is believed by Samuel Becker, special counsel. Mr. Becker said he was under the date; it is one of the several of the investigators were studying the situation.

Mr. Hamilton des cribed as unsatisfactory. Mr. Hamilton asserted that the new deal, in addition to feeding his stations the California network programs, will make available to them the NBC transcriptions of both the Red and Blue networks, assuring them additional revenues.

CBS disclosed on April 27 that negotiations with KOH, Reno, running until 1939, indicating that an adjustment between CBS and KOH would be made, between CBS, McClatchy might be necessitated before the Nevada station could join NBC. It was to be learned by the Lincoln Dollar, of the CBS station relations department, that no news was made known in connection with the signing of one or more outlets there to the CBS network, including possibly KBBD, Great Falls.
Press Drops Cudgels, Ends Radio Feud
Decides Newspapers and Broadcasters Are Allied;
Press-Radio Bureau Continued at ANPA Session

FRIENDLY and cooperative at-
titude toward radio, with hardly a
word of personal quarrel or
bitterness, characterized the
half-week radio convention,
which opened this week. The
convention is sponsored by
the American Newspaper
Publishers Association in New
York City and is known as the
radio meeting of the ANPA.

The function of the commis-
sion, so far as radio was con-
cerned, was epitomized in one
session. The chairman of the
ANPA radio committee, who
spoke for the commission, said:
"The functions of the news-
paper and of radio are so closely
related that the future of this
country may depend upon the
continuance of both of these media
freedom." He then added that
the advertising sponsorship of
broadcasts by newspapers
is laced with the same.

Bureau Continued

The ONLY formal action re-
specting radio taken by the
convention was the adoption of
the board's proposed resolution
that the Press-Radio Bureau
be continued for another year and
that the Associated Press, the
United Press, and the National
Newspaper Service be requested to cooperate with the
Bureau during that period, so
that its reports may be made
available to all radio broadcast-
ners desiring to use them.

This simply means that NBC,
WJZ, and other individual stations that desire the service will have access
with no charge to the news flashes and bulletins on occur-
cences of transcendental im-
portance, which are broadcasted by advertisers, from the cen-
tral news bureau established three
years ago. Under the cooperative
arrangement whereby the re-
ports of the AP, UP, and INS
are digested for radio purposes,
and are used at the air is just as un-
known bearing whatever the sale of
news reports to radio stations is
for the benefit of the INS.

There was only a short passage
the report which might be inter-
preted as criticism of UP and INS
or NBC. It is true, as they did about a year ago, but
either of these press associations
was indicated any intention of for-
saking their market in which they
now serve more than 100 stations, many of them from one newspaper
owned, which earns the benefit of
"Your committee," the said re-
port, "consistently opposes the
operation of broad-casting
when conformed with advertising
connected with an advertising
system that is not understood by
the public. This is an important principle, vital to the
newspapers, the radio stations and
the advertisers. At least all to the general public is
primarily concerned with the
sale of news to any broadcasting sta-
tion or to any advertiser for sponsor-
sorship or as a news service or
and as if the newspapers sold
ewspapers to their advertisers, and then

permitted them to come into this
news in their advertising copy."

This is not a new attitude, it
was based on the erroneous assumption
that the advertising sponsors of
UP and INS news broadcasts have
claimed, has been a problem at radio.
It is specifically forbidden under the
contracts of these press associa-
tions with the stations.

No Monopoly on News

THAT the sponsorship of news is
by no means a monopoly system of
radio itself, is generally accepted back of the scenes in the
news business and that stations
themselves are among the leaders
in this field of commercial radio
activity. Moreover, while the
suburban station is not allowed to
be in the press event, the strong
position of Transradio Press,
formed as a result of the radio
organization at the height of the
press fight against radio, is
recognized as proving that the
American newspapers have a
ray on news-gathering facilities and
that radio can wrest itself free of
press privileges of news overnight if
necessary.

The radio committee's report
labels the newspaper policy of
"that the newspapers are warring
against radio" and, while discus-
sing at length upon radio's physical
limitations and the potential dan-
ger of dictatorial governmental
control over radio's output, it
suggested the idea of giving the
ewspapers' friendship toward radio—a new
attitude undoubtedly growing out of
the fact that about one-fourth of
the radio stations in the United
States are now newspaper owned in
large or small. It should be noted
that more than 50 stations are appli-
cants for new stations or the
purchase of stations and that both
radio and newspapers are enjoying
the same type of publicity.

Even in the matter of advertis-
ing competition, the ANPA com-
mittee reported that the industry
was voicing the fear:
"Competition between the
newspapers and the radio sta-
tions for the advertiser's dollar
should not be objectionable because
publishers have never denied the
right of fair competition on the
radio or any other advertising medium."

The fears of governmental
control over radio and the
insistence upon the use of
radio by the public in the field of
the press are factors in the radio
situation that concerned the broadcast-
ners and the publishers. The
ANPA committee took occasion
to point out that control of
radio was a new concept, and that
it has been followed by the suppres-
sion of the press and the destruc-
tion of the newspapers, citing
Germany as an example and pointing
out how Germany and other
countries are broadcasting propaganda
daily into the United States under
the guise of news.

Vigilance was urged, and it was
significant that the ANPA conven-
tion as a whole went on record as
censoring the FCC with playing the
Black hole, and of objecting to the
practice of "wire seizure" activi-
ties.

F. H. Harris, publisher of the
Richmond (Ind.) Palladium-Item,
was chairman of the radio com-
mittee. Four of its other members
are noted newspaper publishers
and own stations.

The convention was composed
of Howard M. Booth, Worcester
Telegraph & Gazette; owner of
Worcester, Mass., with about four
weeks, and WTAP, Fort
Worth Star-Telegram, of WBAP;
R. J. Knowland, Oakland Tribune,
owner of the Los Angeles Times;
D. T. Corson, Lockport (N. Y.)
Courier-Express; H. P. Lang,
Little Rock (Ark.) Democrat;
E. S. Friendly, New York Sun;
G. Stahlan, Seattle Post-Telegram.

Press-Radio Bureau

CONSIDERATION of their report
aroused no discussion at the June
23 session, but in earlier sessions
of the convention at least one
speaker, J. S. Gray, owner of the
Monroe (Mich.) News, which
does not own a radio station,
asserted that political broad-
casting is at a "dead zero point"

(Continued on page 57)

Text of ANPA Radio Committee Report

THE DESIRE of the broadcasters
to keep pace with public demands and
to maintain the standards which have
been set in the mechanics of radio have
resulted in a trend which is making
press-radio relations.

The permanence of radio broad-
casting as a news medium is not yet
in its infancy, while the competi-
tion of newspapers to use radio in their
marketing and economic structure of the world is something which future experimen-
tation will develop.

Your radio committee consequently
has been in constant contact with
radio stations and has been
attempting to work out a coop-
ervative plan between the press and
radio which would be in the public
interest.

A correct diagnosis in any case
must be made that some cases
are affected by the facts. Your committee,
therefore, propose, the following:
the consideration of the Convention.

In the final analysis radio is noth-
ing more than a mechanical device
for the elimination of distance
through which sound may be trans-
mitted, but this particular mechan-
ic device is itself an agency which
influences our social and economic
structure.

Alleged Weaknesses

THE operation of broad-casting
stations is in the nature of a monopoly
in the new field of journalism
under government domination. Its
monopolistic feature, however, is its
freedom to function for all reasons:
its monopoly.

Press-Radio Bureau stations must
always be licensed by the government.
Second: They can operate only on
a monopoly of the air in its service area
channels. Each station, in so far as it
is concerned, has a monopoly of the air
in its service area or channel.
This opens the door for con-
strain to as who shall speak and in some
cases what shall be said.

Some groups associated with the
radio industry and some connected with
newspapers have come to the state that radio broadcasting and its
affiliates, face-to-face printing and
educational purposes should never supplant the
newspaper.

The failure of these statements is apparent.

With the ratification of the first amend-
ment to our constitution, the
freedom of the press is a part of
the protection of any governmental control
whatever.

Journalism could not exist if it
were subject to a government license
Radio broadcasting, face-to-face print-
and television by our nature must
always be under government license.

Referring to functions in the field of journalism must fail beca-
use a government license destroys the
freedom which any journalistic
endeavor rests.

If radio broadcasting, face-to-face
print, and television ever jeopardized
the functions of the press, they
would be immediately abolished by
the powers that be that
in its own destruction.

The control of debate, the utiliza-
tion of radio for the suppression
of communism, and censorship of
radio in the field of journals are
impossible in the field of radio. These
are used for propaganda purposes to
attend the work of the press, and
the government license would be
used to further their purposes in
the press.

Some ignore the fact that steps have already been taken in the
domestic field of such control, propaganda and
radio.

The efforts of your committee to
keep the presentation of news over
the air free from censorship and to
protect the property rights of news-
broadcasting stations in the news they have
particularly gathered have led to misunderstand-
ings and also to false charges that
the newspapers are warring against
radio.

Your committee continues to believe
that the press and the radio should
cooperate in the public interest and
in the interest of the public as a whole, but we must not overlook the
fact that the newspapers and the
broad-casters alike must be
recognized
property rights in their news properly
protected not only for the press, but
for the broadcasters.

In some respects radio and the
press have gone to the extreme
that there is a divergence of opinion. These
points of agreement and disagreement
show how the radio is in the position of
observation in order to obtain an
swers to the questions which up-
set the publishers.

Some publishers and some
broad-casters have differences of opinion as to
what constitutes cooperation and how
radio and the press side must go to meet the
other. Most of these differences of opinion have been due to misunderstand-
ings, but they may be accounted for
by the fact that broadcasting is still in
its infancy, while the newspapers have
a background of experience and experiment covering several
centuries.

Points of Conflict

LEF examine some of the con-
fllicting points between the press and
radio.

In order to time the newspapers have raised objections to furnishing
radio stations on this column for the
radio promoters.

Many publishers say that the
radio is in the position of making
an observation in order to gain
information. Some publishers say that
there is sufficient interest in radio programs to justify
the sending of a reasonable amount of

(Continued on page 60)

May 1, 1936 • BROADCASTING
ASCAP Assisting Stations in Defense Of Warner Suits Totaling $4,000,000

AS WARNER BROS, publishing houses unload another batch of 37 suits for alleged infringements against broadcasting stations to stem the total, now well over $4,000,000 or thereabouts in damages, it became known that ASCAP counsel have drawn the answers to the local complaint for filing by local counsel representing the stations. While there has been no formal notice from ASCAP that it will indemnify stations sued by Warners which hold ASCAP licenses it has not yet failed to comply with requests from defending stations for assistance in their legal defense.

In the case of the nationwide networks and some 55 stations which signed five-year renewals with ASCAP prior to last June, ASCAP has guaranteed them indemnity on infringement actions which might have been brought, and Warner Bros, publishing houses were ASCAP members. Afterward, ASCAP appended to its contracts with Warners the following provision which it did not guarantee against any substantial diminution of its catalog this year, Warner stations impeached the withdrawal of the Warners.

Despite this, it is now reported, ASCAP not only has prepared answers through the office of Nathan Burkan, its general counsel, but also is planning actually to defend the suits for stations holding its contracts. CBS and NBC both have notified affiliated stations, according to word now received, that they should submit to ASCAP any suits filed by Warner houses for alleged infringement, either as a practice of strict legal protection or as a possible safeguard in answering the questions arising in connection with this problem.

In most cases ASCAP is chary of Warner’s position, and is in no mood to struggle for information it has at hand. It is known that ASCAP defense of Warner suits is being handled with the filing by KGIR, Butte, Mont., of its answer to the Warner complaint. The number is 3716, and the number Put on Your Old Grey Bonnet. KGIR filed its answer through its counsel, Kenneth C. Davis, of Seattle, managing director of the Washington State Broadcasters Association, and named Russell, Davis & Paine, of Spokane.

In the answer claim is made that the infringing work is in the public domain, and that it is not copyrighted, Warner being the one to claim that it has no control over broadcasting of the (Continued on page 68)

Analysis of New NAB Copyright Plan Looking to “Per Piece”

THE copyright problem, for the broadcaster, looms larger than ever before. At its meeting in Chicago April 27 the NAB board of directors adopted a new plan looking toward its solution. Because of the nearness of the new proposal to the mind of Washington attorney and former NAB managing director, to analyze the scope and purpose of the plan, of which he is the chief author.

By PHILIP G. LOUCKS

BROADCASTERS must find their own solu- tion to the music copyright problem. Legislation, litigation, and negotiation have produced no results up to the present time. Efforts in these directions should be abandoned, but neither should they be relied upon to the exclusion of self-help.

During a period of ten years copyright owners have been supported in different ways against opponents of the copyright system. Some sought relief in the courts; and have this year witnessed a single licensing agreement which holds any promise for a permanent solution of this long running problem. The difficulty has been that broadcasters have depended entirely too much upon Congress, the courts, or upon the intermittence of organized copyright groups; and have not depended enough upon themselves. If one looks back upon the eight years of controversy, it is that a solution to the copyright problem must be developed by the broadcasters themselves. Reliance upon legislation, litigation, and negotiation should be secondary to self-help.

Per Piece Payment

A GENERAL plan for solution is at last in sight. In the eight years the broadcasters have consistently advocated a "per piece" plan, for a measured service fee based for the past on the number of copyright proprietors. The plan has been praised and condemned; but there is no doubt that Space will not permit a detailed recital of the reasons underlying the broadcasters’ difficulties in effecting a solution. It is much to say that many of these difficulties resulted from conditions which existed in the music trade long before the advent of broadcasting. Others resulted from the indifference in action in the absence of any method of utilizing copyrighted music. Disagreements which grew out of negotiations resulted principally from the fact that the conditions, not of the broadcasters’ own making, had to be accepted notwithstanding their fundamental unsoundness.

For example, broadcasters are interested in the interior or originator of musical works. They are not willing to pay generously for his efforts. Yet in all negotiations they have been at pains to please both composers and publishers, despite the fact that publishers have been users of musical works in very much the same sense as broadcasters. While broadcasters consider themselves with the well-being of authors and composers there is no reason why they should concern themselves with the profits or losses of publishers.

Whether the broadcasters pay too much for copyrighted music, nobody knows. As long as the pre-situation subsists we will possibly find out the problem. Therefore, it is not primarily one of dollars and cents, but rather a matter of method.

Today the broadcasters pay for accessibility to nearly all of the music in the world, an acknowledged and non-copyrighted alike. It requires but a moment’s reflection to find that the future is uncertain in this condition. There are millions of compositions now in existence. Many more millions will be written in the future. The publishing of millions of musical works in existence, less than 800,000 are currently copyrighted, is the usual condition in the United States. And of this number, about 35,000 may be termed ‘active’, that is, in ordinary day-to-day use. So that any broadcasting station operating full time will perform about 75,000 separate musical works in a year. If the same composition is performed once a week for 52 weeks, a library of 1,000 different compositions would suffice. A broadcasting station library would not be considered adequate for any station. However, it should tend to show that no station needs all of the music in the world.

Custom in the music industry has an element of uniformity in the granting of performing rights. For example, a publisher might have the right of publication and the composer, by staying for a fixed amount of money, have served the performing right to himself. This confusion has rendered the broadcasting problem more complex and explains, perhaps, why copyright owners, in the past, have been reluctant to furnish catalogs of copyright owners and fair payment by broadcasters.

Such a long-range plan may be divided into three parts, each more or less independent of the other yet when finally achieved will a complish the objective sought. These parts are as follows:

1. A system available to broadcasters a complete and accurate catalog or index of “active” musical compositions.

2. A standard library of musical compositions taken for the part from the public domain of music.

3. A system for making available to the industry copyrighted musical works on a “measured service fee” basis.

The first part of the plan is indispensable to any form solution of the copyright problem. Until broadcasters equip themselves with the facilities for checking each and every compositional performed, and establish the practice of entering such performance upon their logs, the ultimate problem will not only continue but will become progressively worse. It is impossible to do this at the present time because an authentic catalog is not available. As is understood, however, that the American Society of Composers, Authors and Publishers has agreed to make available a catalog of "active" musical compositions and each broadcast shall avail himself of this offer. If some broadcasting station should eventually possess this type of equipment and must adopt the practice of checking and listing compositions per hour set to the heart of the constructive solution, and until this is carried out, broadcasters necessarily will be at the mercy of a system which must be based upon the public domain, as well as those to be formed in the future. Sooner or later, broadcasters will have to know what compositions they have a right to perform under the censes they hold, instead of beir themselves upon the same spissible task of trying to ascertain which compositions are not "covered" by their licenses. Station large and small, today or tomorrow, must acquire such an index or catalog and adopt the practice of logging all compositions.

Public Domain Music

THE second part of the plan comparatively simple. This step en- braces the segregation of music in the public domain from copyrighted music. Such music should be indexed in the general catalog at the listing should give informative data as to the locations of public domain. The compositions have been electrically trac- scribed or phonographically recorded and are available in the form of copyrighted range of such composition existing library. As is contemplated, the course under way at present part of the program, that the catalog cards shall be kept up to date from a central source so that the standard library shall (Continued on page 48)
NAB Board Votes Copyright Bureau Plan

BROAD plan to create within NAB a "Bureau of Copyrights," designed to rid the broadcasting industry of its dependence on ASCAP and other groups of music publishers was adopted April 27 by the NAB board of directors at a special meeting in Chicago.

The board appointed I. Baldwin, NAB managing director, to engage a director for the bureau and proceed toward fulfillment of his charge; he is a member of the organizing committee of the NAB convention to be held at Stevens Hotel, Chicago, July 4.

The report was adopted with the dissenting vote of one director, that of H. D. Leib, WOR, Philadelphia, and NAB Treasurer.

Creation of the copyright bureau was requested at the March 19 meeting of the NAB board of directors. The report submitted to the board by Mr. Baldwin in compliance with a recommendation of the board's then-appointed music committee (1) at the NAB convention in Chicago February 27 was approved by the NAB board meeting in Chicago February 27. The report was approved by the board.

The report was adopted with the dissenting vote of one director, that of H. D. Leib, WOR, Philadelphia, and NAB Treasurer.

Three-point Program

HE PRINCIPAL functions of the bureau, as outlined by Mr. Baldwin, are:

1. Make available to broadcasters a complete and accurate catalog of the music contained in the three principal points of the plan

2. Create a standard library of musical compositions, taken, for the most part, from the public domain of music

3. Establish a system for making available to the industry copyrighted musical works on a measured-service basis.

On the first phase of this plan—a system of measuring service for the NAB, which will involve the use of active musical compositions—Mr. Baldwin brought out that E. C. Levy, ASCAP general manager, had extended to NAB an invitation to copy ASCAP records and that the invitation had been accepted. Levy had said that, based on network station records for 1934 and 1935, an index of approximately 1000 active musical compositions will be made available and furnish the most important groundwork for an establishment of a per-piece or measured-service system. Mr. Baldwin added:

"A continuing service will be supplied by the bureau to the NAB which will keep such records up-to-date and provide for a gradual enlargement of the index. The ASCAP invitation imposes two conditions: (1) The NAB will be required to have the catalogs of such index available to any broadcaster who may want to use any of the individual compositions. (2) The NAB will be definitely understood that under no circumstances does the ASCAP warrant or guarantee to others that the information contained in the index is correct.

On the standard library point, Mr. Baldwin brought out that an investigation made since the last board meeting leads to the conclusion that the NAB can provide one from musical compositions for the most part from the public domain. Declaring there is music of excellent quality, he said that with the power and equipment it can be supplied through the medium of electrical transcriptions of high quality and at a cost which an average broadcast station can afford.

The Baldwin report comes after the most hectic copyright period in the NAB's history, which began at the turn of the year when Warner Bros., publishing houses withdrew from ASCAP because of differences over "cut" from ASCAP revenues, and when ASCAP forced stations to accept five-year extensions of copyright contracts for their catalogs in order to continue the Warner repertoire.

This situation, coupled with other offshoots of the copyright controversy, has caused a schism within the industry in which the majority of the members are pitted against a large group of independently owned stations. Mr. Baldwin has been the target of the network fire. This whole controversy is slated for airing at the NAB convention. Mr. Levy served notice that the proposed legislation will be voted on.

The recommendation adopted by the board at its February meeting recognizes that the establishment of a corporation having substantially the same purposes as the Program Foundation (2) by Mr. Baldwin, however, in his report, concluded that the bureau within the NAB, at the outset at least, could not accomplish such favorable results. The Radio Program Foundation, formed in 1932, furnished last year with the resources of the NAB, in lieu of industry help, could achieve some $4,000,000.

E. C. Levy, ASCAP general manager, in Pacific Northwest on Washington court action appointing receiver for ASCAP on ground of being guilty of price-fixing, conspiracy, and monopoly. It is reported that a receivership has been declared because of this court action, he was released and took up headquarters in Portland, Ore.

Mr. Baldwin, first to answer Warner infringement suit, independently, with plea for dismissal on grounds that ASCAP holds no title to property, that network created composition in question, and that Warner and ASCAP titles are both claimed by Washington State court decision appointing receiver for ASCAP.

Copyright At a Glance

1. A comprehensive plan for establishment of a "Bureau of Copyrights" within the NAB was approved by the NAB board of directors at its meeting in Chicago February 27, under the management of Mr. Baldwin, a director of the bureau will be retained.

2. ASCAP is actively assisting stations sued by Warner Bros. publishing houses for alleged infringements, in answering such suits and handling defense.

3. House Patent Committee appoints subcommittee to consider Deeds Copyright Bill and other copyright measures pending before it, with only slight hope of legislation sought by broadcasters at this session.

4. Warner Bros. publishing houses, still sullenly silent on results of venture into music licensing field, unloaded another batch of suits against stations, bringing total to 150 and damages sought for alleged infringement to some $4,000,000.

5. E. C. Levy, ASCAP general manager, in Pacific Northwest on Washington court action appointing receiver for ASCAP on ground of being guilty of price-fixing, conspiracy, and monopoly. It is reported that a receivership has been declared because of this court action, he was released and took up headquarters in Portland, Ore.

6. Loucks, former NAB managing director, and principal assister to Mr. Baldwin in drafting the report.

Infringement Dangers

IN HIS LETTER of transmittal Mr. Baldwin acknowledged assistance he received in preparation of the plan in question from Mr. Elmer A. Levy, Mr. Charles F. Bennett, Jr., Mr. W. Derringer, Mr. G. E. Kiler, Mr. C. W. Wyatt.

While Mr. Baldwin has labored under the impression that broadcasters have waged a copyright fight for the last decade; that existing licensing agreements offer no promise of future accord; that the industry has never measured actual musical needs; that much published material has confused copyright ownership; that use (measured service) should determine the basis of compensation to copyright owners; that the performing right responsibility should be at the program originating point, instead of the network's; and that payment of copyright royalties presents a serious question.

Apropos of per-piece, the report brought out that as a condition precedent to the institution of any measured-service plan the station should have a complete catalog of the works it is licensed to perform and keep accurate entries on program logs at all times. Broadcasters, it added, "should have a right to know what they have paid for and how to get the most of their licenses. They should not be put to the expensive and almost impossible task of determining what they have no right to perform. In no other way can the constant danger of infringement, with the resulting losses, be avoided for the broadcaster and the copyright owner be avoided."

In conclusion, Mr. Baldwin said the plan was far from perfect and undeniably required extensive revision and amplification in actual administration. "But," he added, "it is a step on a network upon which I believe a constructive solution to the industry's copyright problem can be found. It is my opinion that if adapted it will receive wholehearted cooperation from both member and nonmember stations. I am confident that with adequate financial support the plan will succeed. While progress will be slow, I believe that it will materially improve the quality of radio programs. I believe it will result in a new and more equitable formula for the payment of use of copyrighted music whereby authors and composers may be fairly compensated for their creative ability. And I believe that authors and composers ultimately will be encouraged to write more primarily for radio presentation."
Political Fervor at High Heat As NAB Sets Convention Date

Copyright Pool Among Topics at July 6-8 Sessions; Crosley Group Suggests Aylesworth as "Czar"

WITH the three-day period from July 6 to 8 being set aside for the 14th annual convention of the NAB at Chicago, unusual political fervor is spreading through the broadcast industry over events likely to transpire at the convention sessions. Headquarters will be at the Biltmore Hotel.

Greatest interest, of course, centers around copyright, which seems destined to be the all-consuming topic. Involved with this also is the future status of James W. Baldwin, who has been navigating in hotwater sufficiently since he became managing director less than a year ago, all due to the copyright controversy. Mr. Baldwin's term expires with the adjournment of the convention July 8 and it will be up to the new board of directors to restrict the allegedly exigent, to make the appointment to this executive post.

Embraced also in copyright is the position of the major networks and their relationship to the NAB. Both NBC and CBS openly have been at loggerheads with Baldwin because of the anti-network stand he has taken throughout the copyright negotiations. To its development, however, a group of important independent stations have indicated they are unfeignedly supporting Mr. Baldwin.

Copyright Pool Plan

ONLY a few weeks ago, spokesmen for the networks said they would be disposed to withdraw from the NAB if Mr. Baldwin were to remain in executive charge. They contended then that he had acquired himself, in a way which indicated he was "temperamentally unfit" for the post. In recent weeks, however, their has been no reiteration and a few stations, still exists, apparently has been tempered considerably.

The convention will have before it the plan presented to the NAB board at its meeting in Chicago on April 18, proposing creation of an independent copyright protection pool. But the copyright discussion unquestionably will be heated and the networks and independent stations or industry support of the Duffy Bill, now pending before the House Patent Committee, and which, if enacted, would greatly affect the copyright issue, and fortunate activities of ASCAP and associated music pools.

It is not certain at this time whether there will be a clear line of distinction between networks and independent stations on the copyright issue and the related patent issue.

Neurotic spokesmen say that no few stations feel they have conducted themselves in good faith in their handling of the copyright crisis, but believe that Mr. Baldwin and ASCAP have gone beyond bounds of good judgment and proper ethics in his actions.

The general feeling among independents is that, while they are on the floor, that is the networks, in looking after their own interests, did not take into consideration the plight of their own affiliated stations and, both NBC and ABC, have attempted to sign renewal contracts for five years, for the independents to shoulder the burden of copyright expense also precluding possibility of working out an equitable per piece basis for at least the duration of the five-year contracts which ASCAP forced stations to sign.

A potent force at the convention will be developed in the Associated Independent Radio Stations. Important groups of stations formed a month ago through the efforts of Powel Crosley, president of Crosley Radio Corp., operating WLW. While not a working organization, some 150 leading stations have been invited to membership, essentially to find a solution to the copyright problem. Sol A. Rosenblatt, chairman of the board, is in charge of the amusement industries, including broadcasting, and before that an attorney in the law office of Nathan Burkan, ASCAP general counsel, has been retained by AIRS to recommend a legis- lative plan looking toward solution of the problem by writing into law a per piece basis.

It is now learned that at the initial meeting of the Crosley group, held in Cincinnati on March 26 there was discussion of the possibility of securing a "czar" for the industry, perhaps to be hired eventually by the AIRS group. Mentioned as a possible choice, if he would accept, was Merlin L. Aylesworth, vice chairman of NBC and chairman of R-K-O. He is general- relly regarded as a public relations genius and is highly respected in industry ranks.

The "czar" talk is a revival of the conversation heard four years ago, in connection with the NAB. At that time Newton D. Baker, former Secretary of War, was mentioned as a possible substitute along with several other figures in public life. The whole plan, however, fell through.

Membership in AIRS

IN HIS letter of invitation to subscribers to attend, Crosley said a great many inquiries had been received from stations and they therefore were enabled to joint the organization. "The organization," he said, "will come the moral and financial support of any independent stations in the broadcasting station that feel the need for such activity as undertaken by AIRS, and would like to be a part of such movement.

"While the Executive Committee will work out tentative plans toward the further organization of the group, in order to accomplish its purpose, it is understood that a letter of intent should be taken out first submitting it to the entire group for approval. Each station will then have the right to resign from the group at any time it may desire to do so. A primary objective of the group is to provide an equitable and predetermined basis of payment for performing rights on music contracts."

"Due to the fact that, in order to finance the work all stations belonging to the organization contribute 10% of their income in any form, pay for copyright license, such payments to be made monthly."

Crosley added, is no organized to conflict with any existing organization, neither is it antagonistic toward any that may be established. It is restricted to those independent stations who are sincere in their desire to serve the public interest, convenience as necessary, as required by their licenses; and to combat all forms of nepotism and co-optation.

The executive committee of AIRS, in addition to Chairmen Crosley, comprises Walter J. Dams, KFIZ, Fond du Lac; Scripps - Howard stations; John Shepard, 3D, Yankee Network; Ed William; Allen, WLVA, and president; and National Independent Broadcasters, and John L. Clark, WLTV, serving as secretary-treasurer.

The part AIRS will play at the NAB convention will be dependent largely upon the turn of events. It will vigorously oppose any "network domination" of the NAB in any way.

Another AIRS meeting was scheduled in Cincinnati May 1.

Mistakes and Eats

ANNOUNCERS of KIRO, Seattle, have started a "feed fund," with members of the speaking crew paying ten cents into the fund each time they are caught in a microphone mistake. The an- nouncer making the most mistakes will sit on a busy Seattle street corner for an hour wearing a dunce cap.

Sno-Flake Series

SNO - FLAKE PRODUCTS Co (shoe cleanser) is using daily programs over seven stations for 1 week. The five-minute program is a white shoe cleaner sold nationally in 5-and-10 cent stores. The programs are of varied nature. Stations include W地标, WGR, Cleveland, WFiIL, Phila- delphia, KMox, St. Louis, Wavac, Kansas City; Boston, WbOw, and Gary, Charles A. Mason Ady, Detroit, handles the ac- count.

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AFFILIATED NETWORK GETS UNDER WAY


WITHOUT any ballyhoo or high-powered ceremonies, Samuel In- sull's new network, the Affiliated Broadcasting Co., with headquarters in Philadelphia, went on the air Saturday, April 18, feeding programs to a list of 20 stations in four states. The outstanding feature of introducing this new chain was the collaboration of Rufus C. Dawes, president of the Museum of Science and Industry, and Dr. Philip Fox, director of Adler Planetarium, Chicago, who opened the Century of Progress Exposition, in 1933. They joined hands again in opening this new radio network.

The ABC just smoothly slid on the air with its regular schedule of 81 programs a day, and a half day a week, with no announcement or speeches. Mr. Innsull didn't say a word, nor did any participants.

The ABC call letters are the same as that of the ABC; Ota Gygi, vice president in charge of operations; E. J. Knight, chairman; James Buckley, treasurer; W. O. Reoiser, national sales manager; and R. Bruce Robertson, publicity director.

BROADCASTING • May 1, 1936
Kansas Financial House Watches Its Business Increases Radio Campaign Keeps It in Touch With the Family

EN after two years, Morris Plan in Kansas is not prepared to let how much radio advertising means to it. It is ready to state just where it began in the series of hourly announcements over KFH, Chita, two years ago, its volume of loan business more than quadrupled in sale of its savings certificates, doubled in its year-to-date sales and its principal competitor taken up. Advertisements too!

Morris Plan, with its system of loans and savings, does not furnish a daily appeal to everybody. In women and children listening to the radio use toothpaste (twice a day, isn't it?), coffee (it's dated, isn't it?) and their bread is delicious already, the average borrower wants a loan only once a year.

In the Public Ear

Advertising loans by radio is one way by one company and different way by almost every company. So one is quite keen on the proper method of advertising loan service. Morris Plan in Kansas believes, however, it is in the same way as the car manufacturer (watch 'em by); the insurance salesmen (watch 'em by); the furniture dealer (watch 'em by); the building contractor. Almost every money-borrower wants a car. Almost every family has insurance. Almost every family wants to buy a home. The prospective borrower is in a hurry. That's what these daily announcements are doing.

It is difficult to compute just how much of Morris Plan's increased business has come from radio advertising, but I am confident that the growth has so much do to with the one-to-one relationship with the prospective borrower as it is.

That's what these daily announcements are doing.

SO WELL does Mr. Edmunds like the results Morris Plan has obtained from radio in Kansas that he believes an enterprise advertising agency might bring together the scattered, independent Morris Plan units all over the country for a nationwide program. Here is his story of the success one Morris Plan company is enjoying as a result of its broadcasting campaign.

SUN RAYS IN MICHIGAN AREA

Cereal Concern Uses Radio to Introduce Product and Is Rapidly Expanding Into New Territory

SUN RAY PRODUCTS Co., Grand Rapids (Selex cereal) on WOOD, that city, is sponsoring a series of twice-weekly quarter-hour competitive broadcasts staged by 13 high schools in the Grand Rapids area. The sponsor took over the series shortly after it had been started on a sustaining basis.

Sun Ray, using radio as a medium, has successfully introduced its product in Grand Rapids and has since expanded into Muskegon, Lansing and Flint, and is rapidly increasing with the aid of transcriptions. After a summer addition, Sun Ray will resume radio and spread distribution into Flint, Bay City and Saginaw where it also will use radio.

Commercial copy is sent in advance to the schools in the WOOD series, carefully planned to be in character with the advertising. Instructions sent to each school provide directions for rehearsals and programming for hour of rehearsals in the WOOD studios is allowed but only the help given by the school in the placement of talent before microphones.

Programs are judged on such points as literary merit, entertainment value, musical or dramatic quality. At the conclusion of the series the winning school will be awarded an RCA radio.

