WASHINGTON, D. C.
MAY 15, 1936

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$3.00 the Year
15c the Copy

REACH THE $2,000,000,000

MILLIONS invested in Texas' State-wide celebrations are already reflected in increased business activity ... and Centennial benefits will multiply through the summer and autumn as the spending power of millions of visitors is added to the normally good Southwestern market.

The Southwest ... territorially giant-sized represents a formidable consumer population with huge spendable income supplied by vast agricultural and manufacturing enterprise ... aided by a sensational development of oil and other natural resources.

Giant-sized, too, is The Texas Quality Network ... combining high-powered NBC affiliates that exert tremendous influence on the buying habits of over 1,000,000 radio families throughout Texas, Oklahoma, and five adjacent states. It's the only single medium for reaching this entire area simultaneously ... Investigate the sparkling record, the economies of TQN through Edward Petry & Co., Inc., National Representatives.

50,000 Watts
50,000 Watts
5,000 Watts [D]
50,000 Watts
WFAA • WBAP • KPRC • WOAI
DALLAS • FORT WORTH • HOUSTON • SAN ANTONIO

"A Proven Medium in a Flourishing Market"
Local Shows make good
AND YOU BUY ON A
RECORD OF PROVED
SUCCESS ON JOHN BLAIR
STATIONS

STATION TESTED PROGRAMS
Trade papers have recorded and experienced observers noted the marked increase of large national advertisers who have purchased local live talent productions. The desire to eliminate the inherent gamble of a new program, “a pig in a poke”, may have been the motivating factor, but only one factor—greater responsiveness—keeps them there.

For years stations of the John Blair list have been studying the program desires of their own individual audiences. They are acutely conscious from week to week of all reactions. Naturally, they have brought to their stations those features which please their audience most—an audience close to the program—loyal and responsive to its sponsor. At all times programs of this character are being developed—there’s one waiting for you.

Every Blair office has a complete statistical record of these shows and is completely equipped to audition them at any time.

JOHN BLAIR SERVICE
In addition, John Blair service makes available to all advertisers and agencies a comprehensive description of these markets, a minute breakdown of the coverage, and detailed, reliable information on the station. Complete case histories and merchandising plans are also included. Call your nearest Blair office today.

STATIONS REPRESENTED
Chicago  WLS
Columbus  WBNS
Cedar Rapids-Waterloo  WMT*
Des Moines  KRNT* KSO*
Detroit  WWJ
Houston  KTRH
Los Angeles  KNX**
Omaha  WOW
Phoenix  KTAR
St. Paul-Minneapolis  KSTP
Salt Lake City  KDFL
San Francisco  KSFO
Seattle  KIRO
Shreveport  KWKH
*Forming the Iowa Broadcasting System.
**Forming the Western Network.

John Blair & Company
NEW YORK  341 Madison Ave.
            Murray Hill 2-6084
CHICAGO  520 N. Michigan Ave.
           Superior 8660
DETROIT  New Center Bldg.
          Madison 7849
SAN FRANCISCO  3100 Russ Building
               Douglas 3188

www.americanradiohistory.com
IT TAKES ALL KINDS

It is inevitable that a station offering the entertainment WOR does, should enjoy an audience as varied as the programs issuing from its 50,000 watt transmitter in Carteret. In New York City alone there are approximately 17,934 families with incomes over $9,000 ... 68,478 families with incomes of $6,000 to $9,000 ... 89,145 families boasting $4,500 to $6,000, while the $3,000 to $4,500 group offers 750,403 families, and there's 600,132 in the $1,800 to $3,000 class. This is just part of WOR's effective listening area. Here at WOR you'll find letters tapped out on typewriters by members of the most exclusive clubs; a brief but sentimental note from a little girl in a Bronx boarding house. A thumb-marked, hastily-scribbled missive from an overalled mechanic whose heart has been touched by an intimate WOR sketch or musical program. It takes them all to make a good station ... and greater sales every day for impatient sponsors.
Advertising executives were not the only readers of "Exact Measurements of the Spoken Word." Every psychologist whose work appeared in the book, and every university in the country, were sent copies of it—and invited to submit their scientific criticism of the work and its presentation. Below are typical replies. Really typical—for only one scientist who has seen the book had anything but warm praise for it! (And he would not give us permission to quote his letter.)

"I am sure that the psychologists who worked so patiently on the investigations here represented would be gratified to see their results being put to some practical use."

Dr. Harry D. Kitson, Professor of Education
Teachers College, Columbia University, New York

"I found 'Exact Measurements of the Spoken Word' very interesting, lucid, convincing and admirable in the scientific caution of its arguments....Let me compliment you again upon the compilation of a powerful, yet honest, presentation of the case for the ear."

Dr. S. A. Switzer, Department of Philosophy and Psychology
Miami University, Oxford, Ohio

"This is certainly a well put up book, and the abstracts of researches are excellent in their brevity and in their accuracy. I imagine that the particular scientist will perhaps wish that the abstracts had included, when available, one other small item, namely, the proof that the results found can be relied on. For example, in my 1925 study, page 14 of the booklet, formula showed that there was 'statistical certainty that the auditory method was superior to the visual in the situation measured'."

Dr. D. A. Worcester, Professor of Educational Psychology
The University of Nebraska
Lincoln, Nebraska

"I have read this with great interest and profit. I, too, have been interested for quite a time in the general problem of learning by audition as compared to learning by vision in reference both to educational and advertising problems. This comes at an appropriate time because in just a few days I am going to discuss the problem with my class in Applied Psychology and I shall give full publicity to your excellent summary."

Dr. R. W. Husband, Department of Psychology
The University of Wisconsin, Madison, Wisconsin

BROADCASTING • May 15, 1936
"I am sure it would be carrying coals to Newcastle for me to venture any suggestions to you about your own field. However, it did occur to me that a graph or a diagram of the results of one or two of the studies might set off some point which you wished to emphasize more particularly.

"I trust that you will continue to send me any publications which issue in the future from your work. You are marking off a new field and I, along with your other friends, expect to learn much from you."

Dr. J. Elliott Janney, Department of Psychology and Philosophy, Western College, Oxford, Ohio

"You have indeed succeeded in presenting the material in an attractive fashion, without, as far as I am able to tell, in any way detracting from its accuracy."

Dr. Clarence Leuba, Psychology Department
Antioch College, Yellow Springs, Ohio

"I have looked through this work rather carefully, and am indeed impressed with the survey you have made of the literature in the field. You are to be complimented upon it most highly."

Dr. C. H. Smeltzer, Associate Professor of Psychology, Temple University, Philadelphia, Pa.

"I am interested in the results summarized, but I am also interested in the style of presentation which appears to me both unique and effective."

Dr. Edmund S. Conklin, Department of Psychology
Indiana University, Bloomington, Indiana

"It is an interesting presentation of experimental work and I am delighted to have it."

Dr. John A. McGeoch, Psychological Laboratory
Wesleyan University, Middletown, Conn.

"It is an interesting piece of work and useful as a reference source."

Dr. H. K. Nixon, Columbia University
School of Business, New York

"I have looked this over with much interest. It will, I believe, be of service in connection with our course in Educational Psychology."

Dr. S. L. Pressey, Department of Psychology
The Ohio State University, Columbus, Ohio

It surprised us a little to get so unanimously cordial a reception in the psychological laboratories of the country. But then, it was Science recognizing an unadorned presentation of scientific data—welcoming, as a matter of fact, Science’s own exact measurements of the relative impact of the spoken and written word.
LOOKING back over a long experience in advertising, it seems to us that a lot of sectional manufacturers are wasting a passel of jack by trying to be national advertisers.

We've seen four-color pages in national magazines, featuring products that were available in less than fifteen states! What this country does not need is a good five-cent cigar that has to be sold for a dime to cover wasted sales-effort.

If you're kinda impressed by the job that Bulova Watch is doing virtually with radio alone — or Penn Tobacco, Mantle Lamp, General Mills and a dozen others—you'll be doubly impressed by the fact that you can do the same kind of job in your own sales territory — whether that territory is one state or forty-eight.

FREE, JOHNS & FIELD, INC.
Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-6660
WCSC . (NBC) . . . . Charleston
WIS . . (NBC) . . . . Columbia
WAIU . . . . . . . . . . Columbus
WOC . (CBS) . . . . Davenport
WDAY . (NBC) . . . . Fargo
KTAT . (SBS) . . . . Fort Worth

CHICAGO
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Franklin 6373
WDRC . (CBS) . . . . Hartford
WKZO . (MRN) . . . . Kalamazoo
WNOX . (CBS) . . . . Knoxville
KFAB . (CBS) . . . . Lincoln-Omaha
KOMA . (CBS-SBS) . Oklahoma City
WMBD . (CBS) . . . . Peoria

DETROIT
New Center Building
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SAN FRANCISCO
Russ Building
Sutter 5115

WPTF . (NBC) . . . . Raleigh
KTSA . (CBS-SBS) . San Antonio
KTUL . . (CBS) . . . . Tulsa
KVI . . (CBS) . . . . Tacoma

LOS ANGELES
C. of C, 8-Dq.
Richmond 1114

Southwest Broadcasting System

Page 6
Major Radio Bills Await Congress Action

BY SOL TAISHOFF

Food-Drug Measure, Federal Trade Commission Proposal
And Davis Amendment Repeal Have Chance of Passage

AS CONGRESS approaches a long forecast adjournment, three major legislative measures of far-reaching importance to broadcasters and to those with whom they do business, appear at present to be headed for enactment. The measures are:

(1) The battle-scarred Copeland Bill to regulate the sale and advertising of foods, drugs and cosmetics, and place a more stringent control over manufacturers.

(2) The Wheeler-Rayburn Bill to broaden the scope of the Federal Trade Commission by empowering it to proceed against unfair practices in commerce without the necessity of proving unfair competition.

(3) Repeal of the so-called Davis Amendment to the Communications Act, which would prohibit any bidders for broadcast licenses from owning stations in other sections of the same metropolitan area.

In each instance these measures have passed the Senate, but not the House. The House Interstate and Foreign Commerce Committee on May 6 reported favorably the Davis Amendment Repeal Bill, and it is due to come up on the floor on May 18. There is no known opposition to the bill. Its importance to the industry is obvious, but whether it will serve for good or for evil, will depend upon the manner in which the new provision of law is administered.

Committee Delays

NEITHER the battered Copeland Bill nor the Wheeler-Rayburn Trade Commission measure has been acted upon by Mr. Rayburn's Interstate & Foreign Commerce Committee. A subcommittee has been working feverishly during the last fortnight upon the food and drugs measure, and a report is expected in the near future. The subcommittee has recommended against the measure and the full committee has deferred action until the next session of Congress. On the other hand, the Davis Amendment Repeal Bill has been reported favorably by the full committee.

Few Radio Advertising Cases Need Trade Commission Study

OF THE 667,746 commercial radio continuities reviewed by a special inspection board of the Federal Trade Commission since July 1, 1934, when it began to examine continuities, only 426 cases have been reported for further consideration. Of those, 104 are so-called "quota system" of distribution of licenses, or similar arrangements, notably in the open spaces of the West and Midwest.

Under the direction of Chairman Evin L. Davis, FTC member, informed a House appropriations subcommittee April 26 in asking deficiency funds for commission activities.

His testimony, made public May 5, stated that the FTC had examined 426 cases and found that only 309 cases were in violation of the Act. The remainder of the cases were in the process of being investigated.

Continuity Checks

A SUMMARY of the FTC's radio work, placed in the record by Mr. Davis, shows: Radio continuities received July 1, 1934, to March 12, 1936, 1,074; continuities given preliminary review since July 1, 1934, 720; continuities referred to board as possibly false and misleading, up to March 26, 1936, 53,453; preliminary cases arising from radio review, to March 26, 1936, 2,070; continuities on hand, March 26, 1936, pending preliminary review, 28,266; preliminary radio cases (involving 5,623 questionable continuities) on hand, awaiting attention of Board's legal staff, 426.

On March 26 there were 249 periodical cases awaiting second examination by the legal staff. Mr. Davis testified, out of 63,322 publications received since April 1, 1935.

PTC procedure in checking radio continuities was explained by Mr. Davis at the hearing. "The Commission worked as a team to get the best possible continuity.

(Continued on page 49)
Wonder Bread Discs
CONTINENTAL BAKING CO.,
New York (Wonder bread) is re-
cord ing through Jean V. Ge-
bach, Inc., New York, the CBS
Renfew of the Mounted program
for WCCO, WISN and KMOX
during the baseball season. The
three stations had signed for play-
by-play baseball descriptions with
sponsors, the bread manufacturer
accommodating the stations by ar-
ranging for discs. The same sched-
ule for these quarter-hour pro-
bams will be maintained but the
broadcasting time will be flexible
dependent on the length of the
game. In Boston, Durstine, Dur-
stine & Osborn Inc., New York,
has the account.

Muzak Serving 50 Stores
In Test by A. & P. Chain
M ZuK CORP., New York, wired
radio service, on May 4 began to
service 50 stores of The Great At-
lantic & Pacific Tea Co., the
New York area with music and
brief announcements concerning
the day’s specials and also immedi-
ate announcements of all news.
The plan is designed to establish
closer contact between the shop
and the customer at the point of
sale.

Hereafter it took a day to ef-
fect the price change but under
this new system the price change
becomes effective immediately.
Announcements in the Muzak studios
in the Pocono Bldg. and also in the
A & P executive offices give out
the information to the stores. The
50 stores receiving the service
were specially selected by the
management for the test.

Service is given to the stores dur-
ing the entire business day, ac-
cording to E. H. Connick, vice
president of Muzak. He also said
that the announcement broadcasts
are given on a predetermined
schedule, and that all equipment
necessary for this new merchandis-
ing plan was installed by Muzak.
Orch estral selections sent to the
stores are from the Muzak record-
ing library.

Dodge Motors to Place
One-minute Riddle Discs
DODGE MOTORS CORP., Detroit,
soon will start Dodge Riddlets
ever 50 to 80 stations, utilizing
one-minute transcriptions produced
by Mid-West Recordings Inc., of
Minneapolis. The program idea
was conceived by Mid-West, and
the campaign is being placed
through Ruthrauff & Ryan Inc.

The unique spot is said to em-
body the principle of the short
or half-hour show, such as mental
challenge, entertainment, contest
news, even as the appeal. Dodge, it is re-
ported, contemplates use of the
series for an initial 13 weeks on a
constant schedule. It will be
sent to the Southwest to tie into
the Texas Centennial, and spread
d nationally from that territory.

Eight Stations Operated
By Hearst as the FCC Sanctions Two Transfers
THE NUMBER of broadcasting
stations owned and operated by
the William Randolph Hearst
Enterprises was increased to eight
when the Federal Communications
Commission at a special meeting May 4 ap-
proved the assignments of KTSA,
San Antonio, and KOMA, Okla-
thton, Ark., to the Southwest
Broadcasting System to the Hearst
radio organization. The price for
KTSA was specified on the choice
550 kc, channel, was $180,000,
and for KOMA, $100,000.

At the same meeting the Broad-
cast Division designated for hear-
ing the temporary application of
KOMA by the Arkansas Chain
of KOMA, Oklahoma City,
and WACO, Waco, Tex., also
owned by Southwest, to Hearst
station affiliations. The fifteenth
in the Hearst station chain—KTAT, Fort Worth—
sold by Southwest to Raymond
Buck, president, who was willing
subject to FCC approval was also
designated for hearing. Sale prices of the
five stations to the licensee,
$50,000; KOMA, $75,000, and KTAT, $180,000.

The FCC action occasioned some
surprise. Southwest has been
asked to place the case of the
broadcasting division to provide
for all important cases of Pan American
Airlines and also the case of the
remaining licenses.

Arrangements to sell the South-
west-owned stations were made
by Southwest’s Fort Worth, principal
owner of the stations, with Elliott
Roosevelt, son of President
Hearst. Both have affiliations
quarters remaining in Fort Worth.

Associated with Mr. Roosevelt in
those negotiations were Willard
Day, executive vice president of
Lambert & Feasley, New York
advertising agency.

Classification of stations now
operated by Hearst is WIN, New York;
WACF, Pittsburgh; WBAL, Balti-
more; WOR, New York; WBBM, Chicago;
San Francisco, and KEHE, Los
Angeles, and the two new South-
west stations and A & P.

In addition, however, there is
now pending before the Supreme
Court of the District of Columbia,
a suit brought by Hearst against
specific performance of the contract
under which it had agreed to pur-
chase the Miller-Bradstreet Radio
service. The M. A. Leece estate.
The station now is operated under
lease by the Midwest Broadcasting
agreement. It will pay $285,000
for the station, but the heirs
the late M. Leese sub-
sequently refused to deliver the

No Sponsor Mention
NO MENTION of any sort of the
sponsors of the Fortification
Broadcasting Corp., once in its
sports programs on WOR, New-
ark.
When Malt-O-Meal Opened Pittsburgh Area

By WALTER H. BURNS

President, Walter H. Burns Co. Inc., Regional Distributors of Malt-O-Meal

The Goal: 1,000 Cases in Smoky City Area in One Year;
The Result: 41,000 Sold in the First Few Months

IF THE campaign placed 1,000 cases of Malt-O-Meal in the Pittsburgh area within the first fiscal year, the broadcast series could be considered an outstanding success. That was the opinion of the Campbell Cereal Co., Minneapolis, when they launched their daytime radio campaign over KDKA, NBC managed and operated in Pittsburgh, on Nov. 21, 1935.

Radio was given the whole job, without the addition of any newspaper advertising—and it was a big job. It had to open territory in which there was no distribution of Malt-O-Meal whatsoever, and it was to be done in the hands of a single jobber.

In one month, using 15-minute programs daily, the radio company secured 91 jobbing outlets in Western Pennsylvania, in the Eastern river towns of Ohio and West Virginia, and in Indiana, to handle Malt-O-Meal. They also secured distribution of the product in all major chain stores, such as Clover Farms, Triangle, IGA, National Brand Stores, Donahoe’s, and in practically all independent grocery stores in the area.

Case After Case

WITHIN seven weeks of the initial broadcast, Malt-O-Meal was being handled by 115 jobbers, and 80 repeat orders had been received. Premium offers, from Nov. 21 to Jan. 15, pulled an average of over 3,000 responses a week. One offer required only the box top; another, the box top plus four cents.

A spectacular record hung up to the credit of the Campbell Cereal Co., their programs, and the daytime effectiveness of KDKA.

The distribution of 250,000 regular and trial packages of Malt-O-Meal in 11 working days, one pack-
ages represented 10,000 cars in two weeks—a far cry from the 1,000 cases in a fiscal year which we have made of the KDKA campaign as an “outstanding success.”

Forty-one thousand cases of the product sold in the first few months of the campaign. Of the last 11 cars loaded shipped to Pittsburgh, not a case has resided, even temporarily, in the warehouse. The railroad company allows 48 hours to unload and release the cars. The cargo is then immediately shipped directly on delivery trucks and taken to jobbers and dealers in West Virginia, Western Pennsylvania, Eastern Ohio and Northern Maryland.

The radio promotion for Malt-O-Meal has been backed by two distinct programs: Participation in the KDKA Home Forum on Monday-Wednesday and Friday from 2:30 to 3 p.m.; and the KDKA Kiddies Klub program on Saturday morning.

Both the KDKA Home Forum and the KDKA Kiddies Klub are regular features of the station. The former, a cooperative home economics program for women, has been on the air since 1927, and is limited to advertisers of such household products as foods, utensils, labor-saving devices, cleaning equipment, etc.

All the Malt-O-Meal broadcasts have a homemaker and child appeal, a combination that neatly covers the potential buyers of the cereal. The “Junior Broadcasters” star in a script serial on the company’s Tuesday and Thursday KDKA Kiddies Klub program. The script, concerning a boy, a girl, and their doll, is written of the KDKA Kiddies Klub, is written by Mitchell-Faust Advertising Agency, Chicago.

During the first month of the series, the KDKA Home Forum offerd a spatula, succeeded by a cooking fork, each for one box top and four cents. An average of 500 box tops a week have been received. The offer, the box top, no cash, a harmonica and a slide whistle. Requests have been averaging 2,200 a week.

The Saturday morning quarter-hour of the KDKA Kiddies Klub is devoted to recitals by four or five children on instruments they got as Malt-O-Meal premiums. The performances are selected by competition, and those selected for the weekly broadcast also receive a ring as a prize. The stunt has proved tremendously popular with young listeners.

The campaign, originally scheduled for 13 weeks only, is still on the air, doing its job of putting Malt-O-Meal on the map throughout the entire Pittsburgh wholesale area.

HOME AND MERCHANDISING

Yankee Network Household Program Has Elaborate System of Cooperating With Clients

Since 1928, Yankee Network’s Gretchen McMullen Household Hour has been providing food messages in a compact column that consumes almost 10% of the food column in the United States. With the program has been built up an effective merchandising setup that has resulted in developing a 50% renewal record.

The program is broadcast twice weekly, once on 12 Yankee stations and once on WNAC and WEAN. Eight non-competitive products are promoted on each. No definite number of words or minutes is guaranteed.

Every recipe used in a broadcast is verified by Ed Wynn Test Kitchen. Miss McMullen has had wide experience in home and welfare work, including six years of radio work in advertising. She is interested in home-making, articles on home economics, and teaching of these subjects at Simmons College.

Each week advertisers are supplied with a mailing list of names and addresses of listeners who have written in during the previous week and each advertiser receives weekly that part of the script which pertains to his product.

Miss McMullen personally answers every inquiry. She sends representatives to contact retailers and distributors, telling them of radio support given them by manufacturers who participate in the program. Every sponsor gets a free advertisement in the New England Grocer and Tradesman, an independent food publication.

The Yankee Network Radiogram, a direct-mail piece similar to a telegram, is provided free, with enrollment, to advertisers in any quantity they desire.

Testing of recipes is done in the Ed Wynn Test Kitchen. Miss McMullen has had wide experience in home and welfare work, including six years of radio work in advertising. She is interested in home-making, articles on home economics, and teaching of these subjects at Simmons College.

Anti-Repeal Spot

A ONE-TIME Mother’s Day trans-

cription urging return of prohibi-
tion was placed on more than a
doa stations May 10 by The Na-
tional Voice, anti-repeal weekly of Los Angeles. Ethel Hubler, editor and publisher of the publica-
tion, delivered the transcript ad-
dress, which was placed through the Walter Biddick Co., Los Angeles. Among the stations sched-
uled for the broadcast were WOR, 
WIBW, KSOO, KSL, KNX, KSFO, KRN, WMT, WJR and KOH.

May 15, 1936 • BROADCASTING

Page 9
GELLATLY IS NAMED TO HEAD WOR SALES

WILLIAM B. GELLATLY, a veteran of WOR sales staff since last September, on May 11 resigned his position as sales manager of the station succeeding Ter J. Neff, who resigned two months ago to form an advertising agency, also formerly of the WOR sales staff. The announcement was made by Alfred P. Rogow, President of Bamberger Broadcasting Service.

Mr. Gellatly has been in the advertising business for the last 16 years, having been a member of the CBS sales staff prior to joining WOR. He has been advertising sales representative for the New York American and Chicago Herald Examiner, as well as the New York Herald Tribune. Prior to that he was a partner in James Berrian Adv. Agency, and before that, Charles C. House, he is a graduate of Andover Preparatory School and attended Yale with Mr. Gellaty, and Eugene S. Thomas, who has been on the WOR staff since 1934, continues as assistant sales manager.

Hollister to Be Manager Of New KANS, Wichita

HERBERT HOLLISTER, general manager of WLBF, Kansas City, Kan, has been named manager of KANS, new local station in Wichita, which is expected to begin operations in July. He has resigned his WLBF post last July 1, and will move to Wichita two weeks later to supervise installation of the new station.

KANS has been assigned the 1210 kc, channel, with 100 watts unlimited time. The license is owned by Charles C. House, and construction permit becomes effective July 21. Mr. Hollister is the former owner of WLBF, and sold it to the Kansas City Kansas, Capper, newspaper, but remains as its manager.

Pro-Ker in New England

PRO-KER LABORATORIES, New York is using a two-station network Thursdays, 7:30-7:45 p.m. in New England through WJAR, Providence. The program is a quarter-hour musical show originating at WJAR, and syndicated to WJAR, Providence. Program signed for ten weeks with renewal option for another 13. Blow Co., New York, placed the promotion.

Texas Group Planned

FORMATION of a Texas association of broadcasters is planned by E. 8. Crawford, representing a number of Texas stations. The group will meet on a regular basis in Waco, Texas, to discuss and establish the conditions of state associations, a dozen of which have already been organized.