Mr. Edmunds

Like a reasonable return from the investment is the borrower's saving. If Morris Plan were to advocate a nationwide program, I would be one of the first to support it. It does mean, however, that Morris Plan organizations are separate, distinctive and independent and not until some advertising agency gets the group together will we have a nationwide program. In the Southwest, however, every Morris Plan with which I am familiar is using its individual type of radio advertising. At a recent convention there were many expressions of confidence that it was a most important factor in the general effort to see that when once a year a man or woman wants a loan, he comes to Morris Plan.

KFH Personnel Convinced

THERE'S something to radio advertising besides furnishing the printed word for the question. For the program. Morris Plan set out on its schedule of broadcasting with only one customer on the KFH staff. Writing the copy and reading the copy appears to have convinced the staff, as well as the listening public, and the Morris Plan loan of savings service is the one to have. In any event most of the staff of the station are with us in one or the other departments, loans or savings—and the service is good as I believe it will say ours has been in the matter of our monthly payments for the service it renders us. Moreover, their programs were first on the air. I thought that I detected a certain difference, a certain trend, in the daily announcements. There were times indeed when I went to the station myself and read these announcements, trying to put into them the humanized effect I want when I listen to the radio, as I do a great deal. When these staff members became Morris Plan customers and friends, the quality of their announcing, so it seemed to me, improved to the point where I have not made a complaint for more than a year. I hear the announcements frequently, and I ask that employees of the bank listen and express their varied reaction to the advertising of the service my employees try to render.

Fun From Eddie

SOMETHING else may have prejudiced me in connection with radio advertising. There have been two mentions on programs by Ed- die Cantor, which, so far as I have been able to learn, came simply from his impromptu work and were”not bought and paid for.” Once he said over our station—and it was broadcast—that the KFH announcement was made right after his program—that on the celebration of an anniversary in his stage work, he received a call saying “We want to give you credit” (signed) “The Morris Plan”. Re- sponding, one of the radio announcers, Rich- man, guest artist on his program, Mr. Cantor referred to “The Morris plan theme song—you know, ‘Alone’.”

For days after each of these bits of facetiousness, people stopped to buy the Cantor mentioned to me in the bank and the papers printed squibs about the Cantor mention of Morris Plan.

No one will ever be able to evaluate with balance sheet accuracy an advertising medium, even if any one medium were used exclusively. If one used only the radio, only the press, only the advertising novelties, he couldn't be sure that “word-of-mouth,” after all the best form of advertising when it originates in the mouth of your customer, would not have more to do with sales than the medium he was using. When he doubles, triples and multiplies his advertising, he must be prepared to allocate to any one of them its share in producing business.

Morris Plan in Kansas, however, with competitive radio, has a large share of the better business it has enjoyed increasingly these last two years and if business is better in the future, radio will have credit in large part, at least, because I intend to continue, if not to increase, our appropriation for radio advertising.
Utility Disc Drive Projected by AMP

"Phenomenon" Series Would Be Under Local Sponsorship

PLANS to launch a nationwide spot transcription campaign for local sponsorship by AMP utilities are under way as an outgrowth of the purchase and broadcasting rights to the series "Phenomenon" arranged by Associated Music Publishers Inc., New York. transcription and music licensing firm.

Mr. Malone, vice president of AMP, stated April 28 that no definite arrangements had been made covering sponsorship, but that auditions would be held shortly and a sales campaign launched. Many stations, eager to arrange local sponsorship, he asserted, have besieged AMP for sample transcriptions, and he alleged the probable course of action for local sponsorship by utilities which presumably would place the account through regular agency channels.

Phenomenon, a continuing series of dramatizations of the history of electri- cification, was first used successfully on KXIC, Des Moines, Iowa, under local utility sponsorship. The author is Ted Malone, of KAN, Chicago. It is being handled by Mr. S. A. Davis, of the University of Illinois, with AMP for use of the script nationally. Mr. Malone will handle production of the transcription series for AMP in collaboration with staff assistants, and has been in New York on this mission for some weeks.

Local Sponsorship

IT WAS emphasized that the North American Co., big public utility holding and purchasing agent of AMP, would not itself sponsor Phenomenon. There is the possibility that a number of local utility companies will foster the project for local sponsorship, although the course of individual local sponsorship seems a more likely outcome.

Plans under consideration by AMP include production of a sufficient number of episodes to make possible placements of 15-minute programs three to five times a week. Assuming that the campaign will become nationwide and utilize some 350 or 400 stations, there might be involved purchase of time running between $1,000,000 and $1,500,000.

Crystallization of the campaign, it was indicated, probably will come within the next ten days as a result of the auditioning of the sample episode now in production before visiting utility executives.

More Bristol-Myers Spots

BRISTOL-MYERS Co., New York (Mint Rub) has started Bob Evans on WGR, Cleveland, for ten-minute spot talks. The former WOR, New York, has the account.

CBS Billsings Pass $2,000,000 Mark; Red Network Sets NBC Monthly Record

NETWORK radio hit the $2,000,000 mark in gross monthly billings for the first time during March, according to figures released April 22, with CBS attaining an all-time monthly record for any network amounting to $2,172,352. This was an increase of 12.3% over the same month last year as well as an increase over the previous net- work monthly record, also held by CBS, which was $1,930,512 attained in October, 1935.

The CBS record also gave that network a record for the first quarter of 1936. The NBC-Red network likewise went new high ground in March, showing billings totaling $1,915,837, which is 6.1% ahead of the bookings for the same month of 1935 and also the largest month in the history of either the Red or Blue networks. The NBC-Blue network in March grossed $1,122,516, or a loss of 2.8% under the same month last year.

Combining NBC networks during the first quarter of this year totaled $8,423,468 against $8,678,604 during the first three months of 1935, a drop of 2.5%. The CBS total for the first quarter was $5,922,551, an increase of 13.9% over the same quarter last year, which aggregated $5,252,963. In the CBS figures the Don Lee net- work is not included, while in the NBC figures the Pacific Coast bookings are included. Don Lee March billings through CBS were $220,406.

Mutual Broadcasting System also broke new ground for itself during March, reaching a record high of $175,118, and bringing its quarter to $382,902. These figures cover only the four basic outlets.

Networks Gross Monthly Time Sales

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<tr>
<th>Network</th>
<th>NBC-WEAF (Red)</th>
<th>NBC-NEW (Blue)</th>
<th>NBC-WBY (Blue)</th>
<th>MBS</th>
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<td>January</td>
<td>$715,594</td>
<td>$61,250</td>
<td>$96,221</td>
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<tr>
<td>February</td>
<td>$1,050,146</td>
<td>$90,286</td>
<td>$122,516</td>
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<td>March</td>
<td>$1,136,032</td>
<td>$102,955</td>
<td>$116,572</td>
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</tbody>
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Railroad Study Okehe

AN ADVERTISING program, presumably embracing an institutional railroad campaign, was approved in "principle" by the board of the Association of American Railroads on April 24 in Washington. The work had been arranged by Arthur Kuder Inc., New York Agency, to undertake a research study. The executive committee of the Association will give further study to the program, and before final approval, will submit it to some 150 member railroads.

McAleer Plans Spots

MOALEER MFG. Co., Detroit (auto polish), planning a spot announcement campaign over a large number of stations, has named Holden, Graham & Clark Inc., Detroit, to direct its advertising. Lists have not yet been made up.

NWAC, Boston, on April 24 was granted authority by the FCC to increase its daily power output from 2,500 to 5,000 watts. It uses 1,000 watts at night.

NETWORK FIRST QUARTER REVENUES BY CLASSIFICATIONS

Combined NBC Networks

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
<th>% of Total</th>
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<tr>
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CBS

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<td>Food</td>
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Atlantic Beer in South

ATLANTIC OLD SOUTH BEER Co., Atlanta, on May 12 starts a series of amateur promotions of WSN, Knoxville, auditions are held WMR Sunday evenings and the winner will go to appear on the WSM WROL program Tuesday nights Rawson-Morrill Inc., Atlanta, the agency.

Zimmerman Is Named

BY GROUP SEEKING KTHS

WITH PLANS UNDER WAY TO SECURE OTHER STATIONS FOR PURCHASE OR LEASE OF KTHS, Hot Springs, the Col. Tom H. Barton interests of El Dorado, Ark., on May 18 engaged G. Edward Mr. Zimmerman, assistant manager of the Colonels' operations in New York, as vice president and general manager of the corporation forming to handle all operations. Mr. Zimmerman is latter April was in Arkansas to start the new concern.

NAB Passes Up AFA

THE NAB Commercial Section will not participate in its customary joint meeting with the Advertising Federation of America when the latter organization meets in Boston Jan. 29-30, according to an undisclosed April 22 by James W. Baldwin, NAB man,aging director. During the last three years the Commitees' deputation has held a departmental during the AFA conventions for discussion, and to direct its advertising. Lists have not been made up.

McAleer MFG. Co., Detroit (auto polish), planning a spot announcement campaign over a large number of stations, has named Holden, Graham & Clark Inc., Detroit, to direct its advertising. Lists have not yet been made up.

NWAC, Boston, on April 24 was granted authority by the FCC to increase its daily power output from 2,500 to 5,000 watts. It uses 1,000 watts at night.
Joint Board Finds Gain in Radio Sets
ANA-AAAA-NAB Committee Issues First Coverage Data
And Decides to Issue Local Figures on Ownership

HEE out of every four families in the country possessed radio families in 1936, presenting an increase of 6.6% over the distribution as it existed the year before.

That is the conclusion of the Joint Committee on Radio Research, composed of representatives of the National Association of Broadcasters, the Association of Broadcasters and American Association of Advertising Agencies, following the first formal announcement covering sets toward creation of a radio research bureau to audit station average data.

Only the estimated figure of radio families was made public by the committee. At a prearranged agreement, it decided to go full speed ahead on the radio research bureau front and designate a committee of five to probe for a man qualified to serve as secretary of the committee, and ostensibly to recommend a plan for auditing radio coverage and listening habits, devise means of financing the project, and bring to fruition the project of taking radio coverage data comparable with that in the printed field.

The committee placed at 22,889,700 the number of radio families as of Jan. 1, 1936, a total of 30,913,900 American homes, his compared to last year's estimate of 31,456,895.

In the statement of conclusions, was stated also that approximately 4,400,000 sets were sold in the United States in 1936, exclusive of domestic sales of automobile radios, for the year about 1,100,000 during the year.

Of the domestic sales in 1935, the statement said, 38.1% were sold to families owning sets. "This meant" the statement, "an addition of approximately 1,100,000 new radio families during the year.

Local Data Sought

The committee did not make public the breakdown by states. It included that the work of its subcommittee of five, which drafted the figures, should be continued, the subcommittee was re-organized, and its members of the 15th, 16th, and 17th were instructed to devise new, more comprehensive surveys, and also breakdowns by counties each state.

The first report of the subcommittee was regarded as unacceptable to advertisers because it did not contain the country breakdowns. Many advertisers, it is understood, to produce these figures at the earliest possible time. A new form in which the figures for the country as a whole was processed was made public simultaneously.

The committee action was taken April 22 in New York at a meeting of subcommittee members or their proxies. Most significant was the decision to move forward with the research bureau plans by appointing the subcommittee's secretary. The committee is working on funds pledged by NBC and CBS aggregating $40,000,000, two-thirds of which will be contributed by the former company because it has two networks.

Designated by John Benson, president of AAAA, and chairman of the Joint Committee to serve on the subcommittee to select the man for this position was Paul A. West, president, ANA; Frederick C. Gamble, executive secretary, AAAA; Hugh K. B. Boise, CBS sales vice president; Roy C. Witmer, NBC sales vice president and James W. Baldwin, NAB manager, the selection is expected to meet again May 5, it is reported.

In the formal statement issued April 22, Mr. Benson said the Joint Committee was organized to undertake radio research in the interests of advertisers, agencies and broadcasters. "The general policy of the Committee is to approach the many problems that confront it," he said. "The first effort has been directed toward an estimate of the number and distribution of families owning radios in 1936."

New Estimate Soon

HE BROUGHT out that a preliminary examination of this project indicated that to obtain a complete answer was necessary to make a very extensive field survey which would have meant delay and heavy expense. The estimate thus far made, he added, that the interests of all parties concerned would be best served by the biggest possible estimate based on existing figures and on additional data that could be gathered in a reasonable length of time.

The figures now is at work estimating the number of radio families by counties and will be issued within a few weeks.

The method used in reaching the 1936 figure also was outlined by Mr. Benson. As a starting point the committee used an estimate of Jan. 1, 1935 which resulted from a national-wide survey made by Daniel Starch and Staff for CBS. The figure of sets sold during 1935, he added, was obtained from the radio manufacturing industry, and the estimate on sets which went into new homes was obtained by a request to consumers sent to radio dealers.

Of 10,000 letters and questionnaires sent, there were 1,534 usable replies which when applied to the total indicated that 32.1% of retailers' sets sales were made to owners. This figure was raised to 41,413,000 sets for 1935.

Under the heading "comments," Mr. Benson said in his report, was a survey and pointed to possible errors and shortcomings inherent in such studies. He said, however, that the figure of 41,413,000 sets was an unusually approximate estimate of the number of radio families as of Jan. 1, 1935. In the order of his add, he added, have not been deducted from the Committee's estimate of total radio families.

The Columbia-Starch material for the joint committee showed that as many as 10% of all the families visited, the radio sets were out of order. The percentage runs lower in cities, small towns and farming territories. He added:

"This would indicate that the net number of sets to be at the disposal of the Committee's estimate is less than the Committee's estimate. On the other hand, it is expected that improved economic conditions have probably reduced the number of disabled sets. One may feel that the Committee's estimate looks too high, the following facts should be considered: Slightly more than 10% of the radio families have two or more radio sets (according to committee's estimate for Jan. 1935). There are approximately 3,000,000 auto sets in addition to the estimated total of radio families; although some drug stores, gas line stations, etc. may have been counted during 1935 as new families buying radios, there are many with radios which are not included; many radio sets known in the trade as "cabinet sets" are not counted and required during 1935 in violation of present Federal Communications and radio tubes, and they likewise are not included. So far as the statement of Jan. 1, 1936, is increasing month by month the total number of radio homes in the country.

Baseball Magnates Seeking Radio Curb

ON THE THEORY that broadcasts of baseball games, particularly the current series carried by stations in minor league cities, are hurting minor league attendance, Kenesaw Mountain Landis, president of the American League, is ordering his managers to refrain from making any additional commitments, arrangements or deals for radio broadcasts of "big games." The action was taken following protests from minor league teams, which complained that many fans were flocking to the larger cities for the major league games rather than attend minor league contests. As a result, many of the minor league baseball teams are expected to make a radical change in rules governing broadcasts, which heretofore have depended largely on station commitments.

On-the-scene broadcasts of games and telegraphic play-by-play reports were in particular heavily demand by sponsors this year. Broadcasts in major league cities were not affected by the ruling, issued April 28 by Commissioner Landis.

No Change at Present

The Landis statement follows:

"Pending further notice all major league teams are instructed to refrain from making any additional commitments, arrangements or deals for radio broadcasts of "big games." The statement was issued after a meeting of Mr. Landis, the American League president; William Har-ridge, American League president; W. G. Graham, Durham, N. C. American League team; National Association of Professional Baseball Leagues; George M. Trautman, American Association, ed and chairman of the national association's executive committee.

Department Setup Of NBC Realigned

ELIMINATING of activities regarded as nonessential and realignments of departments, started by Box R. Low, NBC president, continued last night, with a total of 110 more employees being given notice that they would not be required after May 15.

Between his reorganizing activity, the board of directors was scheduled to visit NBC's 14 owned and managed stations, which showed their best incomes in history during the first quarter and to have a full view of station technical and commercial operations. Up to the last time available, the districts of Chicago, Pittsburgh and Schenectady had already been gone to Cincinnati to look over the operations of the country 500,000 - wait WLW and WSAL.

Aylesworth Active

INDICATING that he has not altogether severed his connection with NBC and that his position as vice chairman of the NBC board is not merely a nominal one, M. Roy Aylesworth, who succeeded as NBC president, was called in last month to "approve changes" of the chain, as he followed any of the renewal of several big accounts. The former office of Richard C. Patterson, who resigned in March as executive vice president, has been reserved for Mr. Aylesworth, though most of his time is devoted to some of the questions re- lated to the NBC product, of which he is board chairman.

More departmental changes are anticipated, though it was not revealed who these would be. The shakeup, was, however, being ordered by David Sarnoff, president of RCA, the NBC parent organization, to improve efficiency and reduce mounting expenses not commensurate with revenues.

In Chicago there were changes in the sales department. Paul Mc-Clure became assistant sales manager of a newly organized service department, succeeding E. E. Schowman, who has left to take the same post in New York. William L. Weddell, one of the original members of the central division, who has been out of the organization for some time, is now back in as national sales representative.

The NBC Chicago office in latter April followed the example of Radio City in dismissing all hostesses, seven in number, and ordering pages to serve as reception clerks. Jeter Gillingham, of the newly organized general service department, established the pages into two groups, one to take over clerical work and the other to continue doing messenger work.

Altogether, 74 hostesses, pages, maids, etc., were eliminated. Other NBC personnel leaving includes John R. Overall, John R. Rafferty, F. L. Stead and Wadsworth and Department; William J. Carley, sales promotion copywriter; Birch de Lappe, pur- chase; James C. Schneider; S. Merriman, program; Benson K. Pratt, Richard K. Bard and Everetta M. L. Deitch, with the last's weeks' advances salary was paid.

Mr. Presion announced addition of Joyce Harris, who becomes as- sistant to Mr. Low, executive vice president, and Charles H. Thur- man, placed in charge of the mail-line message section.
Ford Discs Create Rate Complication

Montana Stations Get National Rate for Big Auto Series

SUPPLEMENTING its network show, Ford Motor Co. is using its new spot transcription series, scheduled for 13 weeks, on 333 stations, made public April 20 by World Broadcasting System, which recorded the series. They are being placed over two or three times weekly throughout the country on behalf of Ford dealers by N. W. Ayer & Son, Inc., and McCann-Erickson Inc., advertising agencies.

In addition to the WBS disc, Thesaurus announced April 21 that it is making for Ayer a series of 13 quarter-hour programs featuring Ferde Grobe, the Buckner, and Marguerite Howard, soprana. It said these to be placed by local Ford dealers or branches on local stations. This schedule according to NBC, and begin about May 4, and, like the WBS series, will be called the Ford V-8 Revue.

Rate complications in certain areas developed in connection with the series. Ford Motor Co. is using its new spot transcription series, due to efforts to procure local rather than national rates. The Montana Association of Broadcasters filed a protest against the method of breaking down the controversy, with a number of its stations refusing acceptance of the allowance from the national rates. This was upon the conclusion that it was a legitimate national account, and that other spot advertisement rates and other fields placed at national rather than retail rates under the standard contract, would have to be accorded local rates if the Ford series were accepted on the market.

The program, titled The Ford V-8 Revue, features Happy Hamilton, tenor, the Do Re Mi Girls Ten, and the Fogg Rhythm Orch. John Eccles, who appeared on the Sunday afternoon CBS Ford program, and Kenneth Roberts, are the announcers. The commercials are devoted to the V-8, but also emphasize used cars now being sold under a money-back guarantee.

The rate controversy was precipitated in Montana when Ed Craney, manager of KGIR, refused acceptance of the transcriptions at local rates after auditioning them and concluding that they were not designed to advertise the business of the particular local Ford dealer, but of Ford dealers everywhere. After communicating with other members of the Montana Association, Mr. Craney announced April 15 that the contract was placed at regular national rates.

Mr. Craney brought out that if the Ford series were accepted at local rates, then under the AAAA standard contract form it would appear that Chevrolet and other programs placed at national rates would be subjected to change and entitled to rebate.

86,000 STAND BY
Paid Subscribers to Periodical - Of WLS Increasing

NOW in its second year of publication, the weekly periodical Stand by published weekly in the interests of WLS, Chicago, has achieved a circulation of more than 86,000, a mark which, according to WLS itself, is a record for paid circulation by any publication ever published by a radio station.

The magazine is aimed at radio fans. It runs 16 pages of and is edited by Julian Bentley, WLS news-caster, and the WLS staff, with manuscripts accepted from listeners. It carries some advertising chiefly tending in with WLS radio accounts. The Prairie Farmer, agricultural weekly published by Burridge D. Butler, operator of WLS, turns out the magazine in its plant.

Senator Dill Files Plea For Capital 100-Watter

FORMER U. S. Senator C. C. Dill of Washington State, now a practicing attorney in Washington, D. C., on April 17 applied for a new 100-watt station on 1310 kc. in Washington, seeking the frequency and power now held by WOL. Washington, which is an applicant for regional status. Senator Dill, who disclosed that the project was a personal venture, made his application conditional upon the grant by the FCC of 1000 watts on 1310 kc. It will be heard before an FCC examiner May 20 on this application.

A previous application for 100 watts on 1310 kc., also conditional upon the granting of regional status to WOL, was made by Broadcasting Co., headed by William Dolph, manager of WOL and recently appointed campaign director of the Democratic National Committee. Senator Dill represented the Monocacy Broadcasting Co., headed by Frederick, Md., in that station and also in securing a grant of 500 watts daytime on 1310 kc. for New Who Bell, outside Washing- ton. The latter grant has been held up by a proceeding pressed by WOL and Senator Dill is no longer representing the Monocacy company, headed by Lawrence Leonard, retired attorney.

Samsun-United Spots


RAY C. ELLIS, of the General Motors engineering staff, will be placed in charge of auto-radio set production in the Kokomo, Ind. radio plant purchased last month by General Motors from the Crosley Radio Corp. to provide its own supply of auto sets.

ROTIAN PRESENTS DISC TESTIMONIAL

AMERICAN TOBACCO Co., New York (Roi Tan cig's), placed a RCA-Victor disc announcement on about 40 stations in the Midwest and South using testing material in program spots, well-known movie, radio, and spot personalities.

"We are very pleased," said Philip N. Forristall, of American Tobacco Co., "that the trade will share our enthusiasm for these programs. They are much out of the ordinary and can't help but create good will and new sales for Ro Tan. Briefly this is what we have done: We have taken the Roi Tan slogan, Man to man, smoke Ro Tan—and have brought it to life by having outstanding celebrities tell the radio audience, man to man, why they smoke Ro Tan cigarettes."

"Instead of the usual radio announcers reading a commercial in the usual way, the listener will hear the actual voices of the endorsers themselves, deliver personally their remarks about Ro Tan cigarettes. We are bringing to the 'mike' such news-notables as Richard Barthelmess, Chick Meehan, Vinny de la More, Fred Astaire, Grantham Rice, Benny Leonard, Jimmy Fox, John B. Kennedy and others."

"To the best of our knowledge, this is the first time in radio history that a series of prominent personalities have been presented thus—with all the natural sincerity and conviction that comes from personal contact."

Lawrence C. Gumbiner Adv. Agency, New York, has the account.

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BROADCASTING • May 1, 1936
How Prospects Develop Into Accounts
An Intimate Tale of a Hypothetical Account From Its Conception to the Actual Program Performance

By HUGH K. BOICHE
CBS Vice President
in Cincinnati

ET ME trace the progress of a purely hypothetical account, as it evolves from prospective business to a finished program. Suppose this imaginary advertiser has ever had any previous experience in this field. He has been in the industry for a number of years and from a variety of sources. Glowing stories of spectacular successes on one hand and disheartening failures on the other. He goes to his agency, facts on the subject. He has had his fill of opinions.

When a client goes to an agency or information of this kind, the intelligent thing for the agency to do is to call on the broadcasting company for assistance. It's our business, as a broadcasting entity, to present the whole story of radio. This is the particular business of the sales department. But, with the assistance of radio advertising, such information is made available through the promotion and research departments.

What does the prospective and hypothetical client want to know? Generally he wants assurance—some evidence to support it—that there is a successful advertising medium; that it is particularly suited to his needs. He wants to know about many facts—where, how frequently they are used, here they are, and how well they are done. He is dealing with them. He is not concerned on concerning the people who radio—how many in each group, and what kind of programs they like to hear.

Then he wants evidence to support the idea that radio has heard of successful companies and advertisers, has no trial radio; So-and-so sells product that is similar in price to his competitor and so-and-so has done well with them. The answers to all these questions are assembled by the research and promotion departments and presented to him directly or through his agency—the sales department.

Aha! The Contract!

ET US assume that the answers are satisfactory; that he decides advertising is his medium for his advertising. The next step is the writing of the contract for them. His contract is rather unusual in concept. It is a 20-year lease, and in due course I have ever seen anything like it in the advertising business. It is not an order, at all, but a lease—a lease on an order for advertising space in a publication that carried with it quite a number of conditions and restrictions set forth on the back hereof, which are an integral part of this agreement.

The 4th provision reads as follows:

The System reserves the right to refuse to broadcast any programs which do not in its opinion maintain a quality creditable to the System and to the Agency. In the event that in the opinion of the System the continuity, script or musical selections for each program shall be prepared, written and broadcast in conformity with the regulations and restrictions set forth on the back hereof, which are an integral part of this agreement.

Food Drug Measure Ends Hibernation

Word From President Gives It "Must" Legislative Status

LIKE a spector risen from the legislative dead, the Copeland Bill for the rigid regulation of sale and advertising of food and drugs, cosmetics, has bounded into the forefront of the House "must" legislative consideration as a chance of becoming law before the present session ends.

A week before President Roosevelt sent to Rep. Sam Rayburn (D-Tex.), chairman of the House Interstate & Foreign Commerce Committee, this message as an important provision of the bill, it would be the last session of the House for Rayburn whatever this session until the "go ahead" signal came from administration.

In the form in which it passed the Senate the bill was largely unobjectionable to broadcasting, as well as to other media and the large number of the manufacturers which would be affected. Only a group of newspapermen and owners continued in vociferous objection.

It is understood the subcommittee, headed by Rep. Chapman (D-Ky.), is considering a number of amendments to the bill. Among these is language authorizing the authority from the Department of Agriculture to the Federal Trade Commission; creation of an administrative body to issue regulations and an initial review of decisions of the regulatory agency with respect to advertising representations; and greater protection in the case of labeling claims.

When the bill is approved by the House committee and reported to the House, it is expected that little opposition will develop in the body. The differences in the measure as compared to the one which passed the Senate last session are not expected to be a powerful one, and the measure is expected to be considered in both houses by the end of the session in March.
FCC Likely to Set Precedents On Super-Power and Transfers

WHO Application Set For Hearing With Four Others Pending; KNOX-WNBF Requests Denied

INTENTION of the FCC Broadcast Division to hold formal hearings on applications for major station moves, notably in such markets as New York, was made apparent during the last few weeks. The Division had placed before it the following requests for 500,000 watts in addition to the many station transfer deals considered during the last few months.

While no formal policy has been established, individual members of the Broadcast Division are making it clear that they will scrutinize all such applications more carefully than ever before because of the radical character of the requests in so many cases and because of the amount of money involved in the station deals. It proposes to inquire into prices and to establish whether they are consistent with actual value.

At the meeting on May 1, it is understood that hearings will be given to assignment of four stations of the Southwest Broadcasting System to Hearst Radio, Inc., but the same meeting the Division set for hearing the application of WHO, Des Moines, to increase its power from 50,000 watts — the first of the group of super-power applications to be designated.

Fort Wayne Transfer

IT ALSO designated for hearing the application of Westinghouse for assignment of the licenses of WGL, Fort Wayne, Ind., 100 watt to WANB, Buffalo, N. Y., for experimental use to purchase along with WOWO, part-time clear channel outlet. The Commission tended to confirm its view that all clear channel transfers would be designated for hearing.

Dot, at the May 1 meeting were the applications of KNOX Broadcasting Co., for a new station at New Rochelle, N. Y., with 1,000 watts, and of WNBF, Binghamton, N. Y., local for the same assignment with 500 watts, William M. Pratt, who spoke for the applications.

This was the case which provoked the so-called "Willard Hotel Incendiary" charge in the House Judiciary Committee, and which caused a stir in Congress.

Close on the heels of NBC's application for 500,000 watts for WJZ, key of its Blue network, the FCC had before it similar applications for WBRO, New York, to purchase the WMOR outlet; for WHD, New York, to purchase along with WOWO, part-time clear channel outlet.

The Commission tended to confirm its view that all clear channel transfers would be designated for hearing.

Postcards

THEobby of J. B. Trapp, Wicht, Kan., postcard radio sketch titled Postcard Oddities.

Starting on KFI, Wichita, some seven months ago, Trapp soon had his program heard in the Midwestern states, including Yankee Network.

Working after hours, Trapp writes his own script and answers voluminous mail from all parts of the world. In addition he secures hundreds of hits from some material. Postal facts received from foreign countries are translated for him by school pupils. A 14,000-word monthly is run in a postal employees publication, Trapp supplying the material and Ed F. McGlynn, a fellow clerk, doing the drawing. McGlynn also acts as master of ceremonies on the weekly KFI program.

Local chapters of the National Federation of Post Office Clerks stage the program on stations in their locality.

Health Products

HEALTH PRODUCTS RENews For Year

HEALTH PRODUCTS Corp., New York, on April 18, carried "Feen-A-Mint National Amateur Night" for 52 weeks, starting May 11 when existing contracts expire. The product, a promotional item, had an enlarged MBS network including stations from both the major radio networks as well as leading independents.

During the first 13 weeks WJJD, Chicago will carry the program. The program, created and produced by WGN, Chicago through the remainder of the 52 weeks, will be handled by WGN, Chicago through the remainder of the 52 weeks. William P. Corley & Co., New York, is the agency.

In signing the new contract Gifford Hart, advertising manager of Health Products, said: "Despite the oft repeated predictions of the rapid death of the amateur idea, we can find no evidence of decreasing interest in our show. Feen-A-Mint National Amateur Night was the first national amateur radio program originating in the United States, as radio fills the air for a year and a half. All the evidence which we can get from the audience, and from our up-to-date and final returns, indicates that our radio program is growing, not declining.

"Perhaps this is due, in part, to the fact that we have always believed that even an amateur show can be a good one. We have, each and every week we auditioned hundreds of people in all sections of the country and hired the best of them. We are very selective. We do not want "amateur" to mean "second-rate," we are out to create a first-rate program.

"Our new show is not trying to compete with the big networks, but rather to create a show of its own which will be as good as those programs and will be different from them and will be entitled Musical Clock."

Two other programs are also being sponsored over this station by the Chicago Auto Industry, Inc., New York, placed the account.

Hearst Magazines

Use New York Net Nine-Station Hookup Is Formed For Musical Dramatic Series

Mr. Squire

W I T H four Hearst magazines as sponsors of a musical drama titled March of Events, a special hookup for an Experimental New York Statetion network keying from New York's GEO's WIN, New York, went into operation April 21 on a weekly basis. The hookup would be tried for two weeks on Tuesday for 6 p.m. to 12 noon. The first half hour for sponsored programs by one of the magazines of the Hearst International Magazine Co. group and the second half hour is sustaining.

The idea of the hookup first conceived by Burth Squire, WINS manager, who is handling all the details, is that it serves as a test run to see if it is possible to run a weekly program, with the special hookup, on the Experimental stations. If the test run works, it is hoped to work toward a permanent network to be known as the Empire State Network, and it is expected that the Hearst periodicals will remain sponsors of the program. The first show was sponsored by Good Housekeeping, the May 8 show will be sponsored by Cosmopolitan, and Harper's Bazaar and Pictorial Review will follow it in order.

The orchestra is led by Leonard D'Amico. Several situations are versions of stories appearing currently in the sponsoring magazine. The total cost of the half-hour sponsored period runs $483.38, including station time and line charges. It is thought that an advertiser who feels his product is suited to the program will be made available to other advertisers according to time available from the station.

Beverage Campaign

CARL H. SCHULTZ Corp., Brooklyn, N. Y. (Dr. Brown's beverage and artificial mineral waters) April 15 began an 18-week series of thirty weekly programs featuring "Uncle Abe and the Twist Club." The program is heard on WEVD, New York, tying in with an extensive space campaign in all of the Jewish and Anglo-American newspapers in the New York area. According to A. Davis, the company's advertising manager, who is handling the campaign, it is the first time the Dr. Brown's artificial mineral water program ever undertaken to be aimed exclusively at the Jewish juvenile audience in New York. Club pins and membership cards are offered children.
W-H-O gives the radio advertiser EXTRA DAYTIME VALUE

This map shows it

SHOWING mail response to three broadcasts at 9:30 a.m., this map gives a true picture of the EXTRA VALUE regularly delivered to the advertiser by Station WHO. For, in addition to covering Iowa at one low cost, the 50,000-watt power of WHO delivers a strong signal to listeners throughout the corn belt, who rely on WHO for many of radio's most popular features.

And these facts explain it

With some stations, a strong signal beyond the primary area would pass unnoticed, because of better service from a network station nearby. But west of Chicago, WHO stands out as the only 50,000-watter on the basic red. Hence, outside its primary, a tremendous audience throughout the middle-west tunes regularly to WHO—EXTRA listeners drawn by WHO's dependable service on Red Network shows—EXTRA listeners held by the consistent character of WHO's entire program schedule—EXTRA listeners whose response has established WHO as an EXTRA VALUE STATION in the records of outstanding radio advertisers.

Flash—W-H-O Tops List on Cook Book Response

Just after the copy above had been electrotypied, the accompanying wire (see cut at left) was received from J. E. Giebish of The Cramer Krasselt Co.

Note—Total mail response has since reached 34,030.
Baseball Trophies Will Be Awarded By General Mills

Big Sports Sponsor Seeking to Aid Attendance at Games

TO BOOST baseball attendance in cities where it sponsors baseball broadcasts General Mills Inc., Minneapolis, is offering a trophy to the station building the biggest percentage of paid admissions at ball parks. The trophy is a 56-inch silver cup.

Each annual announcer's trophy will be awarded to the announcer whose efforts are responsible for bringing the trophy to his station. This year the grand trophy and stands 14 inches high. Elgin wrist watches will be given to announcers who build a specified percentage of increase in paid attendance over 1935.

General Mills broadcasts, according to D. D. Davis, president, are designed to be of direct benefit to baseball clubs, stations and the company. Club owners have been notified of the awards and have submitted suggestions on cooperation as well as on the method to be used in determining how increased attendance is to be measured.

Overcoming Objections

THE PLAN is designed to meet the contention of some club owners that broadcasts tend to cut down attendance at the games. General Mills has greatly expanded its baseball sponsorship this season and now is broadcasting in nearly every market, says Henry A. Bellows, now General Mills special advertising representative.

Meantime advertisers all over the country have been signing for baseball broadcasts. Among them are Socony-Vacuum Oil Co.; Penn Tobacco Co.; Chicago Cubs, sponsoring resumés of its own games; Atlantic Refining Co.; Coca-Cola Sales Corp.; Walgreen Co.; Phillips Petroleum Co.; Texas Oil Co.; Petroleum Club of Chicago; Coca-Cola Co.; Sears Roebuck & Co.; Minneapolis Brewing Co.; Southern Oil Co. of New York; Sun Oil Co.; Pabst Blue Ribbon; Continental Stores; Firestone Tire & Rubber Co.; Perfect Oil Corp.; Pullman Co.; Faistay Broadcasting Co.; Kellogg Co.; Agner Brewing Co.; Wadhams Oil Co.

Play-by-play broadcasts of home games are being handled by the small KELD, El Dorado, Ark., by several local merchants. F. E. Bolis, KYD, mainstay of the show, has been instrumental in boosting attendance at local sports events.

Store's $150,000 Campaign

MORRIS B. SACHS, owner of a men's and women's apparel store at 66th and Halsted Streets, Chicago, on April 26 started a one-hour television commercial war, with the store's broadcast to cost $150,000, in Chicago only. Schwimmer & Scott, Chicago, is handling the campaign. Gene Arnold will be master of ceremonies for the broadcast, to be the largest sum ever invested in purely local broadcasting by an individual advertiser.

Dramatic Economic Discs Of Brooking Institution Accepted by 21 Stations

TWENTY-ONE stations as of May 1 had accepted the series of dramatized transcriptions dealing with America's economic situation and opportunities offered as an educational feature by the Brooking Institution, non-commercial research organization, of Washington, according to Vernon F. Lyon, in charge of radio at Brooking. Four programs thus far have been recorded by Radio & Film Methods Corp.

Each program represents a meeting of the board of directors of the mythical "All-American Corporation", who discuss the problems confronting all business today. According to Mr. Lyon, the technique of presentation has elicited favorable comment from program managers and listeners alike. One station, said Mr. Lyon, announced the series by letter to the community's leading business men and had an announcement made in the classes of several local universities. Stations having accepted as of May 1 are: WOW, Omaha; WO, Ames, Ia.; WEN, Lawrence, Kan.; KFAB, Lincoln, Neb.; WCAG, Philadelphia, Pa.; WLB, Wilmington, Del.; WLB, Stevens Point, Wis.; KGU, Honolulu; WIXL, Boston; WHO, Des Moines, Iowa; WNYC, New York; KSL, Salt Lake City; KSD, St. Louis; WSB, Chicago; WABC, New York; WO, WINS, New York; WEC, Duluth; KWSC, Pullman; WMAL, Washington; WSOU, Columbus; WM, Memphis.

FCC Spurs Drive On Border Stations

A NEW campaign by the Federal government to get commercial stations across the border at KEDL, El Dorado, Ark., by several local merchants. F. E. Bolis, KYD, mainstay of the show, has been instrumental in boosting attendance at local sports events.

TO CBS went three major awards for excellence in advertising last month when the Art Directors Club, opening its anniversary exhibition in New York April 16, picked two of its photographic illustrations and one of its booklets among the best in the exhibition. The distinctions, honoring the artists, were also a tribute to the CBS promotion department and Harry O'Brien, CBS art director.

The Art Directors Club medal for the best photographic illustration was awarded to Anton Bruehl's photograph of an African drummer used in Columbia's advertisement, "Magic and White" which appeared in the Dec. 1 issue of Broadcasting. For the best photographic illustration in trade publications, the award for distinctive merit went to the "mask and laurel" sketch prepared by Sam Berman-Banker and Burrett W. Gianninote, which was used in Columbia's "Awards" advertisement which appeared in the March 1 issue of Broadcasting.

Best booklet in the exhibition was the CBS brochure announcing the addition of WJR, Detroit, to its network.

W A A W Assignment, Plea Discontinued

WHILE attorneys were engaged in controversy over KGBZ, York, Nebraska, always the option to others in the Omaha World-Herald interests but ordered deleted by the FCC as of May 1, theCommunications Act of 1934, the FCC or one, the Omaha World-Herald on April 24 secured a dismissal without prejudice by the FCC of its application for voluntary surrender of the 500-watt daytime station owned by the Omaha Grain Exchange.

TO CBS went the only remaining stations of the group of four in Nebraska with which the newspaper had entered into network agreements, others being WJAG, Norfolk, and KMMJ, Clay Center. About a month ago the options on the Norfolk and Clay Center stations were dropped. It is expected the newspaper will also drop its option of KGBZ, thus terminating the Nebraska Broadcasting Co., its radiodl subsidiary.

BROADCASTING. To CBS counsel, Elmer Pratt has filed a motion with the FCC to secure a rehearing before May on the denial of the station's frequency and turn its half time over to KMA, Shenandoah, Ia., with which it shared the 590 kc. channel. A counter petition was filed by James Hanley, former radio commissioner, and counsel for KMA. In the event of a pending sustenance of the original decision ordering the station off the air, it was indicated that KGBZ will appeal to the courts.

Remington Rand Adds WOR to Five Star Final

REMINISTRATION Rand Inc., Buffalo, N. Y., April 26, announced that it has added WOR, New York, to the WMCA-Inter-City Group stations broadcasting Five Star Final since March 30. With the addition of WOR, the program shifted to the 11:30 a.m., spot for Monday through Friday. WOR will not broadcast the Sunday night, 9:50 p.m., program, but WMCA and the Group will continue to carry it as in the past.

The program is signed at WOR for five minutes and its 15-minute schedule. With the 52-week contract with Inter-City signed in March. On the first Monday in each month, for the unannounced random recall program will be heard at 9:30-9:45 p.m. The broadcast will come to originate from WMCA and be piped to Inter-City and WOR. The account was placed directly.

Remington Rand has signed for quarter-hour INS news broadcast before and after all games of the Brooklyn Dodgers and the Inter-City League, on WINS, New York. Account placed direct.

Walter J. Preston, until recently manager of WRN, Akron, fielded KRNT, Des Moines, has been appointed national sales manager of the American Broadcasting Company announcement April 18 by Ralph L. Atlass, president, Mr. Preston formerly was program manager of KNOX, Des Moines, where he became sales manager of WINS, New York, leaving that post to join the Iowa Broadcasting System.

W A A W ASSIGNMENT

Jerry Morehead, sales manager of the newly-owned WGBZ, was named sales manager of the station by Robert D. Morehead, May 1.

Paul T. Bonser, former advertising manager of WKRC, Cincinnati, has joined the station as advertising manager.

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KNX Sale, Renewal Face Joint Hearing

Medical Program Citations to Be Heard With Transfer Plea

WITH the filing April 27 of the application for assignment of the license of KNX, Los Angeles, to BBN, it was indicated that the FCC would consider jointly the renewal of the present license of the station, which contains an alleged program transgression, along with the agreement reached by which CBS will purchase KNX for a price in the neighborhood of $1,300,000.

Reopening of the hearing on the KNX renewal application is likely, at which time the Broadcast Division also would go to FCC as proposed transfer of station ownership. The hearing probably will be set for some time within the next month or six weeks.

Cited because of allegedly questionable medical program broadcast, the KNX former station had been under a temporary license. More than two-dozen medical program citations were leveled against the station at the start of the field last fall. At the same time the FCC held hearings on renewal applications of WTMJ, Milwaukee, and KFRC, San Francisco. The licenses of the latter two stations were renewed on a regular basis on April 14 by the Broadcast Division.

Cited for Marmola

ALL THREE of the stations were cited primarily because of the acceptance of continuity covering an alleged patent remedy, "Marmola." The case against KNX, however, was broadened to encompass a long list of remedies. In renewing the licenses of the other two stations the FCC made no comment.

The KNX sale to CBS, arranged two months ago, is contingent upon renewal of the KNX license on a regular basis. FCC approval by the FCC of the transfer.

Assuming that the KNX renewal case will be reopened, the FCC plan probably will be to call before the owners of the station to present their case, and accounts against which complaints were made have been reviewed. If they have, then the license presumably will be renewed and the FCC then would be in position to consider the transfer of ownership from CBS to BBN and Naylor Rogers to CBS. Thus, the assignment would be combined with the renewal hearing because the FCC has adopted the practice of getting into the details of all important changes in station ownership.

5 Kw. Test Continues

4W, Omaha, has been operating for several months with 5,000 watts power both day and night on an experimental basis in what is the night power is concerned, on April 24 was granted another extension of the authority subject to the condition that before May 31, 1936, a maximum night power on regional channels is 1,000 watts, but the authorized 5,000-watt operation on a test basis to determine its efficacy.

QUNTS AS MILK SALESNEN

Dionnes Both Consume and Promote Carnation Milk; Sponsor Finds Radio Effective Medium

By NORMAN W. GREGG
Erwin Wasey & Co. Ltd., Chicago

WITH the approach of the second birthday, May 28, of the world-famous Dionne quintuplets, interest in what these little Canadian sisters are eating and wearing and playing with once more gives an upward trend. In the field of radio, Carnation Milk Co., Milwaukee and Toronto, continues to be the only other advertiser to use the quintuplets consistently as an advertising theme.

Since the girls were five months old, the use of Carnation Milk in their diet has been continuous. In a recent broadcast of the Carnation Contented Hour (Mondays, 10 p.m., NBC-Red), it was announced that they had consumed well over 2,500 large cans of this evaporated milk.

Confidence in Radio

The Carnation Contented Hour has been broadcast without a break for approximately five years. Tying in scientific baby feeding with the universal interest aroused by the Dionnes furnished a logical basis for its radio-program advertising.

"The fact that we have been on the air continuously for more than seven years shows that we have confidence in radio advertising," said Stanley D. Roberts, advertising manager of Carnation Milk Co. It dovetails nicely with our advertising in other media and satisfactorily accomplishes the job we have set for ourselves. We are particularly interested in housewives and mothers and our program is not along these lines at an impressive hour. This is substantiated by a consistent volume of mail from listeners to the program and by the sale of our cookbook.

The Contented Hour is a home type program of music of a popular and semi-classical nature. One well-known radio critic recently described it as "the kind of program you like to tune in when you have donned comfortable slippers, settled back in your easy chair and taken your favorite pipe." Inaugurated in Chicago in 1931, with 26 NBC stations, outlets have been increased until now the Contented Hour is heard over 55 stations in the United States and Canada.

The major elements of the program have remained intact. Morgan L. Eastman, who conducts the largest orchestra broadcasting from Chicago was the original director and still occupies the podium. The Carnation quartet has been with the Contented Hour from the beginning.

Not long after the program's inception, the central voice of a Lullaby Lady was introduced for a special "children's spot" and this feature has been retained. Another feature of the program's "children's spot" in which the sponsors pay tribute to famous men and events whose programs have been introduced.

In the past two years, guest stars of various magnitudes have been introduced. This year was notable for these are Amelita Galli-Curci, Richard Bonelli and Gladys Swarthout.

Fr. Coughlin to Resume Radio Series in Autumn

WITH the termination of Father Coughlin's fall and winter broadcast series on April 26, it was disclosed that he will resume his independent hookup on or about Oct. 20, or practically on the eve of the national elections. The program is expected to cost him approximately $210,000 for lines and station time during the last six months.

Father Coughlin's National Union for Social Justice, which the Detroit radio priest was promoting over his independent September afternoon 45-minute hookup, had total receipts of $101,060 and expenditures of $95,588 during the period from April 18 to September 11, 1935, according to its accounting filed with the Clerk of the House Representatives in Washington as required under the corrupt practices law of 1925. The receipts, $76,682 was a loan from the Radio Reporter of the Little River network, and major expenditures were $46,680 to E. W. Hellwig & Co., New York agency handling the hookup, and $8,083 to WJB, Detroit.

ASSOCIATED OIL Co., San Francisco, big sports broadcaster, on April 18 sponsored on the NBC Pacific network a broadcast of the California-Washington crew race, keyed from JBR, Seattle.

WJAY Ghost Reporter Defies Gangsters' Bomb

In Civic Clean-Up Program

UNDAunted by threats of reprisals, which already have taken form in the bombing last month of the home of WJAY owner, WJAY, Cleveland, on April 20 brought its Ghost Reporter back on the air to continue his constructive discussions of civic problems. Monroe F. Rubin, operator of WJAY, and his wife and three children narrowly escaped injured and possible death the morning of April 9 when a bomb exploded on the front porch of their Cleveland home, undoubtedly planted there by local racketeers.

The anonymous Ghost Reporter quit broadcasting immediately after the incident, but on April 20 Mrs. Edythe Fern Melrose, WJAY manager, brought him back on the air to continue his talks from an undisclosed remote control point. Said Mrs. Melrose:

"The Ghost will reveal situations detrimental to the welfare of the city and the welfare of citizens without being malicious. Rather than demand of city officials that steps be taken to correct bad civic conditions, the Ghost will make recommendations. Light, spicy gossip will also be included in the program. He will call the attention of listeners to good work by civic-minded people to help advance Cleveland civically."

Mr. Rubin's home was bombed three weeks after the station's Ghost Reporter went on the air in hollow tones revealing the inside of gambling, racketeering and vice in the city. By sending the office of the police chief with telephone calls demanding a cleanup of obscene literature on the newsstands, the Ghost claimed credit for half-filling the central police station's property room with filthy magazines. While he was revealing the workings of slot-machines and bookie-joints rings, mechanics to whom he ordered, received numerous threatening telephone calls. Gamblers stopped at the home of one of WJAY's staff members and warned him that "we nice boys but we don't stand for any monkey business," and asked him to pass that message to the Ghost Reporter. Following the bombing, the Ghost announced that he was leaving the air "rather than endanger the lives of innocent children".

EGEBRARDT CHILI POWDER Co., San Antonio, has completed more than ten consecutive years on WOAI, San Antonio.
TUESDAY morning, March 17th, Buffalonians awoke to the heaviest snow in the history of the weather bureau with no indication of a letup. Thousands of cars were abandoned in the streets. Employees trudged five and six miles through the deepening drifts to reach offices and shops. Street car lines, and bus lines discontinued service. At the height of the evening rush hour Buffalo was without a single street car or bus. Cab companies closed their switchboards and refused to accept calls. Hotels were filled to overflowing with stranded workers unable to find transportation. Traffic was at a complete standstill. Buffalo was paralyzed by the worst snowstorm in history.

EARLY Tuesday the switchboard at BBC was swamped with calls from secretaries of clubs, lodges, church organizations, theaters asking for radio announcement of cancelled activities. More than three hundred courtesy announcements were broadcast notifying listeners that schools had closed, that all social activity had been suspended, that transportation was demoralized.
But 10,000 People braved blizzard for BBC GULF SHOW

The show had to go on! Bottle and Beetle had arrived in Buffalo from New York. A 200-voice chorus had been engaged. Three dance orchestras had been contracted. The 174th Armory had been filled with chairs. Gulf stations had distributed thirty thousand tickets. The show had to go on—and BBC put it on.

Each courtesy announcement was broadcast notifying listeners of cancelled social activities they were reminded that gala hour-long broadcast that evening had not been cancelled. Special announcements were made on both WGR and KBW. Street car officials were contacted and special bus service was promised from population points to the scene of the broadcast. City officials were called and parking space was cleared.

Buffalo was paralyzed—snowed-in—but BBC took ten thousand people out of their homes on the night of the worst snowstorm in history! BBC's ability to act quickly, to meet an emergency with typical BBC initiative took the show that shouldn't go across and made it go big!

Let that same BBC initiative do a job, a real radio job, for you. It can.

WKBW

BROADCASTING CORPORATION
LEININGER, INC.

May 1, 1936 • BROADCASTING
List of Cities Affected by Daylight Saving Time . . . . .

<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Time Zone</th>
<th>Daylight Saving Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>NEW YORK</td>
<td>Albany</td>
<td>Eastern Standard Time</td>
<td>Begins Apr 25, ends Oct 25</td>
</tr>
<tr>
<td></td>
<td>Buffalo</td>
<td>Eastern Standard Time</td>
<td>Begins Apr 25, ends Oct 25</td>
</tr>
<tr>
<td></td>
<td>Rochester</td>
<td>Eastern Standard Time</td>
<td>Begins Apr 25, ends Oct 25</td>
</tr>
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</table>

Daylight Saving Time saving was observed in 1935, began to observe Eastern Standard Time year-round.

IN EUROPE

The following European countries will observe Daylight Saving in 1936 during the respective periods:

- Belgium, from April 19 to October 4
- Denmark, from April 19 to October 4
- Netherlands, from May 15 to October 3
- Portugal, from March 29 to October 4

SOUTH AMERICA

Daylight Saving will be observed in the Argentine Republic from November 30, 1936, for six months.

Network Program Shift

On Daylight Saving Time

WITH the introduction of daylight saving time on April 26, the following network programs have shifted their broadcast time. The entire schedules shifted to daylight time when the change was made. The listings thus remaining the same with the exception of the programs listed here:

- CBS
  - Pet Milk Sales Corporation
  - St. Louis (enamel milk) to Tues., Thurs., 12-12:15 p.m.
  - Oyster Sales Corporation
  - New York (oyster salesman) to Tues., Thurs., 12-12:15 p.m.

- NBC
  - Marvelous Publications Inc., New York (True story magazine) to Fridays, broadcast shifted to 12:15 to 12:30 p.m.

Lady Esther Co., Chicago, (cosmetics) to Sun, 6:30-7:30 p.m., over WGN, CILW, WFLW, WCAE, WHAL, WWJ.
Prime movers of merchandise, WENR and WMAQ have pointed the way to greater sales to many an advertiser in America's second market. Either station reaches, attracts and influences a major portion of the tremendous purchasing power in this rich territory. Let us point out to you how they do it.

**WENR**  
50,000 WATTS  
NBC Blue Network  
CHICAGO

**WMAQ**  
50,000 WATTS  
NBC Red Network  
Two of NBC's Managed and Operated Stations
MILLS BAKING Co., Detroit subsidiary of the Continental Baking Co., is making a house delivery of fan mail pictures of Ann Worth, heroine of the Dr. John Milne serial. Ann Worth, Housewife, broadcast five days weekly on WXYZ, Detroit, and the Michigan Network. The Mills Baking Co. provides house delivery of its products and the serials. A contest is being run in response to letters written in by the radio listeners to Ann Worth, Housewife.

Their offer, a free-away, was started recently in the theme of the story, Ann Worth entering her entry in the John Milne serial's contest for the perfect housewife and winning first prize. The announcer informs the radio audience that they may have an autographed picture upon written request. Several thousand came in the first week, Canadian listeners, and others off the routes of the Mills bakesgood delivery men received their package by mail.

DURING the first quarter of 1936, WOR, Newark, received 873,347 pieces of fan mail, and all the mail received in 1935, which totaled 971,405. In 1934, WOR received 537,719 pieces and in 1933, 719,622.

The increase in mail activity is typical of the station's increase to 50,000 watts, granted in the spring of 1935.

For the first week in April the ten mail "getters" were: Proctor & Gamble (Oxydol) 13,282; Vim Electric Co. 3,578; American Wash & Mach. Co. 1,154; Purex Bakersy Corp. 2,205; Gordon Baking Co. 1,814; Ex-Lax 1,569; Balasone 1,417; Martha Deane (participation) 1,351; Illi Bake Mnt Co. 1,402; Uxcel Don (children's hour) 1,199.

The total of all fan mail for the week was 37,694, compared with 24,876 the same week in 1935; 15,758 in 1934; 27,186 in 1933.

The leader of the above list, Proctor & Gamble, was offering a special premium and each listener had to send in 10 cents and a label from a package of Oxydol to obtain the premium. Most of the other mail was in response to free samples or other types of offers.

SPECIALIZED surveys to determine the program preferences of doctors, lawyers, school teachers, clerks, laborers, housewives, boys and girls, and adolescents, have been started by Leo Corwin, merchandising director of WMT, Waterloo, Ia. The material will be used as a basis upon which programs for WMT will be built and sold for specific audiences.

KMBc, Kansas City, has issued a call for ideas to radio stations to promote its early morning farm program. It is well illustrated and contains a list of typical KMBc coverage. Attached is a business reply card offering information on the program.

PROFESSOR AN EDITOR—As head of "Kaltenmeyer's Kindergarten", Missouri, has said, "Kaltenmeyer (Bruce Kamman) has become editor of the Kaltenmeyer Kindergarten Gazette, which has issued its Vol. I, No. 1 edition. The account is handled by Lord & Thomas, Chicago.

TIDE WATER OIL Co., New York (Veeldol) is making a "foot the bill" offer over the five stations included in its spot campaign in Tide Water territory, offering to replace the Veeldol oil put into the crankcase with any other make of oil after a period of ten days if the purchaser is dissatisfied.

Motorists who try out the money-back offer must obtain from their Veeldol dealer a sales slip as proof of purchase. If they wish to have the Veeldol oil drained after the trial period and replaced with another brand the sales slips are forwarded to the New York office of the oils company, which will then be advertised on the air only.

Lennen & Mitchell Inc., New York, is handling "Dyed Gold" cigarettes and Woodbury soap money-back offers.

FEILS & Co., Philadelphia (Feils Naphtha soap), is sending its broadcast team of Tom, Dick and Harry to cities on its special MBS hook-up of local programs. The two-fold purpose of the promotional plan is to publicize the broadcast team and advertise the product.

Starting the tour in Cleveland, where the program is broadcast on WCAR, the team appeared before civic clubs, food and drug distributors groups and hospitals. The itinerary of the Feils group included Chicago, Cincinnati, Newark and New England. Young & Rubicam Inc., New York, is the agency.

WRC and WMAL, Washington, are "naturals", Vincent F. Callahan, consumer researcher for the company, indicated to advertisers to know that they have mailed a promotion folder with two dice attached. The dice add to 7. Title of the promotion piece is From 7 to 11 It's a Natural, referring of course to 7 a.m. and 11 p.m.

ABOUT everything in the way of data about Texas can be found in the Texas Almanac, 1933 edition, just published by A. H. Bello Corp., Dallas. Considerable information on the Texan's personality is contained in the current edition. The Almanac was first published in 1857.

DEALER display copy and colo pages for magazines are being furnished by the J. Walter Thom- son Co., Chicago, for the Elgin Ne- gative, in connection with its offer of $10,000 in prize in radio "America First" contest being promoted over 48 stations in school and preparatory school towns.

Twenty chaperoned two-wee- to-old girls from National Parks will be given $125 that many boys and girls in the contest, which also contemplated 50 watches at $1,000 in cash awards. Contestant are asked to write not more than two letters to wards on "Why Buy Americ First".

President F. X. A. Eble, of th Elgin Negative, a division of the company is a member of the Made J America Club of New York, and this effort is the most widespread yet attempted.

ENCO MORGAN'S SONS Co. New York (Sapolio) which had just started on an NBC-blue net work with its Spotless Town Gi, mentions chain stores carry the product, and to attract buyers a free home utility box free to listeners sen ing in the top of a Sapolio powde can or sales slip. The campaign plans for the NBC, Detroit, which sub- scribes the series of Spotless Too Jingles, a household name at turn of the year.

THE 500th broadcast of the Los Ranger dramatic series was one April, the thirty-sixth week period having made its bow on WXYZ, Detroit, on Jan. 30, 1936. Since the beginning of the Ward Baking Co., Detroit (Silve Cup bread) has been sponsoring the series, now broadcast on Mutual, NBC, and WSPD, Toledo. The subject is said to have established a record for half-hour broadcast in one series.

TITLE: Have You Heard This One? The series presented by CBS presents thumb-mail success sto ries of CBS advertisers. The series, now in the middle of its third season, has a fixed audience of all ages and is said to have given the best satisfaction.

RADIO listeners who open a thrifty account or make a loan through the Modern Industrial Bank, New York, will be the guest of Gabriel Halpern, who will be the guest host of the show. Any account, no matter how small, will bring the listener a free radio through the NBC studios. The program is heard over the NBC-Blue every Sat. and Sun., 5:30 and 8. The bank, as the first air announcement was so encouraging that the bank will continue the offer indefinitely.

The telephone desk of WGR Cleveland, has been equipped wid a new program, "Calling the Bank", where all clients using the station as a place of selling their products. The program that has been received from listeners since it was established, according to John Patt, WGR manager.
HONOLULU BROADCASTING CO., LTD.

using KGMB and KHBC...

...Covers The Islands Like The Waters Cover The Sea!

Hawaii Is American
Two thirds of population are American Citizens

Standard of Living Is American
68% of homes have radios
33% of homes have telephones
78% of homes have electric meters
70 Million Dollars worth of Products from Mainland United States enter Hawaiian Island homes annually

English Is the Universal Language
English is spoken and understood by over 90% of the population and has been the language of the schools since 1812.

Radio Is The Universal Voice
To reach the 69,048 modern homes in the Islands—
By printed word—it is necessary to use all of the eight English language papers as well as 31 foreign language and dialect newspapers and magazines published in the Islands, while—
By spoken word—it is only necessary to use The Honolulu Broadcasting Co., Ltd.'s Affiliated Stations KGMB, Honolulu and KHBC, Hilo, as shown on the map above

HONOLULU BROADCASTING CO., LTD.

KGMB
HONOLULU, OAHU

KHBC
HILO, HAWAII

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

This Hawaiian Broadcasting System Advertising Does Not Cost...It Pays!

May 1, 1936 • BROADCASTING
Repeal of Davis Zone Classification Passes Senate and Awaits House Action

REPEAL of the restrictive Davis Amendment to the Radio Law, which limits allocations of broadcasting facilities to zone quotas based on population rather than sound engineering principles, awaits only House approval to become law. The Senate without a dissenting vote eliminated the provision and approved a return to the old law on April 24, after the FCC had recommended this action.

The bill now goes immediately to the House where it will be referred to the Interstate & Foreign Commerce Committee. There is no known opposition to the bill and Chairman Bayburn (D-Tex.), to charge of the bill, has informed BROADCASTING he saw nothing that might block its passage at an early date. The measure then would go to the President for signature.

Always on the Spot

THE Davis Amendment has been the most controverted piece of legislation in radio history. It was placed in the law in 1928, and in 1932 the old Radio Commission set up the so-called quota system, under which specific quotas of radio facilities were set aside for each of the five radio zones and for each state within each of the zones. While not rigidly adhered to either by the Radio Commission or by the FCC, the effect of the law has been to limit allocations of stations, power and time on the air in the wide open spaces of the West which could accommodate them because of the population limitations.

The Amendment, it is felt, has served as a means of stimulating Program planning, and has been borne out by the fact that the provision has been replaced by the FCC so as to permit a return to the old law under which the FCC would not be required to restrict allocations of licenses to quota. The new provision of law, as passed by the Senate, would read:

"In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same, the Commission shall make such distributions of licenses, frequencies, hours of operation, and of power among the several states and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the publics in the states and communities." The practical effect of elimination of the Davis amendment, it is believed, will be to add improved broadcasting facilities for many stations, especially those in the local and a-pacent groups. This would result, it is felt, under the disinterested administration of the present Commission.

Most likely to benefit will be those areas of the West and Midwest, restricted because of sparsity of population, which radio station owners believe can accommodate increased facilities. The present quota system automatically would be dissolved and the arbitrary classification of the country into five radio zones disproportionate in size, but practical-ly the same, the Commission, also would be terminated.

Technical Barriers

HOWEVER, it is pointed out that there are few places in the country where new stations can be fitted in without violating existing regulations. Thus, it is felt, there will be no wholesale licensing of new stations. The most likely developments are the status of existing stations if the law is amended by the FCC with care and discretion. Some local stations may develop into regional status, while part-time stations, heretofore prevented because of the relatively narrow construction may blossom into full time outlets.

Even more significant, should all the stations transpire during the months, would be the possible development of existing limited networks such as MBS and Inter-City with such stations of increased status, NBC and CBS also might be interested here and there. Networks have been known to add 10 or more and more or less scorn part-time outlets. Broadcasters fear one thing with the repeal of the Davis amendment. They look with anxiety upon indiscriminate licensing of new stations or of wholesale boosts of smaller stations to the point where their economic security might be threatened through increased competition, and such action might have a deleterious effect upon the industry as a whole.

The FCC Broadcast Division, on the other hand, has shown a definite tendency toward exercising extreme caution in the granting of new facilities of any kind. In all important cases it has been designating them for hearing.

Stoughton With WSPR

MILTON W. STOUTON, formerly account executive with William B. Remington Adv. Agency, Springfield, Ill., has been appointed commercial manager of WSPR, Springfield, recently licensed by the FCC for operation on 1140 kc. with 500 watts limited time. The station is operated by the Connecticut Valley Broadcasters, Inc. A. Bragdon, president, is president. Mr. Stoughton was sales manager of WBZ, Springfield, before coming to WSPR.

Stoughton With WSPR
LEVELLER OF MOUNTAINS

KPO has a way of hurdling high obstacles. It serves the important communities beyond the mountains in Oregon, Idaho and Nevada—just as well as those in northern California. Let us show you how KPO can put over your local or spot campaign in these areas.

KPO 50,000 WATTS
NBC Pacific Coast Red Network
SAN FRANCISCO

One of NBC's Managed and Operated Stations
WCAU to Award Prizes To Juvenile Musicians

TO STIMULATE juvenile interest in good music, WCAU, Philadelphia, has announced an annual "Musical Achievement Award" of $500 to be given to the outstanding instrumental soloist between grammar and high school ages. Dr. Leon Levy, WCAU operator, announced April 18 that the first award will be given in the latter part of 1936 after an audition board, to be selected, makes its recommendations to a board of governors who will hear the finalists in November.

On the board of governors are seven outstanding Philadelphians: Mrs. Mary Louise Curtis Bok, of Curtis Institute; Eugene Ormandy, conductor of the Philadelphia Orchestra; Alfred Reginald Allen, manager of the Philadelphia Orchestra; J. Francis Cook, publisher of Etude Magazine; Ellis Clark Hammann, of the Philadelphia Art Alliance; George L. Lindsay, musical director of the Board of Education; David Hocker, chairman of the youth committee of the Philadelphia Orchestra.

ENDOWED PROGRAM

Admirer Gives KSTP Fund to Aid Kiddie's Hour

WITH a donation of $600 from an adult admirer of his programs, Thomas Dunning Rishworth, KSTP educational director and "Uncle Tom" of its radio hour, this summer will carry out what is believed to be one of radio's most unique stunts for child listeners.

He will sponsor and act as personal guide for a 12-day tour for his youthful listeners through Glacier Park. Free transportation will be provided for three lads who have been with Tom's hour regularly for the last five years: Bob Savard, Bill and Bob Anderson.

The trip is being inaugurated in the belief that it will whet the youngsters interest in his program, provide new material for his full series, during which many of those who take the trip are expected to be heard, and also in the belief that it will be of vast educational benefit to the juvenile listeners. The tour will start from the Twin Cities July 26, returning Aug. 8.

Buffalo Local Licensed

ITS six weeks of test operation completed, WBNY, new Buffalo station licensed to Roy Albertson, formerly manager of WEBR, Buffalo, was licensed for full operation April 14 by the FCC. Mr. Albertson, manager, announced that Jack McClean, formerly with WGR and WKBW, has been named production manager, with the annoyance staff consisting of Ralph Hubbell, James Wells, William Iverson and Robert Sherry. The studios are located in the Nellany Bldg., and the 255-foot Blaw-Knox vertical radiator is atop a house in East Eagle St. WBNY, Mr. Albertson said, will become Buffalo outlet of the new Empire State Network being organized under the direction of Burt Squire, manager of WINS, New York. It operates with 100 watts night and 250 watts day on 1370 kc.

NBC page and messenger boys at Chicago are being taught sound effects under direction of M. W. Wood, chief NBC Chicago sound effects technician.

S. Gordon Person

Group Leases WAP College-Owned Station Will B Operated Under 15-Year Pact

WAPI, Birmingham, has announced that the new operators for 15-year term bids on operation contract covering the state-owned station have been received in Birmingham April 20. According to usually reliable reports, the station will be leased to Donald A. McClean, head of the firm of S. Gordon Persons, operator of WSPA, Montgomery, and an NAI director, who in recent months has been holding the federal post of chairman of the Rural Electrification Authority for Alabama, as new operator, under the lease terms, is to take over the station Aug. 15, 1937, guarantee, the station for a 1000-watt transmitter, assume all legal responsibility and pay an agreed annual fee.