Kellogg in Boston

Is It True, What They Say About Summer?

No, Says NBC, and Tells Why Doldrum Theory Is All Wrong

The good old summer time is a good time for sponsors to aim sales messages at an American public that spends money whether it's hot or whether it's cold, assert NBC and CBS in simultaneously issued promotion brochures.

Because:

1. — NBC has discovered that only 8 of every 100 adults are away from home in any one week during the summer, and of those 8, 5 go places where there are radios.

2. — CBS has found that there were 3,000,000 radios on the road Jan. 1, 1936, there will be 5,000,000 before the year is ended and they are listened to a lot of the time by a lot of people, particularly in summer.

The NBC sales message is strictly a hot-weather one. The CBS data are year-round but offer evidence to support attacks on the alleged summer buying doldrums. Both are based on exhaustive excursions into the realm of economic and listening habits.

CBS mailed fairly long questionnaires to 20,000 names of owners of auto radios in 46 states, after quite a bit of digging around for suitable mailing lists, and got a 12% return. Many personal interviews supported the questionnaire findings.

Here are some of the CBS questions and the findings (tabular data omitted): Do you use auto-radio more in summer than in winter?

That 47.5% use auto-radios equally all year round, and that 5.6% use auto-radios more in fall and winter will be surprising to many. Even more interesting is the total of 94.4%, representing the 47.5% who use auto-radios equally all year round and the 46.9% who use it more in summer.

And when the count of auto-radios approaches the number of home sets (and with 22,500,000 passenger cars in the country this is plausible) the fact that 46.9% use their auto-radios more in summer may mean the summer audience will expand to even greater size than the winter.

How do you listen to your automobile radio per week?

Frankly, we were surprised to see how many people say they listen 5 or 6 hours per day. The first explanation that occurred to us was that people who take the trouble to fill out mail questionnaires may cherish a greater-than-average enthusiasm for their auto-radios. But on the other hand, results from the personal interviews checked so closely with those from the mail questionnaires as to call a halt to such "office" research. (Facts about listening aren't found in desks.)

Furthermore, the average listening of 2.6 hours per day closely correlates with the results of a preliminary check-up made for CBS by Walter Mann & Staff in the fall of 1933. This unpublished survey, consisting of 1015 personal interviews with auto-radio owners at a time when radio sets were not as good as they are now, showed an average listening of 2.7 hours per day. It also showed that 4% listen an average of 5 to 6 hours per day, 15% listen 6 to 7 hours, 22% listen more than 8 hours. Evidently, people who drive a lot, listen a lot. They might be called, we suppose, the "shut-ins" of the road.

More important is the fact that listening sets reaches an average of 2.6 hours. With 3,000,000 auto-radios on the road, this implies 7,800,000 added hours of daily listening—and an additional audience of no small consequence to the radio advertiser. For, although their visual attention may be concentrated on the road, their auditory attention is all but completely free. A good time to talk to them.

How long do you listen to your automobile radio on Sunday?

On Sundays just about twice as many listen for 5 and 6 hours as on weekdays, a fact which might have been predicted by sociologists, hot-dog stand operators and the other studies noted the great American Sunday habit of going baby carriage and picnic equipment into the countryside and tethering the dog on the running board to enjoy the family occasion. Average use of the auto-radio on Sunday shows a 23% increase over weekdays, tallying with the well-known Sunday afternoon increase of listening in the home. And, of course, on Sunday the power of the auto-set probably increases too. Particularly in summer months.

A thru car speaks of you when people listen to your auto-radio?

Only 25% of the radio equipped cars, an average of 2.7 listeners average means an automobile radio audience of 21,900,000 persons. Such circulation figures are major ones in any (advertising) man's language. Indeed, exceeding the figures in listening in the 22,880,000 U. S. radio audience, using close to the top for all media delivering complete advertisements.

What NBC Discovered

According to NBC, its Good New Summertime publication knocks a few preconceived notions about patterns of activity and superstitions about people and radios in summertime. Here is NBC's version of its study.

Study Blasts Hot-month Fantasies, Declares CBS

Automobile Study Blasts Hot-month Fantasies, Declares CBS

The surprising information gathered from the interviews was that only 8 out of every 100 adults are away from home in any one week during the summer! Of those 5, 5 go places where there are radios, resulting in a total loss of only 3 out of every 100 adults,

A survey was decided upon, covering five representative cities: Worcester, Colorado, Newark, South Bend and Kansas City. House-to-house canvas from the 1,000,000 to the 1,100,000 mark—determined as the hottest month and the most popular vacation time—resulted in November, 4,456 families were interviewed, representing 7,547 potential listeners. Heads of the families were enzaged in 114 different occupations: 59% owned their own homes, 65% telephone subscribers, 75.9% owned automobiles.

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1931 1932 1933 1934 1935 1936

AUTOMOBILE OWNERSHIP—Shown by years in a survey by CBS is the number of automobiles equipped with radios and operated as well as ridden in by families who are able and willing to spend.

May 15, 1936 * BROADCASTING Page 11

www.americanradiohistory.com
OIL SPONSOR USES REMOTES
Cruising Transmitters Used by WKBW for Traffic Broadcasts From Downtown Streets

FOR SOCONY-VACUUM—The Buffalo Broadcasting Corp. shortwave truck, used on Socony-Vacuum Oil Co. traffic broadcasts on WKBW, Buffalo. Left to right are Harold C. Smith, technical director; Richard Binala, engineer; Karl B. Hoffman, engineer; Jack Gelzer and Clinton Edwards.

There are four receiving antennas of the half-wave doublet type, one on each corner of the 18th floor parapet of the Rand Building where the WGR and WKBW studios are located. Through a system of switches, the control room operator is able to select the antenna delivering the best signal.

The unique new installation will be used this summer to cover sporting events, news “breaks” and other outdoor activities. A “pack” set on the truck also enables the announcer to broadcast activities to the truck where the signal will be picked up, rebroadcast through the truck transmitter to the control room, and through the WGR or WKBW transmitter for long-wave reception.

Kelvinator Corp. Makes Bid for Free Publicity
KELVINATOR Corp. New York, has approached broadcasters with an offer of a series of “free” programs, to be rebroadcast through its newly-formed Temperature Research Foundation. The talks are part of a broad educational program to help the public understand refrigeration.

Two radio talks monthly are offered to stations. A reply sent by one station to the foundation read: "Thanks for your bid for free advertising. On any station that would consent to give you this for nothing the broadcast would be worth what you would pay for it. Here’s our rate card. We will be glad to do business with you on a business basis."

Ed Norton Group Leases WAPI, Birmingham, as Original Bid Is Revised
FOLLOWING a revision of offers, WAPI, Birmingham clear-channel station, was leased May 4 to the syndicator, headed by W. D. Norton of Birmingham, who takes over operation of the station next year under a 15-year lease arrangement formerly owned by two companies which jointly own the station.

The leasehold includes a provision for new equipment and partial financing of an application for 50,000 watts for the half-time station. WAPI is operated under lease by B. H. Hopkins.

Prior to the offer to revise bids, it had been indicated that the bid of Mr. Norton, syndicator of WSFA, Montgomery, Ala., and chairman of the Rural Electrification Authority, would be accepted on a similar leasehold basis. He was to have taken over operation as of Aug. 15, 1937. The bidding then had narrowed down to the groups headed by Messrs. Persons and Norton. Subsequently, Mr. Norton’s bid appeared to drop out. Since then, it is reported, stood on its original offer.

In the original bidding, Mr. Persons, owner of Continental Radio Co., Scripps-Howard newspapers radio subsidiary were in the running until the latter group, however, subsequently withdrew its bid. The station is owned jointly by the University of Alabama, Alabama Polytechnic Institute and Auburn University. It operates on 1140 kc, with 5,000 watts, and is a member of the ABC network.

Mr. Norton has been associated with WMBB, Jacksonville, but is well known in Birmingham.

Ten Persons Mentioned for FCC Secretaryship
ALTHOUGH at least ten persons are being considered for the secretaryship of the FCC which was vacated May 1 with the resignation of Herbert L. Pettry, there is no indication as to when the vacancy will be filled. Meanwhile, Commissioner Vincent is acting secretary and will continue in that capacity until the new secretary is selected.

Complete confidence in his ability to function in that office indefinitely has been expressed by FCC members.

A list of those known to be under consideration includes E. Wil- lard Jensen, secretary, Business Advisory Council; Thomas W. New York Evening Journal, a resident of New Jersey; Earl W. Dalberg, formerly of NRA and now of the Department of Commerce; Joseph Wright, clerk of the Senate Interstate Commerce Committee; Major Edward Green, of New York; Robert W. Green, of New York; Claude Brown of the FCC; and William R. Pien, of New York newspaper executive; Joseph Keller, of Ohio, commander of the American Association of Economic Analysis; Joseph Wright, clerk of the Senate Interstate Commerce Committee; Major Edward Green; and William R. Pien, of New York newspaper executive; Joseph Keller, of Ohio, commander of the American Association of Economic Analysis; and William R. Pien, of New York newspaper executive.
Now Operating the Very Latest New R. C. A. High Fidelity Type 5000 Watt Transmitter

STANDARD BROADCASTING PRACTICES DEVELOPED FROM KSD EXPERIMENTS

A long list of broadcasting achievements followed KSD'S opening night on the air, February 14, 1922. These experiments have developed into techniques and practices accepted as nation-wide standards in radio broadcasting. On May 13, 1923, after this station's first year on the air, the U. S. Department of Commerce assigned KSD to 545.5 meters with exclusive use of this channel, in recognition of its excellent service. With increased power and modern equipment, KSD has continued its record of public service since the opening night, 14 years ago.

EARLY ACHIEVEMENTS IN RADIO

KSD was first in the United States to pass the requirements and become a licensed Class B Station, August, 1922.
KSD inaugurated a regular schedule of Market News, August, 1922.
KSD programs were heard in every State in the Union and on ships in the Atlantic and Pacific Oceans in September, 1922.
KSD was first to broadcast the world series baseball games and first to broadcast to a moving train, November, 1922.
KSD was the first station to broadcast on entire season of symphony orchestra concerts, November, 1922.
KSD was the first station to broadcast a Catholic Mass, December, 1922.
KSD was the first station to broadcast an address by the President of the United States—President Harding—June, 1923.
KSD carried out the first successful two-way communication between a station and a dirigible in flight, June, 1923.
KSD carried on its first network hook-up — the speech of President Coolidge to the Congress, December, 1923.
KSD in an international test was the first station west of the Allegheny Mountains to be heard in England, Scotland and Latin American Countries, December, 1923.
KSD did pioneering work by broadcasting the Democratic and Republican National Conventions in 1924.

On October 29, 1935, KSD's experimental ultra short wave transmitter went on the air, under the call letter W9XPD, broadcasting on the 31,600 Kilocycle frequency (9.5 meters)—the first ultra short wave station west of the Mississippi River. Broadcasts are made simultaneously with KSD day and night. With these ultra short wave broadcasts KSD pioneering is regarded of great importance by engineers and broadcasters.

EXPERIMENTAL
ULTRA
SHORT WAVE
AUXILIARY
W9XPD

Station KSD—The St. Louis Post-Dispatch
Post-Dispatch Building, St. Louis, Mo.
FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

May 15, 1936 • BROADCASTING
IN DALLAS, Lone Star Gas System is selling service and appliances through its Modern Homemaking programs on WFAA. In charge for Lone Star is Margaret Marable, ex-reporter, ex-stenographer, excellent student of marketing and exceptionial continuity writer. Housewives in a good-sized chunk of Texas organize their day's work around the gas company's program. The result: They like to listen; the gas company puts over its message hard and often. Here Miss Marable analyzes radio as she sees it from the utility sponsor's viewpoint.

TODAY here are 21,500,000 radio families in the U.S., representing a potential audience of 70,000,000 listeners who depend on their radios as a regular part of their daily life. Perhaps you aren't impressed with that staggering total of 21,500,000 radio families—after all your contact as home service workers is with only a few of these millions. You may say, "Well, what of it? That doesn't prove that the radio will do my company any particular good or help my department in any way."

Radio offers home service workers every advantage for accomplishing the primary purpose of all home service work, the very reason for our existence. As we see them, our objectives are these:

1. To establish consumer confidence in the company and its service, essentially of creating friendly public relations and goodwill.
2. To educate our customers to the value and benefit they personally can receive from the service we sell.
3. To create a desire in the minds of our customers for improved types of the equipment which give the customer the most satisfactory and efficient use of our service. In each of these objectives, radio offers the home service department a valuable aid.

Creating Good Will

LET'S take the first objective. To create consumer confidence in the company and its services, and to establish friendly public relations. It is hardly necessary to remind employees of any utility company of the necessity for good will. But unfortunately for us all, we must work twice as hard to create and hold good will because our efforts are constantly being counteracted by political candidates who depict the utility company as a octopus whose tentacles reach out to grasp the family earnings of thousands of helpless heirs. Now if we could visit each one of our customers for even as little as fifteen minutes, we could leave the impression with women on whom they can rely for dependable service. We know from the home calls we do make in almost every instance, the customer welcomes the home service worker and listens carefully to all she has to say. But the cost of such an undertaking is prohibitive and the time required makes personal visits to all our customers impossible. Just one 15-minute visit into 150,000 homes would take a home service worker about 16 years, working tooth and toenail without even a breathing spell for cooking schools and special demonstrations. By means of radio, we can visit in the homes of the majority of our customers once a week, bringing them valuable information about the use of our service with an occasional reminder of its convenience and economy.

Radio employs two things generally. Music and the human voice, of which must with its acceptance by our customers, who voluntarily turn on their radios to continue. Listening is pleasant, and puts most of us in a receptive frame of mind to hear what follows. To listen requires no conscious effort, and the easier your message is made for whom you hope to reach, the more likely they are to absorb it.

In the early days of house-to-house canvassing, salesmen were invited in by the sales managers to put their foot in the door as soon as it was opened. This kind of call, sense made it difficult for the housewife to return to her work until the salesman had at least begun her the benefit of hearing his high pressure talk. But with radio, we not only have our foot in the door in the most painless way possible, we have the advantage of catching our listeners when they are in surroundings which render them most susceptible to conviction and agreement—their own homes.

Still another advantage radio offers. It provides the housewife with a creative good will and establish friendly relations with their customers, it is easier to reach people by radio than the voice of one or two people. Familiarity does not always breed contempt. It can create confidence. For an illustrious example, we point to President Roosevelt's fire-side chats. Or to be more exact, I don't know what kind of gelatin dessert you use or what kind of coffee you drink, but I'll wager that each one of you has a kindly feeling toward Jell-O because of Jack Benny's hilarious comedies and has a neighborly attitude toward Chase & Sanborn because of Major Bowes' amateur hour. Both companies are big companies, corporations which deal in millions of dollars, but they are rarely sued, and seldom cussed. To sum up the points in favor of radio for creating consumer confidence and building good will then, let me repeat: Radio offers an opportunity to the utility companies through home service workers to personalize their service, to reach a voluntary audience which often makes sense of understanding the circumstances most favorable for acceptance and conviction.

Customer Education

NOW, how can radio help us to educate our customers to the value and benefit they personally can enjoy from the service we sell? You realize that although men influence purchases far more than they are usually given credit for, it is the women who must use the purchases. With radio, we can get directly into a woman's home, perhaps while she is actually using the service we speak of and tell her exactly what it will do for her and how she can get the most benefit from her use of it.

For instance, we can tell 100,000 women how to use a broiler, what foods are suitable for broiling and how to prepare them for broiling. By continued repetition of the facts we feel are essential to a user, we can gradually impress them with every phase of our service, while we are continuing to build good will for the company. A more specific outline of some of (Continued on page 56)

MODERN HOMEMAKING

FOR MEN AND WOMEN — Here is the first page of Lone Star Gas System's monthly publication, used as an envelope stuffer.

HOW TO SELL GAS APPLIANCES

Lone Star Gas Co. radio director, who incidentally plays a second part in the programme:

MTSC: Theme. Home.
GH: The Modern Homemaking Program, presented as an on-the-job, home economics director of the Lone Star Gas System, in a group of good news and kitchen fashions.
AB: Good morning, Hello, Gene.
GH: Ship, ship, who's on first, you mean, ship ahoy? There's not a ship in sight! Anyone go the water in sight? Would you start out a nautical program?
AB: Why, with music of course—
GH: All right, boys. But remember those 'hulking Greeks are treacherous.'
AB: Muse, Anchors aweigh, our—
GH: Now that we're on the high seas, what's the name of this ship, Gene?
GH: The Bounty! And I'm Captain Bligh.
AB: Good heavens! Where's the crew?
GH: Where they should be—sailing the ship.
MTSC: Sailing, Sailing Over the Bounding Main—
AB: But Captain, these are stormy waters we're sailing in! These waters can be perilous.
GH: As long as you're sailing, the temperature of the water makes no difference, m'am. But on land, now, it's different.

WHY, you need hot water 150 times a day, and the Naval stores supply of hot water always ready at the faucet is to have an automatic gas water heater.
AB: Who's the first mate, Captain?—
GH: Why, m'am, Eve was the first mate. You see us old seagulls know our Bible better than you do.
AB: No, no. I mean who's the first mate on the Bounty?
GH: Who's the first mate on the Bounty?
AB: Oh, that's easy, him right over there.
MTSC: Bernice Bill.
AB: Oh, handsome. Listen, Captain, what's that noise?
MTSC: Sailor's Bonsong.
GH: That's no noise, m'am. That's the galley cooking, Captain.
AB: But it sounded mighty squeaky, m'am.
GH: Well, m'am, you know how it is when pipes get rusty... they get squeaky when you try to turn them on. But now you take on land, when water gets rusty, you don't have a clue. You have a rust-colored water when you turn on the faucet. But now, you turn on the water heater and it's all one water heater's warm out. What you need is a modern automatic gas water heater to give you a dependable supply of hot water for the household.
AB: Now I know what you mean when you talk about wind-jammers, and how you came to be the sea-going vessel. Now I know it's a sea-going man!
GH: That's what you say about a vessel.

(Continued on page 56)
NEWS PULSE OF THE WORLD

NEWS ... more than six hundred thousand words each day ... from the four corners of the earth ... passing through United Press headquarters in New York ... news pulse of the world ... relayed to more than 1300 newspapers in two hemispheres ... unbiased ... comprehensive ... edited by experts with traditional U. P. Accuracy and Speed.

UNITED PRESS
FOR DOMINANT NEWS COVERAGE
Joint Hearing on Superpower May Result from 500Kw. Pleas

Two of Five Applications for High Power Already Assigned to Hearing But Dates Are Not Fixed

A JOINT "superpower" hearing, along the lines of that held by the former Radio Commission six years ago when 50,000 watt assignments were at issue, may grow out of the deluge of pending applications for authority to use power of 500,000 watts, or the equivalent of that of WLW, Cincinnati, world's most powerful outlet.

The trend of events before the FCC indicates such a possibility, although no definite action to that end has been taken by the Broadcast Division. Of the five applications pending for superpower, two--WHO and WJZ--already have been designated for hearing before the Broadcast Division en banc, but thus far there have been no hearing dates set. Other pending applications for this power are from WGN, WHAS and KNX.

The FCC cleared the decks for superpower consideration early this month when it threw out a horde of applications seeking to bring about East-West coast duplication on clear channels and thereby result in the "breakdown" of such waves for the exclusive use of high-power stations. That was a definite showing by the Broadcast Division that it will countenance no further "chiseling" at clear channels until it decides upon definite policy.

Many factors are entwined in the ultimate consideration of a new alignment of broadcast allocations, and in which the superpower requests appear to be definitely involved. First, the FCC has before it the preliminary recommendations of its Engineering Division relating to a horizontal increase in power on certain regional channels. This was to be the forerunner of a complete realignment of the band to bring stations up to modern engineering practices.

A chronological course is indicated before the FCC will get to the all-important allocation proceedings. At the earliest, it does not appear possible that general hearings can be held on it before late this year or in about January, 1937.

First, the Broadcast Division must clear out of the way general broadcasting rules governing allocations. For example the present regulations prescribe that the maximum power allowable is 50,000 watts. WLW is operating with 50,000 watts regular and 450,000 experimental. It could not grant the WJZ or WGN applications without modifying those regulations since then ask for 500,000 watts outright.

The new regulations have been drafted in a preliminary way and all signs point to an eventual lifting of the limit on power. But ahead of that, the FCC is disposed to await the results of the comprehensive clear channel wave-propagation study begun last fall, the results of which now are being analyzed. This includes other classes of stations also. Latest word is that the data will not be analyzed in usable form until late this summer and is now only one-quarter way through.

Until this analytical work is completed it will be impossible to say, according to FCC sources, precisely what the allocation recommendations will be. The original plan contemplated superpower on perhaps a dozen channels in the clear group, with reductions in the number of clear channels from 40 to 25. Horizontal increases in power were projected on local as well as regional waves.

Moreover, there is a school of thought that a general hearing on the advisability of adopting new rules of any character will have to be held. Under the regulations, it is possible for the FCC to invoke new rules by proceeding agreements in advance from the parties who might be affected by realignment of assignments but hearings appear to be regarded by another group as essential.

Taking into account all these factors, it is difficult to arrive at a conclusion other than that the superpower hearings, plus any consideration of reallocations, will drift along several months, at least. Moreover, no move can be made until the June 15 technical hearings are out of the way.

In denying the applications for duplication on three clear channels on May 1, the Broadcast Division caused a mild sensation in industry ranks. These applications, pending more than a year, sought duplications on the 640 kc. clear channel, on which KFI, Los Angeles is the dominant station; on 830 kc., which is assigned to KOA, Denver as a clear wave, and on 1180, which is used on a shared basis by KOB, Albuquerque and KEX, Portland, Ore. The 640 case was one of the most prolonged ever held before the FCC.

There is nothing tricky or magical about the way KWK gets results. It is just the natural result of hard work and close cooperation with our clients.

We will admit, however, that very often the results we get seem to have been gotten by magic.

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

BROADCASTING * May 15, 1936

Page 16
NEW Subscription Order

Please send me BROADCASTING

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

NAME ____________________________
ADDRESS ____________________________
FIRM ____________________________ TITLE ____________________________

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.
IN APRIL, WLS was 12 years old. During its "birthday" month, WLS received more listener mail than in any previous April in its history; held 81% of its advertisers on renewal or repeat schedules; received 50,201 letters from metropolitan Chicago alone; received $21,977.79 from its listeners for flood relief—and generally operated in a way we believe pleased our listeners and advertisers—and ourselves.

A brief summary of some of these happenings, together with a few other things we think worth talking about, is presented here. Know WLS!

830,869 letters were received at WLS during the first four months of 1936. The corresponding period in 1935 brought 623,530 letters—the previous high for the first third of any year.

WLS celebrated its twelfth birthday with a big one-hour broadcast Saturday night, April 18th. More than sixty artists took part in the program, including such favorites as Lulu Belle, Tony Wons, Uncle Ezra, Henry Burr, Cliff Soubir, Pat Buttram, Ralph Emerson and the Maple City Four. Uncle Ezra's imaginary 5-watt station, T-R-A, heard on a NBC Network three nights weekly, serenaded WLS with a 12-minute program from the stage of 8th Street Theatre.

WLS programs and artists continue among the leaders in Radio Guide's nationwide radio poll. Lulu Belle, whose only radio work has been on WLS, is fifth in the "Star of Stars" classification. The WLS National Barn Dance is fifth in the "musical program" section, being led only by Show Boat, Hit Parade, Hollywood Hotel and Valley Variety Hour. Julian Bentley, WLS News Reporter, is seventh in the "News Commentator" group.

Renewals—Results

81% of WLS advertisers (local) in April had used the station on previous schedules. During the month a cosmetic manufacturer reordered 156 announcements; a perfume advertiser renewed twice weekly; a nursery increased from five to fifteen minutes a day; a yarn manufacturer continued six days a week; a proprietor was rescheduled for an additional period; another renewed its daily program for twenty-six weeks; a life insurance company added thirty-nine programs; and a proprietary manufacturer, who has used WLS three years, renewed twenty-six weeks.

Four 15-minute amateur programs during April brought 15,761 letters. The program is for members of Chicago's Fire and Police Departments only, and is a Sunday morning feature. Listeners are invited to send their votes by letter. The novel contest is sponsored by Mayor Kelly's "Keep Chicago Safe Committee."

Lorado Taft, famous sculptor, celebrated his 76th birthday on April 29th with a special broadcast over WLS. The program was carried from Mitchell Tower at the University of Chicago.

$21,977.79 was contributed by WLS listeners towards relief work when disastrous floods swept the United States early this year. A letter from the American Red Cross, which administered all funds received at WLS, revealed that 6,900 listeners responded. Contributions were received from 863 organizations, including towns, churches, war veterans' groups, farm organizations, women's clubs, lodges, fraternities, city and rural schools. One town in Michigan, total population 1,336, sent a check for $335.75.

During the first one-third of 1936, 185,412 letters from metropolitan Chicago listeners were received at WLS. During the month of April, 50,301 Chicago listeners wrote.

All this adds to, and is further proof of, WLS "listener loyalty." And listener loyalty predicates Advertising Results. Why don't you try WLS, too!
New Crosley Group To Start Operation

Copyright Justice Is Purpose Of Independent Association

ASSOCIATED Independent Radio Stations, broadcast group organized under the leadership of Powel Crosley, WLW president, will be incorporated within the next few weeks as a going organization. While its initial purpose is that of actively engaging in copyright matters looking toward more equitable dealings, the charter will be sufficiently broad to permit it to engage in trade associations activities generally.

At a meeting of the executive committee in Cincinnati May 1 Sol A. Rosenblatt, former NRA division administrator, who has been retained to draft a copyright legislative plan, was instructed to draw up incorporation papers for an Ohio corporation, and also to assist in the preparation of a constitution and by-laws. It was indicated that another meeting, for approval of the organization details, will be held prior to June 1.

To Elect Officers

WITH the formation of the corporation Mr. Crosley is expected to be elevated to the presidency, relinquishing his temporary post of chairman. Other officers and a board of directors also will be elected, it is understood. The first actual organization membership meeting probably will be held coincident with the NAB convention in Chicago July 5-8.

It has been repeatedly emphasized that AIRS does not propose to compete with the NAB as a trade organization, but has been organized for the sole purpose, at the outset, of procuring justice on copyright. About 150 stations have received letters inviting them to membership. One means of financing which has been advanced is that of having member stations contribute to AIRS 10% of what they now pay to performing rights societies for copyrighted music.

Among those who attended the meeting were Messrs. Crosley and Rosenblatt, John L. Clark, WLW general manager and secretary of AIRS; John Shepard, Yankee Network; Walter J. Damm, WTMJ; James C. Hanahan, Scripps-Howard stations; Glenn Snyder, manager, WLS; Edward A. Allan, WLVA, Lynchburg, and president of National Independent Broadcasters; Harry S. Stone, WSM, Nashville, and D. R. Merrill, business manager of the Detroit News, operating WWJ.

GallenKamp Enlarges

GALLENKAMP STORES Co., San Francisco, largest retail shoe company in the West, with 85 stores on the Pacific Coast, on May 18 will start a six months' campaign directed to children on the Pacific Coast stations. Daily spot announcements will be used on KFBK, KFRC, KGW, KMJ, KGB, KOIN, KOL. Offering a variety of prizes in contests, newspaper tie-up will be used along with radio. GallenKamp also sponsors George Tolin's Wednesday night Student's Hour on KOGC, San Francisco. Long Adv. Service, San Francisco, has the account.
MEASURED IN DOLLAR VALUE

In reaching 4/5ths of the buying power of New England, WBZ and WBZA offer advertisers an unusual value per dollar expended. They boast a potential circulation of 1,156,000 radio families. And they're concentrated in the sections where most New England money is spent.

**WBZ**

50,000 WATTS

NBC Blue Network

**WBZA**

1,000 WATTS

NBC Blue Network

**BOSTON, MASS.**

**SPRINGFIELD, MASS.**

Two of NBC's Managed and Operated Stations
First Census Data Cover New England Revenue and Employment Data for Region Are Showed In Initial Release Under U. S. Business Census

IN THE first official U. S. census data ever made public on the broadcasting industry, the Bureau of Census, Department of Commerce and Labor, announced on May 15 that total revenue from radio broadcasting of stations in New England for the month ending April 30, amounted to $3,664,687.

Mr. Sandage, chief of the Bureau of Census, said that the breakdown of sales, and about one-sixth from national and regional advertisers, and the balance of 31.87% from local sales.

The Bureau's release, made by William L. Austin, director, is the initial one covering an industry-wide questionnaire survey on 1935 stations of the New England group. As a result of the survey, advertisers are made public the breakdown of sales, and the revenue from local advertisers.

Periodically, the Bureau will make public the results of the census covering the broadcasting industry, and finally it will make available figures for the country as a whole, after the survey is completed for the various classifications and groups.

The survey has been under the direct supervision of C. H. Sandage, chief of the Bureau of Employment and Pay Rolls, with headquarters in Philadelphia.

Station Cooperation

MR. S A N D A G E, a university graduate and business consultant by profession, has given whole-hearted cooperation in this first census of the broadcasting business. This cooperation has not only been given in figures, but assurance will result in providing the industry with valuable factual data.

Because of the significance of the first Bureau announcement, it is published here in full text:

The total revenue of the 26 radio stations in New England from the sale of radio time during the month ending April 30, amounted to $3,664,687, it was revealed today (May 15) by Wm. L. Austin, Director, Bureau of the Census, Department of Commerce, in the first report of the new Census of Business now under way. It is the first census data ever made public on the broadcasting business.

Although the report is called "preliminary," its value as great detail as will be contained in subsequent final reports, it is said that the stations in the New England States, which are 14 in Massachusetts, 6 in Connecticut, 5 in Maine, 5 in Vermont, 4 in Rhode Island and 3 in New Hampshire. Two stations which did not carry advertising were reported, and no stations in Massachusetts which are synchronized are counted by the Census Bureau as one, accounting for all of the 26 stations licensed to operate in New England.

Approximately one-half of their revenue (50.58%) was derived from national advertisers, and about 17.55% from regional advertisers who purchased time directly from the stations. The remainder (31.87%) was received by the stations from local and national advertisers as a result of network commercial programs carried by the stations.

Revenue as reported here is the net billings for advertising time, i.e., all the net sales proportion of network billings. It is computed after deducting quantity and time discounts.

In the report, the sources of income are further analyzed by States, and also by network or single ownership, the report combines the figures for Rhode Island and Connecticut.

All figures of individual concern are confidential and are carefully guarded by law and by elaborate precautions taken by the Bureau of the Census. Names are never shown in census reports, and tables in the reports are arranged in such a manner as not to disclose any company's figures. As a result, the Census Bureau continues year after year to enjoy the full confidence of business. It is a strictly impartial fact-finding organization which establishes many facts on which business bases its long-range plans and policies. All census employees are subject to special code, and census files are not accessible, even to other Governmental agencies.

Employment Data

THE 26 New England stations employed a total of 727 persons engaged in advertising and network operations, adding 41 employees to the December total.

During a representative week used for more detailed analysis of employment and pay rolls, when a total of 776 employees (full-time and part-time) is shown, only one-sixth (16.36%) are reported on a part-time basis, and their pay roll is 6.8% of the total. The remainder are full-time employees of the stations.

Station talent, which is further divided into artists and announcers, makes up 33.3% of total employment and 26.7% of total pay roll. Station technicians, the smaller group, account for 22.9% of employment and 20.5% of pay roll, during the representative week which is analyzed in detail.

All employees are classified.

Employment data is analyzed.

Summary of Employment and Pay Rolls

<table>
<thead>
<tr>
<th>State</th>
<th>Stations (All Time)</th>
<th>Pay Rolls (All Time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>36</td>
<td>727</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>6</td>
<td>179</td>
</tr>
<tr>
<td>Maine</td>
<td>5</td>
<td>85</td>
</tr>
<tr>
<td>Connecticut</td>
<td>3</td>
<td>76</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>3</td>
<td>73</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>3</td>
<td>40</td>
</tr>
<tr>
<td>Vermont</td>
<td>5</td>
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</tr>
</tbody>
</table>

Total: 36 stations served, 727 employees, 27,192 pay rolls.

<table>
<thead>
<tr>
<th>Station Talent</th>
<th>Pay Rolls (All Time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>37</td>
</tr>
<tr>
<td>Executive</td>
<td>27,990</td>
</tr>
<tr>
<td>Supervisors</td>
<td>4,200</td>
</tr>
<tr>
<td>Office Clerical</td>
<td>140</td>
</tr>
<tr>
<td>Total</td>
<td>33,530</td>
</tr>
</tbody>
</table>

Station Talent: 144 employees, 33,530 pay rolls.

The preliminary series of basic facts, by States, of which this is the first, will be followed by full reports in booklet form in much greater detail. Whenever revelations can be avoided they will be by counties, cities and towns; kinds of business; sales volume; number of employees; and other variables. Such a step in the development of the Census of Business will be compared with similar data from the Censuses of Business in 1933 and 1937.

Radio broadcasting stations are limited in number in most cities, detailed information will be mostly by states and regional divisions. In some types, total advertising revenue will be shown in the final reports by the following types of advertising: Electrical and mechanical, furniture and appliance, and spot announcements. Additional information concerning this important field of business will be given in as much detail as possible, limited by the necessity to avoid disclosure of individual station operations.

Analysis of Employment and Pay Rolls

(As of May 15, 1935)

<table>
<thead>
<tr>
<th>State</th>
<th>Employees</th>
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The Census Bureau emphasizes that all figures, employment and pay rolls as reported by the broadcast stations, do not include entertainers and other artists employed directly by advertisers, and does not include employment directly by radio networks and not a part of a station personnel. No figures are available in the former, but the latter will be included in the final summary of broadcasting business in the United States, which will be a part of the network staffs as well as station staff.

This is the first year that radio broadcasting has been included in the Census of Business, which also covers retail and wholesale trade, service businesses, amusement enterprises, hotels and bus transportation, warehousing, advertising agencies, the insurance business, radio and television stations, and nearly every phase of the complex machinery of American business, except agriculture.

The entire project is under the direction of Fred A. Gosselin, Chief Statistician.

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1. Monthly average, based on number of employees on pay roll nearest the 15th of each month. (Total man-months divided by 12.)
2. Figures for other than number of stations are combined to avoid disclosure of individual figures.

BROADCASTING • May 15, 1936
This Advertisement
(Ran in BROADCASTING April 15, 1936)

A PAGE advertisement from April 15th issue of BROADCASTING is reproduced above. As this advertisement goes to press, there has not been a single challenge to the statements set down in the first advertisement! Every radio station in Chicago is a good publicity investment—WGES leads all others in local business!

WGES
“In the Heart of Chicago”
WBZA Shift to 550 kc. Sought by Westinghouse
SEEKING to terminate synchronized operations of its two stations for coverage of the Boston-Springfield markets, Westinghouse Electric and Manufacturing Co. on May 5 applied for a change in frequency to 550 kc. for WBZA, Springfield, to make the station a regional outlet. WBZ, Boston, mother station of the synchronized duo, would continue on the 990 kc. clear channel with 50,000 watts power. The stations were first synchronized in 1926.

The application proposes moving the present WBZA transmitter from central Springfield to a new location across the Connecticut River from Springfield. "The discontinuance of synchronized operation," said Westinghouse, "will more adequately serve local interest." The application proposes a new Westinghouse high-fidelity transmitter and erection of an antenna system located to give maximum signal to the greatest number of people.

Feature Foods Inc. Claims Increase in Sales of Sponsors
Chicago Cooperative Program Uses Novel Merchandising

INCREASED sales in the Chicago area are claimed for food distributors participating in Feature Foods Inc., a cooperative radio merchandising enterprise operated by Mitchell-Faust Adv. Co., Chicago.

Sponsors using the plan, which is based on the daily Feature Foods program on WLS, Chicago, are Campbell Cereal Co., Minneapolis (Malt-O-Meal); Steele-Wedede's Co., Chicago (Savoy foods, coffee); Chrn. Hansen's Laboratory Inc., Little Falls, N. Y. (Junket, Rennet); Squire Dinger Co., Chicago (Ma Brown pickles, preserves); Rapinwax Paper Co., St. Paul; Sunfed Flour Mills, Minneapolis; W. F. Straub & Co., Chicago (Lake Shore honey); Pillsbury Flour Mills, Minneapolis (pancake flour); Lever Bros. Co., Cambridge, Mass. (Spry shortening).

The plan includes frequent broadcasts; premium or gift offers by radio to create non-substitutable demand by women for the products; meetings and demonstrations each week with groups of club women; merchandising calls on most important dealers; store displays of products.

Sales Clinics Held

WEEKLY sales clinics are conducted by Martha Crane and Helen Staye, who demonstrated the products, test ways of talking about each product, ask questions and telephone replies, get immediate reactions on popularity of buyers, and discover advantages and selling points. The clinics are held in churches and halls in Chicago. Meta Given, home economics expert, provides home economics news, creates recipes and supplementary material.

More than 100,000 signed proofs of demand enclosing money have been received in the last six months, most of the premium offers being self-financing. Trained merchandising men make personal calls on buyers, merchandising managers and sales managers of chains and wholesalers; make personal calls on 1500 independent stores said to do more business than the other 16,000 independents in the area combined; make counter or floor displays of each product in the stores at regular intervals; report each call to each sponsor with signatures on whether his product is for sale in the store, rate of sale, price, and in some cases report of special conditions. These reports are said to provide a method of checking rate of increase of distribution.

Increases in volume are shown in a table depicting percentage of distribution before starting the program and after six months of participation in Feature Foods. The table shows: Product A, 16.7% before, 26.5% after; Product B, 59.5%, 63.2%; Product C, 13.4%, 27.8%; Product D, 21.6%, 50.9%; Product E, 19.8%, 28.3% (three months only). Sales volume increase of 43.9% is shown for one product and 92% for another. Sales of $26,800 are claimed for a new product in the market within 4 months.

An analysis is presented to show that over a three-year period sales in the summer months average 96% of the monthly average for the entire year, indicating that the so-called summer slump in consumer buying habits is a myth. The Feature Foods program on WLS uses a morning period. Feature Foods Inc. places its radio advertising through Mitchell-Faust and the agency's services are available without charge to participating food companies.

KGFK Removal Approved

REMOVAL of KGFK, 100-watter on 1500 kc., from Moorhead, Minn., to Duluth, was sustained May 4 by the U. S. Court of Appeals in Washington in a decision on the appeal of WEBC, Duluth-Superior, from the FCC decision allowing the move. The court held the FCC decision was sustained by "substantial evidence and rejected the argument of WEBC on economic grounds.

Page 22

www.americanradiohistory.com
WE'RE ADDING STARS and STATIONS

It would take a lightning calculator to keep track of our mathematical activities these days: ADDING—new stars to the Standard Program Library. MULTIPLYING—our service with new features—Super-Sound Effects—Last Nighter—and now—SUBTRACTING—Oscar and Elmer, from the Last Nighter programs, and hi-spotting this new comedy discovery into a series of their own. NEVER DIVIDING—our efforts to build the finest transcribed features available anywhere. That's why we're constantly ADDING so many new stations to the Standard family—now well over 200. May we ADD you, too?

* THE KING'S MEN
* THE LAST NIGHTER
* SUPER-SOUND EFFECTS
* STANDARD PROGRAM LIBRARY

* OSCAR and ELMER
* ONCE UPON A TIME
* SONS OF THE PIONEERS
* KAY KYSER'S ORCHESTRA

* CUSTOM- BUILT FEATURES

STANDARD RADIO INC
180 North Michigan Avenue, Chicago

NEW YORK • BOSTON • ATLANTA • SAN ANTONIO • TORONTO • LONDON

www.americanradiohistory.com
WE DON'T know of a better name for them, so we call them "Clinics". Not that we consider the subject of Radio Advertising as sick, but that we gather together to study concrete causes or problems of a special type. The name is not important. The importance in this instance lies in what is done and why, and the results thereto.

The WGCAR Clinics on Radio Advertising are occasional meetings to which are invited various Cleveland advertising agency representatives. We present to these groups the story of radio as a medium. No effort is made to sell a given station or any particular program idea or campaign. The study is from beginning to end, is on radio, the medium.

We tell our story over the loudspeaker, with a number of voice changes, with sound effects and music cues. It's the story of the first commercial program, a decade of growth and development, facts and figures on receiving sets, audience availability, use by classifications, income totals and income by classifications. We attempt to define radio as it is today, and point out the values of radio, peculiar to it alone as a medium, which accrue to an advertiser through a proper interpretation of that definition. We give rules for planning and producing programs. And we talk about merchandising the program, using examples from our own file on the subject.

What They Ask

TELLING this story over the loudspeaker is effective. You see, we believe in that loudspeaker as an instrument that sells. We talk to advertisers every day about loudspeakers, and how they can sell merchandise to thousands of listeners in the homes of our community. Why shouldn't we use one of those loudspeakers to sell radio, the medium, to agency groups? But, you may ask, why do you find it necessary to sell radio as an advertising medium to agency groups?

A very logical question, if you live in a city where agencies have complete radio departments, with radio account executives, production men, writers, announcers, a department within the agency sufficient unto itself. But what about hundreds of cities throughout the country in which agencies are not thus equipped? What about the thousands of advertising men who but will have no first hand contact with radio, not even to placing a spot announcement campaign? What of those men who look upon radio strictly because of an unfamiliarity with it, a lack of knowledge of it? This was our problem. These were the agencies and men we wanted to reach, and, so far, we have found them willing to be reached.

Once they have come to your "Clinic", and you have told your story briefly but effectively, these are the questions they will ask:

How do you arrive at your rates?

What is being done to measure your listening audience?

How can a local program compete with a network program?

What talent can you offer locally?

What are your rates at various times of the day and evening?

What is the remembrance value of an advertisement by radio?

What are your percentages of local and network programs?

What are the essential needs of an agency in setting up a radio department?

And one other question; Where do you get the showmanship in a spot announcement?

You see, during our presentation we tell the "Radio Is Showmanship That Sells". That accounts for the last question.

You'll want to be able to answer all of these questions, in addition to all those you have answered in your formal presentation preceding the questions and answer session, and in addition to many more that are bound to come as time goes on.

Then, you'll want to give each one of your guests your complete story in written form, for further consideration and digestion at leisure.

Results? A better understanding of radio, a greater appreciation for the medium, what it has done, what it can do.

Sales today? No, probably not. But, certainly, more consideration for radio each and every time it is possible to grant any consideration whatsoever in the future.

COPYRIGHT CHECK FOR CONVENTIONS

FINAL radio arrangements for coverage of the Democratic National Convention in Philadelphia June 23-29, were to be made at a meeting called in Washington March 14 by Charles A. Michelson, director of publicity of the Committee and William B. Dolph, manager of WOL, Washington, and radio director of the committee.

The most important topic was that of protection of performance of copyrighted music to avoid possible performance by floor bands of Warner Brothers. Particularly since the networks are not licensed to perform them. All bands will be required to submit lists of the compositions in advance, and all unlisted numbers will be excluded. All unlisted tunes will be cut off at the networks and understood, whether or not they are in the Warner catalog. A copyright "checker" will be present during sessions on the floor.

Expected at the meeting were Alfred Morton, NBC; Paul White, Columbia; Johnnie and Jack, WMCA; Mr. G. Poppele, for Mutual, and Dick Fishel, WMCA, and James Allen, WIP, both for Inter-City.
That's what these powerful stations give spot and local advertisers in 9 great markets

They're big markets, important markets—and these are big stations with the power and the "reach" to send scorching aces across the sales net. More than just local radio stations, they are National Broadcasting Company outlets with all the prestige, popularity and influence which only the largest radio organization in the world can offer.

If you would do a complete selling job these stations are musts:

<table>
<thead>
<tr>
<th>Station</th>
<th>Market</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEAF</td>
<td>New York</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>WJZ</td>
<td>New York</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>WGY</td>
<td>The Great Northeast</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>WBZ-WBZA</td>
<td>New England</td>
<td>51,000 watts</td>
</tr>
<tr>
<td>WRC</td>
<td>District of Columbia</td>
<td>1000-500 watts</td>
</tr>
<tr>
<td>WMAL</td>
<td>District of Columbia</td>
<td>500-250 watts</td>
</tr>
<tr>
<td>KDKA</td>
<td>Pittsburgh and the Tri-State Market</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>WJAM</td>
<td>Northern Ohio</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>WMAQ</td>
<td>Chicago</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>WENR</td>
<td>Denver and the Rocky Mt. Region</td>
<td>50,000 watts</td>
</tr>
<tr>
<td>KOA</td>
<td>San Francisco</td>
<td>7,500 watts</td>
</tr>
<tr>
<td>KPO</td>
<td>San Francisco</td>
<td>50,000 watts</td>
</tr>
</tbody>
</table>

For full information about one or all of these stations, get in touch with the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.
Dope this out for YOURSELF!

**With Our Eyes Wide Open**

**BY STATION BREAK**

TO BORROW the title of a recent song and to add . . . rather wryly . . . with out necks 'way out! We raise the copyright question . . . in response to popular demand and because we feel it is needed inspection away from the emotions now current . . . with eyes completely open to the basic problem and its ultimate solution.

WE SHALL be content to raise questions. Perhaps someone will furnish us the answers.

IS THERE any logic to a system of payment based upon factors having no relation to the thing being charged for? We refer to the present 5% charge on all commercial program time . . . whether ASCAP music is used or not . . . Does this system not become even more unwise now that Warner music has been withdrawn from the ASCAP catalogue?

IS NOT the most logical price for a commodity its value in exchange in a competitive market? Since compositions vary as to program value, is it not reasonable to set the price of each composition in terms of its value as revealed by supply and demand? Is there any other sound way of charging for the use of musical compositions?

CAN THIS method be applied so long as the preponderant majority of copyrighted numbers in current demand are controlled in a single pool; determined to assert its collective power in a blanket charge on gross receipts irrespective of their source?

IF THE answers to these questions indicate the per-piece system to be the most desirable ultimate solution, is it practical? Some contend that the pure per-piece system would be applied only to currently popular music and would probably embrace a little more than 150,000 titles. They visualize the remaining music grouped into various libraries available either on a flat rate per piece or a blanket charge of individual compositions here which would differ too little to demand scaling in price . . . or on a subscription basis. Does this make the per-piece plan seem practical or not?

IF PRACTICAL, what would be the result of the per-piece plan? Would it raise the price of music? Here we venture a reply . . . probably at the outset. But does any price remain unreasonably high if there is a substitute lower priced article to take its place?

WOULD not the competitive pressure of the next most desirable composition . . . and so on down the line . . . and the pressure of the new composer anxious to establish himself in the field . . . hold down the price of compositions to a reasonable measure of their value?

EVEN if prices increased to some extent . . . would that not be more desirable than the continued existence of the present arbitrary power to raise the price of copyrighted music to almost any heights desired?

WOULD music costs be increased equally for all stations and for all music? Would the lower price probably placed on many of the excellent older numbers lead to their revival? What would be the experience of the fund of light opera and semi-classical music now utilized to but a limited degree? If these could be secured economically, would this not open up the possibility of savings to the skilful buyer of music?

WOULD not this also assist the smaller station, comparatively free of the competitive pressure of continually putting on the latest hit?

WOULD not forces such as these result in a more diversified use of music and of more varied service to the listener? Might they not also result in the station life for two hits by reason of less continuous performance?

WOULD not the per-piece system make possible charging the advertiser for the music utilized on his program? Should the advertiser pay for such music, just as he pays for a McClelland & Barclay illustration? Should not that charge vary in amount with the value of the composition, just as does the cost of art work in the printed media?

IS THERE any fundamental diversity of interest between networks and stations on copyright in the long run? No matter the system in use, will not the ultimate operation of economic forces require that the recipient of the greatest value in use will pay the largest sum! . . . And we add . . . we haven't yet thought out the complete implications of this last question.

CAN any temporary advantage won without answering these fundamental questions be more than the apples of Sodom to him who achieves it?

PERHAPS we're wrong . . . but it seems to us that these are the problems with which the industry . . . as a whole . . . must face in clear-eyed fashion. And if it doesn't . . . but why should we prophesy?

The Brookmire map above shows that the Red River Valley of North Dakota and Minnesota will have the highest consumer income in the U. S. for the next six months [North Dakota 43% above 3-year average-Minnesota 28% above]. Our contour map shows that WDAY covers the Red River Valley like a tent. Figure it out for yourself!

**WDAY, INC.**

**N. B. C. FARO, N. D.**

**FREE, JOHNS & FIELD, INC. NATIONAL REPRESENTATIVES**

940 KILOCYCLES 5000 WATTS DAY 1000 WATTS NIGHT

**BROADCASTING • May 15, 1936**
WKY's Elaborate New Studios Are the
SHOW PLACE of the SOUTHWEST

WKY's Staff and Facilities Are Geared to the Production of Box Office Air Shows!