The station is owned jointly by the University of Alabama, Alabama Polytechnic Institute and Auburn University, and for several years has been operated under lease by B. H.Hopson, who, so far as is known, has made no offer to renew.

Three Bids Considered

WHEN original bids were considered, the three bidders whose propositions were kept open were Mr. Persons; Continental Radio Co.; Scripps Howard subsidiary, which has withdrawn its bid and Ed Norton, formerly with WMBR, Jacksonville, Fla. There were several other bidders, but the committee representing the three institutions and the State of Alabama, eliminated them from further consideration. These included Victor Hanson, publisher of the Birmingham News and Age, who, originally owned WAPI but which turned it over some years ago to the state. Mr. Hanson's newspaper recently purchased WSGN, Birmingham. Another bidder was Maison Blanche stores, operating WSMB, New Orleans.

Newspaper Gets Three

SALE of KGGM, Albuquerque, N. M., to the Pampa (Tex.) Daily News interests, subject to FCC approval, was consummated in April. J. Linley Nunn, publisher of the Pampa newspaper, and Gilmore Nunn, his son, who is general manager of the newspaper, purchased the station from A. R. Hebenstreit. The Nutts recently opened KPDN, new 100-watter in Pampa, and several weeks ago, in partnership with Charles C. Aloup purchased 33 1/3% interest each in KICA, Clovis, N. M. Mr. Aloup is the executive manager of KICA. Charles T. Miller and Leonard E. Wilson, the latter manager of KICA, then purchased KIDW, Lamar Colo. 100-watter. The Nunn family last month also purchased the Loco (allegedly KLC) 100-watter.

The station was bought to give some coverage in this market

NBC has shifted the National Farm & Home Hour to 11:30 a. m. (EDST) on the Blue network six days a week following the change to daylight saving time April 20.

CALIFORNIA is

2nd in Cosmetic sales
2nd in Automobile sales
3rd in Drug sales
5th in Food sales
4th in Total Retail sales of the entire nation.

Don Lee Broadcasting System

Los Angeles Office, 1076 West 7th Street
San Francisco Office, 1000 Van Ness Avenue

The Only California Network

Page 30

Broadcasting • May 1, 1936
Two of the country's foremost radio station managers, replying to inquiries from other station managers, wrote more enthusiastic ads for ASSOCIATED RECORDED PROGRAM SERVICE than we have yet written.

Here are excerpts from their letters:

"Behind-Our-Back" Writer No. 1 said:

"I have checked over practically all of the available recorded services and, without doubt, Associated is the best. Their library is so built that you can handle any kind of program production required on any station ... I am sure you will find that you will have no difficulty in selling a big portion of the library to local sponsors."

"Behind-Our-Back" Writer No. 2 said:

"In our experience we have never had such recordings as those recorded by Associated Music Publishers. They have spared no expense to make their output perfect ... We are using it to good advantage and, during an entire year, we think our sales will come within 20% of its entire cost—and I think that as time goes on we will make a profit on it. We would not be without it even if we got less than 50% return of the cost."

Well, there's not much we can add to those statements. So we'll merely invite you to hear some of the recordings from the Associated library which now contains more than 1400 titles, ranging from grand opera to all the current TOP TUNES. You will agree, we believe, that these recordings are superior to anything you have heard. Meantime, write for a copy of our new brochure.

Produced by
ASSOCIATED MUSIC PUBLISHERS INC. 25 WEST 45th ST.
NEW YORK CITY

May 1, 1936 • BROADCASTING
KWKC Allies to KWTO
And Reorganizes Its Staff
HAVING secured authority from the FCC to change its call letters to KCMO, the former KWKC, Kansas City 100-watter, has been reorganized under the direction of Lester E. Cox, operator of KWTO-KGBX, Springfield, Mo., and A. F. Schliecker has been named general manager. The station will be sold in combination with the Springfield station under a joint rate. Formal change to the new call letters awaits removal to new downtown studios.

Mr. Cox and Thomas L. Evans, Kansas City businessman, have contracted with Mrs. Wilson Duncan, widow of the late owner of the station, to operate it, and the FCC has authorized the temporary use of the old transmitter of KGBX. Henry H. Pattee has been appointed program director; Al B. Gregory, news director; Terry O’Sullivan and Moreland Murphy, announcers.

College Disc Exchange
PLANS for a transcription library service for educational broadcasting stations are being formulated under the direction of Carl Menzler, manager of WSUI, University of Iowa station at Iowa City, who will explain the project before the meeting of the National Association of Educational Broadcasters to be held during the annual meeting of the Institute for Education by Radio at Ohio State University, Columbus, May 4-6. The service will be known as a Transcription Exchange, and tentatively it is planned to rotate a high-grade recording machine among the various college stations so their usable broadcasts can be repeated elsewhere. Already such a recorder has been installed at WIA, Madison, with talks, dramatizations, and university band selections placed on discs.

DEISEL - WEMMER - GILBERT Corp., Detroit (R. G. Dun cigars) has contracted for a 13-week campaign of daily announcements on WISN, Milwaukee. Simons-Michelson Co., Detroit, is agency.

THE ICE MAN and the railroads brought this one to mind. More specifically... Mary Pickford's program for the ice industry and the reported lifting of the ban on broadcast advertising by several groups of railroads revived our interest in radio as a medium for cooperative advertising.

COOPERATIVE campaigns are growing in number... due to the fact that competition is becoming more and more a matter of entire industries pitted against each other. This trend will continue in volume and intensity.

TO OUR way of thinking... radio has received too small a share of the cooperative advertising dol-
lar. It seems as if the same conservative which has brought many industries to the point of needing cooperative campaigns, pull them out of the hole and dictated their choice of older advertising media... in spite of the needs of the situation.

IT SEEMS to us that radio is the ideal cooperative advertising medium. Cooperative advertising has two main objectives... reachin as many prospective customers as possible and educating them to want the product or service in question.

RADIO affords ready contact with large numbers of potential listeners... with nearly three out of every four homes. A skillful program will win the immediate attention of many of these.

RADIO is a news medium. To the extent that the information regarding the product is new or a least novel... and to the extent to which it is presented in dramatic fashion... it will more readily win a hearing. There are many classes of products in which listeners have a considerable interest, and with regard to which information as to development will constitute news.

RADIO is educational. The principal job of cooperative advertising is an educational one. An educational message tends to be more convincing when backed by the emotional power of the human voice than when presented in cold print. The possibility of dramatizing the usefulness of an article also recommends broadcasting to the cooperative group.

REMEMBER... cooperative campaigns are not interested in brands but in commodities as a commodity whole. Brand ballyhoo is not necessary... which simplifies the problem of the radio copy and adds materially to its potential effectiveness.

RADIO lends itself particularly well to coordination with dealer promotion and point-of-purchase advertising. It is easier to merchandise radio advertising in dealer outlets than probably is the case with any other medium. This means that the individual companies cooperating in the campaign will find it especially easy to tie in the campaign with their own sales efforts... a point where many cooperative efforts break down.

AND LET'S not forget the good will value of radio! Many industries... especially the older and more self-satisfied ones... need of the quantity of quantity. We don't mean to infer that no
cooperative advertising has been done over the air. In recent years
saints, coffee, oranges, grapefruit, 
strawberries, lamb, fresh fish, sardines,
salmon, gas appliances, cement,
harness, ice, milk, crabmeat, and
travel resorts are among the prod-
cts which have been advertised
coop eratively on the radio. But
there's been too little of it. It's
time precedents were smashed on
this point! 

IMAGINE railroads refusing to
use radio after the success of the
C & O!

WHILE we're on cooperation . . .
there are other types of coopera-
tion which can be engendered by
the radio. One of these is em-
ployee cooperation. A & P was wise
is using Kate Smith for more than
advertising coffee. Her appear-
ances at large meetings of em-
ployees in various centers . . . her
speaking of "my" company . . .
made her the personal representa-
tive of the company. "Like me,
like my company," if you will.
Don't forget that A & P had a
strike recently . . . Some one
thought fast and straight to the
line.

IN THE same tenor . . . we like
Philco's idea of sponsoring an all-
employee-dealer amateur hour over
a Philadelphia radio station . . .
There are approximately 10,000
persons who help either to make
or sell Philcos.

WE ALSO like the MBS depart-
ment store cooperative broadcast.
It's one of the smartest things
done in retail radio advertising
thus far. It suggests a much
wider use in developing local co-
operative dealer campaigns of
various types.

A NOTE for next month . . . By
somewhere in the neighborhood
of June 15 two billions of dollars will
be placed into circulation by the
bonus. It is estimated automobiles
will get 100 million . . . wives' and
children's clothes more than 80
million . . . and about 17 millions
for apparel for the bonus recipi-
ents themselves. A retail advertis-
ing opportunity in almost every
town and hamlet . . . and a na-
tional one as well.

Two FTC Citations
UNFAIR competition is charged
by the Federal Trade Commission
in a complaint against Grove La-
boratories Inc., St. Louis (proprie-
tary) for alleged claims that it
will "kill colds dead" and "strike
at the cold itself, not merely at
the symptoms". Twentieth Century
Business Builders Inc., Chicago is
charged with operating an unfair
puzzle contest and with misrepre-
senting the value of merchandise
for which credit vouchers have
been awarded.

INTELLIGENT COORDINATION

Producing the type of network facility that offers the
highest order of interest - arresting and attention-holding
program, coupled with advertising productivity, the Affiliated
Broadcasting Company went on the air on April 16th.

No blaring of trumpets nor sounding of keynotes marked
the opening of the initial program — just a good, work-
manlike job done in a sound and intelligent manner—that's
the A B C story. A story based on intense coverage in a
concentrated area.

Combining the Facilities of:

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State groups available separately if desired. Station WIND, Gary, may be
included with any state group, if available.

. . . all are Proved Stations!

Write for detailed coverage data

AFFILIATED BROADCASTING COMPANY

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

Lincoln Building, New York

New Center Building, Detroit
the erroneous basis of the charge that news on the air is being "commingled" with advertising, and hence threatens the precious institution of honest reporting, beyond repeating what everyone in radio knows—that competent editors, every whit as well qualified as newspapermen, which they really are, handle radio news and that the sponsor has no more to do with the news content of broadcasts than has a newspaper advertiser.

The publishers have come to the viewpoint that most of us in radio have held and preached for years—that there is room in the news and advertising field for both; that radio must be maintained as free as the press; that the federal government's license control over physical facilities of the ether should not be exerted to thwart freedom of speech and opinion; that the law is that the newspaper and radio are so closely allied that the future welfare of this country may depend upon the continuance of both of these media as free institutions." Indeed, the ANPA report came within a hair's breadth of arguing our own long-standing insistence that radio licenses should be issued for three-year instead of mere six-month periods as a safeguard against political domination or reprisal.

No Boondoggle This

REVEALING as are the findings published in the April 15 issue on use of free "radio advertising" by the Federal establishment, nothing stands out so much as the WPA "radio workshop" experiment undertaken at a cost of $75,000 work relief funds by the U. S. Office of Education. Without in the least disparaging the motives of Dr. Studebaker and Mr. Boutwell in attempting to show the way to other educators toward the proper use of radio facilities, we think the same money might be spent to better advantage in at least one other direction.

So far as work relief is concerned, the project now employs only 50 persons, two of them "borrowed" at executive salaries from one of the networks and the rest taken off other WPA and CCC rolls. So far as pointing the way to other educators is concerned, we seriously doubt whether this inexperienced little group in the short space of six months can accomplish that long-sought end. Certainly the first few programs, which could be written just as well if not better by any one of dozens of continuity writers we know, did not represent any great forward step toward that end; indeed, almost unfairly, some of the press greeted these first efforts with the well known "raze".

We think we can suggest a much more effective, far-reaching and permanent use for that

SOME years ago John Caples really started something when he conceived that epochal line: "They laughed when I sat down at the piano". Mr. Caples, now in charge of testing advertising at Batten, Barton, Durstine & Osborn Inc., has started something with his new Advertising for Immediate Sales, Harper Bros., New York ($8). He has started a lot of people reading about modern advertising methods. A chapter devoted to radio reviews many of the outstanding radio successes and recites basic principles of broadcast advertising. A foreword is contributed by Bruce Barton.

NBC is distributing to advertisers a general edition of its Let's Look at Radio Together, originally published in limited edition for agencies. It contains a simple, illuminating story of radio's value as an advertising medium, based on a two-year survey of broadcast advertising.

$75,000 fund and perhaps for that same staff of young zealots whom Mr. Boutwell has gathered around him. At the various colleges and universities that are now carrying radio programs more or less regularly, with the willing cooperation of the broadcasters, some excellent work is already being done; more than that, nearly every educator has his own ideas (and the number of educators and ideas is legion) as to how radio should be used in education.

Why not establish a central Federal agency to gather and make available to any and all educators not only these ideas but the actual success stories of those now using radio in education, either in the form of program scripts, disks or books of direction. Thus, for example, the work of Levering, These and his National Advisory Council on Radio in Education, the successful educational programs of Prof. Waldo Abbot at the University of Michigan, the radio ideas of Dr. Walter Pitkin of Columbia University, the mass of radio material already compiled by Dr. Cline Koon of the U. S. Office of Education, and perhaps even the thoughts of that redoubtable crusader, Joy Elmer Morgan of the National Education Association, could be made available through one central and official clearing house. These are only a few of the hundreds of available sources of material that come immediately to mind.

It certainly is not up to the commercial broadcasters to do this job, for they have met their obligations by their willingness to carry educational programs without charge, provided only that such programs have genuine educational interest. Today there is no such central agency for the exchange of experience and ideas, and it is idle to expect the educators, divided so hopelessly among themselves when it comes to the subject of radio, to establish one. Here is a plan that will meet all their needs, that will furnish "tailor-made" scripts and proved experience to educators casting about for proper ways to use the radio—plan for an administrative agency to which the onerous term "boondoggle" could hardly be applied even if it is supported by Federal funds.
PERSONAL NOTES

DE WITT LANDIS, former ad man, and sports announcer with KGNC, Austin, Tex., has been named salesman of the month for April at KFWB, Los Angeles, Calif., and has been promoted to a headquarters position at the station.

SAMUEL H. COOK, president of WFBH, Syracuse, has returned from a winter at Pinehurst, N. C.

FREDERICK W. COLE, formerly of KWHB, Charlotte, N. C., has joined WSB-WBZA, Boston - Springfield, on a sales promotion assignment.

ADELBERT ETTE HOOVER, in New San Francisco sales promotion department and Dana Edwin Bremner of Los Angeles, has been transferred to the Los Angeles office of the Associated Press. He was married on April 23, has postponed the ceremony because of the death of the bride-elect's father.

G. NEILL FERGUSON, of the advertising staff of the Press-Register, Montgomery, Ala., in a sales capacity, is announced by H. W. Slivick, WABC general manager.

JAMES L. HUGHES, manager of WIBB, Rock Island, Ill., is confined to his home suffering from a respiratory ailment which has kept him from his desk for about four weeks. He is making steady progress and his physicians expect he will be back on the job in another month or two.

NEAL A. BARRETT, manager of foreign sales for the KOMA, Oklahoma City, is returning to the company after spending several weeks in a Fort Worth hospital for treatment to an infected foot.

In 1910 he went to New York to open its office there. He sold the Lovell Company its first radio from the company's origin. He was again with them in 1922 to join George L. Dyer Co., where he served as vice president and director until 1972 when he was associated with Lennen & Mitchell Inc.

It was at Lennen & Mitchell, where he also was serving, that Mr. Boice first became interested in radio. Some of the best known programs of the period were in his charge, including Tidewater Oil's sponsorship of Admiral Byrd and of Hugo von Freytag-Loringhoven's War of the Worlds radio contract, which was for Old Gold.

He rejoined CBS in May, 1930, exactly six years ago, as sales manager and a year later was promoted to be president of the company. He was precisely the sort of man that Bill Paley wanted, for his experience in advertising, his sense of humor, his taste and suavity, his wide knowledge of the advertising world and the big, wide world of the market research organization, and his grasp of the business and those who make it operate.

Mr. Boice feels that CBS' selling organization and its public relations organization under the direction of Paul Keating, manager of the advertising agencies and their accounts. He went into radio with an open mind, despite his successes in placing sponsored programs on the air, for he Costa, a New York journalist of reputation, as the head man of advertising.

HUGH KENDALL BOICE

COLD FIGURES, telling the statistical story of record sales achievements, may delight the business office and the stockholder, but it is always pertinent to inquire into the personalities behind those figures and the policies that produced them. Thus the CBS March billings of $217,124, which carried network radio beyond the $2,000,000 mark for the first time and represented the best month in the history of any radio network, focus the spotlight on William S. "Zeppy" Dyer and his smooth-working CBS promotion as a whole. They are ample tributes in themselves to the stature direction and policies that CBS enjoys, not to mention the fact that they are indicative of the growing acceptance and power of broadcasting as an advertising medium.

Contemplating the remarkable monthly figures of CBS, which also show a gain of 30 per cent over 1930-31, it is evident that to record proportions for any network, the inquirer inevitably turns his attention to the man whose particular job it is to be the heading up of sales. He is Hugh Kendall Boice, since 1930 president of CBS, a tall, dark-complexioned, personable chap who, as you talk to him, impresses you as having a sort of quiet vigor and thorough command of every situation arising in his field.

"Ken" Boice will be the first to give credit for CBS' great achievements to the organization as a whole and to his dynamic assistants and sales and promotion force in particular. He would be the first to assert that neither he nor any single individual is alone responsible for his company's success. He has his own formula for selling radio time, to be sure, but that formula is based on the cumulative experience and ideas and team work of the men around him, largely men of his own selection.

Because, as an agency man of long experience he recognized the importance of sales promotion, Mr. Boice was particularly careful in choosing a man to head that department. Paul Keating, a young man with a splendid advertising career [see this column in the Jan. 15, 1935, BROADCASTING] was chosen for the job. How well he did his work almost any agency and time buyer will attest, and Keeten today is vice president of CBS working with President Paley and Executive Vice President Klauber on general policy matters while the promotion work is carried on by Victor Ratner, who also was brought up from the ranks. William C. Gittinger is the CBS sales manager and the veteran William H. Ensign is assistant sales manager, both of them top-notchers in their field, according to Mr. Boice. Their sales force is built almost entirely of men with agency experience. At CBS a salesman is assigned to one or more agencies and all of his effort must be confined to this assignment. Salesmen are paid salaries and the CBS salary scale is a liberal one because these men are selling big bills of goods—because Mr. Boice feels that this man makes for teamwork and that teamwork is an absolute essential in sales effort.

Hugh Kendall Boice was born in Chicago Oct. 14, 1888. His father was engaged in the lumber business and his mother was a teacher. He was educated at the Chicago public schools, and was graduated from Chicago Manual Training School in 1901.

Mr. Boice's name launch his career in that field was evidenced by the fact that his graduation essay dealt with advertising. His first job was with Joseph T. Ryerson & Son, Chicago iron and steel jobbers, and he quickly rose to its advertising managership, a post he held for five years until in 1909 he was offered a job as a copy man on the staff of Critchfield & Co., Chicago. There he rose through the ranks to the agency's presidency.

May 1, 1936 • BROADCASTING
OUT of the Klondike rush of selling radio station time there came, inevitably, a melting down to hardpan . . . leaving a very few soundly built organizations, thoroughly experienced in selling advertising, and having the necessary acquaintance, contacts, and nation-wide resources.

Every man in the Raymer organization has spent more than ten mature, successful years in selling national advertising. Every one has, besides, the confidence of countless major sponsors of commercial programs and their advertising agents.
### Selling Time

- **KWK** . . . St. Louis . . . . . . . NBC
- **WJAS** . . . Pittsburgh . . . . . . . CBS
- **WSYR** . . . Syracuse . . . . . . . NBC
- **WHEC** . . . Rochester . . . . . . . CBS
- **KSTP** . . . Minneapolis-St. Paul . . . NBC
- **WRVA** . . . Richmond . . . . . . . NBC
- **WLAC** . . . Nashville . . . . . . . CBS
- **WDOD** . . . Chattanooga . . . . . . CBS
- **WREC** . . . Memphis . . . . . . . CBS
- **WBRC** . . . Birmingham . . . . . . CBS
- **WTOC** . . . Savannah . . . . . . . CBS
- **WPRO** . . . Providence . . . . . . MB-YN
- **WSBT** . . . South Bend . . . . . . CBS
- **WMBR** . . . Jacksonville . . . . . CBS

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**PAUL H. RAYMER COMPANY**

**RADIO STATION REPRESENTATIVES**

**NEW YORK**
366 Madison Ave.
Murray Hill 2-8690

**CHICAGO**
Tribune Tower
Superior 4473

**DETROIT**
General Motors Bldg.
Trinity 2-8060

**SAN FRANCISCO**
Russ Building
Douglas 1294

[www.americanradiohistory.com](http://www.americanradiohistory.com)
JOHN ROYAL, vice president of NBC; John B. Kennedy, NBC commentator; Leo Fitzpatrick, vice president and general manager of WJR, Detroit, and president of the XAB; John F. Patt, general manager of WGBR and president of the Ohio Broadcasters Association, were guests at the combined Cleveland Rotary-Advertising Club luncheon April 23. Kennedy and Fitzpatrick were principal speakers.

JOHN W. LITTLEPAGE, Washington radio attorney, and Mrs. Littlepage are parents of a daughter, Frances, born April 15.

FRED EILERS, formerly of KYA, San Francisco, and a veteran radio engineer, has been named manager and chief engineer of KNX, new 100,000-watt station in Hilo, H.I., operated by the Honolulu Broadcasting Co., which also operates KGBR, Honolulu. Mrs. Eilers has been named program director. She also was on the KYA staff.

PAUL S. WILSON, for six years a member of the Chicago NBC staff, is now a member of the WBBM, Chicago, sales department. He was formerly affiliated with Paul H. Raymer & Co., Chicago.

JOHN ESSAI, recently of KTLU, Tulsa, has been named commercial manager of WBBZ, Ponca City, Okla.

NORMAN MCLAUGHLIN, for three years manager of KERN, Bakersfield, Calif., has joined KFRC, San Francisco, as account executive.


T. W. BEARUP, member of the Australian Broadcasting Commission, and Mrs. Bearup, arrived in Los Angeles late in April from Melbourne for a brief visit.

R. O. BULLWINKEL, formerly with the Canadian Pacific Railway, has been appointed to the sales staff of KOMO-KJ, Seattle, by H. M. Felts, commercial manager. He will handle the transportation classification for Tomet Broadcasters.

J. R. KING, for the last nine years an announcer and continuity writer for WBBZ, Duluth-Superior, resigned April 25 to join the Norman Craig station representation organization in New York.

MARTIN CAMPBELL, manager of WFAA, Dallas, has been elected to membership in the Puttnan Ranch Hunting & Fishing Club.

ADELE DE ETTE HOOVER, in NBC's San Francisco sales promotion department, was married April 26 to Edwin Brenner of Santa Rosa, Calif., in Berkeley, Cal.

MONTY MILLER has joined the sales staff of WBAL, Baltimore.

J. ERIC WILLIAMS, formerly of WARN, Waterbury, Conn., has joined the commercial staff of WDRC, Hartford.

James C. De Ball

JAMES C. DE BALL, former continuity writer for MacGregor & Sollie Inc., transcription producers and prior to that with KYA, San Francisco, died in Palo Alto (Cal.) Hospital, on April 13 after an illness of several weeks. He was 47, and is survived by his wife and two children. Before entering radio he was editor of various Pacific Coast newspapers.

WGRC is the call assigned to North Side Braddock Co., New Albany, Ind., for a 100,000-watt day-time station on 1370 kc.

The Golden Goldman Gong

HERE is the gong that has been laying golden eggs for WLBF, Kansas City, Mo., and is now being made at Hilo, Hawaii. The 25,000th time the Goldenman hourly time gong signal has sounded over the station was this 12 noon, April 9. On the left is Herb Hollister, WLBF manager, and on the right, Harold Leberman, manager of the Kansas City Kansas branch of the store. The first time signal was broadcast was Nov. 1, 1928, under Goldman sponsorship, and since March 1, 1932, it has been sounded every hour WLBF has been on the air.

KHBC, at Hilo, Hawaii, To Be Dedicated May 1

Built as an exact replica of its sister station in Honolulu, KHBC, Hilo, was to be dedicated May 1. It was to be formally dedicated on Saturday and selected signals were carried via short wave from the United States. The station will operate with 250 watts on 1420 kc, will be among the last combination with KGBR, Honolulu, 1,000-watt station owned by the same interests. Complete coverage of the Hawaiian Island is assured with the two stations. Fred Eilers, for eight years with KTLU, Tulsa, is the general manager, and Mrs. Eilers, also formerly with KYA, will be program director. The two-studio building, like that of KGBR, is constructed of sugar cane. Equipment is RCA throughout.

Three New Stations

AUTHORITY to erect three new 100,000-watt stations in communities now without stations was granted recently to the growth of the program. Buy the “first” station and you buy sales!

30 Minutes a Week for 11 Weeks = 14,000 Inquiries from Omaha Alone!

Here’s a story of “station pulling power”: Metropolitan Utilities District, Omaha municipal gas and water plant, bought a 15-minute “Mystery Chef” program on WOW twice a week. During the first 11 weeks, 14,000 housewives in Omaha wrote requesting booklets. The Utilities District reported also an “excellent stimulation in sale of gas appliances as compared with 1935, due to the program.” Buy the “first” station and you buy sales!

John Blair Co., Representatives

New York Chicago Detroit San Francisco

590 Kilocycles 5000 Watts

“COVERS THE NATION’S BREADBASKET”

OMAHA, NEBR.

WOW

ON THE N.B.C. RED NETWORK

ON THE N.B.C. RED NETWORK

BEHIND THE MICROPHONE

ELLIS LEVY, northern California manager of the Thomas Lee Artists Booking Corp., has resigned to become director and manager of the Don Book Agency, a subsidiary company of the Artists Booking Corp. in San Francisco, and has established offices at suite 307 W. Fourth St., the building he occupied for many years. Miss Olga Olson, Levy’s secretary for the last two years, joins the new organization as office manager.

TURNER COOKE, announcer of WMAI, Springfield, Mass., since last January, has been appointed program director. Jack Stensrud, WMAI program director, is shifted to the daytime schedule and is now assistant to Vice-President, Vernnl Crawford, formerly of WIXRS, Waterbury, Conn., has joined the staff.

OSCAR H. FENRACH, radio editor of the San Francisco Examiner, has been confined to St. Luke’s Hospital, that city, suffering from a heart attack and away from his desk several weeks. Frank Smith filled in as radio editor during his absence.

CLARENCE GARNIS, formerly of KTIL, Garden City, Kan., and KADA, Ada, Okla., has joined the announcing and promotion staff of WBBZ, Ponca City, Okla.

DON LARKIN, announcer of WNOU, has been promoted to director of publicity.

DONALD RALPH, announcer at KGHC, San Francisco, has gone to WJAS, New York, to fill its studio vacancy as recently authorized by the FCC. J. LESTER MALLOY, formerly of KGBC, Santa Monica, succeeds Ralph at KGHC.

J. CLARENCE MAYS and Hugh K. GAGOS, editors of the KJBS, San Francisco and KJBS, San Jose, KGBS, San Francisco, respectively, have taken over the publicity for the two stations, succeeding Thomas Birkmore, resigned.

EDWARD KRUG, formerly of WJAR, Pittsburgh, has been promoted by WCAU, Philadelphia, to be night director replacing Claude Haring, assigned to baseball with Bill Dyer.

AL GODWIN, formerly with WLW, Cincinnati, has joined the announcing staff of WJAI, Ashland.

PAT BRANIN, of Pocatello, Id., has joined the announcing staff of KDLY, Salt Lake City. Walter Waage, also a native of Pocatello, is the father of a girl born April 11.

JAN HABROUCK, news editor of WBZ-YBZA, Boston-Springfield, has resigned to join the editorial staff of the Boston Herald.

JACK ODELL, announcer of WAAP, Chicago, was married April 25 to Hilda Helen Washburn, radio actress, and Nathan Caplow, WAAP producer, was best man.

TONY R. BENANDER, Memphis district manager, has been promoted to the production staff of WMC, that city.

WAYNE LUTHER LATHAM, formerly of WDH, Boston, has joined WSB, Atlanta, that city. Latham was recently authorized by the FCC. He was succeeded at WDH by William P. Cudney, director by H. Blanche Frederickson.

DUDLEY E. WILLIAMSON, recently with WDSU, New Orleans, and formerly with the San Francisco Globe, has joined the announcing staff of KFJJ, Fort Worth.

GARDNER OSBORNE, who recently with WJBC, Bloomington, Ill., is the new director, has established Hollywood Radio Bureau in the Olesen sound studio building for use as a radio talent clearing house.

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BROADCASTING • May 1, 1936
EDUCATORS SESSION TO BE HELD MAY 4-6

RECENT progress in educational broadcasting and clinics on methods employed will feature the program of the Seventh Institute, Educational Broadcasting, to be held May 4-6 at Ohio State University, Columbus.

Persons prominent in the educational and radio fields will participate in the discussions. A special program for the afternoon of May 5 has been arranged by H. B. McCarty, president of the National Association of Educational Broadcasters.

The conference agenda—

MAY 4
Welcome—George W. Rightmire, president, Other States Broadcasting—S. L. Booker, Ohio Director of Education.

American Institute of Educational Broadcasting—W. W. Charters, Ohio State University.

Educational Broadcasting Session: C. E. Bixler, State University of Iowa; Robert Ritter, WQJ, Rochester.

Panel Discussion—P. H. Carpenter, Ohio State University.

MAY 5
Welcome—J. E. Johnson, Ohio State University.

General Discussion—

American Institute of Educational Broadcasting—Lester Stroh, Chicago.


Ohio Radio and Television—William H. Darrow, Ohio University.

Research in Radio Education—L. Keith Tyler, Ohio State University.

MAY 6
General Discussion—Round Table Discussions of Typical Educational Projects.

Clinic—Techniques of Programming—Philadelphia.

Labor Programs—Other State Programming—C. E. Bixler, Illinois State University.

Curriculum Instruction—"Seventh Grade Science"—Peter C. L. Carpenter, Rochester.

General Discussion—Round Table Discussions of Typical Educational Projects.

D. instructors in the蓬勃发展 of radio programs on the subject of radio education.

National Representatives—Edward Petry & Co.

greater norfolk area listens to wtar more than all other stations put together

ROSS FEDERAL SURVEY FIGURES SHOW that W TAR is by far the most popular of all stations that reach into the compact and metropolitan tidewater Virginia area with 300,000 population. 40 phone calls were made over a week's time, February 25th to March 1st, 1936, between 7:00 A.M. and 11:00 P.M. in Norfolk, Portsmouth and Newport News by Ross Federal men to be sure the figures are thoroughly representative of the actual facts. The column to the right speaks for itself. (The question mark "?" accounts for a residue—10.10%—of replies: "don't know" and "refused information."

Reaches Major Market

Most of the 300,000 population within 20 miles of the W TAR transmitter are city dwellers in the prosperous Norfolk-Hampton Roads market. Extensive port activity, together with industry, agriculture and distributing in proper balance, give the greater Norfolk area a year-round potential of unusual attractiveness.

One index to the value of this market is given by the high ratio of radios to homes, 97.3%, brought out by the recent survey quoted to the right.

241 Products Use W TAR

In 1935 W TAR made an outstanding record with 98.6% of the population for continuous broadcasting for the 241 products using time on the station to sell this responsive market. Many contracts have been renewed several times—a sure sign of sales satisfaction.

National Representatives—Edward Petry & Co.

complete nbc service

victoria's oldest broadcaster

wiar
Regional Networks?

NORTHERN CALIFORNIA BROADCASTING SYSTEM

* VIRGINIA BROADCASTING SYSTEM

— or “Spot”? 

WJBK—Detroit, Mich. 
* WESC—Duluth, Minn. 
WAFG—Hibbing, Minn. 
KJBS—San Francisco, Cal. 
KQW—San Jose, Cal. 
KARK—Little Rock, Ark. 
WSPA—Spartanburg, S. C. 
WHBF—Rock Island, Ill. 

(Quad Cities) 

*Represented in Chicago and Detroit Areas only

George Roesler
Radio Station Representatives
Civic Opera Bldg., Chicago
New Center Building, Detroit
Lincoln Building, New York

WSPD
TOLEDO'S ONLY RADIO STATION
A BASIC COLUMBIA OUTLET

5000 WATTS DAY
1000 WATTS NIGHT
Fifty-two of America's outstanding
National accounts use WSPD to cover
this Great Northwestern Ohio Market.
They know from experience that WSPD must be used to get blanket coverage.

Future of Broadcast Services At Issue in Hearings of FCC

NAB, Television, Facsimile and Ultra-High Groups
Face Opposition in 30,000-110,000 kc. Band

THE BROADCASTING industry, and related services destined ultimately to become a part of broadcast-
ing, are preparing to attend the engineering hearing to begin June 15 before the FCC with the
object of preserving for public enter-
tainment, education and enlight-
enment a sufficient portion of the
ultra-high frequency spectrum to
accommodate television, facsimile
and ultra-high or "apex" broadcast-
ing.