Teamed with WKY's new studios, without equal in the South or Southwest for beauty, size and technical excellence, is a production staff of able radio showmen with a stand-out reputation for producing bang-up air attractions with profitable box office wallop.

In other words, it's a place of shows as well as a show place. More than 60 live-talent studio programs of network pace and calibre are now being created and produced weekly.

With staff, facilities and performers geared to the production of air shows specifically for this area, or the reproduction of shows used elsewhere, and with the largest, most responsive audience in Oklahoma, WKY offers air advertisers a service, a market and a sales opportunity outstanding in America today.

WKY • OKLAHOMA CITY

Affiliated with The Daily Oklahoman, The Times and The Farmer-Stockman

E. KATZ SPECIAL ADVERTISING AGENCY — REPRESENTATIVE

THE ONLY FULL-TIME STATION IN OKLAHOMA CARRYING NBC PROGRAMS

May 15, 1936 • BROADCASTING
WHAT A

WHALE OF A DIFFERENCE THE RIGHT
STATIONS MAKE

You and your Advertising Agency devise a radio test for your product.

You choose the test markets carefully. You develop a sound plan and a good program. Except for choosing the right stations to carry out your plan, you are ready to go!

But what a large “except.” Your plan will be a success or a failure depending upon what radio stations you choose.

The advertiser is headed for a large radio appropriation or is “off radio for life”—depending upon what stations you choose.

Choose from this list of successful stations and you are headed for a successful campaign.

WSB Atlanta   NBC
WFBR Baltimore NBC
WAAB Boston    CBS
WNAC
WICC Bridgeport New Haven CBS
WBEN Buffalo    NBC
WGAR Cleveland NBC
WFAA Dallas     NBC
WBAP Fort Worth NBC
WJR Detroit    CBS
KPRC Houston    NBC
WFBM Indianapolis CBS
WDAF Kansas City NBC
KFI Los Angeles NBC
KECA
WHAS Louisville CBS
WLLH Lowell     YN
WTMJ Milwaukee  NBC
WSM Nashville   NBC
WSMB New Orleans NBC
WTAR Norfolk    NBC
WFIL Philadelphia NBC
KGW Portland    NBC
KEX
WEAN Providence CBS
KSL Salt Lake City CBS
WOAI San Antonio NBC
KOMO Seattle    NBC
KJR
KHQ Spokane NBC
KGA
WMAS Springfield CBS
KVOO Tulsa NBC
KFH Wichita    CBS

Also

The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.

NEW YORK
CHICAGO
DETROIT
SAN FRANCISCO
A COOPERATIVE program, presented by seven Iowa hardware jobbers in the interests of independent Iowa hardware stores, has proven so successful in its test over WHO, Des Moines, that manufacturers are joining in the sponsorship of the feature. On the air since the middle of December, 1935, the program consists of a new broadcast six days per week at 7:30 a.m. Continual continuity is designed to urge listeners to visit their independent hardware stores in preference to specialty shops. Free & Steiner Inc. represents the station.

WALTER CHEVALIER, manager of the Lane Bryant store in Philadelphia, broadcasts a daily talk titled Personally -- to You on WHAT, Philadelphia, in which he gives civic and merchandising news. He speaks directly from the store. After his talks the store receives immediate and frequent telephone response on articles mentioned.

In Pittsburgh...

"Sales Begin At 1220 Kilocycles"

Odds are 100 to 1 that increases will be seen in the 22% to 543% greater audience* WCAE now has over other Pittsburgh stations. (*Ross Federal Survey of week ending Dec. 16, 1935).

Reason: With WCAE already broadcasting more valid radio-poll-winners than all other Pittsburgh stations combined, these six nationally popular broadcasts were added to WCAE's schedules within the last month:

Time alone is worthless ... buy audience. In Pittsburgh that means: BUY WCAE.

GILMORE OIL CO., Los Angeles, using the Hix Strange As It Seems program twice weekly on eleven Don Lee-CBS stations, plus transcriptions in several isolated spots, on May 13 launched a new campaign utilizing the same program. Raymond B. Morgan Co., Hollywood, service the account.

The "Gilmore Cub", in its June issue, last May 15, "monogram deal". The publication is the firm's monthly newspaper with an issue of 500,000 copies. Motorists receive the sheet by asking at independent service stations carrying the Gilmore gasoline and Lion Head motor oil.

The new advertising plan offers car owners a monogram to be affixed on their car door upon the purchase of a quart of oil and a ten-cent service charge. No newspapers or other supplementary media will be used except a series of "A" boards for service station displays and window stickers.

A NEW merchant-radio tie-up has been started by WHBY, Green Bay. Alternating morning and evening at the three studios of Green Bay, Appleton, and Oshkosh an essay contest is being sponsored, with prizes in merchandising going to those whose words most potently extoll the praises of the various sponsors.

NOT EVEN FLOODS—Could keep the crowds away from radio merchandising displays in store windows and interior of Barnard, Summer & Putnam, Worcester, Mass., department store. The displays were arranged in cooperation with NBC and WTAG. Here is an interior shot of an advertised goods.

BAILEY CO., Cleveland department stores, broadcasting nationality chorus groups twice weekly on WCAE, places spotlight announcements and advertisements in national papers prior to broadcasts in addition to courtesy announceents.

Numerous comments on the station are presented. Coverage comments are given from engineering, advertisers and audience viewpoints. Rates of New York stations are listed in tables. Market data from several sources are shown and a breakdown of audience response is listed. Population density in the metropolitan area is related to signal intensity in a double-spread map.

The introduction frankly states: "In this presentation on WMCA we are therefore making no attempt to put into your hands a fancy brochure of the impressionistic type. Rather we'd like to take you behind the scenes and show you the true picture of WMCA, not as our promotion department might like to paint that picture, but rather as it has been painted for us by critics."

L. P. LAZARE & Co., big Montreal operation has this to say about its Lost and Found Column on CFCF, that city: "We are happy to say that nothing we have done during our 25 years of advertising has brought us anything like the returns." The sponsor has started a similar daily program in French on CKAC, Montreal. United Radio Service of America, Montreal, is the agency.

THAT agencies and prospective buyers may have accurate knowledge of what it has to offer in local programs WBFIL, Syracuse, has bought a new Presto recording machine to record 15-minute local programs. The machine will also be used to give announcers and artists an opportunity to check and improve their air styles, and for competitive auditions.

Get Business in Montana Use—KGIR

Only Station in Butte Montana's Largest City

BALANCED LISTENING...MERCHANDISING BALANCED TO SELL...assed with new unit now挎ing the station. Co. has the account.

RADIO listeners buy as many jars of pickles a week in summer as in winter, Squire Dingee Co., Chicago, believes and has just signed a 26-week contract with WLS, Chicago, to promote Ma Brown's Old Fashun' Productsthrice weekly. Mitchell Faust Adv. Co., Chicago, has the account.
Tomorrow's Engineering Improves Coverage for

WJDX
JACKSON, MISSISSIPPI

66% Coverage Area Added!
300% Power Increase
In Many Parts of State!

Recent improvement in the WJDX radiating system extends and improves the service area of this high-quality, 2500-watt, NBC station. In the program of engineering improvement, probably the best ground system ever put down has been installed. MORE COVERAGE, MORE LISTENERS, MORE RESULTS!

WJDX is one of an ever-increasing number of stations that put their engineering advancement under the direction of

★

FRED O. GRIMWOOD
Radio Engineer
P. O. Box 742
1810 Boonville Hiway
EVANSVILLE, INDIANA
A new use for an old term. With a WORLD of meaning. The Chevrolet "network" includes 378 stations selected to meet Chevrolet's exact selling requirements. On this "network," Chevrolet dealers receive the full selling force of a program featuring RUBINOFF and His Violin, with his orchestra... Richfield Oil, Studebaker, General Electric, Du Pont, Procter & Gamble, General Baking are among the many other national advertisers who plot out their own selected "networks" over the facilities of WBS.... You can build up your own "network" too—covering each specific market in much the same way you would pick and choose your newspaper list. And handle your WBS recordings as simply and easily as newspaper mats.... WBS selective broadcasting means: highly selective marketing—unlimited marketing flexibility—definite marketing economy. In your selling plan, and in more ways than one, WBS facilities hit each nail squarely on the head!

WBS facilities include: expert production assistance, when desired, for program building; station relations division, an aid in clearing time; shipping division for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS "matched quality" recordings by the wide-range vertical cut process. Complete information on request.

WORLD BROADCASTING SYSTEM

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES • SAN FRANCISCO
Right Foot First

AFTER a year of almost total inactivity, the Joint Committee on Radio Research suddenly has erupted into action. First came the estimate on radio families as of Jan. 1, 1936, and along with it orders to produce figures covering states and counties as quickly as possible. Then it was decided that a full-time research specialist should be hired to formulate a plan for establishment of an independent research bureau to authenticate station coverage and audience habits.

These are hopeful signs. As a major advertising medium, and the one that has proved most effective per dollar spent, radio has nothing to lose from the creation of an independent, impartial agency which would certify station coverage facts and data. It should encourage the effort.

The most important phase of the undertaking, however, is in its beginnings. Selection of the man who is assigned the task of devising the plan for the independent bureau is of fundamental importance. He should not be a pro radio, pro newspaper or pro anything else except unbiased research. Only such a man can command the complete faith of the three groups most vitally affected. But he should be thoroughly familiar with radio—the most complex of the advertising arts.

Frankly, we feel that radio does not have to justify its effectiveness with figures and researches, although we confess they have a very definite value. The pages of Broadcasting in almost every issue are replete with the stories of successful use of radio as an advertising medium. The advertiser knows that radio, properly used, pays dividends faster than all other media combined.

Thus, unless a bureau, entirely impartial and dominated neither by advertiser nor broadcaster, is created, we believe it would be better to have no bureau at all.

The advertiser, through the Association of National Advertisers, is interested in getting his “time on the air” at the lowest possible rate. The advertising agency, through the AAAA, has the task of selecting the medium and of preparing the radio “copy” in a way that will produce most effectively for his client. But his fee comes from the medium, and he must perform his service there too.

Therefore, we maintain that only an impartial, entirely independent bureau of radio research can perform the job for which it is created. We urge that the Joint Committee, equally representative of the NAB, AAAA and ANA, see to it during these preliminary deliberations that it starts on the right foot.

Nit-Wit Law

WE DON’T know the identity of that giant legal mind on the FCC, who, by dint of arduous legal research, has concluded that John Charles Thomas violates the radio law when he intones “Good Night, Mother”, after every microphone appearance. But we do know that he is a nit-wit, a nincompoop and a busybody.

Technically perhaps, that fine opera singer is guilty of violating the law which prohibits point-to-point communication via broadcasting. Actually, however, he represents the highest ideals of American manhood and sets a wonderful example for every American child when his last thought upon completion of his day’s work is of his mother.

That one little phrase, to our mind, is educational broadcasting of the kind that can’t be written in books or in continuity. When Mr. Thomas ends his broadcast with that soft, sentimental line, it must touch the heart of everyone listening, whether he be banker, farmer, thief or murderer.

Yes, we think that fecund FCC legal mind might better figure how many times he has jumped a red light or expectorated upon the sidewalk (both of which are violations of laws) rather than make the FCC appear ridiculous.

WITH final enactment of the Copeland food, drug and cosmetic bill impending, proprietary houses are seeking long-term station contracts in advance of legal restrictions. We urge stations to scrutinize these contracts with care and keep control of continuity.

“Public Service”

ALL TOO FEW in the broadcasting industry, we hazard, realize the importance of the FCC technical hearings which start June 15. We do not exaggerate when we say that the future of radio as an entertainment, educational and public service medium is involved in the outcome of these hearings.

All have heard the trite phrase that “radio has only scratched the surface of its possibilities”. Yet never were truer words spoken. Coming—and soon—are television and facsimile and ultra-high frequency broadcasting. All of them are the rightful heritage of the broadcaster of today. But these services will be awaiting years, possibly even by decades, if the broadcasters do not make a showing at these hearings for an equitable portion of the usable ultra-short waves.

At the hearings the Army and the Navy will ask for perhaps the lion’s share of the available channels between 30,000 and 100,000 ke.—the new bonanza territory of radio. They will base their claims on national defense. Aviation and maritime and police radio services will be on hand asking equally large chunks. Their claims will be based on safety of life and property, and the argument that wire lines cannot serve them. Those are potent contentions, difficult to answer.

But broadcasting has the answer. It is public service. It is the education and the enlightenment and the advancement of the people. And it is the succor and relief provided in emergencies such as the recent disastrous floods in the East and the hurricane that ripped through the Southern states. Without broadcasting, relief would have been impeded and the consequences vastly more distressing. All this constitutes public service just as important to the people as the services of other claimants for these coveted channels.

A Hot Time

THERE will be a hot time in more ways than one at the NAB convention to be held in Chicago in mid-July. We are told there isn’t a hotter place north of the Equator where the temperature is concerned. And of our own knowledge, we know there hasn’t even been a more torrid agenda facing the NAB in its 14 years of conventionering.

A thousand different panaceas for that single disease—radio ill—copyright—have been offered since ASCAP began its relentless rampages, and was followed by lesser copyright groups looking for radio flesh. Thus, copyright will be the burning issue just as it has at every convention within our memory.

Unfortunately, this issue has brought a rift in the united front of the industry. It has tended to split the blind opposing factions to the point where they cannot see the other infinitely more important issues that involve broadcasting as a whole. They are forgetting the battle against those who have plagued the politicians and the public with insidious propaganda favoring government ownership.

We are not unmindful of the importance of copyright. Our own view is that the solution must begin with proper legislation—legislation which will remove the last vestige of coercive tactics from the copyright-owning combinations. Warner Bros., for example, probably could not have gotten a single signer of its five-year contracts but for that formidable bludgeon in the present law which allows $250 minimum damages for an innocent infringement, and leaves the courts no discretion whatever. Out of proper legislation, in our opinion, a measured service method of purchasing music in a competitive market can then evolve.

Every broadcaster, whether or not a member of the NAB, should be at the Chicago convention. He should be there with fire in his eyes, to preserve the unity of the industry, and not to see it torn apart by internal strife over copyright.

An industry as big and powerful and important as broadcasting should be able to keep its own house in order. It should temper its high-flown demands for immediate realization that after all independent station and network, local and 500,000-water are battling toward a common goal. That goal is the right to operate as an industry, stable and secure, by serving the public and procuring a reasonable profit for that service.
PERSONAL NOTES

PURNELL GOULD, commercial manager of WFBF, Baltimore, returned to his home in Chicago after an illness which began with an infected throat and developed into jaundice. He is still in the recovery process and is spending only a portion of the day at the station.

ANDREW D. RING, Assistant Chief Engineer of the ABC radio broadcasting, and Mrs. Ring, became the parents of an eight-pound son born at Clay Hospital, Washington, D.C. It is their first child.

T. W. BEARRUP, branch manager for the state of Wisconsin, Australian Broadcasting Commission, is in the United States to investigate broadcasting, and is expected to appear on Australian national stations.


R. L. FERGUSON, sales manager of WCBF, a station controlled by Blan- gnier of WINS, New York, has resigned effective May 15. He did not divest himself of this job, but has another one. His duties were to supervise the WCBF branch.

HENRY A. BELLOWS, former CBS vice president and now special advertising representative of General Mills, Inc., has joined the advertising department of Alice Rickly, of Cleveland and Washington. The function is to be performed at 200 W. 15th St., Cleveland.

JAMES G. RIDDELL, member of the commercial staff of WXYZ, Detroit, was married May 2 to Miss Patricia Breckinridge, niece of Herbert, Governor of North Carolina on the Democratic ticket.

M. A. EDNY RUDGE, director of WBIG, Greensboro, N. C., has been appointed assistant state manager for the North Carolina Bell System by Claude G. Field, manager, of that company's founding in a hotel bed.

GEORGE E. MAINARDY, formerly manager of the NBC radio station in Minneapolis, is now assistant station manager of WOR, Radio Corporation of America, the local station's chief engineer.

DE WITT LANDIS, formerly with WABC, New York, and a former manager of KFYO, Lubbock, Tex., whose transfer to the Amariolco Corporation was recently authorized by the FCC.

SAM GOMPERS, formerly of the Toledo News-Bee, has joined the staff of WSPD, Toledo, as city salesman.

MURRAY ARNOLD has been appointed director of public relations of WIP Philadelphia, succeeding James Allen, elevated to the presidency of John Hazen WIP program director, has accepted a similar post at WNEW, New York.

MAURICE L. GAFFNEY, director of the CBS trade division, is the father of an eight-pound son born in Melbourne, Australia, April 21, born to an Australian editor, who is at his desk May 4.

O. J. NILSEN, managing director, and C. T. Crome, director, of 3UZ, Melbourne, Australia, will arrive in Los Angeles late this week for a week's vacation and continue homeward via Los An- geles.

WILFRED WOODS WOODS, newsman and advertising man of Des Moines, has joined WHO, Des Moines as public relations director. He for- merly edited the Des Moines-Telegram, Des Moines' Advertising Club weekly.

E. E. EDWARDS, formerly commercial manager of KOC, Hamilton, Ont., has been named manager of CHML, Hamilton.

H. H. FIELD, vice president of Free, Johns & Field, Inc., radio station rep- resentation service, has had an emergency appendectomy undergone at White Plains, N. Y. He cele- brated his 15th anniversary at the office of the company's founding in a hotel bed.

E. K. BAUER, business manager of WILW and WSAI, Cincinnati, is the father of a boy born April 20 in Jewish Hospital, Cincinnati.

WARD INGRAM, KFRC, San Francisco, account executive, has returned to his desk after a vacation spent in Chicago and plans to return to his home for more than a week.

BEHIND THE MICROPHONE

E. J. ROWELL, agricultural director of WBZ-WBZA, Boston-Springfield, is the father of a boy born recently. Gordon Swan, WBZ-WBZA traffic manager, is the father of a baby girl. Both men are still maneuvering on the airwaves. Edward B. Hall has been named news editor, formerly of WOR, New York, and is now back on the air.

HAL HULBERT, formerly of WXYZ, Detroit, on May 15 joins WGAR, Cleveland, as producer-man and an- nouncer.

HENRY BLANC, formerly of the announcing staff of KGW and KEZ, Portland, Ore., has joined WFBA, Baltimore.

JULIAN FIELD Inc., talent agency, was started May 4 at 730 Fifth Ave., by Julian Field, former director of WWL, New Orleans, and Joseph Katz Co., New York office. Associated with him is John H. Moses, owner of the former WRB, Kansas City.

DAVID ELTON, NBC, San Francis- co, has been shifted to production, Albert Teutman, former assistant to Paul, has been named to the vacancy.

DICK BURRIS, recently of WTCN, Minneapolis, has returned to KFAY, Minneapolis, where he is now the newly named program producer. Al Lowrey has been named program producer and public relations director. Al Lowrey has been named program producer.

ARTHUR E. BAGLEY, who once called them off for early-morning calisthenics fans in an NBC series sponsored by Metropolitan Life Insurance Co., is giving lectures on the road for Metropolitan.

May 15, 1936 • BROADCASTING
AHEAD OF THE MINUTE!

The ABC Station of Eastern Indiana
WLBC - Muncie

- Latest flashes of World News while it’s NEWS! 24-hour United Press Service.
- Latest equipment. Now WOW advertisers can have instantaneously recorded recordings made at their programs at low cost.
- The popular feature that swept the country. WOW has the original “Man on the Street” program in this territory.

“Up To The Minute” isn’t enough anymore. In every territory there’s a “FIRST” station. Buy that station and YOU BUY MAXIMUM SALES!

590 Kilocycles 5000 Watts
"COVERS THE NATION’S BREADBASKET"

WOW
OMAHA, NEBR.

ON THE N.B.C. RED NETWORK

JENN WILLIAMS, chief announcer of WOKK, Sanbury, PA., on May 7 was presented with the medal for distinguished community service of the Kiwanis Club of Sunbury, for his "unvennuing efforts at the microphone for a period of more than 60 hours during the March flood.

RICHARD F. VOYNOV, former music director of the Evansville Record-
ing Co., later Wcwe, Chicago, has been appointed production manager of WLM and WMAI, Cincinnati. He is a brother of Ed Voynov of Edward Petty and Co. Miss Clara Udny, for six years secretary in the WLM-WMAI traffic department, resigns May 15 preparatory to her marriage May 28 to Albert Geiser of Frankfort, Ky.

CHARLES ARLINGTON, Jr., assistant program manager, director and sports announcer of WSPD, Toledo, was married in April to Virginia Johnson Huerkamp, graduate of Union Memorial, Balti-
more.

RUBY BROWN, commercial program manager of WBBM, Chicago, has been appointed program director to succeed Bob Kaufman.

JAMES ALLAX has been promoted to the program desk of WIP, Phila-
delphia, succeeding John Hayes, who resigned to take a similar position at WNEW, Newark, Murray Arnold has been named program director. Don Martin, formerly of WIP, Greenside, Pa., has joined the announcing staff.

CHARLES SMITH, formerly with Lyons, McCormick & Lyons, Holly-
wood talent agency, early in May became affiliated with the NBC Hol-
wood artists bureau.

EARLIE J. KALLISCH, formerly of WIPF, Hattiesburg, Miss., has joined KFRO, Longview, Tex., as program director and chief announce-
ner.

HAL THOMPSON, formerly of Fort Worth, has joined the announcing staff of WFAA, Dallas.

JACK GLEASON, formerly of WCIV, Charlestonville, Ill., has joined the announcing staff of WJAC, Boston.

VIRGINIA DAVIS has been appoint-
ed assistant program director of Wihan, Greensboro, N. C.

WALTER FREDERICKS, one of two winners of an announcer award from WJNL, Boston, has joined the station’s announcing staff. Hamilton G. Flower, formerly of WLLO, Lowell, will be the other winner, and is a member of the staff.

CHARLES ARLINGTON, formerly with a bakery, and Guy Wallace, formerly of WIP, Philadelphia, have joined the announcing staff of WJAC, Boston.

J. C. MORGAN, production manager of KSFO, San Francisco, is managing production of the annual San Juan Pageant, which will be staged at Mission San Juan, under sponsorship of the San Francisco Daily, Inc., on June 25.

ROY SHIELDS, general manager of the NBC central division, is in Hollywood writing the medical score for the NBC-Universal’s new picture, as yet untitled.

WILT GUZENDORF has been appointed announcer for NBC of the Thomas Lee Artists Bu-
reau, an affiliate of the Don Lee Broadcasting System. He succeeds Ellis Levy who resigned last month to head the newly formed Western Booking Corp. in San Francisco. Guzendorf, who has been associated with the Thomas Lee Artists Bureau in New York for the last two years, will continue to make his headquarters at KFRC, San Francisco.

NORMA V. YOUNG (Prudence Reany) for 11 years director of home economics of the Los Angeles Ex-
aminer and frequently heard on the air, resigned May 2 to begin a va-
cation.

FRED GARRIGUS, member of the Old English Players sustaining cast of WHDH, Boston, has joined the WHDH announcing staff.

FRAN HESSER, production manager of KNBC of Kansas City, has re-
turned to his office last week after a month’s illness.

Announcers Feted by New York Advertising Club

TWENTY-SIX announcers from NBC, CBS and five New York stations enjoyed the hospitality of the New York Advertising Club at a recent luncheon, many of the microphone personalities meeting each other for the first time. Here are the 26, arranged approxi-
ately by rows:

Front row (left to right): Ben Grauer, NBC; Ford Bond, NBC; Graham McNamee, NBC; H. B. LeQuatte, president of club; Mil-
ton J. Cross, NBC; A. L. Alexand-
der, WMCA; David Ross, CBS; Thomas H. Cowan, WMNY; Kelvin
Keech, free lance. Second row: Don Kerr, WMCA; Arthur Hale, WH
Ray Saunders, WHN; Joseph R. Boland, WOR; John Bevan, WH
Roger Bower, WOR; Don Wilson, NBC; George Hicks, NBC.
Third row: Howard Clancy, NBC; Dick Cooke, WINS; Robert Trout, WBS; Joe Bier, WOR; Paul Dou-
las, CBS; Harry von Zell, Young & Rubicam; John Gamling, WOR; Floyd Neal, WOR; Howard Petrie, NBC (in rear).

Queen Mary Programs

G. W. JOHNSTONE, public relations counsel of WOR, Newark, and Harlan Eugene Read, news commentator, will sail Saturday, May 16, from New York on the Georgic for London. Mr. Read will do one broadcast from the BBC studios in London and give night-
ly broadcasts from the decks of the new Curand liner Queen Mary which leaves Southampton May 27. Pograms will be heard over Mutual.

DR. DANIEL GREGORY MASON, composer, will give a second series of Musicians as Men for the NBC Music Guild on the Blue network.
Prominent Figures in the Radio Field
To Testify at FCC Ultra-high Hearings

OUTSTANDING figures in the radio world, among them David Sarnoff, RCA president and chairman of NBC, and William S. Paley, CBS executive, are expected to testify before the FCC at its engineering hearings to begin June 15 looking toward shaping of allocation policies governing channels above 30,000 kc., the ultra-high frequency range.

Realizing the future development of broadcasting and its prospective offshoots are at stake, major units of the industry are preparing to attend the sessions and coordinate their testimony with that to be presented from an industry-wide standpoint. An ultra-high frequency channel is not alone, the FCC, in charge of the preparations. He has named a special committee including L. C. F. Herle, consulting engineer; Dr. C. B. Jolliffe, former chief engineer of the FCC; R. H. Manson, A. F. Murray, F. E. Johnston, Saryes Tarzan, Dorman D. Israel, and H. B. Marvin.

Pekness by Amoco
AMERICAN Oil Co., Baltimore (Amoco), will sponsor the Pekness at Pimlico Race Track, Baltimore, May 16 on 21 NBC-Red Stations, keyd from WBAL, Baltimore. All races run at Pimlico that day will be sponsored on WBAL and WRC, Washington, filling in with music and comedy from WBAL studios. Joseph Katz Co., Baltimore, has the account.

Field Opens Offices
FORMATION of George H. Field & Associates, radio station representatives, was announced May 2 by Mr. Field. Headquarters are at 152 West 42d St., New York City.
First Quarter Radio Revenues Increase 11% to $25,509,364

Industry Shows the Largest Gain for Period of Any Major Media; Stabilized Trend Is Indicated

BROADCAST advertising during the first quarter of the current year totaled $25,509,364, according to statistics compiled by the AAB, an increase of 11.4% over 1935. Radio continued to show the greatest relative gains of any major advertising medium as compared to corresponding periods of previous years. National magazine volume during the first quarter of the current year increased by 6.5% over the level of the same months of 1935, while newspaper circulation rose 5.0%. National farm paper volume, however, led the field with an increase of 37.0%.

Indications point to the beginning of the stabilization of radio advertising at a post-depression level, in that the aforementioned growth in volume is comparable to one of 19.6% for the first quarter of 1935 as against the corresponding three months of 1934. National network advertising increased 5.8% as compared to the first quarter of last year. The gain during the first three months of 1935 as compared to the previous year was 23.9%, indicating a particularly strong trend toward stabilization of advertising volume in the national network field.

Regional network advertising registered a gain of 55.8% as compared to the first quarter of 1935 while national non-network volume rose 40.5%. Local broadcast advertising rose only 1.5%. Broadcast advertising volume during the first quarter is as follows:

<table>
<thead>
<tr>
<th>1936</th>
<th>1935</th>
</tr>
</thead>
<tbody>
<tr>
<td>National networks</td>
<td>$14,926,016</td>
</tr>
<tr>
<td>Regional networks</td>
<td>390,318</td>
</tr>
<tr>
<td>National non-network</td>
<td>5,670,550</td>
</tr>
<tr>
<td>Local</td>
<td>4,611,850</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$25,509,364</strong></td>
</tr>
</tbody>
</table>

The marked rise of regional net-

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**PROMOTION**—Western Union delivered miniature telegrams containing the message that "Eddie Cantor would sing the "Telegraph Song" May 8 on the CBS Beebo program. This is one of three. The network and national non-network advertising increased to 93.6% of total, while non-national non-network advertising rose from 17.3% to 22.5%. Local broadcast advertising, on the other hand, declined in importance from 20.6% to 18.1%. This constituted a further decline in relative importance from 2% during the first quarter of 1934.

**Non-network Increase**

GENERAL non-network advertising rose 19.7% during the quarter. Regional stations experienced the most rapid increase in non-network volume reflecting there by, the marked rise in national non-network advertising. The most pronounced gains in non-network advertising continued to occur in the South and Midwest.

Electrical transcription volume experienced particularly marked increases in both the national and local field during the first quarter of the current year. National transcription volume rose 64.0% over the corresponding period of 1935, while local transcription business increased 21.3%. National live talent volume continued its marked rise of more than a year's duration, increasing 44.6% compared to the corresponding months of last year. Local live talent business gained 6.7%. Records declined 4.2% while announcements dropped 7.5%. National announcement business decreased 3.1% and local volume 9.2%.

The continued rise of electrical transcription and live talent volume and the decline, especially in the announcement field, have resulted in marked changes in the composition of non-network advertising with regard to type of rendition. In the national field transcription volume increased from 32.1% of total volume in 1935 to 37.0% in 1936. Live talent volume rose from 44.2% of total national network business during the first quarter of last year to 47.9% during the current year. Announce-

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**Jiffy Polish to Expand**

JIFFO PEOPLE, New York (Jiffy furniture polish) is using spot announcements over WBBC, Brooklyn to introduce the product. Other stations are to be added as soon as distribution is more complete in the New York area. Dameron-Reynes Inc., New York, is agency.

**Announcement**

2389 paid 25¢ each to see WJBY BARN DANCE
Sat., April 25th
over 1000 turned away
Positive Proof of Local Popularity
WJBY Gadsden, Ala.
Advertising executives who control radio appropriations and time placements will do more than read the July 1 NAB Convention issue. They will preserve it for future reference because of the special reference features it will contain, plus the complete advance news of the convention itself.

The broadcaster can saturate the entire time-buying field with his story of market coverage and advertiser successes in the July 1 issue of BROADCASTING. The station thus is assured of reaching its best prospects under most favorable circumstances, because when they read it in BROADCASTING they read it with full faith and confidence.
CLEVELAND

By RAYMOND S. KIMBELL
Asst. Supt., San Francisco
Department of Recreation

THE AVERAGE citizen has a radio set. He also has a wife and children. It's also possible that his children attend playgrounds. Mr. Average Citizen's eye, traveling down a column of newspaper and lighting upon a statement that such and such a recreational group is doing thus and so tonight at a given spot, leaves him so unmoved that it may be said that he was unaware that he saw the item.

The same person, half listening to a radio program given, let us say, by children from Portola Playground, which is in his neighborhood, hears a solo by little Mary Jane Jones, who is the daughter of the clerk at the corner grocery store. Mr. Average Citizen listens. The recreation program has definitely captured his interest. If the same little girl's performance was followed with a statement that Portola Playground has a card party every Tuesday night; a gym class every Wednesday night or a baseball tournament Friday nights, it is unquestionable that Mr. Average Citizen, having nothing to do of an evening, might remember, stroll around and see for himself. It is unquestionable that some few would remain. It is unquestionable that Portola's attendance would be increased.

Last Christmas, with the San Francisco Recreation Department staging an elaborate pageant based on the folk ways of the Elizabethan era, which, in the opinion of city officials, there could be nothing drearier on earth, some 60 radio plugs, judiciously sprinkling the early morning and late afternoon air, awoke public interest sufficiently that the program became news.

Then, taken up purely for its news value by the papers, an attendance of several thousand persons resulted, whereas the previous year, with four or five a.m. programs, the attendance turned out. Those 60 air plugs, at a market value of $2.50 to $4 each, represented not only masses publicity, but also the willingness of radio to cooperate with recreation.

The San Francisco recreation department started its radio program Boys & Girls Only, over NBC in June, 1933, we were particularly anxious of some years, however, he stated, he had been looking for a first rate juvenile program. A comparatively cheap interested.

The symphony idea was dropped in favor of airing harmonica bands and the singing by small, childlike voices, suggestion to stations who are broadcasting World transcribed programs. Mr. Hollihan had some 16 years' experience with copyright in the motion picture and music publishing field, and is available to advertisers and agencies utilizing WBS transcriptions, said the announcement. The department can answer all questions concerning restricted music, and as far as possible, will adapt five or six programs in the copyright field, as they affect clients of WBS.

Mutual April Billings

MUTUAL network on May 8 announced total billings for April of $393,934, including both basic and associated stations. With announcement of April receipts, Mutual began announcing its monthly figures in terms of the total receipts from basic and associated stations, rather than merely the basic figure. March billings for basic stations total $188,117, the combined total for March amounting to $219,482. WOR total billings for the first quarter of the fiscal year (beginning Feb. 1) were the highest in its history, exceeding the same period last year by 25%.

Page 40

www.americanradiohistory.com
Need of Specialists In Radio Education

Ohio State Conference Heats Conflicting Viewpoints

PROFESSIONALS should handle educational radio programs.

Radio isn't a new form of art in itself.

These opposite beliefs were presented to the Seventh Institute, Education by Radio, which met May 4-6 at Ohio State University, Columbus.

Carl L. Menzer, of the NBC central division, took the position that showmanship is one of the needs of the day in programs from educational stations. He said script preparation is a profession, and a professional should be charge of this work.

Sister Ward Parker, Rochester, N. Y., on the other hand, said that "most of the confusion in radio terminology, such as 'educational broadcasting', results from the desire of some enthusiasts to regard broadcasting as a new form of art in itself when it is the most it can do to transmit, over wide areas, those forms of art which can be expressed through sound."

Dr. W. W. Litsinger, director of the university's bureau of educational research, said that radio has reached a stage called "professional specialists in station management, program planning, script preparation, talent selection, rehearsing, microfilm presentation, listener consumption and measurement."

Public Service

WIDER use of radio for public service, greater promotion of the medium for cultural and civic uses and a much more general adaptation to public school instruction were listed as some of the future uses of radio by Dr. Arthur G. Crane, president of the University of Wyoming and chairman of the National Committee on Education by Radio.

Prof. Philo M. Buck, University of Wisconsin, advocated assigning of a few frequencies, adequate power and station funds for qualified personnel "undisturbed by thoughts of immediate profits" to undertake a program of experiments and research.

Prof. Buck said that radio is a new and valuable and most omni-potent art, though as yet only partly explored. He said education by radio can never expect to follow the routine of educational procedure, adding that the use of radio may call for new definitions of education and its aims.

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Whittemore Polish

WHITTEMORE Bros., Cambridge (shoe white) placed one-minute spot announcements on seven stations from St. Louis Eastward. Announcements are scheduled once a day, six days a week, for 13 weeks. N. W. Ayer & Son, Inc., New York, is the agency.

The "Triumphant" at the Los Angeles World's Fair is under contract to WHB in Hollywood, as he gets a touch of public reaction from an attractive feminine interviewee.

SIDEWALK REPORTER—Here is what the wire is saying KFWB, Los Angeles, about Raymond Gram Swing, the other hand, said that "most of the confusion in radio terminology, such as 'educational broadcasting', results from the desire of some enthusiasts to regard broadcasting as a new form of art in itself when it is the most it can do to transmit, over wide areas, those forms of art which can be expressed through sound."

Dr. W. W. Litsinger, director of the university's bureau of educational research, said that radio has reached a stage called "professional specialists in station management, program planning, script preparation, talent selection, rehearsing, microfilm presentation, listener consumption and measurement."

Public Service

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Navy Takes Bands From Society List

Recording Group Is Required To Cease Service Band Fees

REPUDIATION of the "American Society of Recording Artists" newly created organization which is attempting to exact license fees for performance of phonograph records by broadcasting stations, has been effected by the Navy Department insofar as performance of recordings of the Navy and Marine Corps bands are concerned.

At the instance of Rep. Karl Stefan, (R. Neb.), former News commentator of WJAG, Norfolk, Neb., Admiral William H. Standley, acting secretary of the Navy, on May 1 disclosed he had written the Society requesting it to "remove from their membership list the names of the United States Navy and Marine bands."

Meanwhile, it has been reported that the Society has threatened the numerous stations in Southern California with purported infringement suits unless they sign licenses for performing recordings made by their members. The NAB steadfastly has maintained that performing artists hold no copyrights and that they are in no way required to pay royalties to them.

Information sent to Washington was that the Society demanded settlements from stations, based on alleged checking of phonograph record renditions, plus a monthly service fee retroactive to May, 1935, plus a guarantee that 40% of the record performances of stations would be the recordings of the Society's claimed members. And the settlements also stipulated agreements to the licensees under which stations would pay a fee per performance of each side of a record ranging from 5 to 15 cents depending upon the station's power.

Payment Demanded

LAST February, over the signature of Arthur W. Levy, executive secretary of the Society, letters were sent to all stations informing them that unless they applied for licensees memberships that they not broadcast recordings of members. The rate at which were stipulated was 15 cents per usage for stations of 1,000 watts or more, 10 cents per usage for stations from 500 to 999 watts and 5 cents per usage for stations of 499 watts or less. The decision last January of the Common Please court in Philadelphia, in the case of Fred Waring against WDAS, was used as the basis for the licensing. This court, and an inferior tribunal, decided in favor of the rights of the performing artists, but the case is now pending on appeal, and, if necessary, will be carried to final adjudication in the interests of the industry.

Last month Rep. Stefan wrote to Navy Secretary Swanson that stations in his district had complained they are now ordered to pay a fee for playing records made by the two service bands. He quoted the letter from the Society ordering such payments, and mentioned that the names of the service bands were listed as members of that organization. A reply from Rear Admiral J. K. Tassig, acting chief of naval operations, on April 16 stated that an investigation by the Department "shows there is no connection between the United States Navy Band, or the United States Marine Band and the American Society of Recording Artists."

Rep. Stefan, however, wrote again, pointing out that in view of the investigation "this Society is misrepresenting the United States Marine Band and the Navy Band, and I believe your Department and this office should have a better explanation of the facts."

To this, he received the reply from Acting Secretary Standley stating that the Society had been requested to remove the band names from its membership list.

NBC carried a story at the opening of the Dixie Handicap race at P'nilco, Md., May 9, with Clem McCarthy and Bill Coyle announcing.

Sponsors Like It

LESS than a week after it was started, the "Racing Matinee" on WAAH, Boston, had acquired more than a hundred sponsors. Surprise features are inserted into the program at frequent intervals, with the basic material covering race results. Prominent persons are to be interviewed and novelty attractions are being planned. A surprise feature was a series of broadcasts from Barnum & Bailey - Ringling Bros. and Barnum. Most of the sponsors are local.

Rich SPOTS for SPOTS

In the Station that's First in the Heart of Maryland

We refuse to be "just another chain outlet." We spend our spare time building an audience in the Heart of Maryland. Sustaining locals or "live talent" local or pro-grams are our specialties. On Saturday, April 25th, we were key station (basic red network) for the thrilling Maryland Hunt Club steeplechase, most important in U. S. A. Big Balti-more department store, Hecht Bros., is on WFFR with 15-minute program, 6 times weekly, for 13 weeks. Get the idea? We have some of our Spare Time to spare for you. It pays.

Maryland's Pioneer Broadcast Station
The Business of Broadcasting

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

STATION ACCOUNTS

WoAL, San Antonio
General Foods Corp., New York (Husky), 52 sp, thru Benton & Bowles Inc., N. Y.
Kellogg Cereal, Battle Creek (cereal) 106 sp, thru N. W.ayer & Sons Inc.
Saville Inc., New York (Electric refrigerators), 26 t, thru United Radio Service Co.
Ike, Y. 8., Atlantic (proprietary), 8 t, thru Bausch & Lamb Inc., N. Y.
Bethlehem Steel Co., Bethlehem, Pa. (Iron), direct,
Folger Coffee Co., Kansas City, 150 t, thru Blacket-Sample-Hummer Co., Chicago.
Dr. Pepper Co., Dallas (beverage), 52 sp, thru Tracy-Locke-Dawson Inc., N. Y.

KSFO, San Francisco
Associated Oil Co. of California, San Francisco (motor oil), weekly sa, thru Lord & Thomas, San Francisco.
Budd & Yotaw, San Francisco (Pebble Beach neckties), 6 weekly sa, thru Doremus & Co., San Francisco.
Western Union Telegraph Co., San Francisco (telegraph service), 14 weekly sa, direct.

WHK, Cleveland
Magazine Repeating Razor Co., New York (Shick razor), daily sa, thru J. M. Mathes Inc. N. Y.

WESG, Elsima, N. Y.
Southern Oil Co. of New York, Horseheads, N. Y., daily sp, thru Stewart, handicap, Rochester.
RCA Mfg. Co., New York, New York, 32 t, thru Fietcher & Ellis Inc., N. Y.

WOB, New York
Atlantic Sales Corp., Rochester (Reach-it) thru, thru J. Walter Thompson Co., N. Y.
C. S. Cooper, New York (Vita C), thru Peters, thru Monroe F. Dreher Inc., N. Y.
Chemical Control Eastern Division Inc., New York (Moth Surance), 2 weekly thru Mackay-Spaulding Inc., N. Y.
Bostick Products Co., Boston (Prudence owned beef hash), 2 weekly thru Ferry-Hanley Co. N. Y.

KMOX, St. Louis
E. W. Pont de Nommee & Co., Wilmingtom, Del. (paint), 10 t, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Phillips Petroleum Co., Bartlesville, Okla. 5 sp, thru Lambert & Feasley Inc., N. Y.
Kellogg Co., Battle Creek (corn flakes, Pepsi, etc.), 150 sp, thru Doremus & Co., San Francisco.

WDRC, Hartford
Colt Shoe Co., Boston, 6 weekly sa, direct.
General Baking Co., New York (Bond bread), 63 t, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WROL, Knoxville

WESG, Elsima, N. Y.
Southern Oil Co. of New York, Horseheads, N. Y., daily sp, thru Stewart, handicap, Rochester.
RCA Mfg. Co., New York, New York, 32 t, thru Fietcher & Ellis Inc., N. Y.

WKDA, Pittsburgh
Florida Citrus Commission, Tampa, 12 sa, thru Rutkau & Ryan & N. Y.
United Drug Co., Boston, 5 thru thru Street & Finney Inc., N. Y.

WKRC, Cincinnati
Great Atlantic & Pacific Tea Co., New York (coffee), 10 sa thru thru Finney, thru thru Street & Finney Inc., N. Y.
Ohioana Ltd., Ohioana Co., Cincinnati, 100 thru thru Japp-Orr Co., Cincinnati.

WNAC, Boston

WGY, Schenectady

WGP, Chicago
"I'll get the roast recipe on this set while you get the dessert on that one."
AGENCIES AND REPRESENTATIVES

SLEININGER Inc., Chicago, station representatives, have opened a New York office at 350 Madison Ave., with Howard Ayer as manager, according to an announcement by C. L. Sleininger, president. Mr. Ayer has represented several chain and local stations in the New York area since 1933. He was formerly in the sales department of WSTR, Syracuse.

AT' STEIN & ROSSITER Co. has been formed at 515 Madison Ave., New York, by Alvin Austin, who formerly conducted an agency under his own name, and Ralph Rossiter, recently with Reese, Rossiter & Co. Mr. Austin at one time was vice president of Blow Co. and active in radio. Mr. Rossiter at one time was with H. W. Kastor & Sons Adr. Co., Inc., New York office. H. Sumner Stenberg has joined the new firm as account executive.

GEARE-MARSTON Inc., New York and Philadelphia, and Riegel & Leffingwell Inc., New York, have combined their interests, with the former firm name continued. G. Frederick Riegel, president and treasurer of the latter agency, assumed an executive post with Geare-Marston. The agency also announced the addition of Thomas J. Pauley, formerly of Bat- ten, Burton, Durstine & Osborn Inc., New York, as a member of its Phila- delphia media department.

J. CLEMENT BOYD, formerly with Frank Prebner & Co., Inc., and W. I. Tracy Inc., has started his own agency under the name J. Clement Boyd Inc., with main office at 14 S. Park St., Montpelier, N. J., and New York office at 205 E. 42nd St.

OSBORNE B. BOND, radio director of the Joseph Katz Co., Baltimore, and Mrs. Bond became parents of a 10-pound daughter born April 16 in Baltimore.

H. M. (Milt) DANCER, general manager of Henry, Hurst & McDonald Inc., Chicago, was elected chairman of the Western Council of the Ameri- can Association of Advertising Agen- cies. He is also a member of the executive board. On May 11, with George A. Morrill, advertising director of John Morrell & Co., he sailed for London on a 10-day trip through Europe.

JOSEPH T. AINLEY, radio director of Leo Burnett Co., Inc., advertising agency in Chicago, was married April 27 to Betty Lou Geers, NBC dramatic star. Mrs. Ainley, who had been in Hollywood recently as a star of the First Nighter program, came to Chicago to be mar- ried in the Fourth Presbyterian Church. Mr. Ainley was formerly a member of the NBC, Chicago, pro- duction staff. They will make their home in Chicago.

RADIO ADVERTISING Corp., New York, a radio advertising agency, has announced the opening of branch offices in Alhambra, Chicago, and Los Angeles.

ERNST HIX, executive of the Raymond R. Morgan Co., Hollywood radio agency, on May 4 became the father of a baby named Junior.

T. RUSSELL PAULSON who has been acting manager of the Los An- geles office of the Talbot Thompson Co., has been appointed manager and will cooperate with the Hollywood radio unit of the organization, re- cently established.

CARTER - THOMPSON Co., Phila- delphia, has named Samuel Lewis as radio director.

WAUM, Columbus, has renewed its exclusive representation contract with Free, Johns & Field, Inc., effective May 1.

HERBERT H. FROST, at one time president of Radio Manufacturers Association, has been named merchandising and radio counsel of Perry-Handy Co., New York agency.

ROBERTS-DRAKE, Chicago agency, has moved to new and larger quarters at 500 W. Huron St., that city.

HUBBELL ROBINSON Jr., of the radio department of Young & Rubi- curn Inc., New York, was in Holly- wood in early May on a talent hunt.

EXCEL-AIR Corp., New York, (air conditioning equipment) has appointed J. P. Muller & Co., New York, to handle its advertising which will include radio.

THREE hundred Washington taxi- cabs are carrying this sign over their spare tires in a local promotion campaign started by WOL, Washington 100-watt, William B. Dolph, WOL manager, at left, reports that one account already has been boarded directly to this effort. To the right in this picture is Madeline Ensign, the station's program director. The deal with the Bell Cab Co. was described as an equivalent exchange, in which the company paid for the signs and rented the space to WOL for a period of four months in return for one 15-minute transcription pro- gram weekly.

HELEN STRATFORD has been named director of publicity for Benton & Bowles Inc., New York, succeeding Maurie F. Hanson, who has been assigned to the General Foods account. Miss Stratfords has been a member of the agency's publicity staff for a number of years.

Vance Babb and Ruth Barry have announced their resignations from this department. Mr. Babb resigned to rejoin NBC.

HARRY KERR has been appointed publicity manager of the radio publicity depart- ment of J. Walter Thompson Co., New York, succeeding C. S. Swanston, who has been promoted to the radio production division, from which Her- scell Williams resigned recently. Ed- ward Gardner, radio producer, has been sent to Hollywood to handle the new Fall Royal Gelatin NBC program. George Faulkner, who has been working on the program, is to return to New York shortly.

KELOE NORMAN ORGANIZATION, San Francisco agency, has moved from the Russ Bldg. to larger quarters in the 26 O'Farrell St. Bldg., that city. Gerald J. Norton heads the radio department.

J. MALCOLM DEWEES, Pacific Coast manager of Kelly, Nash & Roosevelt Inc., with offices in the Monadnock Bldg., San Francisco, on May 1 was appointed a vice-president of the agency. Dewees, aged 30, is one of the youngest national advertising agency vice-presidents in the country.

MAURICE H. HYDE has discontinued his advertising agency in San Francisco to become advertising manager of the Downstairs Store of the Emporium, large department store in that city.

To Completely Control the Puget Sound Market Use Both of Seattle's Pioneer Radio Stations

KOMO
NBC-Red

KJR
NBC-Blue

National Representatives — EDWARD PETRY & CO.
WHOMEY/CBS president, on her 27th birthday and fifth anniversary on the air. On May 4th, she returned to her home town to celebrate her double anniversary as the guest of the 850 employees of the WM Radio station. The party was held at the hotel and the audience included many local dignitaries and radio personalities from other cities.

The story was that, by engaging in point-to-point communication, the stations broadcasting the program had the right to the penalties of the Act, covering a maximum of five years imprisonment or $5,000 fine or both.

Since there was no formal complaint, and not likely to be any, the FCC is taking no cognizance of the case. Mr. Thomas was reported as having said after hearing of the incident, that he would discontinue his broadcasting, rather than eliminate his "Good Night Mother" conclusion. His sponsor is the Catholic Legion of War Veterans, and the agency is Cecil, Warwick & Cecil Inc. It is off for the summer.