This became evident after the full significance of the hearing call was brought to the attention of
units in the industry. At the sugges-
tion of James W. Baldwin, NAB managing director, the board
of directors of that trade associa-
tion authorized him to draft plans for presentation of a full case in behalf of the industry covering
present services of broadcasting to
the nation and the urgent need for preservation of sufficient natural
facilities in the ultra-high spec-
trum to accommodate reasonable
future needs. This was done at the special board meeting held in Chi-
cago April 27.

Placing the NAB, which will have
room for extension in those offshoots of radio which logically fall in the broad-
casting industry, will be leading
experimenters in television, fac-
simile, and ultra-high frequency
broadcasting. At present, a sizable
portion of the band ranging from
30,000 to 110,000 kc., all of which
is classified as experimental area,
is allotted for these types of ex-
perimentation by broadcasters and
related groups.

Military Demands

The broadcasting industry, how-
ever, will be forced to resist the heavy demands of the Army and
the Navy and of aviation, ships,
police radio, and other non-public
services for practically all of the
ultra-high spectrum. As a matter
of fact, it is apparent that the
military services, in seeking an
executive order to allocate for their
use nearly half of this ethereal
area, prompted the recommenda-
tion of the TAC to the FCC engineer, that the informational
hearing be held. This recommenda-
tion was adopted April 3 by the
FCC.

All things considered, the infor-
mal hearing is regarded as the most
impressive technical confer-
ence since the 1928 general reallo-
cation hearings before the former
Radio Commission. These resulted in the allocations of today, insofar as broadcasting is concerned. Should any substantial portion of the facilities in the range from
30,000 to 110,000 kc. be assigned to services other than public, then
the development of visual broad-
casting and of ultra-high fre-
quency sound broadcasting will be
retarded perhaps by several years.

The conference is called to con-
sider allocations over the entire
spectrum. It is unlikely, however,
that there will be any effort to dis-
turb allocations in the range from
10 to 30,000 kc. because services in
those bands are now well en-
tranced, and the heavy equipment investment in them. Be-

beyond 110,000 kc., engineers have not yet devised tubes or transmit-
ters which will function and this area is regarded as unusable.

The FCC on Feb. 24 made pub-
lc the notice of the informal hear-
ings. The notice is being showered
upon all known interested parties
in an effort to have as full a hear-
ing as possible. It is expected that
at least ten days will be required for the hearings.

The two-page notice said that
the purpose of the hearing in sub-
stance is to determine present and
future needs of various classes of
service for frequencies above
30,000 kc., with the view of ulti-
ately allocating them; of securing
for the public and the FCC a keener insight into the problems in the application of these
new frequencies to the public serv-
ces; guiding experimentation along
more definite lines; reviewing pre-
sent allocations above 30,000 kc.,
and assisting the government in
preparing for the International
Telecommunications Conference at
Cairo in 1958.

The notice further stated that
persons appearing should be pre-
pared to show the dependence of the service they represent on radio rather than wire lines; probable
number of people benefiting from
the service; relative social and eco-

nomic importance of the service, in-
cluding safety of life and protec-
tion of property; probability of practical extension of service, and
degree of public support likely;
degree to which service should be
made available to public; and
areas in which service should be
provided.

Further set up in the notice was
a list of technical requirements and
apparatus limitations. Finally, all
parties were asked to prepare ex-
hibits showing the requirements for
frequencies bands and positions
in the spectrum for their particu-
lar services, to be submitted before
June 1. Although examination of wit-
nesses, it was added, will be limit-
ated to questions by Commissioners or members of their technical or legal
staffs. The FCC chairman, how-
ever, may permit questioning of witnesses if questions are submitted
in writing.

NATIONAL CARBON Co., New
York (Everready Inc., New York), is work ing out a coast-to-coast announce ment campaign to begin in October.

RADIO will honor Thomas A. Edi-
sion, inventor, in more than 4,500
broadcasts during the May-August period. Edison secured a basic wireless patent in 1886 which he
later sold to Marconi.

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BROADCASTING • May 1, 1936

www.americanradiohistory.com
Program Awards By Women's Group Ignore Symphonies

None Good Enough, It is Held;
Non-Musical Award to Vallee

STRIKING the industry by surprise when it failed to find a program of serious music suitable for its award in that class, the Women's National Radio Committee announced its selections April 22 at a luncheon in the Hotel Astor, New York. Awards were made by a committee which was guided to a certain extent by ballots sent to the mailing list of its publication Radio Review, to its own members and to all who wrote for ballots.

No award was made for serious music, it was stated by Yolanda Mero - Irion, committee advisory chairman, because none of the programs measured up to the standard set by the awards committee. "General Motors received the greatest number of votes, while Ford's Sunday concert ranked second," she said. "It was brought out in the discussion of the judges that the standard of General Motors this year was considerably below its own standard of last year, and that it would be inconsistent with the objectives of the committee to single out for high honor a program which had slipped backward." Honorable mention also was given Frank Black's Symphony Hour on NBC.

Cities Service Co., the committee decided, has the best program of light music. The best non-musical program chosen (comedy, drama or variety) was the musical variety Rudy Vallee hour sponsored by Standard Brands Inc. (Fleischmann's yeast) on NBC-Red. Best educational program, it was decided, was the NBC-Blue American Town Meeting of the Air, conducted by the League for Political Education. The CBS sustaining Wilderness Road, which was started March 2, was picked as the best children's program.

Freedom of Speech

The advisory chairman thanked CBS for its continued presentation of New York Philharmonic concerts and praised NBC for presenting Metropolitan Opera programs. "The other fine musical hours sponsored by NBC and WOR are all thoroughly appreciated," she said, "but it is not enough."

Among guests at the luncheon were Lenox R. Lohr, NBC president, William S. Paley, CBS president, and Alfred McCozer, WOR president, all of whom spoke briefly. Anning S. Prall, FCC chairman, delivered an address and announced the awards.

Mr. Prall stated that in the conduct of radio "our fundamental obligation is the freedom of speech. It is inconceivable that, as in the dictator-ridden countries of Europe, or even in England where the radio is under state control, there could be imposed by the FCC regulations that would mean a denial of the same degree of free speech over the radio as is enjoyed by the press of our country," he said. 

Honorable mention, in addition to those already mentioned, was given by the committee as follows:

Light Music — Fred Waring and Pennsylvanians, NBC and CBS, sponsored by Ford Motor Co.


Educational — American School of the Air, sustaining; Chicago University Round Table, NBC-Red sustaining.

Children's Programs — American School of the Air, CBS sustaining; Damrosch Music Appreciation Hour, NBC-Red sustaining; Singing Lady, sponsored on NBC-Blue by Kellogg Co.

Others not listed in the official announcement of awards but mentioned by Yolanda Mero-Irion in her address were:

NBC Drama Guild and CBS Lux Radio Theatre, runners up to Leslie Howard in the voting.

CBS Experimental Dramas mention as the best possibility for the future of drama created especially for radio.

The NBC-Blue Farm & Home Hour, which "pulled a handsome vote."

"For news commentators, in proportion to all the votes cast, Gabriel Heatter (NBC and WOR) made the best showing, with Edwin C. Hill (NBC) second and Boake Carter (CBS) third."

Steady improvement was noted in the Rudy Vallee program, both in programming and advertising continuity.

The NBC Standard Symphony on the Pacific Coast and the MBS Wel-lenstein's Sinfonietta made good showings, she said.

Called Inconsistent

COMMENTING on the awards, the New York Sun, in a signed article by E. L. Bragdon, said the committee "was so inconsistent in giving the reasons for its selections that some of the value of the awards will be lost on advertisers and network."

Failure to grant an award in the field of serious music was particularly criticized by the Sun. "Unless the music world is mute," said the article, "the Women's National Radio Committee will be kept busy for several weeks explaining their system and restating their objectives."

Coverage in India

THE New York representative of a leading import and export firm of Madras, India, walked into the New York offices of Modern Industrial Bank to apply for an industrial loan. It was approved.

According to Jacob Leichtman, bank president, the bank's weekly program on WOR, New York, had been picked up in Madras, India, by officials of the firm who immediately instructed their New York representative, authorizing him to apply for the loan.

We have a few select periods still available, so don't delay in taking advantage of this opportunity. You owe it to yourself to investigate the excellent job we are doing for our present clients.

Do not overlook the rich St. Louis area in your advertising. Get in touch with us without delay.

THOMAS PATRICK INC.

HOTEL CHASE  ST. LOUIS, MO.

REPRESENTATIVE  PAUL H. RAYMER CO.

NEW YORK  CHICAGO  SAN FRANCISCO

May 1, 1936 • BROADCASTING
Committee Routine Delaying Action on Copyright Measure

Personnel of Subcommittee Is Unfavorable to Duffy Bill

WHETHER there will be copyright legislation at this session of Congress along the lines of the Duffy Bill, which would give greater protection to users of music against the rages of music copyright combinations, depends upon the speed with which the subcommittee of the House Patents Committee functions during the next few weeks.

Upon conclusion of protracted hearings before the House Patents Committee on April 15, Chairman Sirovich (D-N. Y.) named a subcommittee of ten members, headed by Rep. Lanham (D-Tex.), to consider the three pending bills in the light of the testimony adduced during the hearings. In addition to the Duffy Bill, supported by the broadcasting industry, State Department, motion picture exhibitors and other groups of users, there are pending the Sirovich Bill, obviously inspired and supported by ASCAP, and the Daly Bill, also having the tacit support of ASCAP, but written essentially in the interests of the performing artists who seek to procure copyright protection for their "interim" use of music.

The personnel of the Committee is such as to lead proponents of the Duffy Bill to believe it will oppose the major provisions. Only two members of the subcommittee—Deen (D-Ga.) and O'Malley (D-Wis.)—have shown any disposition in opposition to the stand of ASCAP and in active support of the Duffy Bill. Other members of the committee either have been outspoken in their opposition or have been largely non-committal during the hearings.

Appears Unfavorable

The FULL committee sentiment was largely in favor of ASCAP during the hearings and the subcommittee appears to be of the same complexion. The most important single provision of the Duffy Bill from the standpoint of users is that of elimination of the $250 statutory minimum infringement clause, which ASCAP has used with telling effect in forcing payment of royalties, at its own price, for performance of music.

Other members of the Subcommittee are Kramer (D-Cal.); Daly (D-Pa.); Barry (D-N. Y.); Perkins (R-N. J.); McLeod (R-Mich.); Hartley (R-N. J.); and Risk (R-1.). Reps. Daly and Perkins have been more or less outspoken in favor of ASCAP; while the remaining members have been largely observers during the hearings.

Presumably the committee plans to evaluate the merits of the three pending bills and the existing copyright Act of 1909 and endeavor to write a new bill incorporating what they construe to be the best features of each. While the Duffy Bill passed the Senate at the last session, and awaits only House action for passage, Administration approval has been more than hinted, and should some bill, perchance, get through the House and be agreed to by the Senate it is more than likely that the President will sign the measure.

Because of a combination of factors, however, proponents of the Duffy Bill feel it has only a bare chance of getting through. The subcommittee is more or less stacked, it is known. Moreover, there is the race against time prior to adjournment expected early in June. And even after some bill gets out of subcommittee it still would have to face a barrage before the full committee and then the House itself, and finally, if the bill were revised in any great degree, it then would have to go to conference between committees of the House and Senate to compose those differences.

In connection with the $250 minimum infringement, which the Duffy Bill would eliminate, the consensus appears to be that this should be reduced, but perhaps not eliminated. The Duffy Bill would leave it to the discretion of the courts the amount of damages, and ASCAP and its cohorts have been demanding an entitlement of at least the $250 provision. Stipulation of even a lower minimum in the law would be in the nature of a point won by ASCAP.

After the subcommittee held its first session April 23 it was estimated that at least two weeks would elapse before that group could whip together a compromise bill. Even after the full committee action, assuming a bill acceptable to it were drafted, it would be necessary to procure a rule from the House Rules Committee to bring the measure before the House. That in itself presents a serious problem late in the session. It was pointed out. All things considered, according to parliamentarians there exists less than a 50-50 chance for any legislation on copyright at this session.

In the waning days of the hearing, the Committee heard testimony from witnesses on design copyright, in which the broadcasting industry has no interest. There was also additional testimony against ASCAP from music-using groups, and finally the rebuttal testimony of Dr. Wallace McClure of the Department of State, urging passage of the Duffy Bill, and Nathan Burkan, ASCAP general counsel. All parties were given until April 18 to file supplemental briefs.

Mills in Northwest On ASCAP Survey

CONCERNED over the status of ASCAP in Washington State, where the committee is many in violation of state laws, E. C. Mills, ASCAP general manager, is in the Pacific Northwest to get first-hand information. Mr. Mills departed for the Coast shortly after the conclusion of the public hearings before the House Patents Committee on the Duffy Copyright Bill April 15, and it is expected, will not be gone until about the middle of May.

Mr. Mills was in Seattle for several days, it is understood, but was not able to meet with any ASCAP officials. The reason is that ASCAP in Washington state courts is such as to make any ASCAP official amenable to arrest within the state. Last fall, when Mr. Mills visited the Northwest in connection with the听 the bill for the bill for the bill for the bill for the bill for the hearing, it was announced that the bill was scheduled to be heard in the state court for the same reason. The ASCAP catalog, under the state constitution, clots the title to every ASCAP bill. That bill would have to be made available through Tracy Griffin, Seattle attorney, who has been named receiver for ASCAP in the state court. ASCAP even on the federal courts has no payments of money can be made to ASCAP as such.

While there has been no final adjudication, it is believed that the action of the Washington courts clouds the title to every ASCAP and Warner number [Warner was an ASCAP member at the time the receiver was appointed] and that both copyrights are placed in a somewhat baffling position insofar as suits for infringement of their copyrights are concerned.

That is because a serious question exists as to whether they can produce clear title to their catalogs.

Leath Stores Expand

A. LEATH & CO., Chicago, operating 14 stores in the smaller cities of Illinois, has started a noon program of the inquiring reporter type on WCOL, Janesville, Wis.; WKHB, LaCross, Wis.; WCLS, Joliet, Ill.; WTAX, Springfield, Ill. and WHFL, Anderson, Ind., and will soon add WTQG, Green Bay, Wis., in all of which cities these stores are doing business. The announcement by N. C. McQuery, in charge of the company's radio activities, that the company has been using WROK, Rockford, Ill., for the last two years for spot announcements only, and is making some deal over a number of low Iowa stations. The new programs are of 15 minutes duration, except for KGI and Joliet, Ill., and Leath Co., with the Leath Co. shares the time with other sponsors.

ROBERT S. TAPLINGER Inc., radio relations and publicity firm of New York, has opened a Hollywood branch at 8532 Sunset Blvd., Los Angeles 19, in charge of former manager of the firm, the former associated with Mr. Tappinger at CBS, in charge.
Loucks Analyses Per Piece Plan
(Continued from page 10)

supplemented with additional numbers from time to time.

The third part of the program will be more difficult to achieve due to the fact that there are now outstanding many existing contracts and licenses. All of these, however, have termination dates. With the first two parts of the program carefully executed, the third part, or some modification thereof, is bound to follow. This third part proposes that all stations and networks shall be classified with respect to their proper economic status. The number of classes is unimportant as long as the classification is fair and equitable and all economic elements are given consideration. At the same time it is contemplated that copyrighted musical compositions shall be classified in accordance with their type or character. Let us assume, for the purpose of illustration, that stations have been divided into six classes and musical compositions into the same number of classes. Each class of stations would be given an accounting factor and each of five classes of musical compositions would be given a performance price factor. Musical class "A" would embrace dance tunes and would carry a price factor of, let us say, 25 cents. If a class "11" station performed 1,000 class "A" tunes, each would be listed on its log in accordance with information taken from the catalog cards, and the station would owe 25¢ to the copyright proprietors. If a station in class five performed a similar number of dance tunes, it would owe $125, or 1,000 times its supposed price factor of $12.50 per performance. Prices in each of the five music classes would remain stationary and in the event any copyright owner was unwilling to permit his works to be listed in any of the five classes he would be privileged to list it in class six, a miscellaneous class in which would be listed all compositions the performance price of which does not coincide with the other five price categories. Thus the copyright proprietor would be permitted to fix any price he chose for any and all compositions he desired to list.

Merit of Compositions

NATURALLY, in an article such as this it is only possible to sketch briefly the plan. It is not possible to develop the many details which would be necessary to meet practical considerations in putting the plan into operation. For example, there should be combined in the plan a provision for what might be called "bulk buying" if such method proves more satisfactory to both buyer and seller but the essential part of the plan is that price should be determined by competition among copyright proprietors and that merit of each composition should govern use and compensation.

In actual operation such a plan as is here proposed undoubtedly would require extensive modification or amplification in order to make it feasible. Its success or failure will be almost entirely dependent upon intelligent and far-sighted administration.

It is not contemplated that existing accounting or licensing facilities shall be duplicated but rather that they be coordinated and utilized in making the plan effective. But at the same time the plan should not be undertaken unless, in its preliminary stages, at least, the groundwork is laid for duplicating each and every facility to insure its success. Because it is the theory of the plan that the broadcasters shall find their own answer to their copyright problem without relying upon circumstances entirely in the control of others.

McNamee Joins Wynn

G R A H A M McNAMEE and Ed Wynn will be back together again when the Plymouth-Ed Wynn program moves from CBS to NBC Red, May 12, 9:30-10 p.m. When Plymouth signed Wynn for the series, they sought McNamee but he was unable due to commitments pending at the time. With the shift to NBC, McNamee will be Wynn's straight man, a position John S. Young has been holding during the 13 weeks on CBS.

WILLIAM J. PURCELL, chief engineer of WGY, Schenectady, has returned to his desk after a long illness.

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How Radio Prospects Develop (Continued from page 17)

allot available time for the discussion of public questions to spokesmen for opposing views. In allotting such time, we shall exercise our best and most informed judgment in maintaining program balance. By that we mean offering to the public all kinds of entertainment, instruction and information—the well balanced radio fare which it wants and to which it is entitled. We of course must be guided in such allotments of time by day to day developments, by the shifting of public interest, and by the relative importance of topics available for discussion.

I would like to explain what we mean by editorial control and editorial judgment. We do not censor ideas. We do not ask that the views of any speaker agree with those of any member of our staff nor have we views of our own which must be maintained or protected. Our practice of having proposed addresses submitted to us in advance is solely because of direct responsibility for what goes out over our stations. We examine proposed addresses first of all, to determine that they are interesting; second, that they are legal; third, that in questions of taste they are properly constructed to be heard. The living consensus of thought by people gathered together in groups of both sexes and all ages are our reasons for refusing to sell time for public discussion and for insisting upon giving it away are three-fold. First, we believe that we have a public duty to bring such material to our audience regularly, if not for our own sake then for others to pay for it. Second, we believe that such discussion should be kept in balance by editorial judgment. If we sold time for the discussion of controversial issues, we would in fairness have to sell equal time for the discussion of the views of individuals or groups, which we would necessarily allow a powerful public forum to gravitate almost wholly into the hands of those with the means to buy it. In conformance with our refusal to sell time for discussion of controversial public issues, we limit our advertisers in their messages. Some sales are given to profit-making concerns, or the promotion of public good will for their industry. As a simple example of what I mean, we would not give a common carrier for the promotion of travel, but if we were asked to do so we would make sure that it would use its advertising in new rates or different regulation, we would refuse.

Picking a Program

THE CONTRACT having been signed, the problem of program selection is the next. Program selection is a highly important one. A number of agencies of course, with their experienced and efficient radio departments are able to take on this responsibility without a great deal of help from us. But we do have a position to handle the entire job at Columbia if we are asked to do so. Before a program gets to the selection stage, it is considered in relation to the product to be advertised and the audience to be reached. There is also the matter of program balance. What kind of show immediately precedes and follows the new program? What entertainment is scheduled for the same time over other networks? Coincidental with the work I have just outlined is the selection and notification of stations to carry the program as a job for station relations and traffic departments. The sales and research departments are also needed in this process. Selection of stations, of course, depends largely upon the specific programs of the advertisers concerned. Where is his best market? How can it be reached most effectively with the money he has appropriated? The time period he has selected and individual station facilities have also to be considered.

As stations are selected to carry the programs, they are notified of the starting date, the time, the duration of the contract, and other details. This as a rule, is done by wire or teletype, as each station on the network is directly connected by this means with one of these offices. The non-owned stations from whom we lease time are under contract to us and they do their own advertising. They may take time for other advertisements and therefore carried on the understanding that it is subject to the right of us to time or cancellation on such notice.

When the desired network has been cleared and the program approved, there is still much to be done before opening date. Before that date, our publicity department sends out the program to the stations and his agency to publicize the program. It prepares and releases photographs and news stories to magazines and newspapers. A separate division sends news releases to the advertising press and to business papers, all of special interest to the client.

Proposal to Create FCC Bar Drafted

PRELIMINARY plans for creation of a Federal Communications Code of Ethics for the broadcasting profession have been outlined by a group of membership lawyers admitted to practice before the FCC were made at a meeting in Washington April 27. Louis G. Caldwell, Washington attorney and first general counsel of the old Radio Commission, and Dr. Ralph Van Gender, counsel for Chesapeake & Potomac Telephone Co.; Phillip K. Hennessey, NAB's Washington counsel; Herbert Gary, FCC general counsel; Alfred Geiger, Washington counsel, Independent Telephone Association; John Wozencraft, general solicitor, RCA; and Howard Kern, vice president and counsel of Mackay Radio & Telegraph. Mr. Caldwell named a subcommittee consisting of Messrs. Patterson, chairman, Kimball and Geiger to form a subcommittee to be at full committee meeting in three weeks. At that meeting plans will be made to call a general organization meeting of the some 300 attorneys throughout the country who have been involved in FCC practice.

Mr. Sutton also was authorized by Chairman Caldwell to draft a proposal for the FCC proposing that it follow court procedure in reducing in July and August insofar as hearings are concerned, except on emergency matters. This suggestion will be made to General Counsel Gary.

WSPD on 5 KW

OPERATION with 5,000 watts daytime was begun April 28 by WSPD, Toledo, marking the second power increase for the station within a year. Last August the station, a CBS outlet, installed a new Western Electric transmitter together with a vertical radiator, and increased its power from 1,000 to 2,500 watts by FCC authority. The station has been on the air for 15 years and during the last eight has been a CBS outlet, having been the 18th station to join that network. It is owned by the Toledo Broadcasting Co., of which George B. Storer is president, J. H. Ryan, vice president and general manager, and E. Y. Flanigan, commercial manager.

3 BLANKETS FOR 3 HOT-BEDS OF SALES AT ONE LOW RATE!!

National, regional and local advertisers have to reach and sell the Missouri audience, they need these stations which blanket the leading trade areas... the leading trade areas... the leading trade areas...
ETTEY SUCCESSOR
NOT YET SELECTED

JOHN B. REYNOLDS, assistant secretary of the FCC, is serving as acting secretary until the appointment of a successor to Herbert L. Petrey, who resigned effective May 1 to become associate manager of WHN, New York. Mr. Reynolds, named acting secretary in April 24, is not a candidate for the secretaryship, which is a noncivil service post paying $7,500.

It is indicated that two weeks or more may elapse before a permanent secretary is appointed. There is no disposition, however, to hold the post vacant for an indefinite period. About ten applications are pending for the post. Among those understood to be receiving primary consideration are:

- E. Willard Jenson, secretary of the Business Advisory Council of the Department of Commerce, a former assistant to Chairman Farley, and a registered resident of New York.
- Joseph Wright, clerk of the Senate Interstate Commerce Committee, who is a native of Montana and a protege of Senator Wheeler (D.) Mont.
- Thomas A. Brooks Jr., radio editor of the New York Evening Journal, and a native of New Jersey, who appears to have support of the New Jersey Congressional delegation.
- Arthur O. Dahlberg, of Escanaba, Mich., an engineer formerly with NRA, now with the Department of Commerce, division of economic analysis.

Ernest Tomowske

ERNEST TOMOWSKIE, owner and space buyer of Tomowske Adv. Agency, Spokane, died suddenly in mid-April. Heart failure was the cause of death.

WCAE In Pittsburgh

Has . . . .

22% more listeners than NBC-Blue Outlet

82% " " " Columbia "

543% " " " leading local station

(Ross Federal Survey of 16,495 completed 'phone calls made during week ending Dec. 16, 1935)

NOW PINE RIDGE
Waters, Ark., Changes Name in Honor of Radio Duo

WATERS, Ark., has decided to abandon its name in favor of Pine Ridge, mythical locale of the "Lum 'n' Abner" NBC-Blue series sponsored by Horlick's Malted Milk Corp., Racine, Wis. A special broadcast marking the official shift in names was staged on the network April 26.

Participating in the program were Gov. J. M. Furtell, of Arkansas, the Little Rock high school band and the KTHS Barn Dance Band. Natives of the region impersonated Lum (Chester Lauck) and Abner (Norris Goff), who spoke briefly, as well as other characters in the series. The program marked the fifth anniversary of the air of Lauck and Goff.

Charles Lyon, NBC announcer, was master of ceremonies for the event. Lord & Thomas, Chicago, has the Horlick's account.

Heine's Tobacco Tests

H. SUTLIFfl Co., San Francisco (Heine's blend smoking tobacco), has placed its national advertising account with Charles R. Stuart Co., Inc., San Francisco agency, and on April 16 started sponsorship for 52 weeks of Captain Gene Sullivan's "Sportsman's Corner" on NBC-KGO, Thursdays, 8:30-9:45 p.m. (PST). It is the first radio effort of the organization which imports and exports as well as manufactures tobacco. The campaign will probably be extended to other NBC West Coast stations.

A $10,000,000 SHOPPING DAY

When Los Angeles merchants stage their semi-annual "Dollar Day," the cash registers ring up a total of ten million dollars in retail purchases before the day is over.

That's what we mean when we say that Los Angeles is where people buy. It's an active market and whether you sell chewing gum or motor cars, Southern California is able and willing to buy your product.

FOR RESULTS AT LOW COST

There's no better or more economical way of reaching this army of buyers than through KFWB. In its primary service area are 3½ million people—81% of all Southern California— with a per capita income of $1351.00 annually.

KFWB's motion picture tieup and program assures a ready-made listening audience for your program. And its low rates guarantee a minimum cost per sale.
The Business of Broadcasting

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

STATION ACCOUNTS

sp—an old program
trans—transcriptions
spool announcements

WNAC, Boston
PEN Tobacco Co., Wilkes-Barre, Pa. (Kentucky Club, Kentucky Win-ners), 7 days a week thru Reisch & Ryan Inc., N.Y.

Fincerely Exchange Tampa (grapefruit), 12 sa., thru Ruthrauff & Ryan Inc., N.Y.


American Washing Machine Assn., Chicago, 2 weekly thru Meldrum & Fawmuth Inc., Cleveland.

Consolidated By-Products Co., Philadelphia (Marco pet food), 2 weekly thru McLean Organization, Philadelphia.

Glen Watchmakers Guild, Cincinnati, 60 sa., thru DeCarlo Corp., N.Y.


WBAL, Baltimore
Wytch Chemical Co., New York (Jad salts), 138 t., thru Blackett-Sample- Parker, Philadelphia.

Gardner Nurseries, Osage, Ia. (seeds, plants), 3 weekly thru Northwood, St. Paul, Richardson & Robbins, Dover, Del. (San Francisco nursery, thru Charles W. Hoyt Inc., N.Y.

Baltus Rolls Inc., West Bend, Wis. (mog wool), 75 sa., thru Cranmer-Krascess Co., Milwaukee.


KIRO, Seattle


Associated Oil Co., San Francisco, truck meets, thru Lord & Thomas, San Francisco.

Seattle Laundry Association, Seattle, 6 weekly thru Strang & Prosser, Seattle.

WMCA, New York
United Drug Co., New York (Rexall), 5 t., thru Street & Finney Inc., N.Y.


WHK, Cleveland
National Carbon Co., New York (Corkouds, Precottons, etc.), thru J. M. Mathes Inc., N.Y.


WCP, Boston


KNX, Hollywood

Roman Meal Co., Tacoma (Speed-I-Mix), 5 weekly thru, Mline & Co., Seattle.


Ironized Yeast Co., Atlanta (proprietary), 2 weekly thru, Ruthrauff & Ryan Inc., N.Y.

Los Angeles Soap Co., Los Angeles (White King soap), weekly thru, Raymond R. Morgan Co., Hollywood.


Gilmore Oil Co., Vernon, Cal., weekly thru, Howard, Constantine & Gardner Inc., Los Angeles.

Dr. W. J. Ross Co., Los Alamitos, Cal. (dog food), daily thru, Dan B. Miner Co., Los Angeles.

Oregon State Motor Assn., Portland, Ore., 3 weekly thru, direct.

WGY, Schenectady
Niagara Hudson Power Corp., New York, weekly thru, Batten, Bartun, Durstine & Osborn Inc., N.Y.


Sun Oil Co., New York, 3 weekly thru, Roche, Williams & Cunningham Inc., Philadelphia.

Niagara Hudson Power Corp., Albany (coca), daily thru, Batten, Bartun, Durstine & Osborn Inc., N.Y.

WSB, Atlanta
Texas Oil Co., New York (Texaco), 39 t., thru Hanff-Metzger Inc., N.Y.


WOR, Newark
Dryden & Palmer Inc., Long Island City (Great Mac), 3 weekly thru, Samuel C. Croot Co., Inc., N.Y.

New York Telephone Co., New York, 3 weekly thru, Batten, Bartun, Durstine & Osborn Inc., N.Y.

Ford Motor Co., Edgewater, N.J., 3 weekly thru, McCan-Erickson Inc., N.Y.


Philip Morris & Co., Ltd., New York (cigarettes), weekly thru, Brook Biow Co., Inc., N.Y.

WHAM, Rochester
E. I. DuPont de Nemours & Co., Inc., Wilmington, Del. (paint), 16 t., thru, Batten, Bartun, Durstine & Osborn Inc., N.Y.

Candy Cod Distributors, New York, 30 t., thru Kenyon & Eckhard Inc., N.Y.


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


WSBT-WFAM, South Bend, Ind.
Ironized Yeast Co., Atlanta, 13 t., thru Ruthrauff & Epron Inc., N.Y.

M. J. Breitenbach & Co., New York (Gude's Pepto Mangan), 26 t., thru Swansons, Inc., N.Y.

Cardin Medicine Co., New York, 3 weekly thru, Street & Finney Inc., N.Y.

WXMA, Chicago

National Biscuit Co., New York, (Shredded Wheat, etc.), 3 weekly thru, McCann-Erickson Inc., Chicago.

WBNB, New Bedford, Mass.

Procter & Gamble Co., Cincinnati (Ivy shaving cream), 125 t., thru Blackman Adv. Inc., N.Y.

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WICC, Bridgeport, Conn.
Fairfield Pharmaceutical Co., Westport, Conn. (Tabulides), 7 weekly thru, thru Kelly, Nason & Roosevelt Inc., N.Y.

Ironized Yeast Co., Atlanta (propri- tary), 2 weekly thru, thru Ruthrauff & Ryan Inc., N.Y.


Kastor & Sons Adv. Co., Chicago (coffee, pills), 3 weekly thru, thru Street & Finney Inc., N.Y.

KFJ, Los Angeles
Continental Mills Inc., Seattle (Krus- trax), 35 sp., direct.


Glen Watchmakers Guild, Cincinnati, 55 sa., thru DeCarlo Corp., N.Y.


Bis-do-lol Co., New Haven (proprietary), thru Blackett-Sample Humbert Inc., N.Y.

KWKC, Kansas City


WJZ, New York
Beneficial Management Corp., New- york, weekly thru, thru Bingham, Castleman & Pierce Inc., N.Y.

WDAY, Fargo, N. D.

WGN, Chicago

WBNY, Buffalo

KGGC, San Francisco
Gallen-Kamp Stores Co., San Francisco (shoes), weekly thru, thru.

"He's going to play it on the Major Boves hour, if he can get it into the studio."
NBC Outlines Plan For WJZ's 50 Kw.

NBC PRESIDENT Lohr's intense interest in the technical side of radio, due perhaps to his background as a military engineer, was manifested during the last fortnight in announcing NBC's plan to seek FCC approval for the installation of the power of WJZ, New York key of the Blue network, to 500,000 watts. The application, which will go to hearing before the Broadcast Division because it involves a question of policy in view of the present limitation of 50,000 watts on the clear channels, cites the need of WJZ to increase its coverage of the metropolitan New York area and the thickly populated nearby sections.

Unlike WLW, whose 500,000 watt transmissions were begun exactly two years ago this month, the WJZ application does not ask for experimental operation, thus being an endorsement by the network's engineers of the efficacy of super-power as demonstrated by WLW. Like WLW's the plant of the new WJZ would be built by RCA Mfg. Co., also a wholly-owned RCA subsidiary, Tentative plans contemplate building on or near the present site of WJZ at 1100 West 89th St., though NBC engineers are still considering whether another site would be more favorable.

NBC is known to be particularly eager to secure better coverage not only of New York City proper but of Westchester County, where WJZ has many dead spots. The proposed new antenna would be a single steel tower 460 feet high, which Mr. Lohr said "will increase the efficiency of the present 50,000 watt transmitter and minimize fading, assuring improvement of reception." Mr. Lohr said he hoped the tower would be ready in time for NBC's tenth anniversary celebration next November.