THE CARRINGTON CO. program with the Edison Symphony Orchestra, conducted by Morgan L. Esterman, Chicago, originating at WENR, Chicago, celebrated its fourteenth anniversary of broadcast May 10. This is said to be the oldest continuous sponsored program on the air.

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**Do You Know...**

that by using WXYZ's Merchandising Service, many manufacturers have introduced new products in Michigan Without Expense Any Sales Expense

Inside WXYZ and The Michigan Radio Network, with 8 Stations in Michigan's Largest Cities

While the popularity of station WXYZ creates consumer demand — WXYZ's merchandising department gets the all-important word among dealers. These two factors make possible the many outstanding advertising and merchandising successes to which WXYZ can point with pride. Write or wire for full details.

**PROGRAM NOTES**

WROK, Rockford, Ill., is remodeling studio facilities preparatory to going on full time from June 15 after 13 years of part-time service. Commercial and production staffs are busy planning new features, with many program innovations scheduled. Audiences will receive more complete coverage of news, sports and local happenings.

KFAC, Los Angeles, on May 1 returned to \(1450.50\) with a formal program. The new station will be able to cover the community with a greater number of programs and features.

Two NEW PAPERS have been added to WSHO's (Greensboro, N.C.) newspaper program, "Our Neighbors, the Kernersville Keeler and Alamance Observer." Both carry WHIO, with a circulation of 3000 and a total of 6000.

DUKE POWER Co. is sponsoring the "Golden Hour Quartet," featuring Dorothy Franklin Bird, at 12:30 p.m. through only by WHIO, Greensboro, N.C.

A NEW sounth on WQAH, Cleveland, is "Graves Taylor Answers Questions on Photographic Topics." The program is selling a booklet with pictures and informative information on the "Birth, Life and Work of the Iowa Missionary Society." The book is available for agencies and clients.

DATA on the Cleveland market, presented in the "First Choice for Reaching America's Fifth Market..." has been issued by WHK, Cleveland.

A SERIES of sustaining programs titled "Flint" (in the Catholic Church) has been inaugurated by WORL, Boston. William Earle, who has been "The One Who First Said 'We Praise Thee'," written by His Eminence William, Cardinal O'Connell, of Boston.

A NEW program on KNX, Hollywood, "The Officer of the Day" will be an hour a week for a half-hour period with Perry Wood, ex-naval aviator, at the microphone, is designed to influence members of the army, navy, and air corps with the program offered in commentary style for the layman. The show will also be included in aviation, merchant marine, coast guard, lighthouse service and legislation.

WSBT, South Bend, staged talent contests open to both amateurs and professionals, the object being that contestants will be employed. Julian Goldman's People Store sponsors a satisfactory increase in business from the series, and mail response was 28,452 letters in six weeks. KELD, El Dorado, Ark., has issued a color brochure depicting its coverage in South Arkansas. Descriptive maps of program and KELD service are included.

NBC advertisers will tell you that the WXYZ-Marketing Service gives them the best, most effective coverage in North Carolina and adjoining territory.

WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

An interesting folder and map of coverage in South Carolina and adjoining states awaits your request.

WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

OFFICIALS of WCCO, Minneapolis, are being called on frequently for interviews by Earl H. Gammons, president, who conducted a radio seminar at Hamline University, Jr. Hayle Co., Minneapolis, and a production manager, spoke on radio writing to journalism students at the University of Minnesota. Mr. Gammons spoke on radio and politics at the University of Minnesota. He later addressed the broadcasting students on radio advertising. The University's advertising club will visit a local radio station.

WLW and WRAI, Cincinnati, announced plans to broadcast direct from the Oval Office, one of the features of the Great Lakes Exposition. The broadcast was held in the early morning from the state's capital. The broadcast will be carried on the orchestra shell in the Swan-Williams Plaza, where the Great Lakes Symphony Orchestra with 100 musicians will perform each evening.

NEW on WHIO, Dayton, is "Teastime" with the Miss York Trio, who are appearing between discussions on subjects of interest to feminine listeners. The show was inaugu-ration and presented within 24 hours, a strong color change in stove and refrigerator agencies. Another new program will be conducted by Miss York Trio, who will conduct shows in cities and counties, appealing to housewives in rural communities.

KNOX Co., Los Angeles (Cystus) in June will use the Police Reporter transcription of 26, Sydney, Australia, to continue the "Catholic Country Church of Hollywood" over the same station. The Reporter is a well-known radio station of the same name.

Lipton Tea on NBC-NRed

THOMAS J. LIPTON Inc., Hoboken, N.J. (tea) on May 14 launched a new series of musical programs, featuring Ralph Kir- bery, singer, with Al and Lee Reiser, two-piano team, over NBC'S basic NBC-B network, Thursdays, 10:30-10:45 a.m. The sponsor has had the program on WJZ of New York for the past few months and will continue on the station for an indefinite period, shifting May 11 to the WOR station. Friday broadcasts, Frank Pres- brey Co., New York, has the account.

This station serves 150,000 homes in Massachusetts with "good measure" coverage in South Carolina and neighboring states.

WPTF RALEIGH NORTH CAROLINA
Represented by F. J. & F. Inc.

Page 44

BROADCASTING • May 15, 1936
Hearing to Effect Broadcast Future

Technical Data to Guide FCC On Television, Says Prall

The FCC should not "put any obstacle in the way of television's logical, evolutionary development and ultimate application to the service of the public," Chairman Anning S. Prall stated May 5 at a dinner held in Washington by the International Communications Committee.

The June 15 technical hearings, he said, is deemed important by the FCC "because, for the first time in history, the Government and private enterprise have an opportunity for cooperative planning and the avoiding of economic pitfalls, which by reason of lack of intelligent planning, might occur."

Effect on Industry

Also at the technical hearings, Mr. Prall added, the FCC has still another chance to do something that has never before been done in the communications field, namely, "to consider the effect of future technical development upon present business enterprise. By this I mean that we may be able to foresee trends and the possible effect upon existing industries."

"As a concrete example, what effect, if any, would successful television have upon the existing broadcast industry, both from manufacturing and operating standpoints; also what would be the probable effect of successful television upon the motion picture industry; and again, what effect would successful facsimile have upon the newspaper industry."

"At this time I do not wish to infer that there will be any detrimental effect. It may be entirely probable that we will find that the effect will be most beneficial. In any event, at the June 15 hearing we should be able to tell better how to provide for whatever effects these developments may have."

Sponsors Holland Festival

HOLLAND FURNACE Co., Holland, Mich., is sponsoring a description of the famous Holland Tulip Festival on Mutual, May 15, 3:30-3 p.m. The first 15 minutes will be commercial with the remainder as a Mutual sustaining feature. Holland Furnace Co. will pay wire charges for the entire half-hour. Engineering details will be handled by WGN, Chicago, which is to assign the announcer. The festival runs from May 15-24. Ruthrauff & Ryan Inc., Chicago, placed the account.

For effective coverage of
NORTH CAROLINA

WPTF RALEIGH NORTH CAROLINA

Represented by Fees, James & Field Inc., 734 racial for WPTF folder and map

Over 150,000 Homes

NORTH CAROLINA

Await your message over

WPTF RALEIGH NORTH CAROLINA

WSM 50,000 WATTS

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.

Inc., Incorporated

Nashville, Tennessee

"Campaign Tremendous Success" Says Pure Oil Agent

When dealers grow enthusiastic about the results of a radio campaign it isn't hard to find the reason. "They see a marked increase in their daily business returns. And this is what Mr. Lassing, Agent of the Pure Oil Company of Tennessee, has to say about dealer reaction to the Pure Oil campaign over WSM:

"After checking results thus far we can safely say that the current Pure Oil Campaign over WSM is a tremendous success throughout our entire territory. Our dealers are for this radio campaign one hundred per cent. And after all the dealers know what brings them in and what sells them."

Ask your dealers and jobbers about WSM's sales influence in the South.
Advisory Council Of NBC Informed Of 1935 Progress

Promotion of Public Welfare And World Peace Reviewed

NBC progress during 1935 was reviewed at a meeting of the network’s Advisory Council, held early in May, in a joint report by M. H. Aylesworth, board vice chairman and former president, and Lenox R. Lohr, present NBC president. Concrete advances in all phases of radio were received, particularly in education, public affairs, music, religion, news dissemination, advancement of speech and rural programs.

The network’s position on the controversial problem of political broadcasts was stated in this fashion: “The discussion of politics likewise deserves some separation due to the different light shed on the subject before and after nominating conventions have selected candidates for office.”

“Until the National Conventions of the various parties take place, it is necessary for us to make that separation clear and distinct. With the facilities at our command we shall endeavor before such conventions to present as fairly as is humanly possible both sides of public issues discussed in and out of Congress or of State legislatures or even city assemblies.”

“The nominating conventions, we adhere to the same rule with this exception—that we allocate and sell time to political organizations or candidates who wish to use it for reaching the people.”

“This policy, in contrast to other countries where political discussion is limited either to relatively few hours divided among party strength or simply to one party, as is the case in totalitarian states, brings into account the principle of freedom under the American system.”

“During the year the question of freedom of the air or the use of broadcast facilities for the free expression of opinion has again become a matter of deep concern.”

“I was told about unlimited freedom must not forget that their very demands for such a privilege may result in an abuse of power which may bring undesirable restriction.”

“Among all the countries of the world freedom of speech by radio is less restricted in the United States than elsewhere. By its wise use and not its abuse, it will remain so.”

International Good-will

“The report refers to length to the work done by the NBC in promoting international good-will during the past year. This was done through the re-broadcast of foreign programs and the re-broadcast in Europe of special programs from America.”

“Radio broadcasting has notably served the people of the United States in awakening their interests and loyalty to their fellowmen and country. Whether in the crowded city, the countryside or on the sea-coasts of the Atlantic and the Pacific, people have been drawn together in friendly relations. The project is a great step forward in the attainment of our common problems and great opportunities in this peaceful and promising land.”

“International radio broadcasting extends beyond the boundaries of our peaceful country into the great world of other peoples. The project is one of great international call for peace.”

The music of all countries comes more and more into the homes of people of the entire world with the harmony of understanding.”

Members of the Advisory Council who attended the meeting were: Owen D. Young, chairman; Newton D. Baker, Ada Comstock, Walter Lewis Hensley, D. J. Farrel, James G. Harbord, Morgan J. O’Brien, Henry S. Pritchett, Henry M. Robinson, Mr. Sarnoff and Felix M. Warburg.

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Uvalde C. of C. Refused Mexican Program Grant

Ft. Worth indicator of the FCC campaign to block operations of so-called “revenue” border stations was given May 8 when the Board ruled that the application of the Chamber of Commerce of Uvalde, Tex., to transmit spiritual programs by remote control over XEPN, Piedras, Negras, Mex., for a two-week period.

That there will be increased activity of Mexican border stations this year is indicated in a report of the International Broadcasting Union, in Berne, that Mexican authorities had notified it of the building of new and additional stations for 1936. Among these was one listed at 150,000 watts at Villa Acuna, across from Del Rio, Tex., on 650 kc., a channel shared between Canada and the United States. XER is the station with which Dr. John R. Brinkley has been identified, and is listed now as operating on 840 kc. with 75,000 watts. The other five stations are listed for interior assignment with comparatively low power, except for XEQ at Matamoros, which is listed with 5,000 on 101 kc.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1,000 Watts

Speak to Twice As Many Prospects

During June, July and August, the population in Asheville and Western Carolina is much larger than usual. Tourists — free-spender — are here by the thousands! WWNC is the sole blanket radio coverage of this live, summer market. Let's plan your campaign, NOW!
Review of KVOS Ruling
Opposed in A.P. Brief
DENIAL of the plea for review of the decision of the lower court granting an injunction against KVOS, Bellingham, Wash., for alleged "pirating" of news was urged upon the U. S. Supreme Court May 5 in a brief filed by the Associated Press, respondent in the original action.

After winning in the Federal District Court in Seattle, KVOS suffered a defeat when the Circuit Court of Appeals in San Francisco, reversed the lower court and held that broadcasting stations have no right to broadcast Associated Press dispatches published in its member newspapers, once they are printed and distributed. On April 7, KVOS, through attorneys Clarence C. Dill, former Senator, Kenneth C. Davis, of Seattle and William H. Pemberton, of Bellingham, asked the Supreme Court to grant a writ of certiorari, to review the decision of the appeals court.

Under Supreme Court procedure it will announce, presumably prior to the summer recess, whether it will accept the petition for review. Should it accept jurisdiction, arguments will be heard at the next term of the court in October.

NBC Socialist Broadcasts

NBC will stage four broadcasts from the National Socialist Convention, starting May 23 at Cleveland. Announcing and engineering details will be handled by the staff of WTAM, Cleveland. Two broadcasts will be carried on the Red network and two on the Blue.

KFEQ Newspaper Operated
WITH the purchase of a substantial stock interest in KFEQ, St. Joseph, Mo., by the St. Joseph News-Press and Gazette, the station has appointed Mitchell, Rudden & Rudden Inc., newspaper representatives in New York, Chicago and Kansas City, to represent it, and now becomes newspaper operated. The former manager of the station, John L. Scroggin, has been succeeded by S. R. Douglas as vice president of KFEQ Inc. Other officers are Barton Pitts, president and treasurer and also station manager, and Beverely Pitts, secretary. Station personnel and policies remain the same, but the newspaper has taken over all newscasts. Control of the station was not involved in the transaction, since only Mr. Scroggin's minority interest was purchased.

THE Elgin Revue sponsored on an NBC-Red network will move from Chicago to New York May 26.

RESULTS MEAN RENEWALS

For the third consecutive time, WBAL broadcasts Baltimore's longest commercial program (4 hours).

"PREAKNESS DAY" RACES FROM WBAL!
Listeners will enjoy ALL THE RACES of "Preakness Day" and splendid studio presentations.

IT'S WBAL'S THIRD COMMERCIAL PIMLICO BROADCAST FOR THE AMERICAN OIL CO.

RESULTS BRING RENEWALS
WHEN YOU BUY WBAL YOU SELL MARYLAND

1060 kcs.

10,000 Watts

BALTIMORE
National Representative
Hearst Radio

NEW YORK
CHICAGO
SAN FRANCISCO

KFAB PIONEERS AGAIN WITH
"CROSSROADS of THE NATION"

MUNICIPAL AIRPORT

"Yes, this is my fifth trip cross-country by air. I am from New York."

OMAHA BUS DEPOT

"I've come all the way from Mexico by bus—and going on to Canada."

KOIL
Omaha-Council Bluffs

CENTRAL STATES BROADCASTING SYSTEM

"I'm going to be in the family out west for a little vacation trip."

Ten Announcers and Engineers
Take Part Every Day in This New KFAB Feature Program.

The "Crossroads" Crew
THE GOVERNMENT AIDS MUMMIES THROUGH RADIO

Radio Aids Police

THAT radio is proving its value in the Chicago traffic court is evidenced in a report issued to the effect that in 1954 some 25,000 traffic violations were prosecuted by their police tickets "fixed" by small time politicians. In 1955 ticket fixing was wiped out as city piez attempted to evade trial—a 90% reduction, and traffic fines collected by the city increased $100,000. On May 4, WBBM, Chicago, resumed the Monday night traffic court broadcasts to 1,350 p.m. EST. This announcement was made by Judge John Gerstle, who has had actual trials of traffic violators for 18 months. The Monday broadcasts are in addition to the regular daytime schedule, 10:15 to 10:30 a.m. EST.

MackGregor & Sollie, transcription firm, has been engaged in a facelift of its headquarters and recording studios to Los Angeles, through retaining services of Maxine Alers, former manager of San Francisco, next month will start expansion of its extensive new quarters for 728 S. Western Ave., Los Angeles. The improvements will include addition of a mezzanine floor with new offices and control rooms. Electro-Vox Recording Studios, Los Angeles, on May 15 moved to 30-30-30 Mississippi Ave., Hollywood, opposite the new NBC studios, and will continue to make air checks on instantaneous discs and produce transcriptions.

C. C. McIntosh, office manager for RINER Co., Los Angeles, transcription firm, resigned May 5 and left for Houston, Texas, to enter the general advertising field.

WDRC Opens Studios

WDRC, Hartford, CBS-outlet, on May 16 will dedicate its new studios located atop the Hartford-Connecticut Trust Co., one of the city's tallest buildings. The city's tallest building, from transmitter to studios is entirely modern, with the installation supervised by WDRB and CBS architect and engineers. The station was licensed in 1922 and is the oldest existing outlet in the state. Transmitter and control room are latest high-fidelity Western Electric, and WE "eight ball" microphones have been installed. Opening of the studios climax a complete program of reconstruction which began with the installation of the 5,000-watt WE transmitter and a 300-foot steel radiator.

Sweetheart Soap on NBC

MANHATTAN SOAP Co., New York, soap manufacturer, will be launching a new series of household hints, titled Wife Saver over 16 NBC-Red stations on June 3, 11:00-11:45 a.m., Wednesdays and Fridays. Program is signed for 52 weeks. Peak Adv. Agency Inc., New York, placed the account.

**MISSOURI TRIUMVIRATE**

Local, national and regional radio advertisers are keeping their sales on the up in Missouri by governing their sales with radio advertising on these three stations.

Our present advertisers have a definite judgment advantage in that they have felt the "pull" of the "Missouri" and realize that it isn't possible to secure maximum results without using a schedule on these three stations.

FOR RATES AND COVERAGE DATA, WRITE ANY STATION LISTED BELOW

KWTO-KGBX - KCMO - WTMV

**WOL**

The only station in the Nation's Capital carrying Department Store Programs.

WASHINGTON, D.C.
NEW Subscription Order

Please send me BROADCASTING

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

[YE A R B O O K ]
[Number Included]

NAME __________________________________________

ADDRESS _______________________________________

_________________________________________________

FIRM ____________________________________ TITLE ______

No extra charge for Canadian subscription. For foreign subscription, add $1 a year.
IRE Awards Medal
PRELIMINARY to its 1936 convention, which was held in the Hotel Statler, Cleveland, May 11 to 13, the Institute of Radio Engineers announced the award of its 1936 Medal of Honor to Dr. George A. Campbell, recently retired Bell Laboratories engineer and inventor of the electrical wave filter. The medal was presented at the convention banquet May 12. In the past it has been awarded to such distinguished radio scientists as E. H. Armstrong, E. F. W. Alexander, Guglielmo Marconi, R. A. Fessenden, L. M. DeForest, John Stone, Michael I. Pupin, G. W. Pickard, L. W. Austin, J. Zenneck, G. W. Pierce, P. O. Pedersen, G. E. Ferrie, A. E. Kennelly, J. A. Fleming, Capt. S. C. Hooper and B. Van der Pol.

All in the Family

HAROLD GIBNEY, NBC announcer in San Francisco, was married only three months when he discovered that his wife was his step-sister. It happened like this: Gibney's mother, an attractive widow, met Mrs. Gibney's father, a widower, and a romance ensued. The pair were married three months after Harold's wedding. Now Harold's mother is also his mother-in-law; his father-in-law is also his step-father. In fact the in-law problem in the Gibney family is a very complicated affair, according to Harold.

Dairy to Use Radio
SAMO DAIRY PRODUCTS Co., Brooklyn, plans to use radio during the summer in the interest of their prepared chocolate drink in glass bottles for home use. In the past it has been sold through soda fountains but this year also will be distributed to the grocery trade. No definite media plans will be made until June. W. I. Tracy Inc., New York, has the account.

RCA Quarterly Income
NET PROFIT of $1,286,691 was earned during the first quarter of 1936, David Sarnoff, RCA president, announced May 2, a decline from the 1935 figure which amounted to $1,292,649. Surplus as of March 31 was $13,256,642 as against $10,185,638 in 1935.

FTC Radio Cases
(Continued from page 7)
mission commenced this character of scrutiny on July 1, 1934."

Prior to that time the Commission did not undertake to handle radio advertising complaints. They refused a formal application complaining from some source. Then it was a difficult situation to handle because somebody would write in that a certain advertisement had gone over, and they would undertake to receive it, and then we would have difficulty in getting it accurately.

In the meantime, the Commission was receiving a good deal of complaint for not scrutinizing radio advertising more. As you know, there has been a tremendous development in the radio broadcasting field. When you remember that the first broadcast license was issued in 1921, and that was not an experimental license, you have some conception of the marvelous growth in broadcasting, and in the public interest, including advertising over the radio.

The newspapers particularly complained that they had objection to our scrutinizing newspaper advertising, but they thought the same thing ought to be done with respect to radio. We criticized the Senate, and otherwise, for it.

Requested by Stations
"SO FINALLY we had a conference with the radio executives, and they wanted us to do it. They took the position that all of the better-class radio stations and the broad-casting associations did not consider broadcast false and misleading advertising, that they realized that their want was based on the confidence of the listening public, that they wanted to retain it, and wanted us to help to do it."

"The National Association of Broadcaster sent out communications to all industry asking them to comply with this request. We have had 100% cooperation from them all down the line."

"Referring to the recent FTC action in ceasing the practice of sending stations a waiver to sign in each case where an advertiser agreed to revise its claims, Mr. Davis said:

"We were so busy that we announced that we were going to suspend sending these waivers to the radio stations, and the radio stations registered quite a kick on that. We have sent them notice every time, but not the formal waiver, and yet they kick on our stopping the waiver they had started."

At the time the FTC stopped sending formal waivers to stations, no explanation could be obtained from the Commission although it was reported that newspapers had protested against the practice allegedly possible interference with freedom of the press.

Isola on Mutual
ISOLA LITHOGRAPHING Co., New York (religious pictures) on May 3 began a new series of dramatized programs on WOR-KCLW. Program is signed for 13 weeks. J. R. Flanagan Ad Agency, New York, has the account.
General Mills Series
GENERAL MILLS Inc., Minneapolis, on June 1 will start its new Gold Medal Hour on a CBS network, Mondays thru Fridays, 10-11 a.m. The program each day will provide an hour of entertainment and household helps. A clinic for discussion of radio problems will be included. Other features will be domestic tips, religious and choral music, drama and musical drama. Blackett-Sampi-Hummer Inc., Chicago, is the agency.

New KDKA Radiator
KDKA, Pittsburgh, will operate from a new vertical radiator, order for which has been placed by Westinghouse Electric & Mfg. Co. with Truscon Steel Co., Youngstown. The new radiator will consist of a slender triangular steel mast with two sets of guy wires and will be 710 feet high. The entire weight will be supported on a single Westinghouse porcelain insulator 18 inches in diameter. The tower will be broken by insulators at the halfway mark, permitting its operation as a half-wave doublet. Similar radiators, but much smaller, have been used since 1925 by Westinghouse shortwave stations.

‘Original’ Aunt Jemima Gets $115,000 Verdict
TESS GARDELLA, popularly known as Aunt Jemima, was awarded a verdict of $115,000 by a jury in U. S. District Court in Brooklyn with Judge Matthew T. Abuzroo presiding. The defendants were NBC, General Foods Corp., and Log Cabin Products Co., a subsidiary of General Foods. The action was an outgrowth of the Log Cabin syrup program on NBC last fall. The plaintiff claimed the sponsor offered her a contract to broadcast on the program but differed as to salary. The sponsor, the complaint continued, put the show on the air nevertheless with another singer taking the role of Aunt Jemima. An injured press the defendants were before the court asking for a motion to set aside the verdict, and against the weight of evidence. The defense attorney also stated that if the motion is not granted an appeal will be taken or a new trial asked.

MARTIN GOSCH, formerly publicity director of WQIU, Philadelphia, has joined the performing rights licensing division of Warner Bros. music companies.

NO SPICK ENGLISH
Italian Program Gets a Gratis
—Newspaper Boost
WPRO, Providence, R. I., awoke one morning last week and rubbed its eyes in amazement mingled with glee. On the front page of the local morning newspaper was the story of a parade of 5,000 Italian citizens, whooping it up for Mussolini and the capture of the Ethiopian capital.

The celebration occurred the night before. The newspaper stated that the "only official announcement of the demonstration was at 5:30 o'clock by radio in the Italian language". They knew all along that Italians were listening to their daily language program at 5:30 o'clock, but it was surprising that 5,000 would respond to the drum-beating announcement over the air, in so short a time.

LAUNDRIES RENEW JOINT PROMOTION
A NATIONWIDE radio series sponsored by the laundry industry is only a matter of time, judging by the growing number of洗衣 programs. J. M. Thacker, president of Laundry Age, told the 17th annual convention of the New Jersey Laundry-owners Association May 1 at Atlantic City.
The Association, which has just renewed its successful series on WOR, Newark, was complimented on the radio series program by Joseph E. Hanson, executive vice president of Frank Presbyre Co., New York agency. Acceptance for laundry service is being created, he said, which would be of calculable value from a dollar-and-cents standpoint. Association members do about 80% of the laundry business in New Jersey.
Mr. Hanson described radio as a vital factor in daily life. Referring to the political campaigns, he said that the nation depends on radio and predicted broadcasting will have its biggest summer in history this summer. The Presby agency handles the Association's account.

WSPD, Toledo, has started an autograph book for famous personalities who broadcast from the station.

Network Programs Listed
For Great Lakes Exhibit
TOP RANK programs of the networks will step into the festivities of Cleveland's Great Lakes Exposition this summer to broadcast from the "world's largest studio." Line charges and pickup costs are being absorbed through a blanket agreement between the Exposition and NBC, CBS and Mutual networks in Cleveland's stations, WTAM, WHK, WGAR and WJAY will cooperate, providing features daily.

Among the programs already set down for definite dates are "Tubby the Tube," July 6; Irene Rich, July 7; Unee Ezra and his 5-watter, July 13; Paul Whiteman, Sept. 6; Popeye, opening the new series of his "Popeye the Sailor" series, during the week of Sept. 7; Ray Perkins, broadcasting regularly for Schie starting ten days before the opening and continuing thru the 100 days; Louis Rich, appearing regularly, and Angelo Vitale.

 Tribute to Willson
MEREDITH WILLSON, NBC western division musical director, has dedicated his newest composition Symphony No. 1 in E Minor to Lew S. Frost, NBC western division program manager, and Frederick W. Pabst, northern California general manager of the Don Lee network, both of San Francisco. Willson as guest conductor with the San Francisco Symphony Orchestra at an afternoon concert in the War Memorial Opera House in that city recently, presented the composition for the first time and at conclusion of the symphony was recalled five times for bows. It was his first appearance before a concert audience as conductor of a full symphony orchestra. Although he has 22 published compositions and innumerable theme songs to his credit, the symphony is the first composition in this form which he has written.

IN TEN weeks American Washing Machine Mfrs. Assn. received 26,005 requests for a free offer of its Household Hints booklet as a result of its five-minute program thrice weekly on WOR, Newark.

NBC is planning to broadcast the closing session of 74th Congress.

WEN
FOR KANSAS CITY COVERAGE
WREN
"A Bird in the Hand"

THE rapid advance to broadcasting perfection finds WJJD in the front rank. The station, whose location, as an in broadcasting service, increases our signal strength in Chicago as much as 400%, is operating with a sign power controlling signals, and clear channels. With WJJD as your advertising medium in Chicago, you receive the best possible service, and the best service on the market. In the Chicago area, WJJD serves you on the air.

WEED & CO.
NATIONAL REPRESENTATIVES

SPECIAL ANNOUNCEMENT
FREE & SLEININGER INC.
NATIONAL REPRESENTATIVE

TWO Markets at the Price of ONE
Tacoma and Seattle are the only major markets which cover the 100 wat. cost. Transmitter located midway between the two cities gives splendid reception in both Seattle and Tacoma. 1000 watts, 1000 watts. Available for Pacific Northwest broadcasters. Pioneer CBS station in Pacific Northwest.

Page 50
BROADCASTING • May 15, 1936
www.americanradiohistory.com
Expense Accounts Of Commission in Canada Scrutinized
Heavy Spending of Funds Paid In Set Taxes Arouses Protest
By JAMES MONTAGNES
THE CANADIAN Radio Commission, never popular with listeners, received another setback in public opinion, when expenses of executives were revealed at the resumed parliamentary radio probe. Rooms at $20 a day and meals $10 and $11 a day for program directors and members of the commission were revealed in a questioning of the commission accountant, W. R. Mortimer, who stated that exces-

sive accounts had been kept, despite his objection. The revelation has been editorially by the daily press which remarks that these accounts should be gone into in more detail, since the annual $2 radio tax paid by all listeners is already the most grumbled about tax on the books.

The inquiry was mainly busy since its recess with the political broadcasts of the last election. The Musicians' Federation of Canada and the Musicians' Federation of Montreal complained that the commission was not keeping its agreement on the payment of union wages, non-union organizations, especially military bands, being paid less than agreed rates. Payments of the Conservative party election broadcasts were gone into.

More News Programs
THE CANADIAN Press at its annual meeting at Toronto arranged to supplement its daily evening ten-minute news broadcast with three day-time broadcasts to be prepared at the Toronto head-office of the Canadian Press, and to be offered radio stations free except for transmission cost. The bulletins must not be used with sponsored programs.

Members affirmed the stand of the board of directors that in the national interest an accurate and unbiased day and night service of news on the air be made available to the Canadian public as an alternative to foreign broadcasts. The meeting welcomed the statement of the president that the parlia-

mentary radio committee had received sympathetically the request for continued protection of the Canadian Press and its members against theft of their news by radio stations.

FRANK RYAN will be the new managing director of CKLW, Windsor, controlling interest in which was recently purchased by Canadian broadcasters headed by E. S. Rogers of CFRR. Mr. Ryan was with Cockfield, Brown & Co. Ltd., advertising agency.

HERBERT MOORE, president of Transradio Press, told the Parlia-

mentary radio committee May 7 that the recent recall and offer of more free bulletins of the Canadian Press appeared an attempt to keep his service off the air, and make a monopoly for the Canadian service. J. F. B. Livesay for the Canadian Press stated at the same hearing that his organization did not ask a monopoly or that Transradio Press be kept off the air.

N. A. B. ENDORSES PUBLIC DOMAIN

We congratulate Mr. James W. Baldwin and his committee on their three-point program set-up in the establishment of a "Bureau of Copyrights." Particularly do we direct attention to point two of this program—

"CREATE A STANDARD LIBRARY OF MUSICAL COMPOSITIONS, TAKEN, FOR THE MOST PART, FROM THE PUBLIC DOMAIN OF MUSIC."

PUBLIC DOMAIN MUSIC has been the specialized work of the executives of Langlois & Wentworth, Inc. for the past three years. Through their efforts, and the efforts of outstanding copyright experts and legal authorities employed by them, there has been assembled and recorded the most comprehensive and practical library of PUBLIC DOMAIN MUSIC in the world.

During the last twelve months radio stations throughout the United States and Canada have broadcast over 25,000 separate hour-periods of commercial programs produced by Langlois & Wentworth, Inc.—not one program of which contained so much as one bar of copyright music.

To facilitate further the use of PUBLIC DOMAIN MUSIC, there was organized in 1935 Lang-Worth Feature Programs, Inc., a division of Langlois and Wentworth, Inc. which announced

Public Domain Music Is Vindicated!

... welcomed by Station Managers
... acclaimed by Advertisers
... applauded by the Listening Public

and now endorsed by the Board of the N. A. B.

FOR FURTHER PARTICULARS AND AUDITIONS WRITE

LANGLOIS and WENTWORTH, INC.
LANG-WORTH FEATURE PROGRAMS, INC.
420 Madison Avenue • New York
Selling Home Service in Home
(Continued from page 11)
the ways of educating customers through radio will follow in the discussion of actual radio programs.
When we realize that there are 21,500,000 radio families in the United States, and that at least 16,000,000 of them are already customers of the utilities, it is easy to see why these people are particularly good prospects for the extension of our service through the purchase of improved appliances. Recent statistics have pointed out that radio homes have an income at least twice that of non-radio homes. Certainly then, they constitute the most logical prospects for new business.
How are you going to use this wonderful remedy, which I seem to have recommended as a cure-all for utility ills?
First, consider the radio program for the home service department as an integral part of general sales promotion and public relations plans. With this in mind, the next problem will probably be the selection of the time to be used. The best time will depend principally on local conditions. You will probably select the stations which offer the best time at the most acceptable rate. Since the appeal is principally to women, and since daytime rates are lower than night rates, you will probably have to exercise care on a morning and afternoon. You will want to select a time when you think you will be able to catch the most receptive listeners.
In the South, we feel that morning time is preferable because so many women attend meetings or parties after lunch, so we believe that hours between 8 and 11 are well-suited to our purpose. After 8, because the average housewife is busy with breakfast and getting the children off to school before that time, and before 11, since many women particularly in small towns must prepare lunch at home. The day of the week deserves little consideration, except, of course, Saturday, which is less favorable for an audience than other week days. Two other factors should enter into your selection of time.
Selecting a Spot
FIRST what competing stations offer, and second what kind of a program precedes your own. If the program just ahead is dull and dry, you run the risk of having the radio dial turned to another station before you are even given the opportunity of delivering your carefully prepared speech. You would be wise not to follow a program which deals mainly with subjects similar to those you have chosen. A musical program is always pretty good assurance that you can cash in on the audience the sponsor preceding you has built up and held, provided, of course, the music is music and not some of the weird and jarring notes which detract a few hours of entertainment.
How much time are you going to use? That depends on the amount of money you have available and what you hope to accom-
plish. But a 15-minute program once a week is a good beginning, and offers an opportunity for you to become acquainted with radio technique and to become familiar with problems peculiar to radio. It's easy enough to expand your radio schedule. It might beembarrassing to own down.
Once the problem of the time is settled, you are faced with the still greater problem of what to do with it. The audience you win for your program will not vary directly with the amount of money you spend. The more important thing is that you do as much as possible with the least amount of money. The total audience you secure for your program is very much less important than what the listeners think and do after hearing it.
The most obvious solution to fill the time, is talk by the program director. Then there are musical programs, dramatic skits, or combinations of all three. Up to this time, we have been talking of radio and home service generally. Here is what our company has done. We began our radio experience...with participation in a cooperative cooking school, sponsored by the station and a group of food advertisers. The school was conducted in the auditorium of our building before an actual audience and had an hour, or about one-third of the program was broadcast. The difficulty with this plan was that the demonstration could hardly be paced to be vitally interesting to both an actual and an invisible audience, and we had very little opportunity to include most of the points which we were particularly eager to tell our customers. It was necessary to include a good deal of mention of the products being used, and not enough of the processes of cooking and refrigeration.
Next we tried a series of five-minute spots on a woman's program sponsored by the station, but found them unsatisfactory because we felt the program had no unity or purpose, no continuity of thought. It did, however, give us a clue that proved valuable. We learned that women were vitally interested in oven canning, and had very few sources of information. Requests for the recipes given over the air began to come in, indicating that we were at least barking up the right tree. In replying to these requests, we gave complete instructions for oven canning, and stressed the features of modern gas ranges that made oven canning easy. Later, we devoted a series of six programs to preserving and oven canning.
Last February, we began a series of radio programs on Tuesday morning at 10:45 over WFAA which reaches practically every town in our system. Our purpose was to acquaint the public with the service we offered as counselors on home problems, to create goodwill for the company, and to remind our customers of the advantages of the merchandise being featured by our affiliated companies.

A Rich Market thoroughly covered

WLAC
5,000 WATTS

J. T. WARD, President
Member Station, Columbia Broadcasting System Paul H. Raymer Co., National Representatives

THE SOBY YARDSTICK OF AUDIENCE VALUE
Imperial and comparable data about the size and location of the audience of radio and television stations.
Write for information and prices.

BENJAMIN SOBY AND ASSOCIATES 1022 Wallace Ave., Wilkinsburg, Pa.
BRITISH TELEVISION — Here is the new Marconi EMI "Emitron" scanning camera, mounted on studio tripod.

for telling your customers about your radio program and supporting it as a regular part of the advertising program. Here are some of the ways in which news of your radio program can be carried to your customers: By bill stuffers, a line in all company advertising giving the time, the day and the station, a line on all recipes given out, notices in all bulletins received by customers, on outdoor boards, in street car cards, in window and on counter displays, on envelope stuffers to be included with all requests for information, mention at your actual demonstrations, by a line on metered mail, by notice left by the appliance adjustment man. Advertise your program as extensively as you can before you start and keep everlastingly.

Today radio offers a valuable medium for promoting the business you represent, in a manner most suitable for creating confidence and leading to the increased use of our service. A radio station is granted license to operate for the public good. What could be more beneficial than offering information that smooths the difficulties of daily living and creates a desire for higher living standards and for more comfortable homes. Home service workers are prepared by their training and broad experience to offer that information in a friendly fashion to hundreds of homemakers who are eager to seek it. Radio offers you an opportunity to be of genuine service both to your customers and company.

RADICAL LAW CHANGE

Sought by Lawyers

NEW PRINCIPLES of law, to fit the progress being made in technical radio, would be evolved under a tentative procedure agreed to by the Committee on Communications of the American Bar Association, Washington May 6 at a meeting preparatory to the annual convention of the American Bar Association in Boston next August.

The Committee considered and tentatively approved a research program over a period of years which would build up a new body of radio law designed to coincide with the advances of radio science. The matter will be raised at the meeting of the Bar Association's annual convention. It will involve a proposal of enlist the help of research students at leading universities and law schools to establish a study of the subject.

The Committee which considered the project comprises John W. Guider, of Washington, chairman; Prof. Edwin M. Borchard, Yale University; Douglas A. Rant, of Birmingham; Bruce W. Sanborn, of St. Paul, and Paul D. F. Spearman, of Washington. Mr. Spearman did not attend due to illness.

Radio and communications law were discussed at a meeting May 6 of the American Foreign Law Association, section of International and Comparative Law, American International Committee on Radio and the FCC Bar Association. Senator Wallace H. White Jr. (R-Mo.), Mr. Guider and Howard LeRoy, Washington attorney, were the speakers. The three were in agreement that new basic principles of law would have to be established for communications.

Settlement of the strike in the New York music publishing industry was effected May 5 with a two-year contract granting closed shop, minimum wages and hours, and a basic price list for arrangers doing piece work.

Mail From

73 TOWNS

in Northern Illinois and Southern Wisconsin

for ONE SPONSOR

in less than one month!

We can do the same for you!

WROK

ROCKFORD, ILL.

NEW DEALERS?

ARE YOU seeking new outlets for your products in Montana? Are you trying to build sales for your established dealers?

Use spot radio advertising over KFBB. It's sure fire!

KFBB is the ONLY station consistently giving good radio service to an area which includes 47,566 families — with an average annual spendable income of $902.60 per family... much higher than the U. S. average.

KFBB with its audience acceptance and audience action can build your dealer organization and keep your sales on the UP.

2500 Watts Day

KFBB 1000 Watts Night

GREAT FALLS • MONTANA

May 15, 1936 • BROADCASTING
CBS West Coast Plans
Delayed Pending Action
By FCC on KNX Shift

PLANS of CBS to enlarge operations on the Pacific Coast are being held in abeyance pending action by the FCC on the assignment of the license of KNX, Los Angeles, to the network, an application for which now awaits action. The purchase price of about $1,200,000 for the 50,000-watt station is being scrutinized by the FCC, and it may be designated for hearing by the FCC this month.

Herbert Akerberg, CBS station relations manager, and Lincoln Dollar, of CBS headquarters in New York, have been on the coast for the last month in connection with expansion plans. Upon acquisition of KNX, the network contemplates enlargement of the available studio facilities in Los Angeles, but it is emphatically stated that up to this time nothing has been done. The CBS officials were in San Francisco during the week of May 11, and conferred with officials of KSFO, KFRC and KROW, presumably in connection with a San Francisco outlet when the KNX ownership change becomes effective.

KFRC, the Don Lee station and present outlet, will not continue on CBS when that network takes over KNX, it has been stated by Don Lee officials. It is expected that more than likely KSFO will become the San Francisco outlet of the network.

Major Radio Bills Await Congress Action
(Continued from page 7)

the allegedly fraudulent practices or misleading advertising, but the necessity of proving competition has tended to impede the Commission's operations.

To the advertising media the bill will have an important hearing, if open spot purchases of West, sparsely populated, could not accommodate a greater number of station facilities than the densely populated areas of the Midwest. Among the states in each zone there was to be an equitable distribution of stations, power, hours of operation, according to population.

It was because of the Davis Amendment that the so-called deמיכה system allocations so familiar to all broadcasters were set up in 1950. Many stations and station applicants have been denied additional facilities because of infraction of quota, and while the FCC has been inclined to ignore rigid mathematical allocations under quota, it has deterred the granting of many power increases or increases in hours.

Caution is Advised

WITH THE restrictive provisions of the Davis Amendment out of the way, the FCC will be in position to assign or grant facilities and license new stations wherever they will work technically. There are few desirable places left in the country, however, where new stations of appreciable size can be wedged in without interference. Nevertheless, it is believed, the ultimate result of Davis Amendment repeal will be the stepping up of hours and power of operation of existing stations which have been blocked because of quota. It logically follows that this would help plans under way for expansion of existing networks or for the starting of new networks. Part-time and 100-watt stations are not regarded as desirable network outlets and are frowned upon by advertisers. With stations in primary markets procuring regional status, as they will in some cases, they will become eligible for network service. Mutual Broadcasting System particularly stands to expand under such conditions, since it is now probing for outlets west of Chicago, ostensibly to branch out across the country to the Pacific Coast.

The greatest fear is that indiscriminate licensing of new stations may ensue from the repeal of the generous provision. Industry spokesmen feel that the Federal authorities should exercise extreme caution in proceeding under the law once it is revised, lest it introduce new elements of competition which would redound detrimentally to other stations and to the industry as a whole.

A MEETING of the Board of Directors of Mutual Broadcasting System tentatively has been scheduled in Chicago for May 19. The meeting, planned earlier in the month, was postponed.
THE STEVENS WELCOMES THE NATIONAL ASSOCIATION OF BROADCASTERS to its delightful air-conditioned convention quarters—air-conditioned meeting rooms and Grand Ballroom, dining rooms, lounges and lobby. Its private rooms—all outside rooms—swept by cool Lake Michigan breezes, offer perfect rest, day and night. On Michigan Boulevard at Grant Park, The Stevens is in the center of downtown Chicago. A friendly management and staff welcomes you during the convention and at all times.

Added Features That Make Your Stevens Visit Long-Remembered

- All outside rooms, each with running ice water
- Floor clerk on each floor
- Inspiring roof promenade and view of 3 states
- Fairyland for the kiddies
- Delicious meals—famous chefs
- Ladies' Bridge Luncheons daily
- Billiard room and bowling alleys
- Library and reading room
- Gray Line sight-seeing tours start at The Stevens
- Railroad, airline, theatre ticket offices in Lobby
- A few minutes' walk to the Art Institute, Adler Planetarium, Field Museum, Shedd Aquarium

Stevens rates start at $2.50, with bath, for One—$4.00 for Two

HOME OF THE CONTINENTAL ROOM
Chicago's Most Intimate Dinner and Supper Dancing Room

THE STEVENS
CHICAGO
WORLD'S LARGEST HOTEL
How To Sell Gas Appliances
(Continued from page 14)

set? You know the only kind of vessel some folks know about is a little old kettle they heat about a pint of water in... but up-to-date houses don’t heat water in kettles and pans and such ves- ses. Modern homes have automatic water heaters!

AB: Look Captain, Barnacle Bill and the crew are beating that poor sailor! Why, they’re egging him! Can’t you stop them?

GH: I could. But I want a mint to do it. He deserves that punishment, ma’am. He committed a crime, and now he’s got to pay!

AB: But, Captain, what could be done to deserve such a horrible punishment?

GH: He took the last drop of hot water, and left the rest of it stranded with six week’s growth of beard. He took the last drop of hot water for shaving!

AB: Sing, boys.

MUSIC: Song Rock and Roll.

MM: Oh, Captain Bligh, may I see Miss Berry a minute?

7 out of 10
Listeners to
BUFFALO STATIONS
Tune in WGR or WKBW
between 5 and 7 P.M.
says Ross Federal
BUFFALO BROADCASTING
CORPORATION
RANDBUILDING, BUFFALO
Represented by
FREE & SLEININGER

PUT YOURSELF IN THIS CAVALIER SCENE

Golden sunshine, the song of the surf, not a care in the world! Here is the finest beach in the East, with a Beach Club rivaling the best of the Lido. In the evening, dance under the stars to the music of our orchestra broadcast- ing nationally. Then to a deep sleep in the air-conditioning, the comfort of the Cava- lier Hotel. You’ll be amazed at the moderate rates, you’ll be pleased to find a congenial and carefully selected clientele. The Cavalier is open the year round.

Grieg With McClatchy
HUMBOLDT GREG, formerly sales manager of Southwest Broadcasting System and before that a member of the station representa- tive firm of Greig, Spight (now John Blair & Co.) has been named sales manager for the McClatchy stations in Cali- fornia.

a turkish washbowl for about nine minutes the other day. When I was looking at adjusting your face with soap and warm water an old sailor offered me a dash of cold water to close the pores.

MM: I saw a picture of a movie star the other day who had a face that looked so well-groomed I wondered how they did it.

AB: Well, don’t envy movie stars. It doesn’t take a lot of money to be perfectly groomed. It does take time, attention, and plenty of hot water! Your hair, for in- stance, many movie stars have a daily shampoo and have their hair dressed by experts each time they appear in a scene. But the rest of us can manage to look well-groomed with a weekly shampoo, a daily bath, and looking after your face and hands a little each day. Incidentally, here’s a tip on home shampooing. You can use the little bits of soap that are left over from a cake of soap to make an excellent lather. Add hot water to these small bits of soap and let them dissolve by boiling them a little. Mix in a bit of your favorite shampoo. Seal this liquid in jars and use it whenever you want liquid soap for your scalp shampoo.

MM: How many times should you rinse your hair for shampooing?

AB: The best beauty parlor usually puts on your hair three or four rinses. But you can do it perfectly well with your soap and water. First, add all the soap out with a final warm rinse, and then shampoo your head with a final cold rinse. Rub your hair and scalp dry, using warm towels.

AB: Remember to wash your hands in warm water after you finish. Then pat the cuticle back as you dry your hands. Please un- derstand that I realize none of these things are new or startling, but a lot of us for- get about an invaluable beauty aid — water — and how little it costs to have it always ready at your faucet.

MM: Miss Berry, I really appreciate your telling me all this. I’ll be sure to use it. After all, I’ve pretty much made out already, ready to use.

GH: A very wise choice, ma’am. I have this handy little reminder for inexpensive home beauty aids, written by an old friend of Miss Albertine Berry, Lone Star Gas System, Dallas, and your copy will be sent to you promptly without charge — or now, our mystery melody.

MUSIC: Nancy Lee.

GH: Do you remember that old tune? It was a popular favorite of twenty years ago. Ah, those were the days! But were they! Those were the days when a bath- tub was still a luxury and when a reser- voir of the old wood stove filled with water for the whole family’s baths. You weren’t in a hurry to have as much hot water for your bath, than when the rest of the family was洗澡ing for hot water too.

Today, automatic hot water service is taken for granted, just as essential, just as necessary, as eating and sleeping and heating and cooking. And why not! With an automatic hot water service comes automatic hot water service costs but a few cents a day in an automatic gas water heater. See the tremendous convenience and economy in the modern automatic gas water heaters! On at the turn of the lever and you have a steady supply of hot water — no waiting for your family to use up the potable water! And this is how you can make the most of the natural gas.

SAILING-ON—Interpolate Red Sails and Isle of Capri.

GH: And what you have outgrown your present water heater or has it failed you lately? Or haven’t you had to borne them up on the draft of others? It you are depriving yourself of one of the most luxurious commodities in life, will you please have the most economical and most dependable unit you can get installed in your home. Today is the day! And in the financing of an automatic gas water heater, after your time payment is finished, you can give your home a brand new touch.

AMERICAN TECHNICAL SERVICE
Manufacturers of Automatic Water Heaters
www.americanradiohistory.com

Eugene Meyer Asks
Station in Capital
Publisher of Washington Post
Seeking WMAL Facilities

AN APPLICATION for a new broadcasting station in Washing- ton, D. C., to use the facilities now assigned to WMAL, Washington, D. C., was filed by Mr. Edward F. Beard, WMAL, on the FCC May 14 by the Washington Post. The newspaper, published by Eugene Meyer, former manager of the Federal Radio Board, long has sought a radio af- filiation and at one time bid for WMAL. This station is now in- volved in litigation locally in a suit brought by Hearst Radio Inc., owners of the Old Dominion, Press, in which the Press is the firm of con- tract under which the station was to have been purchased for $285,000.

The application stated that $100,000 is available for construc- tion and operation of the proposed station and that “this amount is not encumbered by any liability.” Control of facilities, the application added, “would be vested in a licensee qualified by experience, and by virtue of expertise, equipment and financial responsibility.”

Program Schedule

THE STATION, the application added, would not be affiliated with any licensee. The new affiliation “becomes available”. It was esti- mated that 15% of entertainment programs of educational programs would be commercial. Entertainment would make up 35% of the sustaining programs; 10% of the education, and the balance distributed among religious, agri- cultural and fraternal.