"The population of approximately 20,000,000 within the primary service area of WJZ amply justifies this step to provide greater broadcasting efficiency," Mr. Lohr said. "The proposal is the outgrowth of the studies of coverage problems in the sector comprising New York, New Jersey, Pennsylvania and Westmoreland County which the National Broadcasting Company has been conducting for years. RCA and NBC engineers are now at work correlating the design of the proposed new transmitting plant so that the company may proceed promptly upon receiving the approval of the FCC."

Pratt Resigns From NAB

ELMER W. PRATT, former Radio Commission attorney and examiner, who joined the NAB as its attorney, has resigned to return to his private radio law practice. Original plans for a connection with the NAB counselship did not materialize and Mr. Pratt elected to return to his former status.

WLYL Is Granted Right To Test Booster Station

WULY in Minneapolis (General Mills subsidiary) was awarded a directed verdict in a suit for $10,000 filed against it by Mrs. Oscar Ness, St. Paul. Mrs. Ness claimed she was entitled to a duplicate $10,000 award in the sponsor's "Radio's Nameless Mystery Baby" contest, which closed in April, 1935. Mrs. Ness claimed she also had filed the name "Noria", which won the contest, but the sponsor and the court present entry from her.

Contest Suit Dismissed

WASHBURN-CROSBY Co. Inc., Minneapolis (General Mills subsidiary) was awarded a directed verdict in a suit for $10,000 filed against it by Mrs. Oscar Ness, St. Paul. Mrs. Ness claimed she was entitled to a duplicate $10,000 award in the sponsor's "Radio's Nameless Mystery Baby" contest, which closed in April, 1935. Mrs. Ness claimed she also had filed the name "Noria", which won the contest, but the sponsor does not receive a copy entry from her.

Exclusive Representation

FURGASON AND ASTON
AGENCIES AND REPRESENTATIVES


WILLIAM BENTON has resigned as chairman of the board of Benton & Bowles Inc. New York agency, being succeeded by Chester Bowles. Mr. Benton retains his interest in the firm and also remains as director and intends to devote his time to other unannounced interests. Atberon W. Hobler continues to serve as president of the agency. Ted L. Bates has been elected a vice-president and will continue to serve as account executive on the Collgate-Palmolive-Peet account.

STELLA UNGER, formerly program director of WJCA, New York, and more recently associated with the Guild Radio in the production of the "Borden Lou Little Club program on WOI, Newark, has been appointed director of radio for J. P. Muller & Co., New York.

TERRY GUNN, formerly advertising manager for Acme Whitney Co., New York, has joined the New York sales staff of Edward Petry & Co., station representatives.

FREDERICK W. ZIV, head of the Cincinnati agency bearing his name, is also on the "Anthology of Poems" and "Courage" an anthology of poems written by soldiers and poets killed in the World War, published in book form by G. P. Putnam's Sons, New York.

Williamson Shifts

GREGORY WILLIAMSON, formerly co-director of radio for Lord & Thomas, New York, resigned April 25 to join Pedlar & Ryan Inc., New York, as director of radio. Mr. Williamson had been with Lord & Thomas since the early part of 1934, associated with the production of the "Motorola Grand Prize Parade" on NBC and the "RCA Magic Key." For a short time he had been with Lennen & Mitchell Inc., New York, as director of radio, but left to join Lord & Thomas. He entered radio in 1929 as a member of the NBC production department and served as both writer and producer. The Lucky Strike dramatizations of Department of Justice and New York Police cases was one of the leading programs which he produced at NBC as well as many other programs in which he joining the Lucky Strike agency, Lord & Thomas. At Pedlar & Ryan M. Williamson will be in direct charge of the Proctor & Gamble-Camay soap program on NBC and the new Borden Co. Mel-O-Rol program starting on WEAF May 1.

HEN WARD, Pacific Coast account and radio director of N. W. Ayer & Son Inc., San Francisco, is in Hollywood this week to attend the Los Angeles Film Talent Parade, sponsored by Kellogg Co. (cereals) over the NBC-Pacific Coast network on Saturdays.

Catherine Steinberg, for the last year office manager of the Sidney Garfinkel Adv. Agency, San Francisco, has been transferred to the production, assigning over radio as well as other accounts. Relia Smith succeeds her as office manager.

HINN W. HATCHETTE, formerly vice president and manager of WGLL, Lancaster, Pa., has joined Moss Associates, New York, as radio director.

RENEWAL of exclusive national representation agreements with Free & Shingler Inc. has been announced by WPGN-Pearl Bldg., Wilkinsburg, Pa., and KOL, Omaha, who is entering the agreement with the following terms: KOL its third and KSDB its second year.

KEN NILES, drama coach at KJL, Los Angeles, has resigned. Effective April 1, to become associated with the Los Angeles office of the F. W. Armstrong Co. in connection with a production of "Hollywood Hotel" and "Burns & Allen." Mr. Niles will work with the firm, KOL its third and KSDB its second year.

K.T.V.S., drama coach at KJL, Los Angeles, has resigned. Effective April 15 to become associated with the Los Angeles office of the F. W. Armstrong Co. in connection with a production of "Hollywood Hotel" and "Burns & Allen." Mr. Niles will work with the firm, KOL its third and KSDB its second year.

THE SOBY YARDSTICK OF AUDIENCE VALUE

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

BROADCASTING • May 1, 1936
I received active business nationally. 


Weed Goes on Own

THE LEASING of WEEI, Boston, to CBS having broken up the New England Network as a cooperative enterprise, Joseph J. Weed, formerly head of the New York sales office of the network and its five affiliated stations, on May 1 will start his own station representative business. At present he is offering the Borden Bldg., New York. His brother Neil will be associated with him as east coast representative.

As WEEI transfers to CBS, the Weed organization will continue to represent it in the national field. It will also represent WITC, Hartford; WJAR, Providence; WTAG, Worcester, and WOR, New York, the four other units of the New England Network.

New Radio Rep Firm

MICHTEL-RUDDEN-RUDDEN Inc., New York newspaper representatives, is the newest (June 1) to announce its intention of entering the field of radio representation. Its first client, it was announced, is KFKE, St. Joseph, Mo., heretofore represented by Wilson-Dalton Inc. The E. Katz Special Advertising Salesman, representing the company, who recently also entered the radio field, has announced the addition of WDAE of the Times Times Times list, and its appointment as full national representative for WWHO, Fort Wayne, Ind. It now has a list of 12 stations, most of them owned by newspapers.

New Memphis Agency

FORMATION of the advertising agency Simon & Gwynn Inc., was announced April 25 in its beginning May 1. The principals are H. N. Gwynn, sales manager and Milton Simon, production manager, both of Memphis, who resigned to enter their own business. The agency will be general although particular emphasis is to be on radio and newspapers. Mr. Gwynn was formerly with the advertising department of the Commercial Appeal newspaper, WMC, while Mr. Simon has specialized in script writing and radio merchandising.

KIRO, Seattle, which has just received an increase in power to 1,000 watts, has appointed John Blair & Co., station representatives, to handle its representation nationally. The station is under the general management of H. J. Quilliam. It recently moved to new studios in the Cobb Bldg.

MODERN INDUSTRIAL BANK, New York (saving and loan institution) shifted Gabriel Hestler from WJZ to WEPF April 27. Marshalk & Pratt Inc., New York, has the account.

PENN TOBACCO Co. (Kentucky Winners, Kentucky Club pipe tobacco), is sponsoring a new series of news broadcasts, daily except Sunday, which started on WHHM, Chicago.

GLAME Co., Hoboken, N. J. (nail polish) has appointed Franklin Bruck Adv. Corp., New York, to handle its account. No changes in the radio schedule, is contemplated. Program is now on WGR, Buffalo, and WPFI, Philadelphia, is planned.

HARRIW CANDY Co., New York (Choco-Frost candy) has announced that Alvin Austin Adv. Agency, New York, will handle its advertising. Radio will be used in the autumn.

BRISTOL-MYERS Co., New York, has announced the appointment, effective July 1, 1936, of Pedlar & Ryan Inc., New York, to handle advertising for Ingersoll's shaving cream.

Timlin to Branham

JOSEPH F. TIMLIN has been placed in charge of the radio division of the Chicago office of the Branham Co., representatives of newspapers and radio stations. James L. Connolly has charge of the same department in the New York office. Mr. Timlin was formerly in the radio department of the Walter Thompson Co., Chicago, while Mr. Connolly was associated with N. W. Ayer & Son, New York, in the radio department.

...
TRAPPING THE ELUSIVE NOISE

Private Lives of Frogs, Even Junior's Snoring Are—Captured for Sound Effects Library

By DON ALLEN
Production Manager, Standard Radio Inc., Hollywood

Mr. Allen

TRAPPING THE ELUSIVE NOISE

I'M NOT AT ALL SURE I LIKE THIS SOUND EFFECT BUSINESS. IN THE FIRST PLACE IT HAS JUST ABOUT WRECKED MY HOME LIFE BECAUSE I AM UNABLE TO DO THE SIMPLEST THINGS, SUCH AS VIEWING A MOVIE WITHOUT MENTALLY NOTING AND MORE OFTEN EXCLAIMING ALOUD ABOUT THE POSSIBILITY OF THE EFFECTS AS THEY PASS BEFORE MY EYES AND EARS. AS AN EXAMPLE I LOOKED AT A VERY ENTERTAINING PICTURE THE OTHER NIGHT BUT THE MOST VIVID IMPRESSION I RETAINED WAS THAT OF THE SWELL THUNDER WHICH THE MOVIE OUTFIT HAD DUBBED INTO A STORMY SCENE.

AND SECONDLY, MY FRIENDS IN THE RADIO BUSINESS KEEP REMINDING ME OF THE MAN WHO STARTED TO BUILD A SOUND EFFECTS LIBRARY FOR A COMPANY AND WHO ENDED, WITH HIS JOB FAR FROM COMPLETE, IN A SANITARIUM.

NEVERTHELESS I AM UP TO EARS IN SOUND EFFECTS, HAVE BEEN FOR SOME MONTHS PAST AND PROBABLY WILL BE UNTIL I AM LAND IN A STRAIGHT JACKET OR FIND AN EASIER WAY OF EARNIN G A LIVING.

I GOT INTO SOUND EFFECTS BECAUSE MY COMPANY DECIDED TO MAKE A LIBRARY OF SUCH EFFECTS TO SELL TO RADIO STATIONS AND BECAUSE MY EXPERIENCE IN THE TRANSMISSION BUSINESS HAD BEEN TIED UP (AND WHAT PRODUCTION MAN'S LIFE IS NOT) WITH EFFECTS.

ONE IMPORTANT THING TO NOTE LOGICALLY. FIRST, WE DETERMINED HOW EXPERI MENTS COULD BE IMPROVED UPON AND THEN SIMPLY IT FOLLOWED ALL THE MAN DO WAS TO BETTER THEM, FIGURING THAT HERE IN HOLLYWOOD IT OUGHT TO BE EASY. WHY IT WASN'T IS EASY THE REASON FOR THIS STORY.

THE SOURCE OF SOUND

TO BEGIN WITH WE FIGURED WE HAD A TERRIBLE HEAD START OVER ANYONE ELSE BY BEING ON THE SPOT IN HOLLYWOOD. HERE IS THE CAPITAL OF THE WORLD'S FILM INDUSTRY AND WHERE THEY GRIND OUT THE LEAPING CELULOID, THERE YOU WILL FIND SOUND EFFECTS. PICTURES ARE MADE AND EFFECTS ARE ADDED LATER. I REMEMBER ONCE SEEING A DUPE MADE OF A FILM WHEREIN SOME DOZEN PEOPLE ASKED A HOE TO MAKE THE RIGHT KIND OF SOUND TO FIT THE STRIKING OF A MATCH.

IN HOLLYWOOD WE HAVE A PROPER INTRODUCTION YOU CAN GET INTO ANY STUDIO, SEE ALMOST ANYTHING THEY DO, BUT YOU CAN'T GET NEAR THEIR EFFECTS LIBRARY. THE LARGE FILM STUDIOS VALUES ITS SOUND EFFECTS AT OVER A MILLION DOLLARS AND I Doubted IF THERE IS A STUDIO IN HOLLYWOOD, LARGE OR SMALL, WITH LESS THAN A QUARTER MILLION DOLLARS CHARGED OFF TO EFFECTS.

SO HERE, THOUGH WE, IS A CINCH. WE CAN GET EXPERIENCED MEN AND THEN ALL WE HAVE TO DO IS RECORD. WE GOT EXPERIENCED MEN ALL RIGHT AND WE'VE RECORDED, AND RECORDED AND RECORDED. AND LUCKILY FOR US WE WERE IN HOLLYWOOD OR THE JOB MIGHT NEVER END.

BRIEFLY HERE IS HOW WE DID IT. WE EMPLOYED A STANDARD FILM PORTABLE SOUND UNIT, CONSISTING OF FILM RECORDER AND CREW, ALL MOUNTED IN A TWO-TON TRUCK. WE WENT TO THE HARBOR, WE SOLICITED AND OBTAINED COOPERATION OF THE POLICE AND FIRE DEPARTMENTS; WE STAYED DAYS AROUND AIRPORTS. WE TOOK TO THE TOWN ON A TWO-HOUR VACATION IN ORDER TO GET SAWMILL SOUNDS WITHOUT EXTRANEOUS NOISE.

FOR THAT, HERESIDERS, IS THE THING THAT CAUSES GREY HAIR WHEN YOU GO TO PICK UP SOUND. ONE TIME YOU SPEND HOURS NEAR A SAW MILL TO GET THE CROOKING OF THE LITTLE SO-AND-SOS ONLY TO HAVE TAKE AFTER TAKE SPOILED BY SOME NOCTURNE JOURNEY WHO DECIDES TO START HIS SNORE AT THE WRONG TIME, AND ANOTHER TIME YOU HAVE YOUR CHOICE TAKEN OF AIRPLANE TAKOFFS SPOILED BY SINGING BIRDS IN THE BACKGROUND. IT'S UNBELIEVABLE THE GRIEF ONE CAN ENJOY LISTENING TO.

BUT WE HAD LAUGHS AND THILLS, TOO. ONE DAY I HEARD A MOVIE OUTFIT WAS GOING TO WASH A PLANE IN A RIVER. I DARED ASK THE PRODUCER IF I COULD HAVE THE PLANE AND THINK TO WRITE INTO HIS NEXT WEEK'S OPU.

WHAT WORRIES ME IS THAT I MAY BE DEAD FOR THESE FUNNY HOURS AT THAT BECAUSE LAST NIGHT AS I WAS JUST ABOUT TO DROP OFF TO SLEEP MY LAST RECOLLECTION BEFORE THE SANDMAN CAME WAS A DREAM WHERE I WAS DOING SO AND THE DREAM MAN SAID TO ME, 'IF I HAD A DREAMER LIKE YOU I WOULD MAKE MY WIFE IF I COULD DRIVE THE SOUND TRUCK BY SOME EVENING.'

YOU SEE, MR. ALLEN, MY SPOUSE AND ME HAVE NOT YET BEEN TAKEN OUT NATURE ANTI SNORES QUITE LATELY IN HIS SLEEP AND WHAT A BEAUTIFUL SNORE EFFECT IT WOULD MAKE!
Bert A. Phillips Heads MacGregor & Sollie Sales

BERT A. PHILLIPS, for the last two months commercial manager of KFRC, San Francisco, has resigned and on May 1 becomes sales manager of MacGregor & Sollie Inc., Hollywood transcription producers. His successor at KFRC is Henry M. Jackson, on the sales staff of the station since February 1935. Phillips has a background of nearly a decade of commercial radio experience. He was account executive for two years at KJH, the Don Lee network station in Los Angeles when promoted to the San Francisco post. Prior to that he operated his own radio advertising agency in Los Angeles, and serviced many national accounts on both NBC and CBS networks. Nationally known in radio, he was radio committee chairman of the Los Angeles Junior Chamber of Commerce in 1934 and chairman of that committee for the U. S. Junior Chamber of Commerce in 1935.

Mr. Phillips

California Retail Chain Sponsors Don Lee Series

EIGHT Don Lee California stations are carrying "California's Hour," a half-hour daily program sponsored by California Chain Stores Association through the Los Angeles office of Lord & Thomas. The series, scheduled for 36 weeks, includes Conrad Nagel, screen star, as master of ceremonies, Jane Froman and David Bruckman's KJK orchestra.

Each program is a salute to a California city, six local acts appearing from each city. Talent scouts are holding auditions over the state to obtain performers, both amateur and professional. Program are being heard from the Los Angeles Major Theatre, Los Angeles, and keyed from KJH. First place winners will appear on the final program, the prize being $500.

TYRCHIE, formerly with RCA-Victor Co., and H. C. Webber, formerly in technical fields, Portland, Ore., in April became associated with the Radio Transcription office of America as field managers. They will work from the Chicago office under the direction of Frank L. Harkins. Mr. Harkins will be assigned certain Midwestern states, while Mr. Webber will cover the western states.

Radio Transcription Turntables

33 1/3 or 78 RPM transcription turntables complete with:

- Lateral and vertical Pick ups
- Built in Compensating Network
- Dynamically balanced drive motor of synchronous type

No Wows-No Gears-No Vibration

PRECISION BUILT DIRECT RECORDING EQUIPMENT

Quality of results will speak for itself.

Write for a sample Recording.

ADDITIONAL SERVICES

- SLIDE FILMS
- WAX RECORDING
- COMPLETE TALENT BUREAU
- SCRIPT WRITERS
- OFF THE AIR RECORDING

We specialize in supplying quality discs, Cutting Sapphires and Needles.

When attending FCC hearings in Washington you are cordially invited to inspect our studio and equipment.

U. S. RECORDING CO.
633-635 EARLE BUILDING
National 2975
WASHINGTON, D. C.
STUDIO NOTES

WHO, Dayton, inaugurated its new mobile transmitter at the Easter Iowa Services sponsored by the Dayton Chamber of Commerce and Council of Churches. Equipment is mounted in a truck and was built under direction of Robert Moon, assistant chief engineer.

EVERY Saturday morning an elderly woman has been coming to the studios of WKRC, Cincinnati, to hear broadcasts of the Cincinnati Conservatory of Music Symphony Orchestra. Unable to buy a radio set, she attended the concerts to satisfy her love of good music. Recently a collection was taken up among the WKRC staff and enough money was raised to buy her a radio set.

WORL, Needham, Mass., has been granted permission by the FCC to move its main studios to Boston. At present, besides having the main studios and transmitting facilities in Needham, WORL also maintains auxiliary studios and executive offices in the Myers Standish Hotel, Back Bay, Boston. Station officials are conducting surveys in Needham in anticipation of moving its transmitting tower to a new location. Plans for a new tower are also being undertaken.

WMCA, New York, has acquired International News Service reports, with two printer circuits. Garnett Marks handles daily broadcasts and a five-hour program which includes addresses by Frank Pierson, president, and Frank Jarman Jr., manager. A portion of the program was keyed to KFEL.

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Ask Anything?

WANT to know anything? KFRO is ready to reply to requests for information with its Tree of Knowledge program, both an information bureau and storehouse of facts. In charge is Norman Frescott, who with Leonard Cross program engineer is responsible for the innovation.

TODAY'S CHILDREN, radio daytime serial which has been running since June 20, 1932 and deals with problems in the everyday life of young people, made its 1000th broadcast April 27. Part of the series is sponsored by Mother Moran and her relations, unsponsored for almost a year, were invited to write down answers and suggestions to some of the questions. The first five answers are rendered in broadcast April 27.

DOMINATING EAST TEXAS!

31,000 Families Will Buy Nationally Advertised Products in This Area.
Reach them with KFRO, the only local outlet serving this area.
Doing a Real Job at Reasonable Rates, Write

"Voice of Longview" Longview, Texas

"POWER ENOUGH" to pay back handsome profits

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

"When a pee-wee walter like WAAAT can bring the phenomenal quantity of first-rate leads our client has gotten on your time, I reverse a lot of opinions I used to have about stations not on national hookups. It should warm your heart to know that WAAAT has made at least 45 sales directly attributable; that one couple came 40 miles to see the cemetery we are broadcasting the news about and that requests for salesman's calls have swished the chair from under us. If WAAAT can do these things for a cemetery reported above, 'more power to you' is unnecessary. You have power enough."

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

Find out. Ask us!

319 METERS 500 WATTS

JERSEY CITY ★ AND SUBURBS

BROADCASTING * May 1, 1936

WITH increased power and a new transmitter, WWJ, pioneer Detroit station, on April 16 took the air with a new program. Additional programs were added and obsequies were paid to the old transmitter before the modern equipment was installed. The new transmitter is located at Eight Mile and Michigan. Announcers participating were William J. Scrip, management, who directed the transmission, and W. J. Moore, assistant.

WBBL, Syracuse, cooperating with high schools and the board of education, is broadcasting a weekly question and answer program, with a well-known local educator reading the question. Students are invited to write down answers and suggestions to some of the questions. The first five answers are rendered in broadcast April 27.

PITTSBURGH BREWING Co. sponsoring a Red Cross flood relief program over KQV last month, secured two "big name" stars in unexpected fashion when Tony Wakanem, KQV announcer, covering a three-hour amateur boxing show, brought Joe Louis and Jack Dempsey to the microphone in boxing's most celebrated refereeing. Louis, usually regarded as taciturn, really "spoke up" and discussed the coming bout with Walter Schmeling, making it one of the station's outstanding sports broadcasts.

LONELY men and women interested in meeting companions are invited to the studios of WNEW, New York, for its Blind Dates program. The studio goes out of its way to find what they want in a mate. Identities of the "leaders" are never given out. Instead, the "leaders" are shown how to become "leaders" themselves.

KDLX, Salt Lake City, has revived the All-Request Hour, adding extra telephone facilities and personnel to take care of requests on the program, broadcast for an hour at midnight six nights a week.

A CHILD minstrel show is being sponsored on WFBF, Syracuse, by Lobel's Clothing Store. The program consists of a mingle of cast with Bill Lundigan, station announcer, producing. Invitations are given out to anyone who can play a song or a little talent is picked from the best found during Bill's Tiny Amateurs series. Invitations, two each week and specialty acts make up the show.

WMCA, New York, has added the International News Service reports to its program, with news spots being made available for sponsorship.

WSM, Nashville, compiled an amateur program at the recent meeting of Tennessee school teachers. Schools were represented at the meeting by bands, glee clubs and other groups, prize winners performing on the air.

A NEW program on WJAY, Cleveland, is Know Yourself, based on character building and handwriting. It is a daily feature in charge of Bill Cavanaugh, new WJAY announcer.

WGST, Atlanta, is awarding a trip to Hollywood to the winner of the "Hey - Cole Kiddie Amateur Hour. Finals will held April 4, and voting closed at midnight April 30.

Jersey City ★ and Suburbs

Station Radio WJLA-WSUN

Servicing Florida's Color Center

The Tampa Trade Territory

620 KC + 5000 Watts Day + 1000 Night - Full Time

www.americanradiohistory.com
Cosmetic Appeals Basis of Drive to Sell Women Paint

Armstrong Uses Color Chart in Effort to Popularize Paint

TO SELL house paint by an appeal similar to that on which perfume and face powder are marketed among women, Armstrong Paint & Varnish Works, Chicago, through Milton M. Morenus, president of Morenus Adv. Agency, is making a radio experiment over WGN, Chicago. If it succeeds, the test may lead to broadcasts over a hookup of more than 20 stations, principally in the Midwest.

"People won't ask for paint by brand name," said C. B. Van Antwerp, vice president of Armstrong, in discussing the idea. "I can't tell you why, but they just don't.

"We believe, however, that the public could be made conscious of a paint name to the point where they would demand it. The way to get them to do this, we believe, is to impel women to buy house paint. If we could get a woman to buy paint because she felt it would do something for herself, as well as for the item to be painted, we'd have something. We'd have the cosmetic appeal. So we have made " Monumentalized color harmony" the slogan for our paint sales.

"In the past, color harmony has been sought solely with relation to the physical aspects of the room to be decorated—its size, location, type, use and furnishings, and selection of the colors to blend with them. With the psychological use of color used should be one in harmony with the natural color preferences of the woman of the house, forming an attractive and harmonious background for the enhancement of her own attractiveness. So we have arrived at the expression, 'Personalized Color Harmony.'

Just Try It On

"WOMEN, as a whole, know their best colors for dresses and cosmetics but have never had the importance of color background brought to their attention. The Armstrong Co. is now enabling them through its color selector to try out wall backgrounds for the home suitable to the housewife's natural colorings in exactly the same manner in which she would try on a dress.

"So, to radio listeners who write for it, a 'color selector' brochure, together with a color chart and samples, is being mailed free, so

WOMEN AND COLOR — Armstrong Paint & Varnish Co. is using a chart like this, except that it is in colors, to interest women in its line of paints and varnishes.

that she can make her selections before she visits her dealer.

"The 'color selector' [see photo] carries all the tints and graduations of color. Revolving upon it are four figures representing the general types of complexion and colorings of women. By choosing the one which most closely resembles her own colorings, she can easily see what background color is most flattering to her.

"Over the radio, we are able to talk to women, right in their own homes, about the color harmony idea.

"All dealers are supplied with display cards calling attention to our New Beauty Color Tint program and with large color selectors that conform to the small ones sent out.

"As long as women consult mirrors to see themselves as others see them, it is reasonable to believe, we think, that they will consult the Beauty Color Selector for the same purpose.

ADAMS HAT STORES, New York (chain retailers), will sponsor a ringside broadcast of the Canzoneri-McLarnin boxing match at Madison Square Garden, New York, May 8 on WMCA, WIP, WMEX, WPRO and WCBM.

NBC Artists Service has announced plans for the formation of Bob Ripley (Believe It or Not) Theatre Units for personal appearances.

THEATRE PROMOTES
R. G. Dun Cigar Broadcasts on
WXYZ-Michigan Network

BERNARD SCHWARTZ CIGAR Co., Detroit (R. G. Dun cigars) is broadcasting a weekly half-hour program without use of continuity during the performance, the program being carried by WXYZ, Detroit, and Michigan Network. It is staged from the Regent Theatre, Kunsky-Trendle owned, which is giving the program considerable exploitation.

Titled the "R. G. Dun Big Broadcast," the program is staged before the theatre audience and performers repeat lines from memory and remember cues as well. Direction is in charge of Bruce Beemer, assistant general manager of Kunsky Trendle Broadcasting Corp., with 40 entertainers participating. Another program from the Regent is the "Children's Theatre of the Air," a WXYZ Sunday feature. S. M. Epstein Co., Detroit, is the agency.

ANA Regional Sessions

THREE regional meetings will be held this spring by the Association of National Advertisers, replacing the usual semi-annual convention. An Eastern session will be held May 21-23 at Shawnee-on-Delaware, Pa.; the Midwest session is slated for June 4-6 at French Lick Springs, Ind.; West Coast members will meet in California in June. All of the meetings will be closed and programs will be informal, with no outside visitors. The annual NA convention will be held Oct. 8-11 at White Sulphur Springs, W. Va.

FCC Legal Victory

ANOTHER victory in radio litigation was scored by the FCC April 24 when the Supreme Court of the District of Columbia sustained the action of the FCC in setting for hearing the application of the Monacoy Broadcasting Co., for a new daytime station in Rockville, Md., adjacent to Washington, after it first had granted the applicant a construction permit. The applicant had sought to enjoin the FCC from holding the hearing on the ground that the application already had been granted, but the court upheld the FCC contention that Monacoy had a proper remedy at law in appealing to the Court of Appeals following the hearing, should the FCC decision then be adverse.

WTMV in the ST. LOUIS AREA
Coverage—1½ MILLION Staff—EXPERIENCED Advertisers ENTHUSIASTIC

SPONSOR A KFPY News Period

Insure Favorable Attention for your Sales Message

Where there's news, there's a wide-awake audience. And when the Inland Empire's most complete news service goes on the air (in this $800,000,000 market), the results are overwhelming.

KFPY subscribes to the complete services of the United Press...maintains its own local reportorial and editorial staffs. Write or wire for rates.

KFPY REPRESENTATIVES
J. H. McGillivray, 165 Madison Avenue, NEW YORK and Palomino Building, CHICAGO
WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Ross Bldg., SAN FRANCISCO

May 1, 1936 * BROADCASTING
AAA Convention Features Radio
(Continued from page 7)

and the splendid cooperation which you have given to our continuity acceptance department are eloquent proof of your own ideals, of your realization that radio, in order to sell, must be highly acceptable to the American people.

In discussing this second objective, improvement in technical facilities, Mr. Lohn said that higher fidelity of reception and greater coverage are necessary components of listener enjoyment and a more universal use of radio.

"I believe rich rewards will come to both of us through definite steps we have initiated to improve our facilities," he added.

Talking of the relationship between broadcasters and advertising agencies, he said:

"The vast bulk of our business comes through agencies, with your accurate knowledge of radio, you are more in a position of placing orders than we are in selling them. It, therefore, becomes our function to render you constructive service and place at your disposal all our available facilities. I propose that our salesmen be clothed with the dignity and responsibility within our own organization to serve you best and I shall back them to the fullest in their endeavor. Their tact and good will will solve the irritating problems. I intend that we shall have capable salesmen, big enough to contact important men in the agencies, the type of men whose judgment and opinion you can respect and who can extend real help to you in your work with your clients."

"My most earnest attention will be given to an understanding of your problems and to seeking prompt solutions for them. I am fully aware of how disturbing it can be to you to be passed from person to person to secure an answer or reply, and the confusion of non-committal replies and the reversal of decisions. I hope to work in such close cooperation with our staff that these will be reduced to a minimum.

"You have had a keen realization of the difference between broadcast advertising and the other forms of advertising in that its effectiveness is directly proportional to its entertainment, educational and high general interest content.

Plans Cooperation
"RADIO has demonstrated beyond doubt its ability to sell—a million the box tops in a few weeks from a 13-minute daytime strip program of interest that received 25% of the audience.

"As we seek to improve the present, we must not be unmindful of the years ahead. Radio has not been a changing art, and the future holds in store many revolutionary developments. Super-power with its increased stimulation is undoubtedly before us, and the possibilities of short wave transmissions not far behind. These will affect the present status of the art only by amplying its usefulness. Other developments (and the very company the Radio Corporation of America, will come out of the laboratory for field tests this spring. Television and facsimile are to be welcomed rather than feared, for they will make available to you further reach in the American public with perhaps an even more convincing sales message than is possible today by sound alone.

"It is a fact, as Mr. Cooke, among others, have demonstrated and recognized, that they have a market usefulness, NBC will have these facilities available for your use. I will not attempt to predict the time of their expansion to a point where they become economically a commercial possibility, nor can I envisage the new problems which their advent will create, but I feel safe in saying that the present method of broadcasting will continue unaffected for several years to come and will remain during this next period an unrivaled means of conveying a rapid and convincing sales message to untold millions of people.

At the April 29 session the following talks were given: "Plans of Convention," Thomas L. Ryan, president of Pedlar & Ryan Inc.; "Questions the Woman Consumer is Asking," Dr. Lillian M. Gilbreth, management engineer, Conde Nast Publications; "See It as You Must," William L. Cunningham, vice president, Bristol Barton, Durstine & Osborn; "Things an Art Director Should Not Mention," Vaughn Flannery, vice president, art director, Young and Rubicam Inc.; "A Sale's Manager's Slant," Eari Means, and the art director, Young and Rubicam Inc.; "As We Seek to Improve the Present," Raymond Rubicam, chairman of the board, Young and Rubicam Inc.; "Business Broadcasting Responsibilities," Clarence Pedlar, chairman, Foods Corporation; "Silver Togethers," Mrs. Jean Austin, Editor for the Hair; "Nothing for Nothing, or Good Red Headering," Thomas H. Beck, president, Central Printing Company.

James W. Baldwin, NAB managing director, also attended the convention.

CBS REORGANIZING ITS CHICAGO STAFF
FIRST moves toward a reorganization of the CBS program department was made last week with the resignations of Courtenay Savage, CBS dramatic director; Shirley Ward, of dramatic auditions, and Associate Producer of the production staff. Victor Whitman has been assigned to Mr. Savage’s post. Mr. Whitman has also been given the affiliation with CBS of Douglas Coulter, former vice president in charge of radio at N. W. Ayer & Son in New York, as assistant director of broadcasts.

Meanwhile, in Chicago’s Bob Kansas, CBS WBPM program director, announced his resignation effective May 2. For three years he has been the network serving the first two as publicity director of the Chicago Division. Prior to joining CBS he was with WLS and WIND, Chicago.

Bobby Brown, one of Chicago’s pioneer radio figures, on April 21 took over the WBBM incidental to the newly created position of commercial program manager of the Chicago CBS-WBBM staff. He has been the head of WBBM’s production department for a number of years.

WSOC Announces as its New York Representative Hibbard Ayer 350 Madison Ave.
Effective May 1, 1936
WSOC Charlotte, N. C.
FCC Avoids Haste In Radio Changes

Prall Says Greatest Good to Public Will Govern Action

FACED with the problem of dividing the newly-accessible 30,000,000-100,000 kc. band and with overwhelming demands from government, commercial, educational and broadcast agencies for the facilities, the FCC is going to pursue a more gradual and rational procedure, said Anning S. Prall, FCC chairman, in a radio address May 1 over WIP, Philadelphia. Mr. Prall said that the semi-annual meeting of the Philadelphia National Emergency Council.