Eugene Meyer, the publisher in the name of Eugene Meyer and his wife, Agnes E. Meyer, doing a partner- ship business as Eugene Meyer & Co.,

A decision is expected shortly in the Hearst suit against the heirs of the estate of M. A. Lees in Con- nection with the station purchase. The case is pending before the Su- preme Court of District of Co- lumbia and arguments were heard last month. WMAL is now oper- ated by NBC as its blue network station in Washington, under a lease that still has some two years to run. It pays $30,000 a year in leasehold and $6,000 for studio rentals.

Coulter to Radio

FRANK COULTER of the Philadelphia office of N. W. Ayer & Son has been transferred to the radio division of the New York Office and will be associated with Fran- cis C. Barton in the radio time sales division and 5% of educational programs related not to Douglas Coulter who until recently was vice president for radio at N. W. Ayer & Son.

He has been with the agency for the last ten years, serving in vari- ous capacities. Richard Bunbury will now be in charge of the radio department and is working in the radio contract and accounting of- fice. Mr. Bunbury comes to Ayer
More Interesting Programs an Aid to Teaching by Airwaves

EDUCATION in various forms is now safely on one of the best possible carriers—radio—and is moving toward its goal of greater influence over vast numbers of people. This is being done by James G. Harbord, chairman of the board of RCA, speaking recently at the University of Chattanooga.

Recent progress attained in education by radio has been spurred by the fact that less glibblowing is involved in the definitions of radio education, he explained. The great educational precept of today is—first catch the interest, he said. "Into the most remote homes and into thousands of classrooms it takes music, the voices of world leaders in government, science, literature and other fields. It dramatizes history at the historic moment, and provides commentators to interpret the news of the day. No wonder educators and broadcasters have been so eager to make the most of educational advantages, of such a force. No wonder they have sometimes been a little confused as to how to do it.

Three Divisions

"FROM the earlier discussion to which I alluded there emerged the realization that educational broadcasting, however difficult to define as a whole, is made up of three principal divisions.

"First, there is broadcasting into the school-room, from kindergar- ten to the university, of regular classroom studies, correlated to the curriculum.

"A second principal division of educational broadcasting includes outstanding news events, eye-witness accounts 'on scene', speeches, music, dramatizations, and other programs heard during school periods or assigned for home listening. The pattern of these features is far too long to review here. Among the typical ones are: The Music Appreciation Hour, con- ceived and produced by Dr. Peter Damrosch, of which required listening of some ten million students in the 65,000 radio-equipped schools of the country; the NBC Music Guild, studying seldom-heard classics; the Radio Guild, broadcasting a cycle of Shakespeare's 'King' plays; Great Moments in History, dramatizing the stories of America's destiny; a broadcast of a Congressional session; Education in the News, William B. Boutwell, U. S. Office of Education—so the list goes on.

"The third great function of radio in education, as we now have come to see it, is in what formerly was called the field of adult education. It might better be referred to as 'continued education'. We have gotten away from considering the persons in this class as the 'dull-dressed thinkers', with the slight implication of dullness that goes with that term. They are 'serious' in that they do not make something substantial, something that helps them understand what is going on around them, but in the sense that they take themselves seriously. The increasing sale of better non-fiction books in recent years testifies to their numbers.

"It is interesting to note how many of the events offered by broadcasting which interest these persons outside of school, might well be—and often are—assigned to students as listening to supplement their lessons."

Candy Sponsor

F. B. WASHBURN CANDY Corp., Brockton, Mass., is sponsoring a Saturday morning program by and for youngsters. Titled Eddie Kasper's Stardom Express, it includes a 14-piece juvenile orchestra, a glee club of 40 voices and assorted performers. Tennis racquets, cameras, wrist watches, baseball gloves, hats and plenty of the sponsor's Walco candy bars are given at each broadcast. The account is handled by Broadcast Adv. Inc., Boston.

German Court Upholds Use of Musical Records

AN APPEALS court considering litigation between the German broadcasting company and seven leading German gramophone record manufacturers has ruled that the broadcasters have the right to use the records they purchase for program purposes, without securing permission of the manufacturers and without paying additional fees provided the records are musical only. Records of the spoken word, it was ruled, may only be used with the manufacturers' permission. The manufacturers had based their suit on a claim of unfair competition, but the court decided that broadcasts of records constituted "public performance" according to German copyright law. Reich stations are now again devoting considerable time to record programs.

In another decision on the same type of case, the Supreme Court of the Canton of Berne, Switzerland, has ruled that the Swiss Broadcasting Co. has no right to use records for broadcasts unless additional fees are paid the manufacturers. This case is being appealed to the national supreme court.

True Story Shift

MACFADDEN PUBLICATIONS Inc., New York (True Story magazine) for the third time has changed the inaugural date of the "W" which will be heard over MBS and the Inter-City Group to June 8, 10:30-11 p.m. Ruthrauff & Ryan Inc., New York, has the account.

The Good Old Summer Time

Is a good time to have your special program electrically transcibed for full broadcast. Write us for our low prices for recording it here in the sound center of the world where the best in talent is always available.

THE GOOD OLD SUMMER TIME is also transcription time.

Write us for new low summer prices on the following programs:

BILL, MACK AND JIMMY 100 episodes

ADVENTURE BOUND 65 "

HOLD THE PRESS 65 "

*REPORTER OF ODD FACTS 100 "

*YESTERDAY BRINGS YOU TOMORROW 39 "

CONTRACT BRIDGE SERIES 78 "

* Five Minute Spots.
FEDERAL COMMUNICATIONS COMMISSION

BROADCASTING • MAY 15, 1936

TENTH ANNIVERSARY

In connection with its observance of a decade on the air, NBC is using the occasion to bring about modifications to conform with current practices. Television experimentation in the ultra-high frequency band was dropped and will be assigned to the ultra-high frequency band. Changes in certain allocations of the ultra-high frequency band are now going on. The changes were incorporated in a modification of Rule 229 of the F.C.C. rules, effective July 1, and briefly, provide the following:

Band between 1,500 and 1,600 kc., now used for "high-fidelity broadcasting", definitely assigned to broadcasting, but with no changes in present allocations contemplated.

Two bands between 2,000 and 3,000 kc. (specifically 2,000 to 2,300 kc. and 2,650 to 2,850 kc.) are being assigned to experimental television for use of various cities. The bands will be assigned to police and other transmitters to form a conference planned next month at which they will be required to arrive for technical research.

Set aside band between 25,600 and 26,000 for international broadcasting, pursuant to terms of May 11, 1934.

With the adoption of the amended Rule 229 the way is paved for consideration by the FCC Broadcast Division of specific allocations in those bands and for possible changes in rules governing experimental services. Of greatest importance is the assignment of so-called "apex" stations, since some 50 applications for such stations are pending, primarily from newspapers.

The television experimenters now assigned in the medium high-frequency band who will be called to the conference, probably next month, include: H. L. Hogan, Long Island City, N. Y.; Sparks-Withington Co., Jackson, Mich.; University of Nebraska, Lincoln; College of Agriculture, Manhattan, Kans.; Pioneer Mercantile Co., Bakersfield, Cal.; NBC portable and KBML, Chicago, Y.; NBC, Chicago; First National Television Corp., Kansas City; Purdue University and Atlantic Broadcasting Corp. (CBS).

FCC Makes Change

In Apex Channels

Changes in specific allocations in certain of the high-frequency bands were adopted by FCC, sitting in band A meeting May 11, 1936, to bring about modifications...
CBS Tentatively Gets Two Stations in Montana

KPBB, Great Falls, and KGVO, Missoula, Mont., will join the CBS network by Aug. 15, under tentative arrangements made with the stations within the last fortnight. Contractual arrangements, it is reported, already have been made with the Great Falls station, and the virtual completion with KGVO. Delay in the alignment with CBS is occasioned by the necessity of A. T. & T. arranging the lines which will feed through Seattle and Spokane.

KEST, owned by Buttry Broadcast Inc., and operated on 1280 kc., with 2,500 local sunset and 1,000 watts night, Mrs. J. Buttry is in charge of the station, which is licensed to use 1,000 watts on 1260 kc., and is owned by Mosby's Inc. A. J. Mosby is manager.

FTC Complaints

UNFAIR competition is charged by the Federal Trade Commission against several advertisers. They are: Rieger Co., Inc., New York, cited for claims made for Mentho-Lik; Licht's Fun Factory, New York, charged with false representing that a factory is operated or that middleman's profit is avoided; Dr. H. B. Norton Shoe Co., Inc., Philadelphia, trading as Foot Health Institute, cited for false claims in sale of shoes for ill-formed feet; Remsen New York, cited for claiming that its Aspirin Plus is a newer form of aspirin as well as gives better results.

DUXDALE HOSIERY MILLS Inc., New York (hosiery) on Tuesday, May 26, 9:30 P.M. eastern standard time, will start musical program on WJZ, titled Romance Inc., signed for 13 weeks. Ford & Thomas, New York, placed the account.

Publishers, in the present case, will not tend to allay the criticisms. An official of the society testifies that it is not the policy of the society to make inducements to orchestra leaders and players to advise when they have played copyrighted pieces in unlicensed places. He states that the society has no scruples against depending upon orchestra leaders and players to prove its cases. He has done so in the present instance.

Inasmuch as orchestra leaders have the choice of selections, a proprietor of an unlicensed place, however innocent, may be placed in the toils of the society through a brash leader and an unscrupulous investigator.

THE COMPLETE AND RELIABLE SOURCE OF SUPPLY OF
CAREFULLY COORDINATED RECORDING EQUIPMENT

Here is how you can take advantage of the Presto Instantaneous Recorder. Just a few duties it has been put to by progressive station owners and managers:

- STATION "AA"... had a 15 minute commercial program daily. Featured artist suddenly called out of town. One week's programs were recorded the night before and program continued without intermission.
- STATION "BB"... wanted to broadcast governor's convention address. A large network program was scheduled for the same hour—they turned to Presto recording on a Green Seal Dictaphone and the speech went on an hour later.
- STATION "CC"... records all spot broadcasts on its breakfast club and musical clock programs. Costs two dollars a week and leaves the regular announcer free for other work.
- STATION "DD"... was feeding an important election speech to its network. A local commercial was on at the same time. Presto recording made, and speech broadcast locally 30 minutes later.

You, too, can enjoy the convenience and money-saving potentialities of the Presto Instantaneous Recorder. Communicate with our Engineering department for the most economical equipment.

Whether you are considering the purchase of a complete instantaneous recorder, or of a needle, rely on one source of supply. The coordinated efforts of an extensive engineering department and the wealth of experience gained through the manufacture of recording equipment, since the inception of the art of recording sound, enables Presto to offer you a product second to none.
ANOTHER controversy growing out of demands for political broadcasting has been settled in favor of the station by a court ruling in Youngstown, O., May 2. Locke Miller, one of 14 candidates for Congress in that city, sued in the federal courts the operators of WKBN, for specific performance of an alleged oral contract to speak over the station. In handing down the decision, the court held there was no oral contract involved.

On behalf of the station, Warren P. Williamson Jr., president, held he had decided not to sell time in the congressional primaries because of the large field of candidates, and maintained that by rejecting all requests he was within the Communications Act.

Political Time Case

WINX, New York, will be operating three transmitters when it complete installation of new equipment to be used when the FCC grant on May 13, and night becomes effective. One transmitter will be used for shortwave transmission. The main equipment will operate with a direct-current antenna. A portable set will be used for emergency.

KFWB, Hollywood, is planning installation of new RCA transmitter and equipment this summer. If a power increase is granted the plant will be moved outside the city limits with lines to the Warner Bros. building and the Sunset Blvd. studios.

CORNELL-DUBILIER Corp. announced two new lines of tubular condensers, the result of research for the next six months. Cornell-Dubilier engineers attacked the problem from the standpoint of the set manufacturers' and servicemen's requirements. The problems of humidity, high temperature operation, and the effective radio frequency and audio frequency by-passing are said to have a most satisfactory answer. A new 24-page catalog has been issued.

TWO catalogs describing developments in equipment, discs, and parts, for the instantaneous recording and transcription fields, have been issued by Presto Recording Corp., New York. A special article on instantaneous recording prepared by Presto's chief engineer, is also available.

NEW speech input equipment is being installed at KFJK, Bismarck, N. D., including RCA velocity microphones. The equipment will soon be entirely installed.

WVAS, White Plains, N. Y., has ordered a Moller organ from the Baldwin Piano Co., New York.

BOOM RUMBLER- Ray Kelly, NBC's sound effects chief, is making some hair-raising thunder by hitting a window screen with a tympani hammer. The tone can't be heard in the studio but it sounds like thunder, all right, as it leaves the loudspeaker.

Greater Cleveland has just completed erection of a new tubular steel tower 218 feet in height. This type of antenna is said to be the nearest thing to an ideal tower yet designed, and is expected to be widely used by the future by stations on frequencies above 1200 kilocycles. Being designed as a tough, yet flexible copper plated alloy steel, it is able to withstand terrific strains. Due to its small cross-sectional area, illumination is supplied by two 500-watt flood lights, placed a few feet from the base of the pole. These serve not only as illumination of the tower, but are charted on all airway maps as markers beacons for the city of Cleveland, a reporting point in the city, and a point of reference in the field. Field strength measurements indicate a 10% increase in strength as compared to conventional systems.

AMPERITE Corp., New York, on May 5 announced a dual impedance velocity microphone, or one that can be operated either with high or low impedance input. It is model RB-DI. The result is accomplished without any loss in efficiency, it is held, by using a specially designed transformer and a new type of microphone cable. The cable is terminated with a five-prong female plug. It is changed to the high impedance by accidentally by plugging it in the proper male plug.

KFJK, Fort Worth, on May 10 began operation with a new RCA 100-250 watt high-fidelity transmitter. R. S. Bishop, station manager, claims increased coverage for the station which operates full time on 1370 kc.

For Rent

EQUIPMENT

Approved equipment, RCA TMY-73-B field strength measuring unit (new), direct reading; Astilne A ng us Automatic Recorder for fielding on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental.

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

COMPLETE new RCA transmitting equipment for KFWB, Hollywood, California, will be installed during the installation of the Bureau of Power and Light switchboards from 50 to 60 cycles late in the summer. The city, largest of large companies on 50 cycles, must change its frequency to the power line from Boulder Dam. It will necessitate changing motors on thousands of large and small refrigerators.

WDJJ, Roanoke, Va., has ordered an RCA 5 kw 5-c high-fidelity transmitter for speech input equipment, to be installed in the near future. A Blaw-Knox self-sustaining vertical tube for 220 volts 60 cycle will also be ordered.

WSIP, Toledo, increased its daytime power on May 3, 200 watts to 500, C. Alston, chief engineer, had his staff working nights to prepare for the switchover.

IN THE CONTROL ROOM

REG HARRIS has been assigned by CBS, Philadelphia, to handle major league baseball broadcasts. Raymond Lloyd goes to Wildwood, N. J., to handle remotes from the resort.

JAMES MIDDLEBROOKS, chief engineer of WAPI, Birmingham, has resigned to become CBS engineering staff in New York under the direction of R. M. Cohen, CBS technical director.

GLYNN RITTER has joined the staff of KFRO, Los Angeles, as an engineer. He is graduating in West Texas and the Pacific Coast. R. E. Bum- rays, KFRO chief engineer, announced his departure.

R. MORRIS PIERCE, chief engineer of WLS, Chicago, has joined the staff of CBS's World's Fair radio network. He has been assistant engineer in charge of electronics and special vacuum devices.

PRANK GOW, in charge of mechanical programs at WEEI, Boston, has resigned to become senior engineer at the Continental Electric Co., St. Charles, Mo., manufacturer of photo cells, electronic and special vacuum devices.

WILLIAM H. DOHERTY, youthful president of Western Electric Co., Cleveland, has taken a high- efficiency amplifier circuit, described the device to the Institute of Radio Engineers, meeting in Cleveland May 13-15. At one time Mr. Dohersey made studies of radio wave phenomena for the U. S. Bureau of Standards and in 1920, joined the Bell Telephone Laboratories.

The circuit is said by the makers to promise a revolution in the design of radio telephone power amplifiers.

EUSTACE H. TAYLOR has resigned as chief engineer of KADA, Ada, Oklahoma. He attended a similar position with KGPE, Shawnee, Okla. Mr. Taylor installed KADA and supervised the installation of the station KLKC, Ada. His first work at Shawnee will be supervision of the installation of their new 250-watt station.

R. L. SCHENCK, engineer of WHW and WSAI, Cincinnati, recently became a member of the medical staff of Good Samaritan Hospital, Cincinnati.

Federal Telegraph Co., a subsidiary of the Mutual Broadcasting System, is in full force in the business of providing voice communication to the radio industry.

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

Page 60

BROADCASTING • May 15, 1936

GATES Manufacturers of Everything in Speech — Remote—
Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.
QUINCY, ILLINOIS

www.americanradiohistory.com
Remington Rand Expands

REMINGTON RAND Inc., Buffalo
(typewriters and office equipment)
May 5, took over the second
of the 11-12 noon special
bookup organized in New York
state by Burt Squire, manager
of WINS. Hearst magazines are the
sponsors of the first half-hour.
The office equipment manufacturer
is using Earl Harper as the In-
quiring Reporter. The program is
picked up from the Strand Theatre,
New York, and handled through
the facilities of WINS. Account
placed direct.

Packard Signs Astaire

FRED ASTAIRE, dancer, has
signed with Packard Motor Car
Co., Detroit, to star in a new series
to begin in the fall, originating from
Hollywood. No information could
be obtained as to the duration of
the series but it is believed
that it will not be less than 28 weeks.
The agency is Young & Rubicam
Inc., New York. Last season Pack-
ard had Lawrence Tibbett, Metropo-
litan Opera star, singer on the
air over 91 CBS stations, includ-
ing Honolulu, for 26 weeks.

GUARANTEED

ACURACY

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 tantalum Air-Dag holders
in 30,000 to .001 cycle, frequency drift
Million cycle per degree centigrade
change in temperature.

$50.00

Two Crystals - 500

Approved by F.C.C.

Write to Dept. B-502

Scientific

RADIO SERVICE

124 Jackson Ave., University Park, Hyattsville, Md.

A New G-R

Volume

Control

Better Contacts • Improved Terminals • Smaller Size

A N IMPROVEMENT on the popular Type 653 Volume Control—redesigned after three years of constant use of thousands
of controls in broadcast stations, sound picture installations and public address systems—an even better G-R volume control.
These important design changes contribute much to the general utility of the new control for all mixer-circuit uses.

- All beryllium-copper contacts and switch arms—no noise—longer life.
- Removable dust cover—windings fully protected when cover is removed.
- Finger size button on knob—easy to set without looking at knob—ideal for use in darkened control booths.
- Improved terminals—better mechanical contact—easier to solder to.
- Smaller depth—reduced to 2-3/16 inches behind panel—saves valuable space in portable mixers. These volume controls are guaran-
teed to give a lifetime of silent, useful service.
- A new impedance of 250 ohms has been added.

Type 653-MA 50 ohms $12.50
Type 653-MB 200 ohms $12.50
Type 653-MD 250 ohms $12.50
Type 653-MC 500 ohms $12.50

These are available for immediate delivery. Controls of other impedances can be supplied on special order at
slightly higher prices. Write for Bulletin 7-B for complete description.

General Radio Company, Cambridge, Massachusetts

Page 61

May 15, 1936 • BROADCASTING
Free Program Service Is Offered by Magazine
IN RETURN for publication of a list of stations in its columns, Picture Review, woman's magazine, is offering a free transcription and script service that has broadcasters puzzled, trying to decide if it is another chiseling scheme or a legitimate program service.

In a letter to stations, Ivan B. Newman, writing for the magazine, says the program service is being started in connection with the publication's new parent-teach-
er location. The service will be mutually beneficial, states the letter, because both magazine and stations will benefit from it. It will provide prestige, larger audience, and serving a national and community movement "that will focus attention more deeply upon us."

The letter continues: "It is a part of our plan to list the stations and project, and, of course, this list of stations will command the interest of national advertisers and their agencies." Before passing judgment stations were anxious to hear the transcriptions and read the continuities.

Routine ASCAP Petition
In Washington Is Shifted
RULING on a routine legal petition, the Washington State Supreme Court May 11 granted ASCAP a transfer of its petition to vacate the receivership judgment against it, based on grounds of "prejudice," to another judge. The main receivership stays with Judge Wright, who handed down the original receivership judgment.

In filing a petition to vacate, ASCAP had admitted that the receivership judgment was final. Few instances are on record of Washington courts having vacated a judgment. Since the main receivership is still with Judge Wright, the transfer of the petition to his colleague is believed to strengthen the receiver's title to the copyrights, especially in view of an ASCAP by-laws signed by each member which allows ASCAP to conduct all litigation and thereby bind each member.

Copyright Fund Okehed
AMERICAN participation in the international copyright conference in Brussels, Belgium, was announced May 11 at the Senate, without objection adopted a joint resolution appropriating $6,500 for that purpose. The conference is to re-

sion for the Convention for the Protection of Literary and Artistic Works, originally concluded in Bern, Switzerland in 1886 and revised in Rome in 1928. This is the conference to which ASCAP strenuously objected during the hearings on the Duffy Copyright Bill before the House Committee this session. The American Delegation has not yet been named.

Royal Goes Abroad
JOHN F. ROYAL, NBC vice president in charge of programs, sailed Saturday, May 9, on the Ben-
eraria for England. Mr. Royal will be on the Queen Mary when she makes her maiden voyage to America, sailing from Southampton on May 27.

CBS Program Shifts
IN A realignment of its program department in New York, CBS has named V. S. Whitman director of scripts. Betty Mandeville has been assigned temporarily as assistant to the Lewis, director of broadcasts, and Earl McGill has been made casting director.

Packer Scalpette Spots
PACKER MFG., Co., New York (Scalpette) during the week of May 13 Among the series World transcriptions announced on behalf of 30 stations Blackman Adv., Inc., New York, placed the acc-
trant.

Cairo Radio Convention Plans Are Considered
PRELIMINARY plans for America's 1938 Cairo International Telecommunications Convention were formulated May 5 at a meeting of government and private broadcasting and communic-
ations scientists and lawyers. Selection of a number of subcom-
mittees to draft proposed resolutions was announced.

On the same day the preparation group for the Cairo conference is to be completed, the employees division, Cairo International Telecommunications Convention, will benefit or discussion of the Cairo group. Another suggestion was that individuals as well as sta-
tions should be permitted to report violations of licenses to the FCC. Uniformity in the FCC rules also was advocated, Dr. C. Jolliffe, of RCA, suggesting that this was a question for astronomers and that the National Observatory should be consulted.

CALCIFIED

ADVERTISEMENTS

Classified advertisements in Broadcasting classified per word for each insertion. Each must accompany order.

Situations Wanted
Station Manager: at present assistant manager of small station in large west-

ern city. Experienced in both sales and programs, and understands all ends of the broadcast industry. Would like to take over station that needs building up. Box 465, Broadcasting.

Broadcast operator and engineer: mar-
ried, 38. Four years in A. T. & T. Radio Department and three years with leading eastern network station. First class radio-

telephone license. Active in development work. Box 486, Broadcasting.

Broadcast operator, Thoroughly experi-
enced, Reliable Age 36, W. B. Schroeter, R.R.2, Lafayette, Indiana.

Wanted to Buy
Will purchase or lease local station. Write full particulars. Box 484, Broadcasting.

Wish to purchase part or whole interest in or lease radio station. Box 487, Broadcasting.

Music—Talent
Program Manager, Artist, and for list of new songs—available for broadcasting without payment of copyright fee. Indiana Song Bureau, Salem, Indiana.
During the first week in April WLW received 191,869 pieces of mail from its listening audience. More than 90% of these contained proof of a product purchase.
WKY
Modern Oklahoma City Station
Installs RCA Speech Input Equipment

Like all progressive stations, WKY knows that it must keep in step with the times, and offer the best in radio to its ever-increasing number of listeners... WKY selected RCA Speech Input equipment, for this station knows that such equipment adheres to high fidelity standards, and offers the same dependability for which all RCA broadcast equipment is recognized. And every RCA Speech Input installation is tailored to the specific needs of the particular station. This assures the utmost in efficiency not only to the station itself, but to the listeners as well... This is just as true in the installation of a control system for an elaborate network as it is in the case of WKY. And behind each installation is the same technical skill and vast experience that has gained for RCA a most envied reputation throughout the world.

Transmitter house of WKY is built like a private residence and only the antenna towers reveal its utilitarian purpose.

WKY's Speech Input Panel by RCA can be expanded whenever necessary.

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