Maximum service for the general good of the public is the thought behind the FCC as it tackles the task of apportioning facilities and perhaps making adjustments in existing wave assignments, he explained.

Facing the rising public interest in television and facsimile, Mr. Prall warned that television is far from ready to leave the laboratory stage and to be available... and took occasion to advise against investments in unknown companies which might be expected to have basic television patents.

Protecting Public

THE FCC is protecting the public, he explained, by holding to its experimental classification of visual radio, thus preventing exploitation. To prepare for the uncharted future of radio, he reminded, the FCC will pull from the industry all available engineering information at its allocation hearings scheduled to start June 15.

As a matter of fact, the FCC faces the problem of determining whether it will be advisable to reallocate the entire spectrum of frequencies, he asserted. This, he recalled, would throw millions of dollars in equipment into obsolescence and would harass the broadcast industry which is now accustomed to pick up stations at particular places on the dial.

The problem of reallocating present radio services, Mr. Prall said, arises from the belief of many engineers that these services might be carried on more efficiently on different bands which have characteristics better suited to their needs. He paid tribute to the tremendous strides made in recent months by radio scientists in harnessing the ultra-high frequencies which a few years ago were deemed worthless.

Prall at White House

CHAIRMAN PRALL of the FCC conferred with President Roosevelt on April 29 regarding forthcoming allocations and problems. No statement was made following the conference. The July 16, 1936, FCC chief engineer, participated during a portion of the conference, presumably discussing the forthcoming June 15 technical hearing on ultra-high frequency allocations.

JELLO'S Jack Benny show ends its NBC-Blue network series June 21, but the popular comedian and his troupe will be back for the same sponsor next fall. Meanwhile, he will go to Hollywood to film "The Big Broadcast of 1937".

They won't listen to radio in Cleveland

Of course they won't. When they're not jammie'd into a convention or swarming over our exhibition grounds, they'll be spending their money like water...in Cleveland! And that means more money in the pockets of Clevelanders who do listen to the town's most popular radio stations and who can be sold on your product. Reach those Clevelanders through W GAR, the station with more listeners per advertising dollar and through which more advertising dollars are spent!

W GAR

"CLEVELAND'S FRIENDLY STATION"

Member N. B. C. Blue Network
John F. Patt, Vice President and General Manager
Edward Petry & Co., Inc., National Representatives

Cleveland in 1936 Is Host To:

200 conventions, including:

- Republican Nat'l Convention
- American Legion Nat'l Convention
- Great Lakes Exposition

Out Here In Chicago...

- Some Random Thoughts, Most of Which Concern WGES, WCBD and WSB
- An Advertisement

By GENE T. DYER

This column will appear frequently from now on, it is YOURS as much as it is ours. Come on and use it!

ODD: More than ELEVEN Maximilian's customers use WGES, Chicago, either as an outlet for news or as promotional publicity medium. This includes TWO of Chicago's biggest metropolitan dailies!

WSBG is Chicago's FIRST and FOREMOST hundred-acter. Most business in HOURS or DOLLARS AND CENTS—and most time devoted to a single station's broadcasts! Remember, we'll retract ANY mis-statement!

Speaking of "firsts" in Chicago: More local political business was placed on WGES in the April primaries than on any other Chicago station regardless of size—some 120 broadcasts in all.

WCBD, our 5 kw station with transmitter at Zion, broadcasts more religious programs than any other commercial radio station in America! This is the station formerly owned by Wilbur Glenn Van Vara and is the "radio voice" for more than a dozen religious organizations in and around Chicago, using more than 20 broadcast hours weekly.

These stations WGES, WCBD and WSB do not accept medical accounts—any kind—still, we're filled up with commercial business, all we want! Are we the ONLY STATIONS IN THIS CLASSIFICATION IN AMERICA? IF we aren't we'll print your station call letters in this column in not less than 24-point type!

WGES: Our tenth year starts this month as the ONLY radio station in Chicago or the Central West broadcasting High Mass from a Catholic Church for such a period.

Merle Thorpe (Editor Nation's Business) once told me (at Kansas U. 1915) that only three could use the term "WBS". I'll bet writers, mice and Frenchmen. He didn't know then that there would be such a thing as radio-news-commentators—equally privileged.

May 1, 1936 * BROADCASTING
Editors Abandoning Antipathy to Radio
As ASNE Hears It Called to Aid Press

The complete reversal of attitude of newspaper editors towards radio, with which many American publishers are now trying to ally themselves in one way or another, was reflected in a paper on radio and the press read before the annual convention of the American Society of Newspaper Editors in Washington April 18 by Stephen Bolles, editor of the Jacksonville (Wis.) Gazette and until his recent illness a regular news commentator over that newspaper's station, WCLC.

Whereas former meetings of the editors' group were surcharged with antagonism toward broadcasting as a news and advertising medium, this year's sessions were marked by an attitude of eager curiosity about radio and a spirit of relative friendliness, the keynote being Mr. Bolles' remarks that radio is no enemy of printed journalism and that the publishers' attitude should be that of seeking to "annex" rather than feebly attempt to "eliminate or destroy."

"I have never known a newspaper to lose circulation because of a radio station," said Mr. Bolles. "I have examined figures of circulation in 31 cities with radio stations and find that in all of them newspaper circulation in the aggregate has gained. I have asked the same of newspapers publishers if they could trace the loss of an advertising account to radio. None of them answered 'yes.'"

Radio Promotes Newspapers

"Radio will take newspapers into homes that have never had a copy. There are thousands of these homes much to everyone's regret. There are other thousands that do not know your newspaper big or little. They can learn about it from the radio. They can know about your features and your comics. A newspaper can be heard in homes where people cannot even read the loop lines when they get them through the radio."

"It is not my purpose here to suggest any policy for a press association. I have my own opinion about it. For a newspaper owned and operated station I do not believe the blasing of a story no matter how important or unimportant will have any effect other than to stimulate interest in the printed story when the paper is out."

"In the great city the streets are thronged in the middle of the day. People, the moving masses. They have not heard the radio broadcast—never will hear it. They are the majority. They cannot be disturbed in the use of their radio sets. They are not listening to radio advertising products or commodities or services. They are just not."

The Voice of Firestone is a favorite voice in over 150,000 Carolina homes listening regularly to WPTF RALEIGH NORTH CAROLINA

WPTF...the favorite NBC station in the Carolinas is represented nationally by Free, Johns & Field, Inc. for attorneys, account and data about the Carolinas.

The American League of Familiar Music pleases more than 150,000 homes in the Carolinas...via WPTF RALEIGH NORTH CAROLINA

Radio stations of The Des Moines Register and Tribune

Iowa's most famous radio figure buys the Iowa Network

• Henry Field is a pioneer in radio selling. He showed the world that a couple of old-time songs and a "personality" could move carloads of merchandise. Now, he branches out from his own station in Shenandoah, Iowa, he chooses The Iowa Network (KRTN-WMT) to do the job. Which is proof enough that the Iowa Network has changed the radio set-up in Iowa.
Press Drops Radio Feud  
(Continued from page 9)

casts have not affected the newspaper in any way.

"The use of political speeches that have been released by radio," said Mr. Gray, "is distinctively a matter for editorial judgment. Radio has come to the many doormen who seek to announce political discussions. The Convention Record is another such doorman. Keep in mind that radio is largely a commercial doorman. His service is a paid service. Speeches over the radio increase their interest to newspaper readers who want to see the text to confirm their oral records."

The publishers were advised by Walter W. Krebs, publisher of the Johnstown (Pa.) Tribune to secure stations of their own. Mr. Krebs, who owns WJAC, a local station. He cited the experience of Pennsylvania publishers during the recent floods. His own newspaper plant was out of commission for five days, during which the newspaper broadcast its news reports to its subscribers. "Newspapers," he said, "are foolish not to own their own stations. They may not all be in flood areas, but all might meet with some emergency which might cause them to broadcast the news if they could."

Advertising Displays

THE report of the ANPA bureau of advertising, presented in brochure form and backed by imposing displays of pie-charts and graphs and illustrations in the lobby of the Waldorf-Astoria where the convention was held, used the recently discussed Clark-Hooper surveys to deprecate radio's effectiveness as an advertising medium—but its findings occasioned very little comment and slight reaction in the radio industry for obvious reasons. The ANPA bureau reported that its radio investigations, previously published in these columns, based on figures furnished by Clark-Hooper Inc., and published in a study titled "Yardsticks on the Air", had been used in presentations for advertisers.

The effectiveness of those presentations, which attempt to show the relative smallness of radio coverage, especially when favorite programs "monopolize" listener attention, is amply answered by the rising volume of practically all branches of broadcast advertising published monthly in Broadcasting.

"Summed up," said the Bureau of Advertising's report, "it is evident radio is gradually being regarded as a supplementary medium, which is most useful to those advertisers who can afford campaigns in newspapers and magazines as well. All branches of broadcast advertising published monthly in Broadcasting are increasing, as are the number of advertisers who can afford to pay for these advertising services."

Miss Martin

WHEN the WBBM Musical Clock program sponsored by Marshall Field & Co., Chicago, celebrated its sixth anniversary on the air April 14, Miss Halloween Martin, its voice, shared the birthday, and on that day had introduced its 60,000th musical selection in the series. Parker Wheatley, now associated with the Chicago Broadcasting Council, has been the Musical Clock's announcer since its first appearance on the air on KYW, six years ago.

On April 18 Miss Martin fulfilled a lifetime ambition for the footlights when she made her debut as leading lady in the farce "His Royal Highness", in which she plays the part of an American girl in Europe, besieged by real and bogus princes. The play is being produced in the auditorium of the Marshall Field Garden Apartment homes, Chicago.

WILLIAM WRIGLEY Jr., Co., Chicago (chewing gum) has added KRXT, Des Moines, to the list of stations broadcasting the March of Time, Batten, Barton, Durstine & Osborn, New York, is agency.

JOHN C. LOONEY, of Boston and Detroit, has applied to the FCC for a new Boston station in the "high fidelity" band on 1570 kc. transmitter to be erected at Milton, Mass., with Hollis Baird as chief engineer.

Long Distance is fast, direct. It takes you to any one anywhere in the broadcasting business in an average of less than two minutes. It gets information, gives instructions, makes appointments.

Long Distance is two-way, personal. You can discuss propositions, clear up difficulties, arrive at agreements—carry on in full as if you were face to face.

Long Distance is economical. It brings big returns on a small investment. You accomplish so much more that there are extra days on your calendar, extra dollars in your pocket.

May 1, 1936 • BROADCASTING
CHNS at Halifax Informs the World Of Mine Disaster

Technical Obstacles Overcome In Broadcasts From Scene

By WILLIAM C. BORRETT

Managing Director, CHNS

Halifax, N. S.

THE mine disaster at Moose River, Nova Scotia, which commenced at 11 p. m. (AST) on Easter Sunday, when Dr. Robertson, the late Herman McGill, and Alfred Scadding were trapped by a cave-in until their rescue April 23, gave broadcasting in Nova Scotia, particularly CHNS, the biggest job it has run into during the ten years of its existence.

The Moose River Gold Mine is located 70 miles from Halifax and is at the end of a branch country telephone circuit. With correspondents trying to serve their newspapers, this circuit was inadequate. This is where radio first stepped into the picture. For the first seven days after the cave-in, the Herald was called, with which CHNS is associated, broadcast daily bulletins reporting from the Herald's own correspondents, on the progress of the work being done, the telephone circuit being used whenever available. Stories were also sent in by automobile and in any other way possible. Shortly after midnight April 18, correspondents of the Herald got word through to CHNS that contact had been established with the entombed men through a 1/4 inch hole that had been driven down to the 141 ft. level. The station staff had just closed down but immediately everybody available was summoned back to his post.

The Halifax Amateur Radio Club immediately jumped into the scene, established a low-power battery transmitter at the mine with another in Halifax, and to these both must go a tremendous amount of credit for the traffic they handled and the relieved pressure on the telephone circuit.

All day Sunday and Sunday night and up to Monday evening CHNS remained on the air giving the only local information available and by that time.

A 15-Party Line

C. A. LANDRY, CHNS senior operator, along with J. Frank Willis, CRC announcer and L. A. Canning, CRC operator, and Lewis Murphy, volunteer chauffeur, arrived at the mine and set up a remote control amplifier and gave the first broadcast to listeners who by this time were intensely interested. Telephone communication with Moose River from Halifax, ends with a local circuit of iron wire serving 15 subscribers. This was the only phone outlet when the entombed men were alive was made known. Telephone men at once set about clearing this iron circuit of grounds and cutting out the worst obstructions to transmission. Repeating coils were placed and a grounded phantom circuit developed, thus giving two circuits where one had existed before. Extra telephone lines were placed on these circuits as close to the mine as possible. These two channels were no sooner working than the demand for broadcasting facilities was received.

The broadcasts from the local station and the news dispatches going out on the 2000,000 trading area circulation in this section bring listeners their favorite NBC features.

Tell YOUR sales story over WMC... and sell Memphis... The South's First Market.

ASK A KATZ MAN!

AT MOOSE RIVER—J. Frank Willis, CRC regional production director and CHNS announcer, in action just before two entombed miners were brought to the surface. Behind him are Cecil Landry, senior operator of CHNS, and photographers, all around the waiting ambulance.

BRIGHT SPOT!

Memphis, The South's First Market, continues to be one of the brightest spots on the National marketing map.

And WMC, by long odds enjoying the listener preference in this mighty market of over 2,000,000 trading area population, is the only station in this section bringing listeners their favorite NBC features.

FOR KANSAS CITY COVERAGE

"A Bird in the Hand"

E. KATZ SPECIAL ADVERTISING AGENCY

Page 58
Mr. Martin Godel
Broadcasting
Room 802
National Press Building
Washington, D. C.

Dear Mr. Godel:

As I look through your 1936 Broadcasting Year Book I am reminded of the forty-eight issues of Broadcasting Magazine which I have read and appreciated throughout the course of research work for clients during the past year.

A review of this sort brings home with full force to any advertising executive interested in radio, the unique value of your publication. I have been so struck by this estimate of value that I cannot refrain longer from telling you, and the world, about it.

As far as this agency is concerned, we feel that we simply could not get along without your magazine. To us it is the one best means of keeping ourselves up to date regarding practically everything in the world of radio broadcasting.

Faithfully yours,

Leon Kelley
General Manager

*Ordinarily, we don't flaunt praise like this, though we have received hundreds of letters from our agency readers revealing their intense interest in the current issues of BROADCASTING, as well as the Year Book. But this letter, frankly, made our breasts swell with so much pride that we couldn't resist asking permission to reproduce it.
space to this material. However, many publishers still contend that radio programs are nothing more nor less than free publicity, and should be treated as such.

Competition between the newspapers and the radio stations for the advertiser's dollar should not be objectionable because publishers have the right of free competition on the part of any other advertising medium. As an indication that there is no hostile feeling on the part of the newspapers toward radio, it is only necessary to point out that the newspapers and the press associations during the last two years have made available the entire news services of the three press associations to all broadcasting stations without charge. Thereby they are offering protection to all radio stations on news throughout the 24 hours of the day and night. The only conditions are that this news shall not be constricted with advertising or connected with an advertising program, and that it be broadcast in the form given and at periods of value to the listening public.

The publishers contend this should be a free service on the part of the broadcasters in the interest of their listening public. Many independent stations, however, are bargaining out for the right to sell this news for revenue. The NBC, CBS and a few independent stations are making use of the Press-Radio Bureau material. Through the bureau these groups and the press associations are now cooperating in constructive programs for the broadcasting of news in the public interest, without an advertising tie-up.

The real issue between the newspapers and broadcasters, if any exists, is to be found in the attitude of those broadcasters who assert that the newspapers should permit the use of their news in connection with advertising programs. These broadcasters say they should not be required to give up valuable advertising time for the purpose of broadcasting news as a public service. The owners of these stations contend they should be permitted to sell advertising in connection with press association news, tying the advertising and news together in the broadcast program in order to increase their revenue. It is upon this issue that there is a wide difference of opinion. Your radio committee consistently has opposed the use of press association news when combined with advertising or connected with an advertising program. The committee believes an important principle, vital to the newspapers, the radio stations, and most of all to the general public, is involved in this issue.

The sale of news to any broadcasting station or to any advertiser for sponsorship over the air is just as unsound as if the newspapers sold news to their advertisers, and then permitted them to commingle this news in their advertising copy. How long would the newspapers hold the exclusive right to the dissemination of information, if they adopted such a policy?

Closely Allied

The newspaper publishers of the United States should be interested in keeping radio as a medium for the dissemination of information without government or advertiser sponsorship or censorship. The functions of the newspaper and radio are so closely related that the future welfare of this country may depend upon the continuance of both of these media as free institutions. Of course, radio, which is a business, may be as free as the press, but even so, the press can protect the freedom of the air if the state broadcasters, by their acts, prove themselves worthy of our help.

The most dangerous feature of radio broadcasting in any country and any nation yet devised lies in the fact that the license to operate a radio station provides a complete monopoly and no other medium is available. The situation is even more dangerous when we realize that there are only a limited number of hours in the day which may be devoted to broadcasting stations, and still more acute when we consider the value of such a license.

To use a simple situation, the situation can be compared to a state that has created a body, say to one company to operate only one of a given capacity on a public highway. When this bus is filled, those who cannot enter it, are unable to travel to and from the road, and additional seats cannot be added to it. If you operate a bus line in a position to determine what passengers he wants to carry and how far he will take them. To carry the example farther, say the company, if you fail to operate a bus in a manner in which we think you should operate it, we will cancel your license and issue it to some other bus owner. This is the exact situation in radio broadcasting.

This is the reason why there is a controversion over the air. The holder of a radio license must say who shall speak over the air when he has the spokes and how long he shall speak, and in most cases a manuscript must be submitted in advance. It is easy for the license holder to deny an unwelcome speaker the right to speak under the excuse of not having available time on the air. Different hours of the day and night also provide that the broadcast will be heard in terms of an audience, and the time of the broadcast is most important to the speaker as many elements enter into the factor of equal opportunity. The most popular hours of the day are the most valuable in terms of audience and revenue producing hours.

The origin of regulation, where the licenses to broadcast are granted by a political body every six months, cannot not jeopardize its license by offending this political body. It is for this reason that radio offers a convenient weapon for control by a political party. It is the reason why the different states have found the regulation of broadcasting is kept from political domination, and with it all the beauty of radio broadcasting. The conferences of state radio officials at the convention held every year are simply state meetings, and the regulations and rules drafted at these conferences are the result of the pressure that is brought to bear. But radio has the advantage over print media of reaching the masses directly at a moment when they are in the house, in the car, or at work. It can thus be a powerful influence to have a close cooperation between the political parties and the radio stations, in order that the media may fulfill their proper function and do their part in a country which is built upon the citizen's right of debate and a respect for the Constitution.

Congress has delegated to the FCC the power to regulate and license broadcasting as a public service, convenience, and necessity, and as yet, the courts, have attempted to define what constitutes public service, convenience and necessity. The FCC holds a club over the public, and through many restrictions as to equipment, technical control of radio waves, and power limitations to the renewal of licenses to operate. This places a tremendous power in the hands of the FCC to control the air.

In order to determine what party happens to be in power, this system offers the party a temptation to use this medium of communication for propaganda purposes.

In several European countries the radio has been used to destroy the confidence of the public in the press. The final result of it is that the country has lost the suppression of the public and the press has ceased to exist.

In Germany, the party in power can and is putting its citizens in the hands of the radio for propaganda. If we get a radio from a foreign country, yet Germany and the United States are broadcasting propaganda daily direct into the United States under the guise of information.

Such changes in government policy do not come suddenly but creep up to the public with the day of the first printing press. The press has always been, either real or insidious, from seekers after arbitrary power. Propaganda under the guise of radio can be readily and usually might conceivably cause the destruction of public confidence in the press—add to this the press is a vigilant in the protection of the citizen's right to a free and authoritative and reliable information.

The Federal control of telegraph and telephone companies and the licensing of radio stations under the broadcasting license is a loop for the government to attempt to intimidate the press. Wire and radio communications are closely allied. Their destinies are one. Any regulations now are subject to the same dictatorial powers assumed by the FCC. Newspaper companies assume that regulations cannot function except through the FCC. All regulation of radio is supervised by the same Commission.

The broadcasting public desires only news that is free that can be given to radio by the public service, but the source of the news and its presentation must not be based on political pressures or licensing.

Bureau Continued

The Press-Radio Bureau has been in operation for two years and is rendering a most valuable and constructive service to the broadcasting public, but its scope should be extended.

The National and state associations have expressed their desire to expand the Press Radio Bureau and to finance it for this purpose.

While the Press Radio Bureau serves many stations affiliated with the Associated Press, it also covers the broadcasting stations of the Middle West, the Far West, and a part of the East Coast. From the Bureau the heavy toll charges that the broadcast stations have to pay to these distant stations, even though the news is furnished to them without charge.

Your committee recommends the continuance of the Bureau for another year, with an expansion of its service. The committee believes that this work should be continued and that the bureau should be authorized to cooperate for another year in the work of the Bureau. To the end that it may do to the public service, your committee recommends that it be authorized to take up with those stations which cannot
Receivers Immune To Fading Claimed

Conquest of Reception Barrier is Claimed by Technician

The CONQUEST of fading is claimed in the May issue of QST, organ of the American Radio Relay League, in which a new type of "dual diversity" receiver of simple design is described by its designer, James J. Lamb, technical editor of the Journal of American radio amateurs. Following close upon Mr. Lamb's recent disclosure of a "noise silencer" device for the suppression of static, the invention is creating widespread interest in radio circles.

The device, it is claimed, is applicable to both broadcast and shortwave reception and radio incorporating it may soon be placed on the market. Mr. Lamb is also reported to be working on a device for the elimination of inter-channel sideband interference for which his colleagues express great hopes.

How It Operates

The FIRST "dual diversity" receiver has been built by James J. A. McLaughlin, of New York, for Dr. M. B. Hard, operator of the prominent Mexican amateur station XE1G. An official statement of the ARRL describes the system thus:

"Utilizing principles known and employed by commercial communications companies for some time but heretofore regarded as too complex for widespread application in popular receivers, Lamb's simplification now makes it possible for shortwave and broadcast listeners to enjoy long-distance reception practically free from fading. Fading is eliminated by employing diversity reception. Operate two antennas, separated by a short distance from each other, it will be found that while one signal fades, the other will not fade on the other, and vice versa. The simple expedient of tying two antennas to the same receiver will not eliminate fading, but would make it worse. The signals must be combined after they have been changed to voice frequencies. Such a combination would ordinarily require two separate receivers, with the added complexity and expense of such an installation.

Lamb's innovation, however, simplifies and reduces the apparatus required, and enables single control tuning. The receiver has two separate channels, each for one antenna, and a common output system. When the signal is strong on one antenna or channel, the gain of the other channel is reduced, so that a better signal-to-noise ratio is achieved than with the best of the ordinary receiver. Coupled with Lamb's other recent development, the "noise silencer", shortwave and long-distance broadcast reception on a pair with local broadcast reception is obtained. The first idea for a simplified "dual diversity" receiver came to Lamb and McLaughlin in 1931. A year before they were able to put it into practical use, in 1932, under Dr. Hard's sponsorship, the receiver was finally constructed. According to Lamb, it has been tested under the most adverse conditions, and the results are more than satisfactory.

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

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

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy...with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

J. H. DeWitt Jr. Named Chambers' Successor as NAB Engineering Head

JOHN H. DEWITT Jr., chief engineer of WSM, Nashville, on April 1, was named chairman of the NAB engineering committee by President Leo J. Fitzpatrick, succeeding Joseph A. Chambers, former chief engineer of WLW, who resigned because of his new status as a consulting engineer.

The appointment was announced at a meeting of the engineering committee in Cleveland April 18, at which time Mr. Chambers formally tendered his resignation. On April 1 Mr. Chambers became a partner in the consulting engineering firm of Chambers & Chambers, Washington. The committee adopted a resolution commending Mr. Chambers for his "intelligent handling of the post of chairman of the committee for the past five years and for being instrumental in directing the pattern of this committee along lines of great usefulness to the broadcasting industry."

After Mr. Chambers turned the gavel over to Mr. DeWitt, the committee adopted a series of recommendations proposed by the retiring chairman. It announced its intention of making every effort to assist station engineers in interpreting new rules and regulations of the FCC and technical matters, notably those which become effective Nov. 1 governing "cleaning up" of broadcast for the protection of life and property.

The committee also agreed that, since the International Broadcasting Union in Europe (U.I.R.) closely corresponds to the NAB, much valuable information could be exchanged on technical matters looking toward the world standardization of technical practices in broadcasting. The committee also agreed to expand the engineering handbook of the NAB, devised by J. C. McNary while he was technical director, to include late material of permanent reference value.

May 1, 1936 * BROADCASTING
New Rate Card of NBC Includes Recent Changes

NBC on April 28 announced a new rate card, No. 21, dated May 1, incorporating recent changes in the network setup—the new Pacific Coast Blue Network and Blue Mountain Group. The Pacific Coast Red Network and Red Mountain Group (formerly Basic Pacific Coast Network and Mountain Group) carry the same rates as under their former designations. The card also lists the optional Southeastern service provided by WFBG, Greenville, S. C., and WCSC, Charleston, S. C. Totals for complete national service have been corrected to include these changes. Aside from these adjustments, rates are the same as card No. 20 issued Nov. 1, 1935. With the new rate card supplement listing all NBC stations by cities with call letters, power, frequencies and time zones. A concise review of services and facilities maintained by NBC for its clients is included.

McFadden Renewed

McFADDEN PUBLICATIONS Inc., New York (True Story magazine) has renewed the True Story Court of Human Relations for 13 weeks, effective June 5, on 27 NBC-Red stations, Fridays, 9-9:30 p.m.

WTCN

St. Paul — Minneapolis

FREE & SLEININGER, INC.
National Representatives

WAL Points the shortest way to the HEART OF MARYLAND

The most economical and effective way to reach the 3,800,000 in Maryland’s rich territory is thru Baltimore's most powerful radio station.

Contract Renewals mean satisfied users.

10,000 Watts

BALTIMORE

You Sell Maryland When You Buy WBAL

National Representative

Hearst Radio

NEW YORK

CHICAGO

SAN FRANCISCO

WAL

74.7% Increase

In Gross Revenue

1936

1935

March, 1936

March, 1935

WASHINGTON, D. C.

BROADCASTING • May 1, 1936

Practice as Consultant

In Radio Business Begun

By Alexander Sherwood

ALEXANDER SHERWOOD, former assistant general manager of the Westinghouse radio stations, and since then manager of several Eastern stations, has established an office in O.m.a., Neb., as radio's first business consultant in broadcasting.

Feeling that there exists a need for competent and experienced counsel to the industry on business problems, Mr. Sherwood said his field of work will cover all the ground between the radio lawyer and the consulting engineer, including such matters as coordination of departments, personnel and facilities; systems, contract performance and billing, tax and depreciation studies; educational broadcasting, sales campaigns, promotion and consumer surveys, rate structure and commercial policy, public relations, budgets of income and expense, provision for contingencies and future growth.

An veteran radio advertiser, Mr. Sherwood, began with Westinghouse in 1926, and took an active part in the building of several large systems and practices now generally used. After five years, he reorganized and managed KQV, Pittsburgh. Subsequently, he identified himself with the ownership and management of WROK, Rockford, Ill., and after sales manager of WGN, Chicago, and KMB, Milwaukee. Since leaving KGBZ, Yerk, Neb., which he managed, Mr. Sherwood has engaged in consulting work, but announced the opening of his practice on April 28.

Education Meeting Set

THE FIRST National Conference on Educational Broadcasting will be held in Washington Dec. 10-12, it was announced April 29. The meeting will be in collaboration with the U. S. Office of Education and the FCC. A score of organizations representative of American Education have been invited to participate. The conference is designed to enable all persons interested in educational broadcasting to discuss means by which radio may become a more effective instrument for education. C. S. Marsh, of the American Council on Education, 744 Jackson Place, Washington, is serving as executive secretary.

“Voice” on NBC

WASEY PRODUCTS Inc., New York (Zemo, Musterole and Kreml) will shift the Voice of Experience program from CBS to the NBC-Red network on May 25, 11:45-noon, Mondays through Fridays. In the fall the Silver Screen-Broadcast program will also be heard over an NBC network. Erwin, Wasey & Co., New York, has the account.

SUIT against Mario Chamlee, opera singer, for 25% of his earnings on the Tony & Gus radio series for a period of five years, was dismissed March 28 by the New York Supreme Court. Wilbert Negold had claimed the script, used by General Foods Corp., was his creation.

WMIN Grant Reaffirmed

PETITIONS seeking to have vacated the action granting Edward Hoffman a new local station in St. Paul, Minn., were denied April 29 by the FCC, sitting en banc, until the U. S. Court of Appeals has had an opportunity to pass upon an appeal now pending. The station, assigned the call WMIN, would operate on 1370 kc., with 600 watts, full time. The Daily News Corp. sought to have the grant set aside.

New Don Lee Offices

NEW studio-auditorium and office facilities for KJH, Los Angeles, are being constructed on a 10-day schedule under supervision of Thomas S. Lee, president of Don Lee Broadcasting System. The auditorium will seat 300. Offices will be of modernistic design and sound-proof. All work is being done at night, and occupancy is promised for May 4.

ALLEGANY STEEL Co., Pittsburgh (stainless steel) will use 32 one-minute WBS transcriptions over an unannounced list of stations in a campaign to begin soon. Walker & Downing, Pittsburgh, has the account.

PENNSYLVANIA RUBBER Co., Pittsburgh (tires), have placed 16 one-minute discs on a list of stations not yet selected. The discs are made by Westinghouse and Walker & Downing, Pittsburgh, is the agency.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica) has renewed their Hall Topiph as of July 1, on an NBC-Red network, Wednesdays, 9-10 p.m.

FCC Rejects East-West Duplication

AFTER a delay of more than a year, the FCC Broadcast Division May 1 decided the so-called "640" plan involving the proposal to bring about East-West coast duplication on a clear channel for a two-year period. The Portland company is associated with the Press-Herald of that city. Simultaneously, the Division threw out another attempted clear channel breakdown by denying three applications for assignments on WWOB. The Division, the dominant station. The applications were those of WGDH, Boston, and WFCU, Reading, Pa., both now daylight and both seeking unlimited time and use of WNAQ, Boston, to shift from 1230 kc. with 5,000 watts unlimited.

The 640 case has been one of the most difficult before the FCC. It was heard by the Broadcast Division, en banc, in October, 1934, and referred to the Division for further work.

The cases involved the Cleveland Plain-Dealer, operating WKH, to begin a clear channel operation between the city through a three-station shift. The applications involved, which were made May 13, 1935, were for WKBN, Youngstown, Ohio, shifted from 570 kc. specified hours to 610 kc. unlimited time; WJAY, Cleveland, from 640 kc. to 640 limited time, and WAIU, Columbus, from 540 limited time to 570 unlimited time. The Division had refused the proposed Plain-Dealer shift.

KUNS - Trendle Broadcasting Co., for time on 640 kc. with 10,000 watts for WXYZ; WAAB, Boston, assignment on 640 with 5,000 watts; WORC, Worcester, assignment on 640 kc. with 500 watts unlimited time, directional antenna; WFLA - WSUN, Clearwater, Fla., full time on 640 experimentally with 5,000 watts day and night. These sought break-down of the 640 kc. clear channel.

WABO, St. Paul, for time, shifted specified hours on the channel used by KSD, St. Louis, for sharing" daytime", on the 640 channel with WOI, Ames, Iowa, which operates on the channel daytime.

Application of Irving D. Sisson, for a new daytime station with 500 watts on 640 at Pittsfield, Mass. Eastland Co., for new 100 watt daytime station on 640.

In addition to these stations, others involved in the case were KLO, Los Angeles, domination on 640, which opposed all applications for the break-down: WDAP, Kansas City, WCAF, New York, WOR, New York, and WABC, New York. Applications objected on interference grounds and WOSH, Portland, Me., which owned the Portland application for a new station which was granted.
Warner Seeks MBS Tie

(Continued from page 8)

have received renewed impetus, it is reported, by the turn of events in recent weeks. Usable telephone lines to the Pacific Coast, heretofore unavailable except on an hourly rental basis, probably will be thrown open as Class A service by A. T. & T. within a month or so, thus making possible the venture from the technical standpoint.

A growing demand from stations for MBS service, plus sponsor support for additional station outlets in major markets west of Chicago, it is understood, tie into these plans. In addition to its present basic four-station network, MBS is providing commercial and sustaining programs (the latter if desired) to six other stations East of the Mississippi and is feeding certain commercials to a seventh.

A revival of the transcontinental MBS project has logically evolved from the agreed sale of KNX, Los Angeles, to CBS, and substitution of that station on the CBS network for KHJ, Don Lee key station in Los Angeles. MBS, it is understood, is interested in San Francisco. The Don Lee outlets in those cities, which sever their CBS affiliations Jan. 1, 1937, at the latest, when current contracts expire, are known to be at least in preliminary negotiations with MBS. The San Francisco-San Jose outlet is KHJ.

Of significance is the visit to the East of L. G. Pattee, vice president of Don Lee Broadcasting System and of the Don Lee Holding Corp., operating both the radio and automobile businesses of the Lee organization, with an assistant manager of KHJ. They were in Washington April 24 and 25 and in New York during the week of April 27. Conversations were held with MBS officials. The phenomenal progress being made by MBS in a business way ties into the plans for expansion. The four basic stations of the network are WOR, Newark; WLW, Cincinnati; WGN, Chicago, and CKLW, Detroit-Windsor. The change in ownership of CKLW from American to Canadian during the last fortnight, it is reported, will in no way affect that station's affiliation with MBS.

In addition to these stations, commercial and sustaining programs are being fed WGAN, Cleveland; WCAM, Pittsburgh; WBL, Baltimore; WFIL, Philadelphia; WGR-WKBW, Buffalo, and WNAC, Boston. WOL, Washington, also is taking one commercial. WNAC leaves MBS when the station joins NBC some time prior to July 1, 1937, or after WEEB, Boston, becomes CBS-operated, assuming FCC approval is obtained, as expected.

In making the haul to the Coast from Chicago, MBS must take into account such markets as St. Louis, Kansas City, Denver and Salt Lake City before invading Los Angeles and then San Francisco. Tentative arrangements, it is reported, are in the making in all these cities except Salt Lake City, where no facility appears available. In St. Louis, conversations link KSD as available for commercials. In Kansas City the reports surround WHB, now operating limited time, and possibly KMBC at night. In Denver the available facilities include KFEL and KVOD, which share time but are jointly operated commercially and which together constitute a full-time outlet. Salt Lake City would have to be skipped, it appears, and the haul then would be Denver to Los Angeles.

So far as known, MBS is not particularly interested in the South or the Southwest, feeling that its high-power outlets in the Midwest, like WLW and WGN, provide adequate coverage in the Southwest.

About four months ago, it is reported, MBS sought regular Class A service from A. T. & T. to the West Coast but found it unavailable. Class B service on an hourly basis at 37½ cents per mile was available. A. T. & T. has informed MBS that within a month or so there will be available Class A service on a yearly lease basis at 84 cents per mile per year. These circuits, however, are not the wide range instantaneously reversible lines used by other networks.

Whether MBS speeds toward the coast will depend upon business conditions at the time the service is available. If there is not sufficient business at rates which will result in profit for the new station affiliates, then it is assumed the project will be held in abeyance. MBS has been expanding slowly, adding new outlets at their card rates only when the sponsor sought the particular market.

Gottlieb to MBS

LESTER GOTTLEIB, of the WOR, Newark, press staff, has been appointed to handle all MBS publicity with offices in the WOR press department. Mr. Gottlieb prior to joining WOR some months ago, was radio editor of News-Week. He takes over his new assignment May 1. William P. Maloney has been added to the press department to take over Mr. Gottlieb's former duties it was announced by G. W. Johnstone, WOR's public relations director. Mr. Maloney comes from Robert S. Taplinger Inc., New York, where he had been doing radio publicity work.

"There Is No Subs t i t u t e f o r E x p e r i e n c e"

No, we haven't seven cars now, we only have four with personnel and equipment to operate them in the field. We have already worn out the first three cars in survey work.

1922

GLENN D. GILLETT
CONSULTING RADIO ENGINEER
WASHINGTON, D. C.

1935

National Press Bldg.

Phone NA tional 3373

May 1, 1936 • BROADCASTING
NAB Board Votes Copyright Bureau  

(Continued from page 11)

cleared at such originating point. This should be so irrespective of whether the originator of the program is a network, transcription or other company. It was brought out that the station has no way of ascertaining in advance whether the next network composition is one for which he holds a valid license.

"In the case of network programs," the board was told, "you have declared yourselves in favor of clearance of copyright at the source so that only the originating station will be held responsible for infringement and affiliate stations will be under no obligation to secure licenses with respect to such programs or to bear responsibility for any infringement that may occur therein. The same policy should apply with equal force to electrical transcriptions."

On payment of copyright fees, the report said that custom in the industry is not uniform. Transcription and production companies, as a general rule, do not clear performing rights. Network companies clear them for affiliated stations in certain licensing groups but not with ASCAP. As a general proposition, it added, the station pays the performing right royalties whether the program is supplied by the network or transcription company. "The fee must be paid," continued the report. "Whether the fee should be paid by the network or transcription company for all stations taking a given program; whether it should be paid by the stations individually; or whether it should be divided up among the stations and network or transcription companies, is a serious policy question which now and perhaps always must be, a matter of private contract between the stations and originating companies directly concerned."

"But this is true. All of the costs which go into program production must be paid by someone. If the originating company is required to add copyright performing fees to its other program costs and then it should have the right to adjust the station agreements to the station consideration this new cost item.

"As pointed out before, this is a matter of contract between stations and originating companies. It would seem, however, that no distinction should be made between costs and other items of cost which go into the production of the entire program.

Payment of Fees

"IN THE final analysis the advertiser pays all of the costs which go into the production and broadcasting of his program; and copyright fees are just as much a part of this program cost as is the cost of talent, telephone lines, recording operations, and other items. In a few instances the copyright fee is placed on to the advertisers as a direct charge but the general practice is otherwise. It may be that sometime when the government or the advertisers will provide microphone pickup for the music department in his program as a direct charge and under a system where the stations may have the benefits which will accrue from a market in which copyright owners sell their own services and compete with each other and in which prices are fixed by such competition. This is a question of policy which cannot be answered in this report.

It is not proposed, said the report, that the broadcasting industry should enter either the publishing, transcription or licensing businesses "unless it becomes necessary to protect its programs and broadcasting interests." It recognizes that many, if not all, of the proposed functions can be performed by one or more organizations and that it would be far more desirable to utilize existing facilities than to duplicate them. At the same time, the plan is complete enough to duplicate any or all of them if it should become necessary."

Moreover, it was stated that practical considerations should govern each step in development of the plan and that "wide discretionary" power should be given to its executive officers. "Advantage should be taken of every opportunity to utilize existing facilities and the cooperation of copyright owners sought toward this end. The plan should not be construed as a substitute for pending litigation or legislation except where such litigation or legislation is in direct conflict with the general objectives to be achieved."

All members of the ASCAP board were present with the exception of Ireland and representatives of the Iowa Broadcasting Co., who had sailed for a vacation in Europe. The vote on acceptance of the Baldwin plan was not divulged.

CONVENTION SETUP APPROVED BY GOP

RADIO arrangements for the 1936 Republican convention to start June 9 Cleveland will for the first time will provide microphone pickups for each state delegation, to be located at booths beside the speakers' rostrum. Thus the radio audience will hear every word proceeding and convention attendees will also be able to hear from all parts of the hall through the public address system.

NBC, CBS, MBS and the public address system are to use a common set of microphones. Four booths, one for each, will be placed in the auditorium in addition to the booth at the speakers' rostrum. Arrangements for the microphone setup were made by Thomas G. Sabin, GOP radio director, in conjunction with Alfred H. Morton, NBC program manager; Paul White, public events director, and Lawrence Lowman, vice president of CBS; Carl Meyer, director for MBS.

Time's Reenactments

The March of Time, sponsored by Wm. Wrigley Jr. Co., and staged by Time magazine and Batetz Productions Inc., is recording political speeches off the air to prepare its stuff of actors for impersonations to be used in coming conventions.

At the Democratic convention in Philadelphia June 23 microphones will be suspended from the ceiling and manned by page boys. Engineering booths will be located at the top of a flight of seats located on the stage. NBC's staff at the conventions will include Bennett Grauer, George Hicks and Tom McGovern with Walter Lippman, Dorothy Thompson, William Hard and Graham McNamara as commentators. Lowell Thomas and Edwin C. Hill in their regular programs. CBS will have Robert Trout, H. V. Kaltenborn and Ma- belle Jennings on duty, with comment by Henry L. Mencken, Walter Lippman, Frank R. Kent, Paul Malin, Turner Catledge, Joseph V. Connolly, Mark Sullivan and Raymond Clapper. MBS will have Quin Ryan, Daniel Heatter, Ar- thur Seeley, Henry and Arthur M. Evans. Ryan will be chief an- nouncer. Carl Meyers, WGN chief announcer, will handle the charge for MBS at Cleveland and Jack Pop- pele, WOR chief engineer, at Phila-

"The Reporter of Odd Facts"

DRAMATIZES

The Cost of Discovering America. Where Beefsteak Sold For $48.00 Per Pound.
The Man Who Profits By Suicides.
Oddities On The San Francisco Bridge and Boulder Dam.
Boy 5 Years Old When Grandfather Was Born.
Man Who Won Over Horse In Race.

GIVES THE ORIGIN OF SAYINGS SUCH AS:
He's A Pain In The Neck.
He Kicked The Bucket.
More Fun Than A Barrel of Monkeys.
Throwing Salt Over Left Shoulder.

These and many others make up the snappiest 5 minute program that will make your listeners eager to hear more.

A NATURAL FOR BEER ACCOUNTS

R. U. M. INTOSH AND ASSOCIATES INC.
2614 W. 7TH ST. • LOS ANGELES, CALIF.
WHN steps up to 5KW

Chief Engineer G. R. Windham at WHN’s new Western Electric 5 KW installation. The two panels at right comprise the 1 KW outfit formerly used—now serving as a standby transmitter.

It’s another 100% Western Electric station!

WHN’s new 5 KW Transmitter—like its old 1KW—is a Western Electric. All station speech input equipment and frequency monitoring units are Western Electric.

This new 5KW installation assures High Fidelity Performance which exceeds by a wide margin the present tentative standards of the Federal Communications Commission.

Uniform Frequency Response: The audio frequency transmission characteristic is uniform within +1 db from 30 to 10,000 cycles per second at all percentages of modulation.

Low Distortion: The RMS value of the distortion introduced by the transmitter is less than 5% at 100% modulation and less than 2% at average program level.

Low Noise Level: Approximately 60 db unweighted (70 db weighted as measured with a program noise meter) below the signal at 100% modulation.

Low Harmonic Radiation: On any multiple of the carrier frequency, harmonic radiation is at least 70 db below the carrier (equivalent to .032%).

For full details, write Graybar Electric, Graybar Building, New York.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)

APRIL 14 TO APRIL 30, INCLUSIVE

Decisions

APRIL 15

APPLICATIONS GRANTED:

WCAO, Baltimore—License for CP 600 650 w 1 kw d to 250 w & d, set for hearing Oct. 22.

WMAF, Waco, Tex.—License for CP 150 150 w 1 kw d to 250 w & d.

WNN, Washington, D. C.—License for CP 150 to be held temporarily.

WCAO, Baltimore—License for CP 600 650 w 1 kw d units for temporary use, pending protest.

WWOR, Brooklyn—License for CP 150 in Brooklyn case to be held temporarily.

WBCA, Dallas, Tex.—License for CP 600 650 w 1 kw d units for temporary use, pending protest.

WABC, New York—License for CP 150 150 w 1 kw d to be held temporarily.

WOR, Newark, N. J.—Pending motion to dismiss interference action.

WJZ, New York—License for CP 250 to be held temporarily.

WMAF, Waco, Tex.—License for CP 150 150 w 1 kw d to be held temporarily.

WOR, Newark, N. J.—Pending motion to dismiss interference action.

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GATES Manufacturers of Everything in Speech—Remote—Transmission and Microphone Equipment
GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

May 1, 1936 * BROADCASTING

WDOD, Chattanoog—Modifies license 1 kw 2 kw D to 5 kw D & N. NEW, Cardington, Ohio—CP new equip., move trans. & studio locally. NEW, Elgin, Ill.—CP 1200 kc 100 w unld. & N. NEW, Eunice, N. Mex.—CP 1420 kc 500 w unld. & N. NEW, Florence, S. C.—CP 1205 kc 100 w D & N.

NEW, Galveston Brdgtg. Co., Inc., Fort Worth, Tex.—CP 1370 kc 100 w unld. & N. NEW, Creston, Ia.—CP 1500 kc 100 w unld. amended from W. E. Day to Creston News Broadcasting Assn., Creston, Ia. NEW, Des Moines, Ia.—CP 1210 kc 100 w unld. & N.

KFRU, Davenport, lowa—CP change hours to unld. directionally. NEW, KFWL, Brdgtg. Co., Myron J. Bennett, pres., Mandan, N. D.—CP 1200 kc 100 w unld. & N. NEW, Thomas M. Hammond, d/d Ventura Brdgtg. Co., Ventura, Cal.—CP 1210 kc 10 w D & N.

APRIL 23

NEW, A. H. Bello Corp., Grapevine, Tex.—CP gen. exp. 100 w. NEW, Eau Claire Brdgtg. Co., Paul Chisholm, gen. man.—CP 1210 kc 100 w with facilities KGOC. NEW, H. D. Federle, Salesman, 2717 S. 3rd St., Kansas City, Mo.—CP 1340 kc 10 w D & N.

KFWO, Davenport, lowa—CP new equip., increase 1 kw to 5 kw D, amended move trans. to Bay View Park, San Francisco.

APRIL 27

NEW, Clarence C. Dill, Washington—CP 1210 kc 100 w unld. & N; if altered is granted 1215 kc. NEW, E. C. Loewen, 2421 S. Kansas, Mass.—CP exp. 1370 kc 1 kw unld.


KWEK, Kansas City—Vol. assign license to Lester E. Cox, Thomas L. Evans, C. C. Patterson, amended add C. Payne partnership assignees; CP new equip., move studio & trans. locally. NEW, Tribune, Great Falls, Mont.—CP change equip., increase 1 kw 2 kw D to 1 kw, move trans., locally, amended to 950 kw, omit request facilities KSEF.

APRIL 28

WCAP, Ashbury Park, N. J.—CP change assign license to unld. asks facilities WACJ.

WIEC, Bridgeport, Conn.—Modif. license from 1210 kc 10 w unld. to 1210 kc 10 w.

WHTT, Hartford, Conn.—Modif. CP new equip., studio & trans. facilities.

NEW, Newport News, Va.—CP new antenna, move trans., locally. NEW, Fred M. Dardis, Shreveport, La.—Ref., CP 1140 kc 500 w 1 kw D & N, amended to 10 kw.

WCLO, Janesville, Wis.—Modif. CP new equip., power, requiring approval trans. site.

WMBH, Joplin, Mo.—CP directional antennas, increase 2 kw D to 2 kw W, move trans. locally. NEW, G. P. Allison & Thos. R. Waters Jr., 4th Skagit Brgt., Anacortes, Wash.—CP 1420 kc 100 w unld.

WKY, Yakima, Wash.—CP new antenna, change 1310 to 1355 kc, increase 100 to 250 kw D & 250 w D, move trans. locally.

APRIL 30


NEW, Southwest Brgt., La Junta, Colo.—CP 1370 kc 100 w unld. & N. NEW, Des Moines, Ia.—CP move trans. & studio, transfer control to T. W. Sromes Jr.

TRANSLATLICL—David Sarorno, RCA president and chairman of NBC, during his two-way radio conversation with Sir John Reith, head of the British Broadcastings Committee, in a unique transatlantic broadcast April 16. Mr. Sarorno talked from the Ritz-Carlton Hotel, Atlantic City, while Sir John was aboard the "Queen Mary" on her trial run off Scotland. The program was broadcast over an NBC network keyed from 3 kw. Although it has been four years since he was a ship's operator, Mr. Sarorno revealed that he lost his touch. Before the broadcast he personally tapped out the last minute checkup to the transmitting station, and several times sent code messages. In the photograph also are Leslie Joy (center), KYY announcer and a KYY control man.

Eau Claire Broadcasting Station

Radio-Television Engineering—An 8-months' course embracing:

ACTUAL EXPERIENCE AT THE CONTROLS
Owners and operators of Radio Station WXXL New High-Fidelity from Mike Transmitter—1000 watts—1590 kc. and Experimental Visual Broadcasting Station WXXL (500 watts on 2950 kc, 150 watts 42-50-60 megacycles. Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmissions over remote control pickups weekly. Graduates secure Teleoperators' License. (First Class.)

ATTENTION: Station Owners and New License Applicants: We have available engineering-operation capable of installing operating this new equipment. All new men will come fully recommended.

TRAINING PROGRAM
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept. and Light Bldg., Kansas City, Mo.

America's Foremost Training School For Radio Operators

Radio-Television Engineering—An 8-months' course embracing:

ACTUAL EXPERIENCE AT THE CONTROLS
Owners and operators of Radio Station WXXL New High-Fidelity from Mike Transmitter—1000 watts—1590 kc. and Experimental Visual Broadcasting Station WXXL (500 watts on 2950 kc, 150 watts 42-50-60 megacycles. Theory and practice followed by actual experience in station operation. All Student-Engineers assigned to shifts at controls and transmissions over remote control pickups weekly. Graduates secure Teleoperators' License. (First Class.)

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TRAINING PROGRAM
FIRST NATIONAL TELEVISION, INC.
(MEMBER N. A. B.)
Eng. Dept. and Light Bldg., Kansas City, Mo.

Scientific RADIO SERVICE CRYSTALS

Scientific Radio Service Crystals are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

LOW TEMPERATURE COEFFICIENT CRYSTALS

Supplied in 95% Leslie Air-Gap holders in 115,000 and 1,150 kc. Temperature guaranteed to be less than 4 cycles per minute. Obtain your exclusive commercial service change in temperature.

$50.00

Two Crystals $29.00
Approved by F.C.C.

Write to Dept. B-561 for price list.

Scientific RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.
ASCAP Defends Station
(Continued from page 10)

number through KGIR via NBC. Finally, it was held that the title to the composition had been further clouded by the appointment of a receiver for ASCAP in Washington State last year, when the Superior Court of the State took criminal action against ASCAP and all of its members, Warner Bros. included.

Dismal was asked on the ground that the title to the number is clouded and that the court is without jurisdiction to handle the particular case.

Meanwhile, Warner Bros. continued to maintain a full silence on new on-air channels of radio stations to its preferred five-year contracts for performance of its music. In round figures, it is reported that some 175 stations have signed renewals, many of them on a temporary basis, but Herman Starr, Warner vice president, who has again declined to discuss this with Broadcasting. Somehow the report persisted that Warner, because of the drubbing it has taken in loss of funds, but more important, of non-performance of the new music for its motion picture productions, would find its way back into ASCAP.

To add to its woes, Warner house have been sued in New York on grounds of alleged "wastefulness" in withdrawing from ASCAP by two stockholders, who charged that by this action earnings of the company have depreciated and resulted in a loss to them as stockholders.

And for the first quarter of the year, ASCAP cut the largest royalty in history, splitting $665,000, or 10% over the corresponding period of last year. Moreover, publish under of ASCAP were treated to the usual Warner share of some $16,000 to boost their normal allotments from music.

British Amateurs

NBC will broadcast the first British amateur hour on May 1 over the WJZ network. The British program policy will permit competitors to stay through their allotted time, no longer being used. Performers on the series will represent all sections of the British Isles.

A Socialist and Radio

To the Editor of Broadcasting:

Your letter of March 16 came at a time when I was continually away from my office because of speaking engagements. It is now probably too late to qualify this particular discussion you had in mind.

Briefly let me say this: Things being what they are, I have no personal quarrel with the radio stations. On the contrary I have been of the opinion that the more and more particularly by the chains. They do give me time and they do not censorship attempt to censor what I have to say. This is a marked change from the early days of radio when I had plenty of opportunity to express myself.

I do not like the present system in which so great and so potentially influential in the field of radio broadcasting depends upon advertising. On the other hand, our government and our present social atmosphere are being influenced by it. I do not think that our presentimes a public broadcasting service that would not only be set aside but would be set up. I should like to see Jim Farley running it. At present the only committee appointed to the proposed introduced in the House by Rep. Scott of California that as a condition of granting licenses radio stations economic responsibility be required to set aside a time for a board discussion of public issues. There has been committed a study and work help work out the practical problems of such allotment of time. And perhaps even more than that, there should be a committee of distinguished citizens to investigate the general radio situation.

I am inclined to think that it would be better to grant licenses for at least a year's period, but this is an opinion subject to change without notice.

NORMAN THOMAS,

New York City.

OTHER FELLOWS' VIEWPOINT

State and Radio

The Irish Free State, which operates a 60,000-watt station at Dublin and Cork, linking them as a network, has intimated that it will shortly discontinue sponsored programs, reports U. S. Vice Consul King at Dublin. At present the only sponsored program, he states, is the advertising the Irish Sweepstakes.

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BROADCASTING • May 1, 1936

UP

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

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

BADCASTING OF MAY 1, 1936

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BROADCASTING • May 1, 1936
**IN THE CONTROL ROOM**

At a Joint meeting April 30 of the Institute of Radio Engineers (Washington Section) and the American Physical Society, V. K. Zworykin, television expert of RCA, spoke on electron lenses and their correction. On May 1 the Institute met jointy with the International Scientific Radio Union, in Washington.

Frank B. Falknor, chief engineer, WBBM Chicago, is in the hospital suffering from a leg fracture as the result of a fall.

Gordon Sherman, formerly of WEN St. Louis, has joined the engineering staff of KMIOX, St. Louis.

Bill Fairclough has joined the engineering staff of WHOM, Jersey City, the third former member of the WAT staff to join WHOM in recent weeks.

Herbert O. Steinmetz, engineer in charge of light measurements for Commercial Radio Equipment Co., Kansas City, was married Easter Sunday to Miss Augusta Stralow, of Davenport, Iowa.

William Glasscock, a member of the engineering staff of WTAM, Cleveland, and James F. Hackett, of the NBC New York staff, have exchanged positions. Mr. Glasscock was assigned to go with the Fred Waring troupe to handle the engineering details for the Waring-Forrester NBC show while the company was playing vaudeville dates.

Gene Ryder, Transradio operator of WQAM, Miami, on April 14 became the father of a baby boy, his first child. The baby's operator, J. L. Atchley, was married the same day.

Charles W. Wirtengan, chief engineer, and Donald Devendorf are copying press for WIBM, Jackson, Mich.

Harry R. Lubcke, chief of television research for the Don Lee Broadcasting System, on April 14 was granted Patent No. 2,037,635 by the U. S. Patent Office, covering a television synchronization method and apparatus.

Frederick Macpherson, writer and traveler, has joined the staff of KJBS, San Francisco, as operator and announcer.

Thomas Vines, formerly of WEBR, Buffalo, has been named chief engineer of WBNY, that city.

Kipling's works, which during his lifetime the late British author and poet would not permit to be used on the radio, will shortly be carried over the BBC under an arrangement made with the executors of his estate.

**WHERE IT'S COLD—Don Thompson (right), NBC special events producer, who took the recent NBC microphone flight to Alaska is shown interviewing Joe Crosson, famous "Mercy Flyer."**

**EQUIPMENT**

WIBM, Jackson, Mich., is on the air with a new 1500-foot quarter-wave vertical antenna, a tubular mast rising from the roof of Radio Block. Since it is in the business district, a counter-poise using 4,000 feet of wire was installed on the roof.

General Radio Co., Cambridge, Mass., has redesigned its Type 835-A microphone, incorporating several improvements. Electrical contact-potential noise is said to have been completely eliminated. A button has been placed on the microphone for setting in dim light.

WJR, Detroit, has perfected plans for a portable shortwave transmitter to facilitate broadcasting of news events. Actual work has been started and the mobile unit is to be ready shortly. In some respects it resembles equipment used by major networks for many of their special events broadcasts.

RCA MPG. Co., Camden, within the last fortnight has sold four new transmitters to stations authorized by the FCC to increase their power to KJIR, Seattle and KGFI, Billings, Mont., new 5,000 watt 5-D transmitters were sold, and to WHIO, Dayton, a 5,000 watt 5-C amplifier. To KGW, Portland, Ore., RCA sold a 250 watt exciter unit for its RCA 5,000-watt transmitter. WSBR, Fall River, Mass., purchased a 1-D 1,000 watt transmitter.

WIS, Columbia, S. C., is constructing a new Truscon reflector of the self-supporting three-legged type 100 feet high. It is located near the present 357 foot Truscon vertical radiator, in the direction of Miami, where suppression is sought, and will be fed with a concentric transmission line and coupling system to be constructed under supervision of Jausky & Bailey. A new garage has just been completed at the plant for the use of the technical staff living at the transmitter location. A modern bachelor apartment with every modern convenience was included in the general plans for the transmitter building and this apartment is being shared by Scott Helt, the chief engineer, and Joe Davenport, his assistant. The new 5,000 watt transmitter installation has been in operation since Christmas.

WDRC, Hartford, is installing new Western Electric speech input equipment at its new studios under direction of Perry Brunsfield, operator. New acoustic treatment and modernistic decorations mark the new layout.

---

**QUARTZ CRYSTALS**

- Low temperature coefficient "A" cut
- For the broadcast band
- Do not exceed 4 cycles per 1000 kc per °C
- Mounted in genuine isolantine adjustable air-gap holder
- **ONLY $35.00**
- Request Circular 52 for Complete Data

**AMERICAN PIEZO SUPPLY COMPANY**

Since 1929

Sunny Slope Sta. P. O. Box 6026

KANSAS CITY, MO.

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**BLAW-KNOX VERTICAL RADIATOR**

"Repetition is reputation" The ever growing list of Blaw-Knox Vertical Radiators installations represented by hundreds of Broadcasting Stations throughout the world suggests a preference for Blaw-Knox engineering and construction.

The illustration at the left shows the 179 ft. Vertical Radiator furnished by Blaw-Knox for

STATION WBNY

Buffalo, New York

If you plan improvements in your antennae it will pay you to consult.

**BLAW-KNOX COMPANY**

2038 FARMERS BANK BUILDING

PITTSBURGH · PENNSYLVANIA
PROFESSIONAL DIRECTORY

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

GLENN D. GILLET
Consulting Radio Engineer

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Location and Radio Coverage Reports.

JOHN H. BARRON
Consulting Radio Engineer
Specialising in Broadcast and Allocation Engineering
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Radio Transmission Equipment
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Specialising in ULTRA-HIGH FREQUENCY, TELEVISION, AND HIGH FIDELITY PROBLEMS
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Consulting Radio Engineer
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"65 years of Professional Background"

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Consulting Radio Engineer
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Evaston III

HOWARD S. FRAZIER
Radio Engineer & Contractor
Field Engineering Investigations, Certified Coverage Surveys, Field Intensity Graphic Radios, Stereoton Car Audio, Car Phone, Television Antenna Engineering, Studio Control Systems, Design and Construction of Special Equipment.

HOTEL PENNSYLVANIA
PHILADELPHIA, PA.

J. M. TEMPLE
Consulting Radio Engineer
30 Rockefeller Plaza
P. O. Box 195
New York City Times Square Station

KALTENBORN FINDS AIR FREEDOM GAINS

"The most notable advance in broadcasting, apart from technical development, is increasing respect for free speech on the air," declared H. V. Kaltenborn, CBS commentator, who was interviewed April 21 on CBS by Bob Trout on the occasion of his 16th anniversary on the air.

Today the radio has become the chief medium of political discussion," he said. "Networks and individual stations know they can and must play an important part in the processes of democratic government. Back in 1923 I began referring to radio as the Fifth Estate. In its power to persuade men and events it now leads the other four."

On April 30 Mr. Kaltenborn interviewed Gov. Alfred M. Landon, of Kansas, in the first air interview given by the Republican candidate for the presidential nomination.

Help Wanted

Excellent opportunity for trained home economist to develop women's features on 5,000 watt station in New England area. Ten years radio experience. Station, training, pleasant personality, best appearance important. No experience; must play an important part in radio exposure. Replies held in confidence. Box 480, BROADCASTING.

Situations Wanted

BROADCAST OPERATOR—CONSTRUCTION ENGINEER—Mother of 3; age 38; two year college training; Operator License First Radio Telephone, First Class Radiotelephone graded 94%. Complete reexaminations 1935. Licensed Aircraft Pilot five years. Over twenty years diversified radio experience.Box 486, BROADCASTING.

RCA's Junior Mike

RCA MFG. Co., Camden, has introduced a new velocity microphone (74-A) for portable equipment and remote broadcasts. Bidirectional characteristics are practically the same as the deluxe 44-A with high sensitivity claimed as a result of the use of alnico magnet steel.

Frequency range is from 70 to 8000 cycles, weight is 21/2 pounds, and the size is considerably smaller than the deluxe model. Other features include a cushion mounting, magnetic shielding on the transformer and durable baked wrinkle finish.

An Idea Exchange

AN EXCHANGE of program ideas with other stations is being proposed to a select group of American stations by W. E. Wagstaff, of KDFY, Salt Lake City, who is preparing mimeographed scripts of features that have been well received over that outlet to offer on an exchange basis. Mr. Wagstaff asserts in his letter to stations, that, in the absence of a clearing house for program ideas and tieups, he thinks the better stations might exchange with one another, and ask them to submit scripts or outlines of programs, special merchandising tieups, etc.

FREQUENCY MEASURING SERVICE

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

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
66 BROAD STREET
NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 19th of month preceding issues.

Music—Talent

Music—Talent
Program Managers, Artists, send for list of new songs—available for broadcasting without payment of copyright fee. Indianapolis Bureau, Salem, Indiana.

For—Equipment

For—Equipment
Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Antilite Automatic Recorder for fading on distant stations; 25 radio frequency broadcast; radio oscillators, etc. Reasonable rental. Allied Research Labs, 200 East 161st Street, New York City.

For Sale—Equipment

For Sale—Equipment
2 standard Western Electric 4500 volt motor generator sets and 2 standard 6B-A generator sets. These are in excellent condition. They are now in use at WIND, 201 N. Wells St., Chicago.

Situations Wanted (Cont'd)

Music—Talent

Music—Talent
Program Managers, Artists, send for list of new songs—available for broadcasting without payment of copyright fee. Indianapolis Bureau, Salem, Indiana.

For—Equipment

For—Equipment
Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Antilite Automatic Recorder for fading on distant stations; 25 radio frequency broadcast; radio oscillators, etc. Reasonable rental. Allied Research Labs, 200 East 161st Street, New York City.

For Sale—Equipment

For Sale—Equipment
2 standard Western Electric 4500 volt motor generator sets and 2 standard 6B-A generator sets. These are in excellent condition. They are now in use at WIND, 201 N. Wells St., Chicago.

WANTED: Investment (salary) from agency or organisation that needs man to create, write and produce originalex- salable radio programs. Long public experience grants. Box 475, BROADCASTING.

Young man, commercial continuity and script writer, with good commercial ideas, desires permanent position and desires to work with station or agency, anywhere. Available now. Box 475, BROADCASTING.

Writer—editor, 32, ten years experience metropolitan newspapers, magazines, publicity, M.A. degree. Available Immediately for permanent work. Box 477, BROADCASTING.


Music—Talent

Music—Talent
Program Managers, Artists, send for list of new songs—available for broadcasting without payment of copyright fee. Indianapolis Bureau, Salem, Indiana.

For—Equipment

For—Equipment
Approved equipment. RCA TMV-75-B field strength measuring unit (new), direct reading; Antilite Automatic Recorder for fading on distant stations; 25 radio frequency broadcast; radio oscillators, etc. Reasonable rental. Allied Research Labs, 200 East 161st Street, New York City.

For Sale—Equipment

For Sale—Equipment
2 standard Western Electric 4500 volt motor generator sets and 2 standard 6B-A generator sets. These are in excellent condition. They are now in use at WIND, 201 N. Wells St., Chicago.

Wanted to Buy

Wanted to Buy
Will purchase transcriptions, all types, for export. Box 481, BROADCASTING.

Western Electric 5-C transmitter. Quote lowest cash price first letter. Box 482, BROADCASTING.

BROADCASTING (May 1, 1936)
Another Climax in WWJ's 16-Year Record of Progress

While the opening of this new transmitting station is one of the most noteworthy achievements in WWJ's 16-year record of progress, it is at the same time much more than another climax. It really marks the beginning of a new epoch for radio listeners in the Detroit area—the area which comprises America's fourth great market!

For, conforming to WWJ's policy of always supplying its listeners with the best in radio, this new station is equipped with the very latest sending apparatus that radio science has been able to develop. That means greater clarity, a new faithfulness and more naturalness in WWJ's voice. This, in turn, will mean an ever increasing number of WWJ listeners—an even more complete coverage of this great market which has long regarded WWJ as its own HOME station.

Now, more than ever, to cover the Detroit market, you must have WWJ. Make, or change, your schedules to include time on AMERICA'S PIONEER BROADCASTING STATION.

NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
New York, Chicago, San Francisco
Introducing

RCA

JUNIOR VELOCITY MICROPHONE

THIS new RCA Junior Velocity Microphone—based on advanced principles of velocity actuation—offers great sensitivity, highly favorable directional characteristics and great naturalness of tone. Overall performance compares most favorably with the standard RCA ribbon-type velocity microphone, recognized as outstanding in the broadcasting field. A real achievement—this new RCA Junior Velocity Microphone—offering RCA quality at an unusually attractive price!

NOTICE THESE FEATURES

1. Quality Performance
2. Low Cost
3. Small Size
4. Shockproof Rubber Swivel Mounting
5. Durable crackled finish, baked on

RCA Type 74-A Junior Velocity Microphone. Fits any RCA microphone stand. Complete with 30' shielded, flexible cord, only $40.00.

TRANSMITTER SECTION

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

A Service of the Radio Corporation of America

New York, 1270 Sixth Avenue • Chicago, 111 North Canal Street • Atlanta, 492 Peachtree Street, N. E.

Dallas, 2211 Commerce Street • San Francisco, 170 Ninth Street

www.americanradiohistory.com